The Role of Broadcaster within the OTT Environment; the case of NBC

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Geographic Scope

Namibia

Customer Segment

• Corporate & SMEs
• Government
• Agencies
• Regions

Product & Service Scope

• Television
  – NBC 1
  – NBC 2
  – NBC 3
  – NBC 4
  – NBC 5
  – NBC 6
• Radio Stations
  – National, Oshiwambo, Silozi, Otjiherero, Damara/Nama, German, Ha!, Setswana, Rukavango & Afrikaans
• Dubbings
  – Radio
  – Television
• In-house Production
  – Television Adverts
  – Radio Adverts
  – Documentaries
  – Corporate Videos & infomercials
  – SMS Services/ Multimedia

Strategic Intent

• To become the leading multimedia broadcaster of choice by 2020

NBC Platforms

• Over the Top Services (nbc Plus)
• Television
• Radio
• Multimedia
• Print

Source:

www.nbc.na
NBC was founded in 1979 as the SWABC.

NBC was established in 1991.

In June 2015, analogue switch off television broadcasting was delivered on the digital platform.

In April 2018, NBC launched its OTT Services called nbc Plus. Offering 18 linear Channels & 9 Radio Stations.
Overview: Key Milestones

- Launched 2 Reality TV Series in Namibia
- Commissioned Audience Based Research
- First Public Broadcaster in SADC to Launch a commercial OTT Service
- Among the First Public Broadcast to Migrate from Analogue to DTT in SADC
Overview: ICT Value Chain

Under Sea Cables
- Paratus Telecom
- Telecom Namibia
- MTC (WACS, SAT3)

Fixed Operators
- Telecom Namibia
- Paratus Telecom
  - AOL
  - MTN Business

ISP
- Dimension Data
  - Business Connexion
  - Green Horizone

Mobile Operators
- MTC
  - TN Mobile
  - MVNO: MTN

Systems Integrators (SI)
- Nashua
- Omnitel
- Schoeman Technologies
- Vox Orion
- Oribi
- Northern Communication

Carrier Providers
- Telecom Namibia
- Paratus Telecom
- International Players (MTN, Vodacom, Telkom SA)
- TransNamib

Carrier Technology Type:
- Fiber
- Satellite
- MPLS
- Microwave
- IPLC

Last Mile Technology:
- Fiber
- Satellite
- ADSL/ISDN
- Wireless (WiMax, WiFi, 3G, 4G, TD LTE)

Over the top (OTT) Providers
- Netflix, Amazon Prime Time, Hulu, Google Hangout, WhatsApp, Skype etc

End Users
- Consumers
  - Business (SME, Large Companies and Multinationals)
- Government

Re-Sellers
- Dimension Data
  - Business Connexion
  - Green Horizone

NBC Plus
**NBC Network Coverage**

**DTT - Television**
- NBC has 74.5 percent coverage on DTT

**FM - Radio**
- The radio network coverage stands at 78 percent of the households

**OTT - NBC Plus**
- NBC Plus is an Over the Top Service that streams Television and Radio within the borders of Namibia and Beyond

**Number of Householders**
- House hold penetration on DTT - 16 percent
- DTH via Multichoice Smart Partnership - 100 percent
- OTT - all Namibian with access to Internet connectivity

Source: www.nbc.na
Digital Switch Over

- 39 million Household in Africa
- 13 million Household on TFTA
- 11 million Household on TPTA

Source: www.dataxis.com
DOS in Africa

Digital Migration Stage

- Tanzania, Eswatini, Zambia, Zimbabwe, Malawi has successfully completed migration from analogue to Digital broadcasting.
- SA, Botswana, Madagascar, etc. are still in the process of migrating to DTT.
- Angola, Mozambique etc. are some of the countries that haven’t started with their DTT Migration Process yet.

Source: www.dataxis.com
Terrestrial and DTH will continue to grow in Africa compared to the other Technologies like OTT, Cable and IPTV that depends on other access technologies like Fixed Broadband and Mobile Broadband.

Source: www.dataxis.com
Households in Africa

TV HH & Pay TV HH

• 215 Million Households in Africa
• 102 Million Households with TV
• 30 Million Households with Pay TV

Source: www.dataxis.com
Nigeria is one of the country with the highest population density in Africa. The TV penetration rate is just above 20 million.

Source: www.dataxis.com
Pay TV Market

• DTH has the highest TV Market Share followed by DTT compared to any other technologies.

Source: www.dataxis.com
• Naspers has the highest Market Share within the Pay TV Market in Africa including the number of subscribers. Canal+ comes second and Zap, StarTimes and Others comes in the third, fourth and five place respectively.

Source: www.dataxis.com
TV Technology

Technology Split in 2023

- Terrestrial has the highest TV technology with 49%
- DTH has the highest TV Technology access to 48.8%
- Cable TV is in the third place with 1.4%
- OTT services comes in the fourth place with 0.8%
- IPTV has the lowest TV Technology users with only 0.5%

Source: www.dataxis.com
• Showmax has the biggest market share within the Streaming Services in Africa. Last year, Showmax celebrated a milestone of reaching 1 million Showmax users in South Africa.

Source: www.dataxis.com
In 2018, 31 percent of Africans had access to 3G and 4G. It is estimated that by 2023, 52 percent of Africans will be connected to both 3G and 4G.

Source: www.dataxis.com
Evolution of Mobile BB Split Generation

By 2023, 235 million subscribers will be on 4G and 358 Million subscribers will be on the 3G Network

Source:
OTT Services (Streaming Services) have ease of entry in any market

- OTT Services are leveraging on the existing broadband infrastructure
- The target market is the subscribers with access to both internet and banking institutions (Credit Cards & Debit Cards)
- Willing to enter in strategic partnership with Telcos and leverage on the Telcos subscribers
- OTT Services are not regulated in most markets
OTT Services

OTT Services Subscribers

- YouTube globally has 192 million subscribers
- Netflix comes in the second place with a global subscription of 147.5 million
- Amazon Prime Time comes in the third place with 88.7 million subscribers
- Hulu has a total number of subscribers of 55 million

OTT Services
(Streaming Services)
Available in Namibia

- tv2Africa
- Netflix
- Amazon Prime Video
- YouTube
- Facebook Watch
In Conclusion

Namibia Broadcasting Corporation

OTT Services (nbc Plus)

- Currently nbc Plus is still under construction
- The new platform will host both Radio and Tv Channel
- Nbc Plus is going to be a Commercial App
- New platform will be launched in this month -October 2019