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## MEDIA RELEASE

### EDU TV Introduced on nbc Channel 6

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#### FOR IMMEDIATE RELEASE

**22 September 2014, Windhoek; Namibia.** The Namibian Broadcasting Corporation introduces yet another television channel on its bouquet, to start airing on Wednesday, 24 September 2014. The main target audience of EDU TV, include all the Namibian learners and students from primary school to tertiary level, as well as the youth, and teachers. EDU TV will broadcast over 80% local content consisting of curriculum-based teacher presentations, classroom-based student-centered lessons and educational drama. The lessons are presented by highly qualified and experienced teachers. This brings to a total of 6 channels, including nbc1, nbc2, nbc3, OATV, TBN and EDU TV. Viewers can only access EDU TV through an nbc decoder. “The youth and students have a dedicated channel on educational related matters. Channel 6 is an optional teacher for the students to tune in to lessons they might have missed out in class as these will be repeated. Thus, DTT has brought so many opportunities,” says Chief of News and Programming, Menesia Muinjo.

EDU TV is Namibia’s first ever wholly owned and operated educational television station. The television station will air on channel 106, called channel 6 on nbc’s digital decoder and operate as a partnership between the Namibian College of Open Learning (NAMCOL), the Namibia Broadcasting Corporation (nbc), and Namibia Educational TV (Pty) Ltd (NETV). Education videos for grades ten and twelve are set to assist with the upcoming examinations” says Managing Director of EDU TV, Jackson Swartz. NAMCOL has been the dedicated producer and disseminator of educational television and radio programs on behalf of the Ministry of Education for many years. The youth targeted through programming addresses entrepreneurship and challenges such as unemployment, drug and alcohol abuse, HIV and Aids and skills development through vocational and on-the-job training. Other programming will mostly contain educational news, urgent and important communiques by the Ministry of Education to the educational fraternity at large. EDU TV will also cover and broadcast school-based activities such as school sports, academic achievements, quiz shows, drama and entertainment.

The main objective on EDU TV, in correspondence with the Namibian Broadcasting Corporation, is to complement the national education efforts of the Ministry of Education, its affiliates and partners and to promote education so that it is positioned at the center of the national agenda.

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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. It covers more than 98% of the Namibian population with a radio (FM) signal, 67% Analogue TV - and 62% with a digital TV signal. 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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