

## MEDIA RELEASE

### **nbc launches TV License PAY TO STAY Competition**

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#### **FOR IMMEDIATE RELEASE**

**11 January 2017**, Windhoek; Namibia. The Namibian Broadcasting Corporation (nbc) has launched its new TV License Competition in Windhoek on Wednesday this week. The competition signifies a great start to the New Year by the corporation. At the launch of the competition, the corporation, in partnership with Air Namibia and Protea Hotel by Marriot within the United Africa Grouping has expressed its earnest commitment to giving back greatly to the nation in various ways.

The new TV License competition, known as the PAY-2-STAY Competition rewards lucky TV License holders residing in Namibia. They must have renewed their TV Licenses for the year 2016/2017. Prizes for grabs by the lucky winners include a weekend get-away for two couples per month to any Protea Hotel countrywide inclusive of a voucher per couple worth N\$ 1000-00 for meals and drinks. The grand prize will be 6 domestic flight tickets on Air Namibia to any destination of the winners' choice and the accompanying services on board the aircraft.

Announcing the prizes at the launch, was nbc's Acting Chief Commercial Officer, Cecil Jarurakouje Nguvauva who thanked the partnering institutions for having joined the nbc initiative to reward the deserving TV License holders residing in Namibia. Nguvauva stated that it is imperative for institutions in the country and the greater populace to support local industries. Given that tourism contributes immensely to the country's GDP and the livelihoods of many, it has become one area of concentration at the nbc with this competition, Nguvauva quantified. "Based on our past experiences, there are many Namibians who may not have had any experiences or exposure to tourism. An initiative such as the one we have launched, will provide the likelihood for the individuals to benefit, which experiences and interests may multiply among the population in the longer run to benefit the industry directly or indirectly," added Nguvauva. He said the same analogy applies to travelling where Air Namibia is a profound player carrying the spirits and pride of the Namibian nation in the skies and abroad.

The nbc partners in the endeavour welcomed the great initiative, stating that they feel honoured to be part of the TV License campaign. Representing Air Namibia is Ebson Ngondo, a Sales and Marketing officer at the airline, who said the nbc television and radio is a good strategic partner in the industry. Ngondo said: "This is a great opportunity to Air Namibia to give back to the community through this initiative, to ensure that we maintain our corporate social responsibility status in the country. We are willing and prepared to offer every Namibian a rare and equal opportunity to board an aeroplane at least once in their lifetime. But it has to be through initiatives like this that we shall be able to provide that likelihood."

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United Africa Group (Pvt) Ltd, General Manager Karen Vollenhoven was happy to join the venture. The happy Vollenhoven said: “We welcome the opportunity to host the winners and treat them to the best hospitality service Namibia we can offer at any of our facilities nation-wide. The accommodation prizes include a mouth-watering breakfast and a N\$1000.00 voucher for food and drinks, that will provide a lifetime experience for the deserving Namibian TV License holder,” Vollenhoven added. She remarked that this was indeed reason enough for every Namibian to participate in the competition to stand a chance to claim one of the 16 tickets that her institution has injected in the nbc TV License campaign.

As a precursor to the main prizes, Furstenhof Protea Hotels by Marriot offered a one overnight double room ticket to be won at the competition launch. The lucky winner of the ticket was Applonia Nambuli, who was left speechless by the opportunity. While thanking the sponsors, Nambuli described this as a once off chance that came to her surprisingly.

The nbc TV License PAY-2-STAY competition will run until 30 September 2017. Two lucky couples will each win a two night stay at any Protea Hotel in the country per month.

In order for anyone to claim the prize in the competition, the TV License holder should have a valid TV License for the year 2016/2017, and enter the competition by sending the word STAY via sms to 66633. A monthly draw will take place with winners announced on all nbc multimedia platforms. Everyone is encouraged to enter as many times as possible to increase the chances of winning.

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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 74.4% 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.