
MEDIA RELEASE

NPL & nbc Sign Memorandum of Understanding

07 December 2016, Windhoek; Namibia.

The Namibian Broadcasting Corporation (nbc) and the Namibia Premier League (NPL) signed a Memorandum of Understanding Wednesday morning at the broadcasters Radio Centre in Windhoek.

The strategic partnership is an undertaking between the national broadcaster and NPL for the purposes of achieving a common, mutually beneficial and specific business oriented objective as identified by the parties. A working group will be formed to ensure the attainment of a win-win partnership.

As a public broadcaster, the nbc serves as a vehicle for information, education and entertainment, but moreover serves to contribute to the economic, social and cultural development of Namibia.

This memorandum of understanding serves as a guide to the establishment of a strategic and win-win partnership out of which the nbc will derive value in line with its core business objectives. A Socio-economic impact study of football on Namibian GDP as well as a business plan that would clearly outline the responsibilities of all parties, including public and private sectors will be developed for each activity in line with the guidelines and principles of the memorandum.

The NBC shall be part of partnerships aimed at contributing to national development plans such as the Harambee Prosperity Plan aimed at addressing the root causes of some of the nation's most acute social problems such as unemployment and poverty.

Nbc Director General, Stanley B. Similo stated at the signing ceremony that, "Among other things, the broadcaster herewith seeks to co-operate with the NPL and other sporting organizations that demonstrate and promote the nbc's strategic ambitions and goals (mandate)."

During the 2016/2017 financial year, nbc will focus on the following strategic partnership with the NPL, to promote culture through football, create awareness on key campaigns and events and develop talent via means of profiling old and new football talent on radio and television platforms.

END...../

It's Ours

PO Box 321 • Windhoek - Namibia • Tel +264 61 291 3111 • Website: www.nbc.na

Directors

Stanley B Similo
Director General

Sven Thieme
Chairperson

Andrew Kanime
Director

Inonge Mainga
Director

Moses Matyayi
Director

Wilhencia Uiras
Director

Company Secretary
Steven Yarukeekuro Ndorokaze

Contact:

Umbi Karuaihe-Upi
Acting Chief Commercial Officer
Tel: 061 291 3177/3104
Mobile: 081 129 4818
ukaruaihe-upi@nbc.na

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.