
MEDIA RELEASE

Multimedia pioneers at NBC – Mobile Reporting in Namibia

For Immediate Release:

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During the past two weeks the Deutsche Welle Academy held a workshop about Mobile Reporting at NBC. Mobile Reporting describes the combination of reporting in video and audio via mobile phones, as well as the editing via a mobile device. The aim of this form of reporting is to create more local content, especially from the regions and from the listeners themselves.

14 producers from all 10 language services, as well as technicians and TV producers were involved in this workshop to learn about the benefits of mobile journalism. In addition there were producers from Rundu, Tsumkwe, Katima Mulilo and Oshakati present to further include the regions. 3 German coaches from Deutsche Welle Academy were conducting the two weeks of training, during which reports were produced, the work flow was pitched and further planning finalised. There was also a focus on the cooperation between the different NBC stations. From now on content produced by all stations is shared and later on translated into the different languages.

Julia Minner, Coordinator of the all new NBC Multimedia Content and Support Hub, was very pleased with the workshop's outcome: 'As can be seen by the results, this workshop brought all the language services closer together. In my opinion, this project is a wonderful chance for NBC to be pioneers in Multimedia and create quality content in that matter as well.'

NBC's cooperation with the Deutsche Welle Academy is now running in the second year, aiming on the sustainable development of contentual and technical structures to increase content for the younger target audience. The youth in all of Namibia's regions are targeted for more information supply on all of NBC's radio, tv and internet platforms. The cooperation between the DW Academy and NBC's training department is sealed until 2018 and aims on further increasing the new Multimedia content's quality.

This Multimedia project is from now on part of all NBC's Youth Hour programs with radio, Just Teens at TV and can also be seen on facebook via www.facebook.com/NBC-Wowza-Youth-Hour.

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.
