

## MEDIA RELEASE

### **nbc to complete 45% Analogue-Switch-Off by 19 April 2015**

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#### FOR IMMEDIATE RELEASE

**07 April 2015**, Windhoek; Namibia.

The Namibian Broadcasting Corporation (nbc) will be completing its third phase of Analogue Switch Off (ASO) in the northern areas of Namibia. The broadcaster will be switching off the Oshakati transmitter on **19 April 2015** which will affect the towns of Oshakati, Ongwediva, Ondangwa, Oniipa, Onyaanya, Oshikuku and Elim.

Nbc DTT Commercial Manager, Ockert Jansen further explained, "The towns and villages along the Ondangwa/Oshikango road will also be included. The switch-off will also affect towns and villages directly north of Oshakati and within a radius of approximately 70 to 80km around Oshakati. Okongo and Omuthiya are now also on-air, as well as Eenhana, which has been transmitting a digital signal since December 2013."

The population coverage of the Oshakati transmitter is 31.3%. This percentage, combined with the percentage population coverage from the central and coastal areas of the country bring the total population affected by the analogue switch-off by 19 April 2015 to 45,7%... Further analogue transmitters will be switched off in the coming months.

Although decoders are sold in Uutapi/Ombalantu for viewers residing along the road to Oshakati, viewers need to be aware that this town falls outside of the Oshakati reception area. "Those residents then need to take into account that they may not be able to receive DTT if they are too far from Oshakati. *Viewers living in Ombalantu, Tsandi and Okahao will NOT be affected by the switch off. Switch off in these towns will be done at a later stage*" says Jansen.

Nbc mobile sales team will be in Oshakati and surrounding areas from 12 – 21 April to ease viewers into the transition and have nbc Digital Decoders readily available for those yet to purchase them. Nbc Digital Decoders are currently available at the following outlets:

- All Furnmart stores in northern Namibia
- Nampost Post Offices
- Nbc Oshakati
- MobiPay Oshakati
- Century Measure Graph, Ondangwa

Viewers are once again urged to purchase their nbc Digital Decoders now for only N\$199 with their 2014/2015 TV license and ID. The nbc has once again embarked on the 14 day countdown leading up to the actual date of the switch off.

The next Analogue Switch off is planned for Opuwo and Kamanjab.

**/End.**

**Issued by:**

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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 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)

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**ABOUT Digital Terrestrial TV ([www.nbc.na/dtt\\_home](http://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 Seven (7) channels on its DTT bouquet – nbc1, nbc2, nbc3, One Africa, TBN, EduTV and ThisTV.

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