
MEDIA RELEASE

nbc Expands Digital Offering with Launch of nbc Music and premium Sport Channel Kwesé Free Sports

FOR IMMEDIATE RELEASE

16 May 2017, Windhoek; Namibia -

The Namibian Broadcasting Corporation (nbc) launched its fifth and sixth channels at its Head Office today.

Nbc5 is a 24-hour music channel on the DTT platform. The introduction of the music channel is to complement the current existing channels, to retain current nbc audiences and attract more audiences to the nbc platforms and eventually to generate revenue. The nbc Sports Channel, nbc6, receives its feed from Kwesé Free Sports which forms part of Econet Media's broadcast network that hosts pay TV, free-to-air and digital broadcasting. Kwesé Sports is Africa's newest and most diverse 24 hour sports channel showing the best in international and African sports.

At the signing ceremony, nbc Director General, Stanley B. Similo stated: "With this partnership and introduction of the new sport channel, the nbc will be able to bring premium sport content and 70% local and regional music as well as international sounds to its loyal viewers." Prior to the signing ceremony, the nbc was able to broadcast international boxing fights on its DTT platform in light of the cooperation. Kwesé Sport provided the sub-license to the broadcaster for the territory of Namibia for two sought after fights; Ricky Burns VS Julius Indongo fight on 15 April as well as the Anthony Joshua VS Wladimir Klitschko fight on 29 April 2017."

Commenting on the launch President and Chief Executive Officer of Econet Media "We are excited to launch Africa's largest and first Pan-African sports channel Kwesé Free Sports in Namibia through nbc. This is the 25th market where Kwesé Free Sports is available. We pride ourselves in offering world class sporting action live and in some cases exclusively on our platform, making premium games available to sports enthusiasts across Africa. Now Namibian sports fans can also enjoy the best in sports live and for free 24/7."

Kwesé Free Sports offers live free-to-air coverage of some of the best in global sports. Through this deal with Kwesé Free Sports, nbc is guaranteed the broadcast of key sport events including the Premier League, the NBA, the NFL, Brazil Serie A, Copa Del Rey, motorsports, international boxing and so much more. The channel will also broadcast the **FIFA Confederations Cup 2017 and 2018 FIFA World Cup**.

It's Ours

PO Box 321 • Windhoek - Namibia • Tel +264 61 291 3111 • Website: www.nbc.na

Directors

Stanley B Similo
Director General

Sven Thieme
Chairperson

Andrew Kanime
Director

Inonge Mainga
Director

Moses Matyayi
Director

Wilhencia Uiras
Director

Company Secretary
Steven Yarukeekuro Ndorokaze

The nbc hosts these channels to promote international and regional content and provide free premium sport and music to the Namibian nation. According to the broadcaster's audience research, about 59% of the audiences frequently watch sport on any given platform. In terms of music, research shows that local music is more preferred than international music. 46% of the respondents indicated that they prefer local music and 31% prefers both local and international music. Only 23% of the respondents prefers international music.

Nbc New Business and Research Manager, Nico Mwiya added that: "By introducing Kwesé Free Sports channel and nbc Music, the broadcaster seeks to retain its sport and music loving audiences."

Nbc Music is available on the broadcaster's DTT decoder channel 105, whilst Kwesé Free Sport is available on channel 106.

For more information on how to get Kwesé visit www.kwese.com

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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 74.5% of the Namibian population. It further broadcasts beyond the Namibian borders on the DSTV audio bouquet and online at www.nbc.na

ABOUT Digital Terrestrial TV (www.nbc.na)

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 Eight (8) channels on its DTT bouquet – nbc1, nbc2, nbc3, One Africa, TBN and EduTV (nbc4), Music on 5 (nbc5) and Kwese Free Sport on 6 (nbc6).

ABOUT Kwese Sport (<http://kwese.com/>)

Kwesé Free Sports is Africa's largest and only Pan-African Free-To-Air (FTA) channel available in more than 24 countries in Africa. It offers live premium sports viewing to fanatics across Africa for free. Watch on your FTA Set Top Box (STB) or digital TV with no subscription fee on nbc channel 106. Viewers can also live stream the channel on on www.kwesesports.com/free wherever they are, whenever they want. Don't miss the English Premier League live, NBA, various FIFA tournaments and leagues, NFL, FIA Formula E Championship, AVIVA Premiership Rugby as well as sport themed magazine shows and movies only on Kwesé Free Sports.