
MEDIA RELEASE

NBC & KORA – ALL AFRICA MUSIC AWARDS PARTNER UP

FOR IMMEDIATE RELEASE

18 January 2016, Windhoek; Namibia.

nbc Director General, Mr. Stanley Similo and KORA – All Africa Music Awards represented by its President, Ernest Coovi Adjovi, entered into a mutual agreement on Monday 18 January 2015 at the nbc Head Office.

The parties herewith agreed that the Namibian Broadcasting Corporation will be host broadcast and television signal distributor for the KORA All Music Awards to be televised live on 20 March 2016. A Fashion Show will also take place on 18 March 2016 two days before the actual event of which NBC will produce and broadcast. The agreement dictates that nbc employees will be allowed to shadow crew members from abroad on the KORA Awards production and by so doing gain on experience through a hands-on learning process. Similo said; “The biggest gain linked to the agreement is bringing the awards closer to the Namibian people! How will we get our own people to learn and do what others around the world do when coming to productions of this nature? This will be achieved by mirroring and shadowing those with the experience of international productions.” He added that events of this nature create hype about the country in which it is being held, “this is an opportunity for Namibia to remain relevant”, he concluded.

The national broadcaster also committed to airing the KORA Awards as well as promos running until the actual event date. KORA Founding President Mr. Adjovi reaffirmed that nbc holds the rights to broadcast the event live and will be able to use the material. He added, “The nbc can package, use the material and event and keep on benefiting long after the show. Content creation through interviews by the nbc can to be taken into consideration with over 200 artists arriving in Namibia for the awards.”

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The KORA Awards will be broadcast LIVE on nbc as aforementioned with rebroadcasts of up to ten (10) repeats over a period of six (6) months. The nbc will also avail its music studios 6 and 7 to the KORA team and artists delegated by the KORA team to make use of these studios for the recording of the 2016 KORA theme song with the incorporation of Namibian artists sponsored by KORA.

All broadcasting rights shall remain the property of Mundial Telecom Services SARL, the company legally constituted as a corporation owning 100% of the KORA All Africa Music Awards and nbc shall have exclusive rights to broadcast/rebroadcast and publication of all works and/or materials relating to the event at its own cost within the borders of Namibia.

The agreement further states that packaged material may be distributed to One Africa TV for delayed broadcast at the discretion of the nbc.

National Director Tonata Shiimi concluded the signing ceremony stating that, "Namibians should take ownership of this event and welcome brothers and sisters from all over Africa along with the arts and culture that accompany this event."



National Director Tonata Shiimi, KORA President Ernest Adjovi, nbc Director General Stanley Similo and Chief Commercial Officer, Alex Shimuafeni at the nbc after signing the Memorandum of Understanding

End/

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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
