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## MEDIA RELEASE

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### Digital Television Taking Over Namibia

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nbc's digitalisation has taken the country by storm. Opuwo, Rundu and Katima Mulilo's digital transmitters have officially been switched on. The national broadcaster aims to sell the DTT decoders from the nbc offices both in Rundu and Katima to make them more accessible to the masses.

The next digital sites that the nbc has in its sights include Keetmanshoop and Mariental. The two largest southern towns will be the next two stations to be switched on, the first to occur in the south. DTT transmissions will be launch as from 31 July 2014. DTT decoder selling points will include the nbc Keetmanshoop offices as well as installers from TV Worx cc.

The nbc plans to have the following transmitters in place by December 2014, including Erongo Region, Impalila, Signalberg, Gobabis and Epukiro, bringing the total population coverage to approximately 67%.

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**It's Ours**

PO Box 321 • Windhoek - Namibia • Tel +264 61 291 3111 • Website: [www.nbc.na](http://www.nbc.na)

Directors

**Albertus Aochamub**  
Director General  
(ex-officio)

**Sven Thieme**  
Chairperson

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Deputy Chairperson

**Yvonne Boois**  
Director

**Ludwig S Hausiku**  
Director

**Diana van Schalkwyk**  
Director

## **CONTACT PERSON:**

Mr. Ockert Jansen

Commercial Manager: DTT

Commercial Services

Tel: 061 291 3182

Email: [ojansen@nbc.na](mailto:ojansen@nbc.na)

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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 Africa. 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 95% 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.php](http://www.nbc.na/dtt_home.php))**

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.

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