

MEDIA RELEASE

nbc German service introduces new Sports Program - Blickpunkt Sport

FOR IMMEDIATE RELEASE

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It has been almost 3 years since there was a sports show at nbc German Service. Now the German Service proudly presents: Blickpunkt Sport (Focus Sports), the brand new sports magazine. The new weekly show will be dealing with the whole range of Namibian and international sports. 'Many listeners will be anxious of yet another show just featuring soccer. But I can ensure them, that's not going to be the case! I want to show the whole spectrum of Namibian and international sports', states German Service sports producer Jasko Rust. The stories are presented to the listener in a diverse way. There will be reportages, radio reports, columns and comments. And there will be a special weekly topic where the listeners are invited to join in a discussion with experts about Namibia related sports themes.

By implementing this new show, the German service is also promoting the RMS. So naturally German Service Manager Lucia Engombe is pleased with the outcome: 'With our new sports producer Jasko we now have the staff requirements to have an in-depth programme on sports again. We have been initializing this new show for some time, looking for the perfect slot, working on the show's concept. Now we are looking forward to the forthcoming Sunday!'

The show will start on the 28th of February with a podcast in addition to the show also in the making. Besides the new show Jasko Rust will still provide the German Service with sports news three times a day. Or, as Senior Producer Jochen Berends puts it with a wink: 'Jasko has been busy with other shows lately as well and was still able to do the (sports) news. He is really looking forward to the show, so he won't mind some additional work now and then.'

Blickpunkt Sport – every Sunday from 2 to 4 pm on nbc German Service!

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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

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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 Seven (7) channels on its DTT bouquet – nbc1, nbc2, nbc3, One Africa, TBN, EduTV and ThisTV.
