2016/17 SOUTH AFRICA YEARBOOK

COMMUNICATIONS

South Africa's combined information and communications technology (ICT) sector and general communication between government and citizens as well as between citizens and the private sector is governed by three bodies:

- The Department of Communications (DoC)
- Government Communication and Information System (GCIS)
- The Department of Telecommunications and Postal Services (DTPS).

Department of Communications

The Ministry of Communications is responsible for the overarching communications policy and strategy, information dissemination and publicity, as well as the branding of the country abroad.

The DoC comprises the following entities: Brand South Africa (Brand SA); the Film and Publication Board (FPB); the Independent Communications Authority of South Africa (ICASA), the Media Development and Diversity Agency (MDDA) and the South African Broadcasting Corporation (SABC).

The vision of the DoC of providing vibrant and sustainable communication services for an informed citizenry and a positive image of South Africa supports its mission of creating an enabling environment for the provision of inclusive communication services to all South Africans; in a manner that promotes socio-economic development and investment through broadcasting, new media, print media and new technologies, and brand the country locally and internationally.

The DoC is spearheading the process of migrating broadcasting signals from analogue to digital. South Africa's national digital network coverage comprises digital terrestrial television (DTT) transmission coverage of 84% of the population, with the remaining 16% to be covered by satellite network.

DTT is a reliable and cost-efficient means to distribute linear TV content and has many advantages over the analogue broadcasting system. One of its major advantages for communities is that it clears the analogue spectrum for the delivery of broadband mobile internet and wi-fi services.

To view digital TV signals on an ordinary analogue TV set, consumers will need a set-top box (STB).

Government will provide about five million financially disadvantaged TV-owning households with free STBs.

The Analogue Switch-Off Event took place in Carnarvon, Northern Cape in October 2016.

Together with the GCIS, the DoC has implemented transformation interventions to overhaul the broader communications industry.

South Africa was given until June 2015 to meet the International Telecommunications Union's deadline to switch off analogue transmitters as part of the broadcasting digital migration project.

However, the project was delayed following a court ruling that declared part of the digital migration policy unlawful and invalid, and effectively placed the manufacture of digital terrestrial television STBs on hold

DoC legislation

The department is responsible for the administration and implementation of the following legislation:

- The Films and Publications Act, 1996 (Act 65 of 1996).
- The Broadcasting Act, 1999 (Act 4 of 1999).
- The MDDA Act, 2002 (Act 14 of 2002).
- The ICASA Act, 2000 (Act 13 of 2000).
- The Electronic Communications and Transactions Act (ECTA), 2002 (Act 25 of 2002).
- The Electronic Communications Act (ECA), 2005 (Act 36 of 2005).

The DoC was originally allocated R1,345 billion for the 2016/17 financial year. The departmental budget baseline allocation was increased by R4,3 million during the Adjusted Estimates of National Expenditure (AENE).

DoC entities

Brand SA

Brand SA develops and implements a proactive and coordinated international marketing and communication strategy for South Africa to contribute to job creation and poverty reduction; and to attract inward investment, trade and tourism.

The new slogan, "South Africa: Inspiring New Ways", represents the next phase of the country's development, where South Africa has moved from possibility to delivery, and is now an important regional power.

Internationally, Brand SA lobbies and networks extensively among global opinion leaders to shift perceptions about the country and the continent.

Being a member of the Brazil-Russia-India-China-South Africa (BRICS) trade bloc, for example, provides a platform to engage and influence perceptions.

Brand SA also regularly brings groups of international journalists to the country to interact with government and business representatives, experience local life and culture, and learn about the country's latest technological developments.

The organisation's total budget for 2016/17 was R181,2 million. Spending was to focus on driving the partnership with universities to look at the different opportunities for nation-branding and the implementation of the Play Your Part programme in partnership with provincial governments.

Film and Publication Board

The FPB assists the public to make informed choices about whether a particular film is appropriate by displaying guidelines that identify classifiable elements such as strong language, violence, sex, nudity, drug abuse, blasphemy and religious prejudice.

The Films and Publications Act of 1996 recognises the right of adults to freedom of expression with the exception when it comes to child pornography; it therefore requires the board to intervene where there is a risk of harm to children.

