

Sustaining Conventional Broadcasting in the Digital Era

MS NSINDE LIMBO

**NBC MANAGER: RADIO SERVICES
ADMINISTRATION**

9th National ICT Summit 2026

Ongwediva, Oshana Region

14 October 2026



What the NBC is about..

- The Namibian Broadcasting Corporation (NBC) was established in 1991, under the Namibian Broadcasting Act, Act 9 of 1991.
- It is the country's public broadcaster, with the sole mandate of informing, educating and entertaining the Namibian nation.
- Mandated to provide and disseminate information relevant to the socio-economic development of Namibia
- Promote the use and understanding of the English language.
- Provide 100 per cent network connectivity to all Namibians across various platforms through cost-effective broadcasting technologies.

Our Platforms



The NBC boasts three active television channels, namely;

NBC1- for news and current affairs

NBC2 – for local content, including sport and entertainment

NBC3 – for international content

11 Radio stations broadcasting 24 hours everyday, in all Namibian languages, as follows;

National FM _ Prime content in English providing news and current affairs, entertainment and live coverage of national events and breakig news

Touch FM–youth-centric and commercial station, with interactive content through a hybrid approach, online and frequency mode (FM), with extensive social media presence.

Funkhaus Namibia – Providing content in the German language, both FM and online.

Hartklop FM – Broadcsting in Afrikaans via the frequency mode and presence on social media.

Platforms continued...



- Kati FM – Based in Oshakati and broadcasts in Oshiwambo on FM, also with social media presence.
- Nwanyi FM – based in Katima Mulilo and broadcasts in Silozi on the frequency mode but with presence on social media.
- Wato FM – based in Rundu and provides content in Rumanyo, Rukwangali and Thimbukushu
- Kaisames FM – broadcasts in Khoekhoegowab and based in Windhoek but with representation in Keepmanshoop, Otjiwarongo and Gobabis.
- Omurari FM – broadcasts in Otjiherero and based in Windhoek with representation in Otjiwarongo, Gobabis and Opuwo.
- Tirelo Ya Sechaba – based in Windhoek and Gobabis, providing content in Setswana and Sekgalagadi, with social media presence
- !aH Radio – Based in Tsumkwe, with representation in Windhoek and broadcasts content mainly for San speaking communities.

Programming in the Digital Era



Tailor-made content and programming around day-to-day issues.



Programming as a skills and livelihoods tool, with social programmes specifically produced to address challenges such as poverty and youth unemployment.



Social shows such as Legends of Change, Tupopyeni, She Means Business and documentaries on television, news stories on SMEs and youth which can carry practical content on starting a business, finding jobs, financial literacy, farming, trade and digital skills.



Likewise on our radio stations, we have youth and tech shows produced in Namibian languages, to bridge the literacy gap, while sharing tips on technology use and adaptation in local languages.



Technology segments embedded in these youth shows to promote digital uptake, career profiling on possible jobs in the ICT sector, as well as expert views and input from industry players.



Our main contribution is our content and programming, with documentaries on young Namibians who built income through digital work or small enterprises to serve as both inspiration and navigation for audiences.



Local Content and Creative Industries

Local content performance on NBC increased to 68% on television above the set target of 30%, while radio local content exceeded 97% this year.

Deliberate efforts to enhance local language usage and digital content in local languages through our broadcast in the various languages.

Our efforts to reach the masses may be hollow if digital content only reaches English speakers, hence we are moving towards extensive online content creation in local languages, through our radio stations.

NBC produces in multiple local languages, which is a distinctive advantage for us, at least for now.

So, if we manage to maintain continuous indigenous-language content online, the hope is to contribute to language preservation and indigenous knowledge/cultural heritage.

This will also eliminate the risk of segregating communities who speak under-resourced languages and ensure they are not left out of the digital economy.

In terms of opportunities for the creative economy, the NBC through its Drama School and Commissioning Departments, has been working closely with independent producers, presenters and artists.

We can argue that creating local content supports employment directly, and that digital distribution lets creators earn beyond one broadcast slot, so we are moving towards that approach.



Fighting Misinformation in the Era of AI

Digital growth only helps if people trust what they see.

This is our role as the public media houses, to reinforce that trust, through credible and factual content.

As the nbc, we remain the trusted source of verified information and a counterweight to scams and false claims that hit poorer households hardest.

However, the proliferation of AI tools and irresponsible use of these tools, threaten this role and as a public broadcaster, we are committed to future-proofing our content against such threats.

So, if government introduces employment schemes and so forth, digitally and otherwise, the NBC through its programming can be a strong partner to MICT and other government entities, to ensure correct information reaches all Namibians.

