

MULTICHOICE AND NBC COMPLY TO CRAN'S BROADCASTING CODE FOR IMMEDIATE RELEASE

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The Communications Regulatory Authority of Namibia (CRAN) congratulates MultiChoice Namibia and Namibian Broadcasting Corporation (NBC) for successfully producing and launching thirteen (13) locally produced films, in compliance with local content quota obligations imposed by CRAN. This collaborative initiative, known as *Project Mukorob*, supports the Namibian film industry and offers global exposure to domestically crafted feature films. The films aim to promote Namibian stories, while contributing to the growth of the local film industry through the production of local content.

Project Mukorob has presented a distinct perspective on Namibian storytelling, catering to both local and international audiences. These films respond to a growing demand for locally relevant narratives in line with the local content requirements as set out in CRAN's Broadcasting Code.

The Broadcasting Code aims to ensure the independent regulation of broadcasting services, access to broadcasting services, and broadcasting content that is in favour of the public. "The provisions of the Code are intended to achieve the availability of local content, the commitment to public debate, discussion, transparency, and accountability," states Mrs. Katrina Sikenj, Executive: Communication and Consumer Relations, CRAN.

Local content as defined by the Broadcasting Code refers to local content inclusive of music, programmes, and local content channels for radio and television. The objective of the local content requirement is to encourage the development of quality content which reflects Namibian ideas, languages, values, opinions, and artistic creativity by displaying Namibian cultures and entertainment through music, dramas, series, news, soapies, documentaries current affairs, movies, films, and other programmes.

“The Authority encourages all Broadcasting Service Licensees to promote, develop, produce, and maintain high standards and quality of local content and utilise Namibian and African creatives and other resources in the creation and presentation of local content. Producers of local content must strive to serve the needs and interests and reflect the circumstances and aspirations of Namibian women, men, and children in a democratic Namibian society,” emphasised Sikeni.

Minimum local content requirements for subscription television Broadcasting Licensees is set at 4.5% of their annual channel and content acquisition cost, as incurred by their most recent completed financial year. The percentage is expended on the acquisition or development of local content, which expenditure may include expenditure in the Republic of Namibia on local content training, skills development, and business development.

Sikeni added that “the partnership between MultiChoice Namibia and NBC has given the Namibian filmmakers a platform to contribute to the creation of content which is, aligned with audience preferences. This venture will have a significant impact on the country's film landscape. The Authority encourage other broadcasters to adhere to the local content requirements and also calls for the public and private sector to invest in the creation of local content.”

The Authority believes that local content can promote a sense of national identity and pride, which is important for building a cohesive and inclusive society. We thus urge all broadcasters and film makers to form collaborations that will result in the creation of more local content.

“Ends”

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