The board spearheads a national anti-child-pornography campaign to educate learners about ways to avoid victimisation. Child-pornography websites can be reported by calling the board's toll-free number 0800 148 148.

Over the medium term, the FPB will focus on:

- informing and educating society to empower adults and protect children against harmful content
- implementing compliance as well as monitoring and evaluation
- developing leading-edge technology to perform online content regulation, classify content for films, games and adult publications
- conducting research on the impact of content on the public.

In this regard, the FPB was allocated R86,4 million in 2016/17.

Independent Communications Authority of South Africa

ICASA was established in July 2000 as a merger of the telecommunications regulator, the South African Telecommunications Regulatory Authority and the Independent Broadcasting Authority.

The ICASA Amendment Act, 2014 (Act 2 of 2014) provided for the additional incorporation of the Postal Regulator into ICASA. It also increased ICASA's council complement from seven to nine councillors.

ICASA is responsible for regulating the telecommunications, broadcasting and postal industries in the public interest and ensure affordable services of a high quality for all South Africans. ICASA is further tasked with:

- issuing licences to telecommunications and broadcasting service providers
- enforcing compliance with rules and regulations
- protecting consumers from unfair business practices and poor quality services
- hearing and deciding on disputes and complaints brought against licensees
- controling and managing the effective use of radio frequency spectrum.

ICASA is a Chapter 9 institution in terms of the South African Constitution and is an entity of the DoC.

In 2016/17, ICASA was allocated R414,4 million to be used, among other things, to increase access to meet the high demand for wireless broadband services, protect consumers against harmful practices employed by operators in the use of premium rated services, increase competition in the broadcasting sector, and develop a regulatory framework for dynamic spectrum management.

Media Development and Diversity Agency

The MDDA promotes media development and diversity to ensure that all citizens can access information in a language of their choice; and to transform media access, ownership and control patterns in South Africa. It was established in terms of the MDDA Act of 2002.

The agency functions independently from and at arm's length of its funders and political-party and commercial interests. This arrangement enables government, the media industry and donors to work together to address the legacy of imbalances in media access.

Its mandate includes:

- creating an enabling environment for media development and diversity that reflects the needs and aspirations of all South Africans
- redressing exclusion and marginalisation of disadvantaged communities and people from access to the media and the media industry
- promoting media development and diversity by providing support primarily to community and small commercial media projects
- encouraging ownership and control of, and access to, media by historically disadvantaged communities as well as by historically diminished indigenous language and cultural groups
- encouraging the development of human resources and training as well as capacity-building within the media industry, especially among historically disadvantaged groups
- encouraging the channelling of resources to the community media and small commercial media sectors
- raising public awareness with regard to media development and diversity issues.

An amount of R23,8 million was allocated to the MDDA to enable it to provide technical, non-financial and financial support to the diverse media platforms. This will enable the MDDA to increase the participation of communities in ownership and control of community and small commercial media through its agile, cost-effective and business focused corporate services and general administration.

South African Broadcasting Corporation

The SABC is the country's only public service broadcaster. An Act of Parliament established the SABC in August 1936. At its inception, the SABC only had one English radio station. In 1976, it launched the country's then first and only television channel.

The SABC is made up of 18 radio stations, which cater for the country's 11 official languages, as well as the iXun and Khwe language; and also four television channels, which include a 24-hour news channel.

The SABC, which is governed by the Broadcasting Act of 1999 (as amended), has developed editorial policies which guide and give direction to the corporation's public broadcasting mandate and licence conditions, as set by ICASA and the provisions of the Broadcasting Act of 1999.

The organisation's vision, "Broadcast for Total Citizen Empowerment", propels it in fulfilling its public-service mandate as a broadcaster.

The SABC remains South Africa's most accessible broadcaster and therefore government continues to support it to discharge its public broadcasting service mandate. The DoC has a duty to promote the growth and development of the local content industries to ensure that there is enough content for digital platforms in all 11 official languages.

In May 2016, it was announced that the public broadcaster would be engaging local television content producers on the way forward with regards to the commissioning of new content.

