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## MEDIA RELEASE

### **nbc Director General launches COSAFA Cup and EURO 2016 broadcast**

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**10 June 2016**, Windhoek; Namibia. The Namibian Broadcasting Corporation (nbc) Director General, Stanley Benjamin Similo has officially launched the Council of Southern African Football Association, COSAFA Castle Cup Competition coverage and the EURO 2016 broadcast on nbc in Windhoek last night.

Introducing his team of experts tasked with the noble task of broadcasting the games for the coming one month, Similo promised a world class production of the event taking place locally. He said the nbc will proudly live up to the expectations to bring all the local games to every household in Southern Africa.

Similo announced that with the EURO 2016 competition running live mainly on nbc3, other games' highlights and repeats will be broadcast on nbc1. The nbc DG said this is done to cater for the areas that do not receive nbc3, especially those areas whose transmitters are not upgraded to digital television format.

"It's no secret that Namibia will host this prestigious event for yet another time which signal will be carried by the nbc for the first time around the world. We stand to demonstrate to every person on the globe, that as a country and an African State, we have matured. We are ready to show to the world that as a broadcaster, irrespective of the size of our operations, we can deliver the best quality event to the viewers and audience out there and we shall do it and even surpass the expectations," added the nbc Director General.

The Namibian national broadcaster will broadcast 21 matches live, with the exception of two final group matches that will be played simultaneously on the 15<sup>th</sup> and 16<sup>th</sup> of June 2016. Only one of those two final group games will be broadcast live at a time on the set days.

The broadcaster's Editor in Chief used the occasion to invite various institutions and companies wishing to market their products and services through the nbc, to make use of the special packages designed for the purpose during that period.

Similo stated that the broadcaster will have more than 2000 minutes of intense football coverage on both radio and television, which creates an opportunity for companies to market their products and services.

He said the nbc has what it takes in terms of the broadcast network, broadcast capacity and space on all its platforms, that will benefit institutions wishing to tap in. "Partner with us, as a trusted

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Directors

**Stanley B Similo**  
Director General

**Sven Thieme**  
Chairperson

**Andrew Kanime**  
Director

**Inonge Mainga**  
Director

**Moses Matyayi**  
Director

**Wihencia Uiras**  
Director

Company Secretary  
**Steven Yarukeekuro Ndorokaze**

broadcaster who promises only the best with our lucrative special marketing and sales rates on both radio and television. I personally invite you to tap in this benefit,” added Similo.

Similo said the nbc has undertaken to treat the nation to a full month of the best of football from the continent and abroad. In the same vein, the nbc DG apologized for the disturbance in the normal scheduling and broadcast that is necessitated by the need to adjust the schedules, in order to accommodate the two competitions on both nbc radio and television.

The nbc DG has promised nonetheless that the adjustments and disturbance of the schedules will be kept to the barest minimum.

Before launching the football festivity on nbc1 and 3, the Editor in Chief of the corporation has promised more from his office in future. He said his office is busy putting everything together to deliver the best to the nation.

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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](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.