

## **MEDIA RELEASE**

# The Namibian Broadcasting Corporation and TV WORX agree on Decoder Distribution

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**22 July 2014**

FOR IMMEDIATE RELEASE

*Windhoek, Namibia;* On 22 July 2014, the nbc Director-General, Albertus Aochamub and TV Worx CC owner, Frans Smith, signed an agreement at the national broadcaster for the distribution of the NBC Digital TV decoders nationwide.

As the nbc is presently migrating from analogue to digital TV broadcasting and as part of the DTT roll out, nbc has appointed the services of third parties to act as independent intermediaries to receive, hold and deal with the payments and selling of DTT decoders.

As at 5 July 2014, 53.6% of the Namibian population receives a Digital Terrestrial TV signal already compared to the present analogue coverage of 67%. It is expected that by June 2015 the Digital TV signal would cover 67% of the Namibian population. NBC Director General confirmed that Namibia would meet the global deadline ahead of schedule. He further states that “we are supremely confident that Namibia will be amongst leading African countries to comply with the deadline. We would certainly be number three (3) after Tanzania and Mauritius”

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Directors

**Albertus Aochamub**  
Director General  
(ex-officio)

**Sven Thieme**  
Chairperson

**Andrew Kanime**  
Deputy Chairperson

**Yvonne Boois**  
Director

**Ludwig S Hausiku**  
Director

**Diana van Schalkwyk**  
Director

TV Worx will be selling the DTT decoders as a packaged deal (decoder, antenna and installation) from its dealerships on Sam Nujoma Avenue and Maerua Mall and via its installers in various parts of the country in order to assist nbc with the services required to launch the new decoders. The nbc Director General stated that “The nbc is in the process of negotiating with other potential distributors as well who can further provide similar services to the broadcaster and its viewing public. We are also encouraging all other distributors, especially the well-established SMEs, to join this DIGITAL JOURNEY”

The nbc and TV Worx cc looks forward to a long and prosperous relationship ahead.

*End*

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## **ABOUT NBC ([www.nbc.na](http://www.nbc.na))**

NBC's Purpose is to become a leading Multimedia Public Broadcaster of Choice in Africa. It is the only Namibian broadcasting house that runs radio broadcasting in Ten (10) Namibian languages and three (3) Public Service TV channels. NBC offers local, SADC and International news, current affairs and entertainment programming and covers more than 95% of the Namibian population. It further broadcasts beyond the Namibian borders on the DSTV audio bouquet and online at [www.nbc.na](http://www.nbc.na)

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## **ABOUT Digital Terrestrial TV ([www.nbc.na/dtt\\_home.php](http://www.nbc.na/dtt_home.php))**

Digital television is a new way of broadcasting television. Although digital terrestrial television changes the way pictures are sent to your TV, it won't change the way you watch television.

Since the beginning of television, we've been watching what is known as 'analogue television': TV signals are broadcast using radio waves, which are picked up by an aerial and sent down a wire to your TV, the analogue television receiver. Your set then changes the analogue signal into pictures and sound.

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## **ABOUT TV WORX**

TV Worx was established in 2007, and prosperously grown since. We currently have 5 teams in the field. Furthermore, we supply all products to accredited installers countrywide. Between senior technical staff members TV Worx has over 60 years of experience in the industry.

Our call mandate is installation, of television sets, decoders, DVD players, sound equipment, faulty signals, satellite and television signal distribution networks for new complexes and upgrading of existing residential compounds.

We strive to give our clients the best prices possible and our mission is service excellence and customer satisfaction at all times.