Local television producers have been engaged, resulting in the appointment of commissioning editors in all nine provinces where shooting and packaging of the content will be done. This is a radical shift from how the SABC used to commission content, where the shooting and packaging of content used to take place in main cities.

In 2016/17, the SABC was allocated R182,2 million to fund the operations of Channel Africa, capital infrastructure programmes, community radio stations and programme production.

Government Communication and Information System

The GCIS's mandate is to serve as the central communications agency of government leading the reconstruction and development of post-apartheid South Africa. The GCIS mobilises the nation behind the National Development Plan (NDP), showcases progress and invites South Africans to work together to address challenges critical to the achievement of Vision 2030.

The GCIS is responsible for informing all citizens of South Africa about government's work and how they can participate in governance and consolidating the country's democracy.

The GCIS has a responsibility to act in the interest of all South Africans, without discrimination and to communicate effectively in all official languages and reach all communities in urban, peri-urban and rural areas.

The GCIS reaches millions of South Africans through different platforms, which include publications, the news media, radio, television and *izimbizo*.

Cabinet directed the department to reposition the Thusong Service Centres programme to widen government access. Repositioning means the department, working with partner departments, will have to look at the possibility of identifying the suitable structure, platforms and partnerships to effectively fulfil the mandate of the programme, which is not only limited to information.

The GCIS continues to enhance existing communication platforms and products, and initiate new ones to ensure that targeted audiences and communities receive relevant information through various means.

It is also establishing partnerships with strategic stakeholders within the three spheres of government, and within broader society, to achieve more extensive reach into the country's diverse communities.

The GCIS supports municipalities in their communication, with preference given to municipalities that are part of the Local Government Turnaround Strategy, to close the gap between municipalities and communities, which sometimes contributes to the factors behind protests in some communities.

The department has a mandate to ensure that government's vision and policies are clearly understood in the Public Service. The GCIS coordinates the Internal Communicators' Forum, to ensure messages disseminated across the various channels and outlets managed by departments are coherent.

Communicating government information is not the primary business of the public media. *Vuk'uzenzele*, a free national government newspaper, continues to gain traction among its target audience.

Vuk'uzenzele is the only newspaper in the country available in Braille and all official languages. The online version of the newspaper is due for further enhancement and improved usability.

SAnews.gov.za produces hard news and human-interest features, and carries many exciting pictures as well as video content on YouTube. It is also available on Facebook and Twitter.

The government news agency has become more popular with the public and it will continue to be marketed to the broader public as a complement to South Africa's rapidly diversifying news and information mix. It has also entered into mutual-cooperation agreements with various foreign news agencies.

The GCIS, through its media-buying operation, continues to support the financial viability of a diverse community media sector, by placing over R38 million in advertising in the community press, radio and television.

The GCIS was initially allocated R382,156 million for the 2016/17 financial year. The original appropriation increased with R3,1 million to R385,256 million during the AENE.

Department of Telecommunications and Postal Services

The mandate of the DTPS is to create a vibrant ICT sector that ensures that all South Africans have access to robust, reliable, affordable and secure ICT services to advance socio-economic development goals and support the Africa agenda and contribute to building a better world.

The core functions of the DTPS include developing ICT policies and legislation; and ensuring the development of robust, reliable, secure and affordable ICT infrastructure that supports and enables the provision of a multiplicity of applications and services to meet the needs of the country and its people.

The state-owned enterprises (SEOs) under the DTPS are the South African Post Office (SAPO), Sentech, the National Electronic Media Institute of South Africa (NEMISA), the Universal Service and Access Agency of South Africa (USAASA), Telkom, .za Domain Name Authority (ZADNA), Broadband Infraco and the State Information Technology Agency (SITA).

The department's objectives are in line with the country's NDP, which recommends developing a coordinated and enabling ICT strategy and a plan that cuts across government departments and sectors to improve e-literacy, and provide clarity on the roles and functions of the State to prevent unintended policy outcomes.

