

## MEDIA RELEASE

### Turkish Radio-Television & nbc Sign Cooperation Protocol

FOR IMMEDIATE RELEASE

05 October 2017, Windhoek; Namibia -



**In-House Productions Coordinator of TRT, Engin Baytas handing over the documentary titled “Namibia” to nbc Acting Director-General Menesia Muinjo**

The Namibian Broadcasting Corporation (nbc) has once again reached another milestone by collaborating efforts with international broadcasting partner, Turkish Radio-Television Corporation (TRT).

The nbc has entered into an agreement that will facilitate content exchange and personnel training for skills enhancement between the two broadcast partners. On 05 October 2017 at the nbc’s Head Office in Windhoek, a documentary which features local sceneries and the culture of the Ovahimba people which was filmed in Namibia and produced in Turkey, was handed over to the nbc by Turkish Radio-Television.

This initiative came as a result of the need for diverse content and the quest to produce quality content as well as the sharing of skills through exchange programs and intensive training. The two public broadcasters have pledged to assist each other through content sharing & personnel training.

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The agreement saw some of the nbc's staff members that are involved in content producing already receiving training on Wednesday this week on content production aspects and its dynamics by the broadcaster's Turkish counterpart.

Acting Director-General, Menesia Muinjo said: "The partnership between the two parties is signed with a view to enhance and develop cooperation between participants and will allow these participants; reciprocally and within their means and abilities; to partake in radio and television festivals, competitions and cultural shows in each other's countries."

The nbc, in its drive to improve its content offering and fulfil its mandate, herewith also confirms Namibia's strong partnerships with international friends such as; the government of the Republic of Turkey, and signifies unity and the edge to achieve common goals in the broadcasting sphere.

In-House Productions Coordinator of TRT, Engin Baytas, who is visiting Namibia on the occasion of the handover ceremony said: "TRT, having 50 years of experience in television and 90 years of experience in radio broadcasting; carries, with its constantly evolving technology and broadcasting approach, the whole world to every destination where there is life through its screens and reaches the whole world with its broadcasts.

Today, various locations around the globe are broadcasted with the logo of TRT through its 13 channels. Two years ago, one of these locations was Namibia. The TRT crew arrived here for a 28-day television marathon. Together with the nbc team, they covered a distance of 6.500 kilometers and shot for a total of 12 days in 14 different locations in Namibia.

TRT is following the new technologies and developments closely. Currently, all the leading television channels around the globe are broadcasting in HD, whereas, only 7 broadcasting organizations (free to air), including TRT, are broadcasting in UHD.

Also in attendance, Minister of Communication and Information Technology, Tjekero Tweya said that broadcasting and access to information plays a fundamental role in any growing economy. He added, "It is through these partnerships that our society receives access to a variety of information that can educate, inspire and entertain our audiences."

Turkish H.E. Ambassador Deniz Çakar who was present in the event as well announced for further cooperation new training programs offered to nbc by TRT for the coming months, these include an invitation to four nbc staff members to an international training program in December 2017 and also specially designed professional training program for nbc including 3 camera men, 3 producers and 3 montage/video editors who will be invited to TRT headquarters in Ankara.

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**ABOUT nbc ([www.nbc.na](http://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 74.5% 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](http://www.nbc.na))**

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 Eight (8) channels on its DTT bouquet – nbc1, nbc2, nbc3, One Africa, TBN and EduTV (nbc4), Music on 5 (nbc5) and Kwese Free Sport on 6 (nbc6).