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## MEDIA RELEASE

### 70% Digital Coverage by 17 June 2015 Deadline

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#### FOR IMMEDIATE RELEASE

**05 April 2015**, Windhoek; Namibia.

The Namibian Broadcasting Corporation (nbc) will be completing its third phase of Analogue Switch Off (ASO) in the northern areas of Namibia. The broadcaster will be switching off the Oshakati transmitter on **19 April 2015** which will affect the towns of Oshakati, Ongwediva, Ondangwa, Oniipa, Onyaanya, Oshikuku and Elim.

Nbc DTT Manager Mr Ockert Jansen further explained, "The towns and villages along the Ondangwa/Oshikango road will also be included. The switch over will also affect towns and villages directly north of Oshakati and within a radius of approximately 70 to 80km around Oshakati. Okongo and Omuthiya are now also on-air, as well as Eenhana, which has been transmitting a digital signal since December 2013."

The population coverage for these areas is 31.3%. This percentage, combined with the population percentage coverage from the central and coastal areas of the country bring the total population percentage coverage to 70% by the set 17 June deadline. The deadline was set in compliance with the SADC Analogue Switch Off (ASO) and 2006 International Telecommunication Union (ITU) resolution to migrate from analogue to digital.

Uutapi/Ombalantu falls outside of the Oshakati reception area, meaning that people who reside on the road between Ombalantu and Oshakati may buy their decoders in that town. Those residents then need to take into account that they may not be able to receive DTT if they are too far from Oshakati. Oshakati is VHF, whereas the present analogue transmitters in Ombalantu, Tsandi and Okahao are UHF. Thus the nbc urges viewers in those towns to take note that they will have difficulty receiving DTT until such a time that the broadcaster has DTT transmitters in those places.

Nbc mobile sales team will be in these areas from 12 – 21 April to ease viewers into the transition and have nbc Digital Decoders readily available for those yet to purchase them. Nbc Digital Decoders are currently available at the following outlets:

- All Furnmart stores in northern Namibia
- Nampost Post Offices
- Nbc Oshakati
- MobiPay Oshakati
- Century Measure Graph, Ondangwa

Viewers are once again urged to purchase their nbc Digital Decoders now for only N\$199 with their 2014/2015 TV license and ID. The nbc has once again embarked on the 14 day countdown leading up to the actual date of the switch off.

**/End.**

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**ABOUT nbc (www.nbc.na)**

nbc's Purpose is to become a leading Multimedia Public Broadcaster of Choice in the world. 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 98% 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)**

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. nbc boasts altogether with Seven (7) channels on its DTT bouquet – nbc1, nbc2, nbc3, One Africa, TBN, EduTV and ThisTV.

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