
MEDIA RELEASE

nbc Digital Terrestrial Television Tour 2014

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FOR IMMEDIATE RELEASE

Windhoek, Namibia: The Digital Terrestrial Television (DTT) Tour started in Rundu and is currently in Katima Mulilo where nbc decoders are being sold out on a daily basis. The nbc has however experienced signal interruptions in the region and are working around the clock to repair it.

nbc's Commercial Manager for DTT, Ockert Jansen said, "The people here are accepting this new technology well, they want us to stay longer! People are embracing the nbc as this is the first road show in the Kavango region, it really makes a difference to the people that we are coming to them."

Since the Keetmanshoop and Mariental switch on, the DTT coverage is standing at 61%, by end August that number will reach 62% as the Erongo Region transmitter switch on will take place.

The Digital Terrestrial Tour 2014 is yet to visit the following towns on the following dates.

Opuwo	12-13 August
Mariental/Gibeon/Berseba:	15-16 August
Keetmanshoop/Tses:	17-19 August
Kalkrand/Rehoboth:	20 August
Outapi/Oshikuku/Tsandi/Okahao etc:	22-24 August
Ongwediva Trade Fair/Eenhana:	25-31 August
Omuthiya:	1-2 September

End

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ABOUT NBC (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

ABOUT Digital Terrestrial TV (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.