Considering that this is an ICT summit, we are not dismissing AI and its involvement in our output, as it presents creative ways of output to make important information easily accessible to our audiences.

But, we are advancing responsible AI usage and the need for human intervention at every phase of production and consumption, just as we have editorial gatekeeping processes.

Editorial Safeguards in the Newsroom

The NBC newsroom delivers news and current affairs content across television, radio and digital platforms, this role is centralized to the newsroom to curb any editorial leakages.

Language services then translate this news into nine indigenous languages.

The same news is recreated for NBC Digital News platforms, which boasts 1.5 million followers, with presence across all major social media platforms.

This is in line with NBC's editorial policy to keep its message consistent across all platforms.

However, each platform is unique in how it delivers content and in the audience it reaches, thus a single approved message must be

But with current developments in the ICT sector, the NBC is in the process of finalising its internal AI policy, with emphasis on no AI



Acceptable use of AI

- We see AI as a tool, an enabler to help us embellish and curate our content in various ways.
- Multi-format platforms: Converting one approved story into television, radio, website and social media versions.
- Long audio and video interviews: Producing transcripts, quote indexes and follow-up questions.
- Research: Summarising public reports using cited pages.
- Language: Grammar and spellchecking tools.
- Editorial oversight: All AI-assisted content must go through all gatekeeping processes, before broadcast/publication.
- Editorial responsibility for accuracy, fairness, balance and compliance with NBC Editorial guidelines and standards remains with NBC staff.
- Transparency and disclosure: NBC will disclose the use of AI where it materially affects published content, such as AI-generated images, synthetic audio, automated translations or AI-assisted data analysis.
- Data protection and confidentiality: Staff must not enter confidential, personal or unpublished editorial material into AI tools that do not meet NBC's data-security requirements.



