



CRAN
Communications Regulatory Authority of Namibia

**REMARKS ON TRANSFORMING AND DEVELOPING LOCAL CONTENT
FOR THE BENEFIT OF NAMIBIANS
FOR**

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AUTHORITY OF NAMIBIA (CRAN)**

AT THE

OTJI FM OFFICAL LAUNCH

24 APRIL 2021

- Director of Ceremonies,
- Honourable James Uerikua, Governor of Otjozondjupa Region,
- Mr. Candy Kandiwapa Shivute, Mayor of Otjiwarongo Municipality,
- Dr. Job Amupanda, Mayor of the City of Windhoek,
- Mr. Terry Ujamba, Otji FM Chairperson,
- Mr. Charlie Matengu, Otji FM Vice-Chairperson,
- Bishop Andre Luiz,
- Otji FM management and staff,
- Ladies and Gentlemen,

Good morning!

I am honoured and privileged to be part of this remarkable event, the Otji FM official launch.

The Communications Regulatory Authority of Namibia (CRAN) is mandated to regulate telecommunication services and networks, broadcasting services, postal services and the use and allocation of radio spectrum.

Broadcasting Service Licensees are authorised to provide broadcasting services, and to install, maintain and operate necessary infrastructure.

To date, CRAN has issued 20 Commercial Broadcasting Service Licences, 15 Community Broadcasting Service Licences and one Signal Distributor Licence.

As the Regulator for the Information and Communication Technology (ICT) sector in our country, CRAN *gazetted* the Code of Conduct for Broadcasters 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 Broadcasting Code are intended to achieving the availability of local content, the commitment to public debate, discussion, transparency and accountability. Moreover, the Broadcasting Code is applicable to all commercial and community broadcasting service licensees in Namibia.

Broadcasting Service Licensees are required by the Authority to submit Local Content Policy within twelve (12) months or from date of award of licence. Additionally, Broadcasting Service Licensees will also be required to submit a Local Content Compliance Report not later than the 31 January of each year, which will come into effect from 31 January 2022.

Director of Ceremonies, Ladies and Gentlemen,

In light of the above, elements of the Local Content Policy entail

- A description of the type of channels, programmes or music;

- Characteristics of its audience and the preferences of such audience;
- A summary of local content available for broadcasting and the cost implications;
- The principles of the broadcasting licensee's broadcasting policy (how the broadcaster intends to promote local content in its broadcasts); and
- Challenges identified by the broadcasting licensee in implementing local content requirements.

It is the Authority's appeal that Broadcasting Service Licensees ensure that relevant employees and producers of content, including those from whom they commission programmes, understand the content and significance of the Broadcasting Code. A broadcasting licensee must thus have procedures in place for ensuring that producers and channel providers seek understanding of the Broadcasting Code in order to produce content that is in line with the provisions of these Regulations.

I wish to emphasise that it is the responsibility of broadcasting licensees to ensure that content broadcast locally should reflect Namibian ideas, values, opinions and artistic creativity by displaying Namibian cultures and entertainment through music, dramas, series, news, documentaries and current affairs, movies, films and other content that is in the best interest of the viewers and listeners of such content.

Director of Ceremonies, Ladies and Gentlemen,

In conclusion, Otji FM as a Broadcasting Service Licensee is a vital organisation in the dissemination of information to the public. CRAN's core purpose is to support the various telecommunications, broadcasting, and postal services licensees for the benefit of ICT consumers in our country. As a public enterprise, we are committed to the attainment of national development goals through our strategic plan, regional and international partnerships and our local partners such as Otji FM.

Congratulations once again on the official launch of Otji FM and well wishes to the entire Otji FM team, which I extend on behalf of the Board of Directors, Management and the entire staff of CRAN.

I thank you!