



January 2020

## INFORMATION REGARDING CHANNEL 7

1. Channel 7 broadcasts 24 hours daily, every day of the year. On average it costs N\$1600 (US\$110) per hour to keep Channel 7 on air. This includes all current expenses. This does not include any capital expenses, e.g. growing the company, replacing old or redundant equipment.
2. Channel 7 has 35 transmitters spread over the whole country. We hire space on various towers to make this possible. The total annual bill for rental of space for transmitters: N\$1.3 million (US\$90 000). This can be broken down to approximately US\$2 600 per transmitter per year. This expense has a direct impact on Channel 7's mission. If we were to fail to pay this, our voice will be silent.
3. Another primary expense is the rental of satellite service. This amounts to approximately: N\$350 000 (US\$25 000) per annum. This service is also critically important to ensure that we continue our work.
4. Maintenance and repairs of transmitters and transmitting equipment amounts to approximately N\$500 000 (US\$35 000) per annum.
5. All broadcasting equipment has been in use more than 25 years. Apart from technological development, the lifespan of the equipment can be nearing its life's end. It may also last for many years to come. In short we need to initiate a replacement plan at some stage. The total cost of such an exercise: N\$7.6 million (US\$55 000)
6. The transmitter that serves the three coastal towns (Swakopmund, Walvis Bay, Henties Bay) needs to be replaced urgently. Total cost: N\$200 000 (US\$14 000).
7. In order to increase Channel 7's FM footprint to cover all major highways as well as towns and communities that are currently unable to receive Channel 7, we need to install approximately additional 10 transmitters @ N\$200 000 (N\$14 000) each.
8. We currently have two transmitters that only need to be installed (Bethanie and Katima Mulilo). Approximate cost: N\$70 000 (US\$5000) each.
9. Our Swakopmund studio started out as a small satellite studio. The coastal towns expanded extremely fast, mainly due to increased mining activities. As a result the use of our Swakopmund studio has increased tremendously and therefore the equipment is substandard to cope with the increased usage. Approximate cost: N\$110 000 (US\$8 000).