

Status Update of Digital Migration in Namibia

Presented by
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at

CTO DBSF 2015



Ministry of Information and
Communication Technology



Namibian Broadcasting Corporation



Communications Regulatory Authority of Namibia

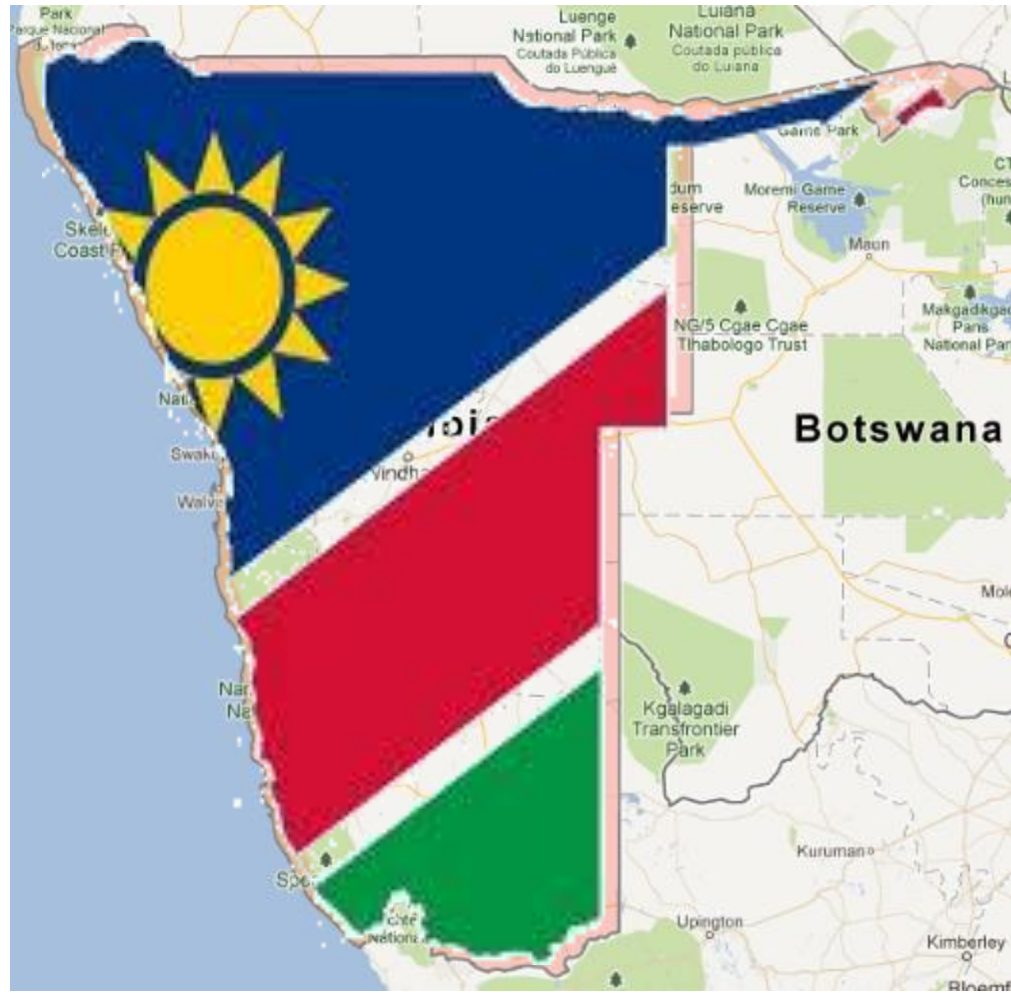


Trinity
Broadcasting
Namibia



About Namibia

- **Population;** 2,2million, 1,26million - 16years & older
- **Households:** ±500,000
- **HHs with a TV set:** ± 260,000
- **Surface area:** 824 268km²
- **Population Density:** 2.7
- **TV Channels:** NBC, One Africa, TBN, GOTV, DSTV on satellite.
- **National TV Coverage:** 66%
- **Number of TV TX sites:** 58