The plan also calls for a full policy review on the ICT sector, which has not been done since 1995. The department has therefore prioritised the following key policy initiatives:

- ICT Policy Review: A comprehensive review of policies for telecommunications, postal services, broadcasting and information technology.
- Electronic Communications Amendment Bill: Important for ensuring the sector's continued dynamism.
- National Broadband Policy: The broadband master plan that will ensure that the roles and responsibilities of key stakeholders in the sector are clearly defined.
- *National Integrated ICT White Paper*: It provides possible policy options and approaches of how the country can participate in the digital economy – from rolling out the modern communications networks and skills development revolution to exploiting opportunities presented by the Internet economy. These policy options support open access networks that eliminate the uneconomic duplication of infrastructure to facilitate services-based competition as opposed to the current infrastructure based competition. They also seek to facilitate the entry of previously excluded black players in the sector and facilitate greater and fairer competition.

The *National Integrated ICT White Paper* replaces the separate White Papers on Telecommunications (1996) and Postal Services (1998). It responds to the development of technology including convergence, digitisation, the increasing use of the Internet, and how South Africans communicate, work and interact with government.

The policy is a strategic instrument to implement what is envisaged by the NDP as it introduces a range of interventions to ensure everyone in South Africa, irrespective where they live or their socio-economic status can access the benefits of participating in the digital society.

The White Paper lays the foundation for realising the NDP vision for the ICT sector to create "a seamless information infrastructure by 2030 that will underpin a dynamic and connected vibrant information society and a knowledge economy that is more inclusive, equitable and prosperous". The policy was expected to be approved by Cabinet in 2016/17.

The department has the following key priorities:

- schools connectivity
- community radio
- rural development.

South Africa Connect, the National Broadband Policy, and the associated strategy and plan, was development in response to South Africa's vision in the NDP of "a seamless information infrastructure by 2030 that will underpin a dynamic and connected vibrant information society and a knowledge economy that is more inclusive, equitable and prosperous".

In early 2016, the DTPS committed to begin the implementation of the first phase of South Africa Connect in eight pilot districts after following the open tender process by SITA. Unfortunately, there was no successful bidder among those who participated, resulting in its cancellation in November 2016.

Subsequently, the DTPS decided to use its state entities such as SITA, Broadband Infraco and SENTECH in line with their mandates to implement this critical project. In 2016/17, R416 million was set aside to connect 2 700 sites.

The DTPS had a total adjusted appropriation baseline allocation of R2,4 billion for the 2016/17 financial year. Of the total allocation, transfers and subsidies amounted to R1,057 billion or 44% of the total budget.

Legislation

The ECA of 2005 allows the Minister of Telecommunications and Postal Services to draft policies to fulfil South Africa's obligations under bilateral, multilateral and international treaties and conventions; set guidelines for the determination of certain licence fees by ICASA; promote universal service and electronic communications services in underserviced areas; promote the participation of small business in the ICT sector; and enhance the capacity of and exercise oversight of SOEs.

In addition to the ECA of 2005, the department's mandate is derived from the following legislation:

- The ECTA of 2002.
- The Sentech Act, 1996 (Act 63 of 1996).
- The Postal Services Act, 1998 (Act 124 of 1998).
- The SAPO SOC Ltd Act, 2002 (Act 22 of 2011).
- The South African Postbank Limited Act, 2010 (Act 9 of 2010).
- The SITA Act, 1998 (Act 88 of 1998).
- The Broadband Infraco Act, 2007 (Act 33 of 2007).

DTPS entities

South African Post Office

SAPO is a Schedule 2 Public Entity in terms of the Public Finance Management Act (PFMA), 1999 (Act 1 of 1999). It is a government business enterprise established to provide postal and related services to the public, and derives its mandate from the SAPO SOC Ltd Act of 2011 and the South African Postbank Limited Act of 2010.

The Postal Services Act of 1998 grants it an exclusive mandate to conduct postal services. This Act makes provision for the regulation of postal services and operational functions of the postal company, including universal service obligations and the financial services activities of Postbank.

The entity's strategic goals are to:

- maintain good corporate governance principless
- remain customer centric by providing quality services
- invest in employees by building capacity and implementing transformation programmes
- attain financial sustainability while delivering on government's social mandate
- provide affordable postal and related services that meet the needs of customers
- remain environmentally conscious by promoting green practices
- provide a secure, efficient and integrated infrastructure for better responses to its stakeholders
- continue the corporatisation of Postbank and the upgrading of its banking systems.