Followers

 NBC Digital News

1.52M
+1.21%



619.56K
+1.65%
Facebook

116.17K
+2.46%
Instagram

38.78K
+0.38%
Threads

290.33K
+0.11%
Twitter

10.94K
+1.52%
Linkedin

220.87K
+1.26%
Tiktok

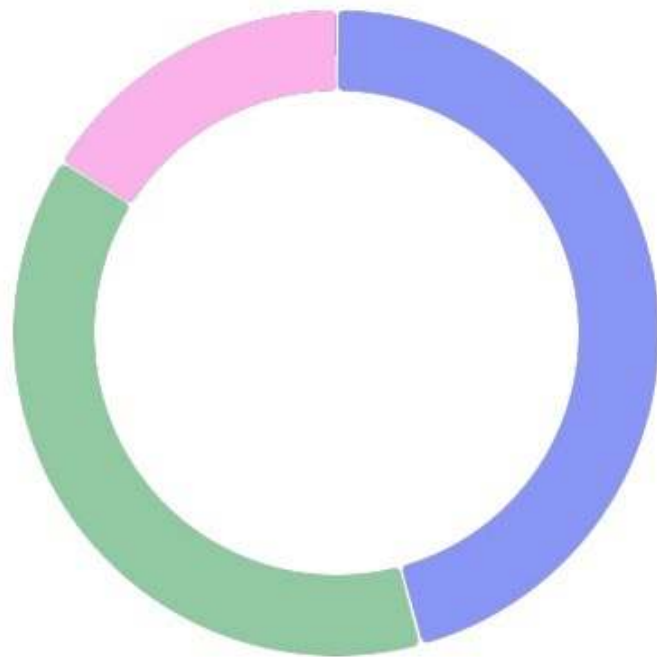
223K
+0.90%
Youtube



Demographics: gender and age

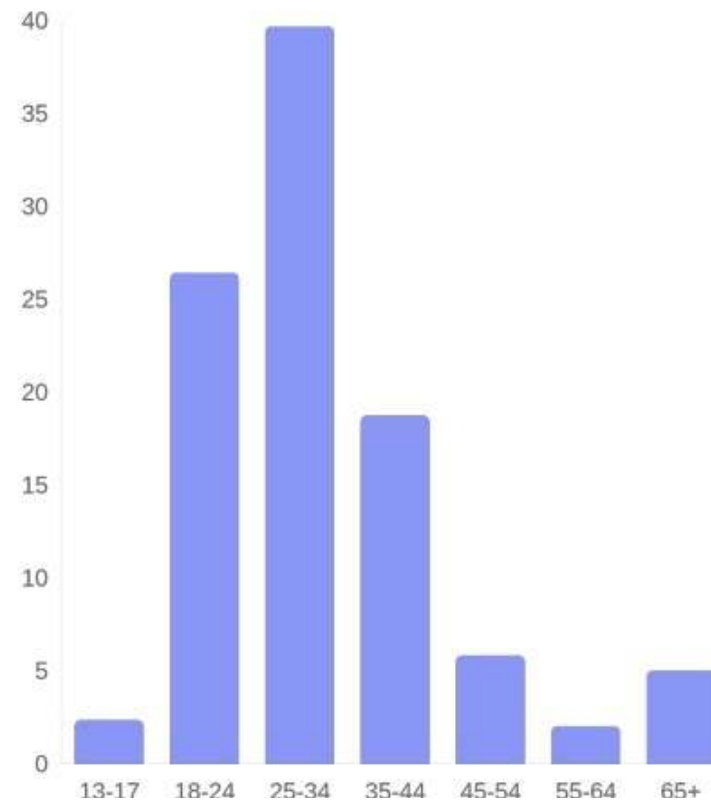
 nbcdigitalnews

Gender



Male (45.78%) Female (38.13%)
Unknown (16.1%)

Ages



Incoming New Channels Configurations



NEWS AND CURRENT AFFAIRS: 24/7 NEWS COVERAGE, WITH SPECIALIZED SEGMENTS ON LOCAL, REGIONAL, AND INTERNATIONAL NEWS.



LOCAL PROGRAMMES: CONTENT FOCUSED ON LOCAL CULTURE, HISTORY, AND ISSUES RELEVANT TO THE NAMIBIAN AUDIENCE.



MOVIES: DIVERSE SELECTION OF FILMS, INCLUDING LOCAL CINEMA, BLOCKBUSTERS, AND INDEPENDENT FILMS.



SPORT: 24 HOURS SPORT CHANNEL BROADCASTING BOTH LOCAL AND INTERNATIONAL CONTENT.



MUSIC CHANNEL: PLATFORM FOR BOTH LOCAL ARTISTS AND INTERNATIONAL HITS, PROMOTING NAMIBIAN MUSIC CULTURE.



PARLIAMENTARY CHANNEL 24 HOURS: LIVE COVERAGE OF PARLIAMENTARY SESSIONS AND CIVIC ENGAGEMENT PROGRAMS TO INFORM CITIZENS.



EDUCATIONAL CHANNEL: EDUCATIONAL CONTENT TARGETING SCHOOLS, WITH PROGRAMMING TAILORED TO DIFFERENT AGE GROUPS.



HEALTH CHANNEL/AGRICULTURE: PROGRAMS THAT PROMOTE HEALTH AWARENESS, COVERING TOPICS LIKE NUTRITION, FITNESS, AND WELLNESS.

Milestones towards ICT integration



- The NBC aims to distribute a total of **150,000 Set Top Boxes (STBs)** over a three-year period, with an annual rollout target of 50,000 units.
- This initiative is designed to achieve a household penetration rate of approximately 20 percent based on the latest data from the 2023 Population and Housing Census, which estimates Namibia's total number of households at **756,339**.
- The Set Top Boxes are **equipped with key functionalities** to support NBC's digital broadcasting strategy, including:
 - **Conditional Access Control:** Enables the NBC to deactivate services for viewers who are noncompliant with television license requirements.
 - **Integrated Customer Management System:** Seamlessly connects with the iTVL (Integrated Television Licensing) system to manage subscriber data, access, and service delivery
 - **Expansion of Regional representation:** NBC to expand its national coverage from 7 to 14 regions, as of 30th of May 2026, in collaboration with MICT.
 - **Upgrading of news set:** Studio 1 in Windhoek was revamped to a modern and state of the art look and feel.
 - **Radio Playout system:** All the NBC's 11 radio stations to get a new playout system with the latest technology and modern features to ensure all of them are connected to one central system.
 - **Community Programming on Radio:** new programs on traditional authority matters and community issues on language services



Creative

Advertising Solutions

Radio Advertising
Reach thousands of listeners daily on NBC's nationwide radio network with impactful, targeted campaigns.

Television Advertising
Showcase your brand on Namibia's leading TV broadcaster with high-visibility prime-time advertising.

Radio Advertising
Professional audio and visual dubbing services tailored for commercials, documentaries, and corporate needs.

Creative Concepts
From brainstorming to final design—our team delivers unique, innovative concepts that make your brand stand out.

