

Promoting local content

Case studies

Partnership with Namibian Broadcasting Corporation injects impetus for Namibian content

For several years, Namibia has almost been in hibernation in the African film scene. Even MultiChoice customers were asking for more content from that country on the DStv and GOtv platforms. This will no longer be the case.

Over the next two years, 26 films featuring Namibian content will be produced. This follows a partnership between the Namibia Broadcasting Corporation (NBC) and MultiChoice Namibia/M-Net to foster the creation of authentic Namibian stories. As part of the initiative, a call for submissions was undertaken through social media and radio campaigns, resulting in a massive response of over 200 film proposals. Teams from NBC and M-Net collaborated in the vetting of proposals in two-month plus selection process.

