

MEDIA RELEASE

NBC Music Jukebox Officially Launched

02 December 2016, Windhoek; Namibia.

The Namibian Broadcasting Corporation (nbc) officially launched its latest program, 'nbc TV Jukebox' on Friday 02 December 2016 in the capital.

The nbc TV Music Jukebox is an interactive SMS based Audio Visual television program that plays Namibian Music Videos. Viewers will be given the opportunity to vote for their top 20 local music videos via the SMS short code. The music video's with the most votes are automatically queued ahead of other songs and will compete in terms of which music video will play next on nbc television screens. nbc Juke Box will broadcast every Saturday at 21h00.

nbc as a national broadcaster has segmented its products according to the demographics of the Namibian population. Programs that are airing on both radio and television are targeting specific radio listeners and television viewers. About 80% of the youth between the ages of 16-35 years are regularly watching television during the specified timeslot. The target market for the TV Jukebox program will be the youth from the above mentioned age group.

The objectives of the program are to increase listenership on radio and viewership on television, introduce a state of the art product that will attract more listeners and viewers as well as improve the customer perceptions towards the nbc Brand. The broadcaster will also benefit in terms of enhancing its advertisement revenue and creating an interactive platform for the viewers.

NBC Manager for New Business and Research Nico Mwiya urged clients to advertise by concluding that: "The nbc Juke Box show creates an interactive advertising opportunity with notable marketing opportunities for clients. As we will reach wider audiences on both radio and television, I encourage existing and new clients to grab this opportunity. This platform also offers multimedia advertising on not only radio and television but other social media platforms such as Facebook and Twitter. Prospect clients who wishes to advertise on the NBC Music Juke Box can do so by emailing the Sales Team at accountsexecutives@nbc.na or contact the sales team at 061-291 3125.

It's Ours

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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.