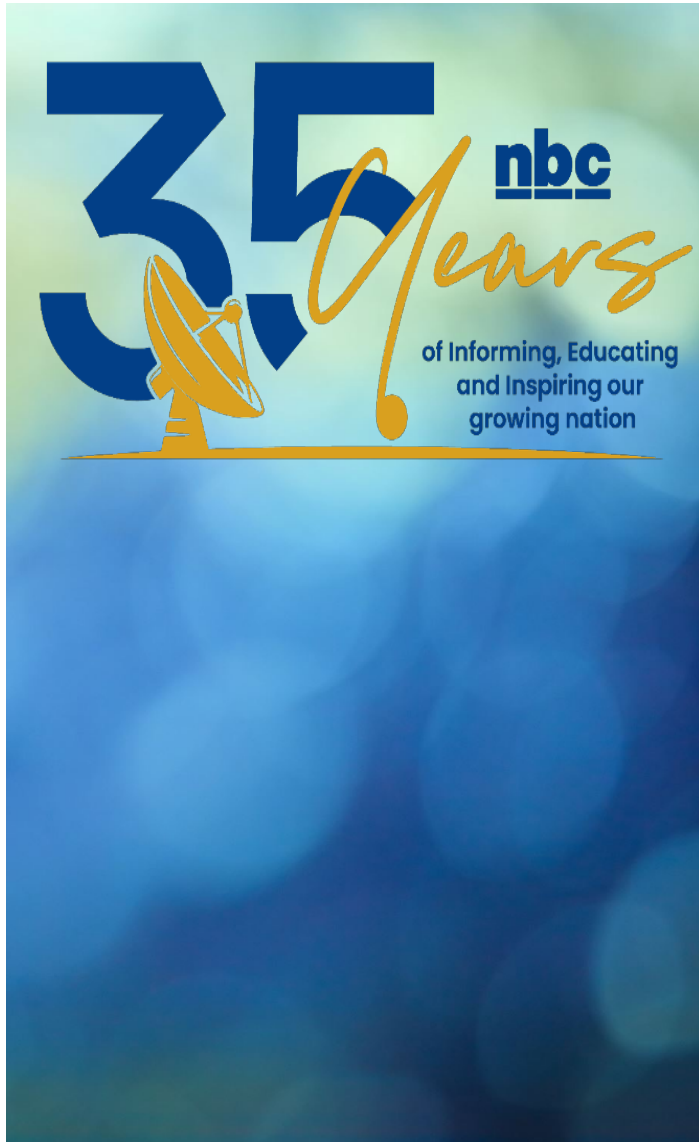
“Advertising isn't a science. It's persuasion. And persuasion is an art.”

Call For More Information
061 - 291 3141 / 27 / 89
new-business@nbc.na or dubbings@nbc.na

NBC-NEW BUSINESS UNIT

Milestones continued

- **Successful election coverage:** NBC successfully covered the Regional and Local Authorities Elections.
- **AI capacity building:** Selected NBC employees attended an Artificial Intelligence training conducted by Deutsche Welle, with participation across most production areas.
- **International recognition:** NBC, through the Content Hub, won an award for a music documentary in Ethiopia.
- **SDGs training:** NBC employees (producers, reporters, camera operators, including sport and technology staff) attended the SABA-UN SDGs training.
- **Festive season programming:** TV programming during the festive season performed well, with a mix of live shows and repurposed content proving effective; radio programming remained strong.



Sustenance of Broadcasting



Online and social platforms still serve as additions to traditional broadcast to young audiences



Linear and online fillers, short documentaries and live streams have the potential to maximize our reach, we are exploring ways to enhance platform multiplicity.



This will ensure the platform (both conventional and digital) complement each other to bridge the digital divide.



Many viewers still depend on TV and radio, so the answer is broadcast and online, not online instead of broadcast.

Painting the picture of broadcasting in Africa..

In Africa, conventional broadcasting, especially radio, will remain the medium of choice to access information well into the foreseeable future.

This is because, majority of the continent's population still lags behind in online presence or access, well below global rankings.

Even with initiatives to fast track our digital footprint, this will take considerable time, effort and money, moreso because Government also has more compelling development challenges.

Against this background, conventional broadcasting remains the cheapest way of information dissemination, with less financial burden on the end user, except a once off purchase of a television or radio set.

Importantly, a large percentage of African population are not tech savvy and do not know how to surf the net. Even using a simple cellphone poses somewhat of a challenge.

Because of these and other factors conventional broadcasting is here to stay and digital platforms ought to complement its existence.

The challenge it faces across the board both private and public broadcasters, is generating enough income to continue quality productions and programming as well as paying market-related salaries in order to attract the best in the industry.

Training of the next generation is also critical for sustainability, both for digital platforms and journalistic skills.

People are creatures of habit: Conventional broadcasting has been around for so long that it has become an extension of the 'family' as it were.

Practicality: One can listen to radio on the go and not miss a beat, unlike a digital device or a cellphone, which requires active participation which is not always practical, especially at work or even at home..but again the platforms should not compete but rather complement!



**TOGETHER, LET'S KEEP
NAMIBIA ON AIR.**



nbc

THANK YOU!!!