

# TBC to roll out new tourism channel: 'Tanzania Safari Channel'

The Tanzania Broadcasting Corporation (TBC)'s will soon launch Tanzania Safari Channel in December. TBC will introduce the new tourism channel with the assistance of the Ngorongoro Conservation Area Authority (NCAA), Tanzania National Parks Authority (TANAPA) and Tanzania Tourism Board (TTB) to enhance tourism.



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The permanent secretary in the Ministry of Natural Resources and Tourism, Prof Adolf Mkenda, declared the new channel will be available for 24 hours a day and would air wildlife, historical sites and ruins, cultural tourism, marine parks and beaches.

He further said, “The new channel will not focus on wildlife only, but also archaeological sites and ruins, cultural activities, things like waterfalls, marine parks, beaches, etc. TBC would work with an American digital cable and satellite television network for wildlife, National Geographic channel for content development and capacity building for the TBC crew, who will be preparing programmes for the new channel.”

Director general of TBC, Dr Ayub Rioba, stated: “We are currently installing new big digital television broadcasting equipment which will support other channels, and which will also be used for the tourism channel. The new equipment will make us the best in Tanzania in terms of broadcasting and quality of programmes.”

Source: <http://nextvafrica.com/>.

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