
MEDIA RELEASE

nbc launches Audience Research Panel

FOR IMMEDIATE RELEASE

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The Namibian Broadcasting Corporation (nbc) has officially launched the much talked about Audience Research Panel in Windhoek today. The Audience Research Panel, which is an independent component of the intended audience research, comprise of individuals from the public and elsewhere, who will be tasked with the responsibility to drive the corporation's audience research online henceforth.

This is a milestone for the corporation in its history making path, as it has become the first public broadcaster in Southern Africa to run an online audience research activity. The panel will be hosted by a team of experts of the Swedish based online research entity, NEPA, which will drive, administer and manage the processes on behalf of the nbc.

Officially launching the nbc Panel, nbc Director General Stanley Benjamin Similo stated that his tenure at the public broadcaster will be marked by deliverance to the satisfaction of the audience. He added that as producers of content for both radio and television, his management team with his host of producers will at all times be interested in knowing what the nbc audience prefer to consume on its various broadcast platforms.

"As main players in the business of conceiving and creating programs for Radio and Television, we are called upon to be very conscientious about how we go about in bringing these programs to life. The view that holds is supported by the understanding that whatever is heard or displayed on radio and television, must have been informed by some position that will seek to say: 'this is what our listeners and viewers want! And the Audience Research Panel that will drive this process will make that possible for us to deliver the desired quality,'" confessed the nbc Director General.

Similo called upon everyone within the country to play a key role in providing the needed information and to respond to the call to become a panelist for the nbc Online Research project.

Given the imperative view on audience behavior, for the purposes of revenue collection and resource allocation on the part of the corporation, the corporation and its project implementing partner NEPA have set up an ActionHub on which platform the panelists will engage nbc audience.

It's Ours

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Directors

Stanley B Similo
Director General

Sven Thieme
Chairperson

Andrew Kanime
Director

Inonge Mainga
Director

Moses Matyayi
Director

Wilhencia Uiras
Director

Company Secretary
Steven Yarukeekuro Ndorokaze

Speaking at the launch, nbc Research Specialist Nico Mwiya said the platform will provide his office and all nbc clients with valuable information about the products and services of the corporation. Mwiya is adamant the study and tool is vital to the corporation, given its dependency on customer satisfaction.

“The Panelists, whose participation we are awaiting now, will direct the corporation’s vision and its sales strategy. The panelists will populate the desired information confidentially and their conduct will be independent from any nbc influence, to ensure legitimacy and reliability,” added the energetic Mwiya.

Through this panel, Radio listeners and TV viewers will be contacted through the panel to share their opinions on content, scheduling and advertising on nbc. Their opinions will be essential to nbc in its mission to create the best content on the continent. Feedback on this undertaking is expected to be availed soon.

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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 78% of the Namibian population. It further broadcasts beyond the Namibian borders on the DSTV audio bouquet and online at www.nbc.na

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 Six (6) channels on its DTT bouquet – nbc1, nbc2, nbc3, One Africa, TBN and EduTV.

ABOUT NEPA

Nepa is an online research company based in Sweden. Nepa has a strong background within the Media industry and is continuously conducting research in over 50 countries. Nepa has 180 employees and offices in Stockholm (HQ), London, Shanghai, Mumbai, Singapore, Helsinki and Copenhagen. On the African continent, Nepa currently has assignments in South Africa and Egypt for a global retailer and it has access to panels in Egypt, Nigeria and South Africa.