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## MEDIA RELEASE

### **nbc promises a month of world class football on its channels**

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#### **FOR IMMEDIATE RELEASE**

**03 June 2016**, Windhoek; Namibia. The Namibian Broadcasting Corporation (nbc) has put all speculations about its coverage of the continental football competition, the Confederation of Southern African Football Association, COSAFA CUP to bed. This after an announcement by the spokesperson of the national broadcaster, Mrs. Umbi Karuaihe-Upi, that the nbc has capacity, willingness and readiness to give the event a world class coverage.

The broadcaster's spokesperson made the announcement in Windhoek today, adding that the nbc has put together a team of experts who are currently hard at work to plan a seamless coverage of the continental football event. Karuaihe-Upi promised the world the best coverage in high definition television format. "Plans are at an advanced stage to beam a world class event to the world, from the start of the competition on the 10<sup>th</sup> to the 25<sup>th</sup> of June this year. Our international partners and other key players have joined hands with a local team of experts to bring to every home in Southern Africa the best of football coverage from Namibia," commended Karuaihe-Upi.

Namibia will host the high class event for the first time and has contracted the nbc to broadcast 21 matches live, with the exception to the two final group matches that will be played simultaneously. As per the agreement with the local organizing committee and COSAFA, only one of the two final group games will be broadcast live on the 15<sup>th</sup> and 16<sup>th</sup> of June 2016.

The games that will take place at two of Windhoek's main stadiums will see professionals of the nbc teaming up with foreign experts in making sure the event is covered skillfully. The nbc will distribute the signal to all participating national broadcasters.

The national broadcaster has also announced that with the advent of the DTT platforms the Namibian viewer has been provided a much wider choice. The platform has given the nbc an opportunity to cover the UEFA EURO 2016 competition taking place in France. The month long event will be broadcast on nbc 3 from the start of the competition on 10 June 2016 to the 11 July 2016.

Karuaihe-Upi has once again reiterated the corporation's stance to treat the nation to a full month of the best of football from the continent and abroad. Karuaihe-Upi invited local businesses to get into contact with the corporation's team of marketers and sales professionals to take benefit of the corporation's special offers in airtime sales.

Most of the 51 football games of the Euro 2016 competition will be broadcast live on nbc3. The remaining games will be carried delayed.

The nbc Director General Stanley B. Similo will officially launch the broadcast of the two competitions on Thursday next week, 9 June 2016 in Windhoek.

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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 98% of the Namibian population. It further broadcasts beyond the Namibian borders on the DSTV audio bouquet and online at [www.nbc.na](http://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.

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