

MEDIA RELEASE

Nbc Website Revamped and Reloaded

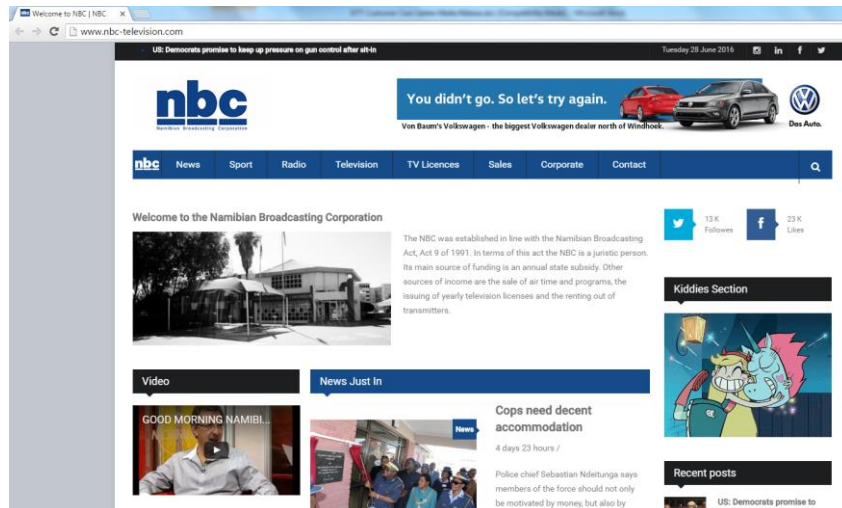
29 June 2016, Windhoek; Namibia.

As of today, 01 July 2016, the national broadcaster's website, along with its new look and feel, will go live to the Namibian nation as well as to the rest of the world.

The newly modernized website is more responsive, mobile friendly and now comes with an additional searchable and archives function. What is also new is that all upgrades were done internally with the core team comprising of five (5) nbc employees. The staff compliment ranges from radio representatives, branding and advertising specialist, IT staff as well as the webmaster that forms part of the team that put together the nbc's first ever internally hosted website.

All technical aspects of the website will be handled by nbc Webmaster Alex Samuel with Web Editors uploading content from the Corporate Affairs, Television License, Sports, Radio and Television as well as News and Current Affairs departments.

With the website set to go live in phases, the first phase includes publishing the website to the people and the second phase involves bringing the radio aspect of the site more to life! The final stages are set to be completed by 01 September 2016 which will see the finalization of the site. Thereafter, the team sets to unveil the nbc mobile application to follow suit with news alerts to allow the public easier access to television and radio news.



It's Ours

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The website will cater for the live streaming of all ten (10) nbc radio stations to cater for the masses as well as the diaspora of Namibia worldwide. Each radio station will have its own page within the site with the second phase introduction of the site allowing for the uploading of various media content.

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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.
