



**REPUBLIC OF NAMIBIA**

**KEYNOTE ADDRESS**

**BY**

**HONOURABLE STANLEY M. SIMATAA, MINISTER OF  
INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)**

**AT**

**THE OFFICIAL LAUNCH OF THE NBC MOBILE APP**

**NAMPOWER CONVENTION CENTRE, WINDHOEK**

**THURSDAY, 12 APRIL 2018**

**11H00**

Director of Ceremonies

Members of Parliament in attendance

Permanent Secretaries

NBC Board of Directors

Director-General of the NBC, Senior Management and Staff,

Directors of ODTV Namibia

Captains of Industry

Distinguished Invited Guests

Members of the Media

Ladies and Gentlemen

Good morning to you all! And indeed good morning to our TV viewers and radio listeners tuned in to our national broadcaster throughout the country. It is indeed a great pleasure for me to officiate at this landmark occasion.

Today is a historic day in the annals of NBC. It's a day that will forever be imprinted in the broadcasting landscape of our country. Through this innovation, the NBC has truly taken a giant leap of faith in pursuing emerging opportunities offered by the advent of mobile technology. Two important statistics stand out in our country. One is that there are more cattle than the total population and there are also more cell phones than the total population. It's the latter statistic that augurs well with the application we are launching today. With this application, I am pleased that the NBC have heeded the call I have made and continue to make for Namibia and Namibian institutions to remove the shackles of the self-imposed digital orphanage!

The mobile application being launched today guarantees real-time and virtual access to NBC programs provided there is connectivity. This development bodes well with government's current initiatives to expand existing ICT infrastructure thereby ensuring that truly “no one is left out”!

The other added advantage of this application is that our Embassies and Namibians living in the diaspora can at any given time benefit from national developments. They can follow events unfolding at home regardless of where they are.

Given the financial constraints facing many organizations in our country and the NBC is no exception, the advent of this digitally compliant initiative, provides a new revenue stream for the organisation. I commend the NBC Board of Directors and Management for pursuing smart partnerships that add value to their operations.

Let me conclude by challenging the NBC to heighten efforts to cooperate with entities like the Namibia Film Commission and local film producers so as to provide content that speak to the entertainment needs of our viewers. It's time for us to nurture the local film industry.

I now have the honor to officially launch the NBC Mobile application.

Happy viewing!