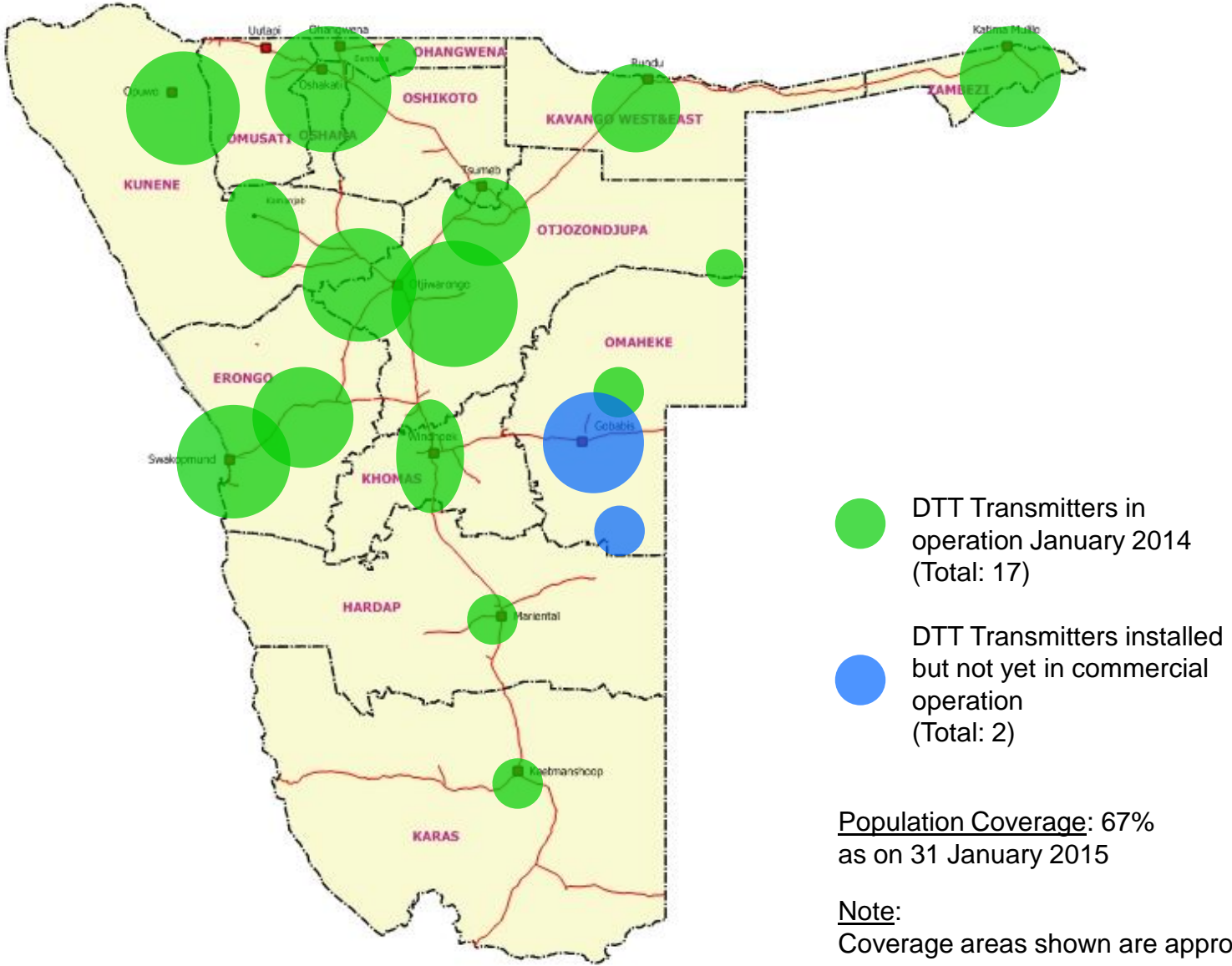


Current Status

- Digital Terrestrial Television launched in October 2013. **Analogue TV switched off in Windhoek 31Jan15.**
- Decoders are now available for sale to the public at selected retail outlets.
- 16 sites on air = 67% population coverage
- Channels on air = **nbc1** , **nbc2** , **nbc3**
One Africa TV, TBN, EDUTV, THISTV
- Call centre established – (061) 23 66 24
- Consumer campaign continuously being implemented.



DTT Coverage: January 2015



The Decoder

- Price
 - Retail price N\$ 199
 - N\$ 99.50 for pensioners, war veterans and disabled persons
- Distribution of decoders opened up to any company that wants to distribute in Namibia.
- Requirements to buy a decoder:
 - Current TV licence (2014/2015)
 - ID document
 - Proof of special status to qualify for half-price



The nbc Decoder Specification

The NBC Decoder contains the following;

MPEG-4	Video decoding
SD and HD	Both standard and high definition
DVB-T2 and DVB-T	As per SADC decision
Conditional Access	Novel SuperTV
DVB SSU for OTA	Over the air download capability
EPG	Electronic programme guide for now and next and next 7 days.
RCA video and audio output + HDMI	Allows for analogue and digital video and audio out.
HbbTV	Middleware to enable interactive services.
HE-AAC, MPEG-1 LII & E-AC 3	Audio for both HD and SD.
USB Port	To enable content viewing through STB on TV via USB port, pause and rewind feature.



Common Viewer Queries

- No reception due to lack of suitable antenna
- Did not know that an antenna is required
- Unable to tune TV set to decoder (step-by-step instructions have been written to address this problem – being distributed via call-centre and media)
- Confusing NBCdigital with GOTV.



Advertising linked to Namibian current affairs.

**WE BELIEVE ALL
NAMIBIANS
ARE SPECIAL.**

We cannot promise you plots of land at reduced prices. But you can get 6 channels on the nbc Digital Decoder for **N\$199** once off, with no monthly subscription fees.

Call Centre (061) 23 66 24
www.nbc.na/digital-television/



**nbc BELIEVES
NOBODY SHOULD
OCCUPY LAND
ILLEGALLY.**

Buy your nbc Digital decoder at a mere N\$199 legally.

Call Centre (061) 23 66 24
www.nbc.na/digital-television/



nbc DIGITAL TV

DIGITAL DECODERS INSIDE

Call Centre

(061) 23 66 24



nbc DIGITAL TV

Analogue



FUZZY: Signal changes in strength, causing ghosting, snow, blurred images.

Digital



SHARP: Signal consistent. Crisper images, clearer sound, no ghosting.

Call Centre

(061) 23 66 24



nbc
Namibian Broadcasting Corporation

Next Steps

- Switch off analogue TV in coastal area and North by March/April 2015.
- Do a hard switchover at small sites close to the border before June 2015.
- Launch interactive services.
- Launch a DTH service to complement the gap in DTT coverage.





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