Post offices have become important service-delivery centres, offering South Africans a convenient place to accept and deliver cash-on-delivery items, which is a very important service in rural communities where some people shop from catalogues.

In addition, more than a million South Africans walk through the doors of post offices near where they live to access their social grants.

Post offices also offer services that include enabling South Africans to renew their vehicle registration and pay their municipal accounts and television licences.

Over the medium term, the SAPO plans to focus on continuing to provide access to postal and related services, and increasing the number of addresses to allow wider access to postal and financial services in underserviced areas.

The organisation expects to roll out 1,5 million community addresses over the medium term to allow both new communities and existing communities without street or postal addresses to receive mail. It also plans to maintain 2 050 points of presence (which include post offices, mobile units and retail 577 postal agencies) by 2018/19 to meet government's social mandate.

To ensure the growth and sustainability of the postal sector, the department supported the implementation of a strategic turnaround plan by the SAPO by allocating an additional R650 million in 2016/17.

In addition, the organisation was tasked with managing the distribution of STBs and antennae for the broadcasting digital migration project, and received an additional R480 million from the DTPS over the medium term for this. The USAASA was also expected to contribute an additional R146 million.

Sentech

Sentech Limited was established in terms of the Sentech Act of 1996 and is listed as a schedule 3B public entity in terms of the PFMA of 1999. The company is mandated to provide broadcasting signal distribution for broadcasting licensees, with a particular focus on accelerating the implementation of government ICT interventions within the framework of the NDP and the strategic integrated project for expanding access to communication technology.

In 2002, the company's mandate was expanded to provide an international voice gateway and common carrier multimedia services in accordance with government's imperative to liberalise the telecommunications sector.

The entity's strategic goals over the medium term were to:

- align its strategic roadmap with shareholder programmes to enable the development of open access government participation in the communications industry through infrastructure-based investment
- continue working to support and realise government's ICT vision and goals, including innovation in broadcasting and media services, and content management and distribution
- create solutions that enhance the customer experience and are in line with government's mandate of access to communication services for all citizens
- repackage social responsibility interventions and create community social investment ICT programmes that improve lives, create value and are sustainable.

Sentech derives commercial revenue from terrestrial television services, terrestrial FM and AM radio services, satellite linking, facility rentals and the sale of satellite decoders. The company's total budget for 2016/17 was R1,1 billion.

National Electronic Media Institute of South Africa

By mid-2016, NEMISA was in the process of being merged with the e-Skills Institute, and the Institute of Satellite Software Applications to form the Ikamva National e-Skills Institute (iNeSI) to coordinate and promote e-skills in South Africa. An amount of R126,4 million was made available over the medium term for this process.

The merger was initiated to address the overlap, duplication and gaps in e-skills development within and between government departments, the education sector, business and civil society.

The iNeSI is aimed at developing the local e-skills required by South Africa's ICT sector, and it will also develop ICT-user skills by teaching people how to use electronic devices, how to use the Internet, and how to access public services online.

NEMISA began as a non-profit institute of education formed as part of a government initiative in 1998, in response to the *White Paper on Broadcasting Policy*.

The institute's main purpose was to train previously disadvantaged individuals, particularly women, to equip them with the necessary skills to play significant roles in the constantly changing broadcasting environment.

Participants were given hands-on training in electronic media and obtained national certificates. They were also given short courses in television and radio production. The courses included animation, L5, 2D and 3D Animation L5. Others were enrolled for Technical and Vocational Education and Training (TVET) Level 4 in Film and Television Production and Design Foundation.

The Media ICT Sector and Training Authority Seta accredit all courses. NEMISA's total budget for 2016/17 was R82,7 million.

Universal Service and Access Agency of South Africa

USAASA is an SEO established in terms of the ECTA of 2002 with a mandate of promoting the goal of universal access and universal services by ensuring that ICTs are available, accessible and affordable to all citizens of South Africa.

The agency is charged with managing the Universal Service and Access Fund (USAF), which is used to fulfil universal access obligations in underserviced areas.

Through USAF, the agency has played a pivotal role in the deployment of broadband infrastructure and access services with broadband projects having been successfully rolled out in the following underserviced areas.

USAASA continues to support the NDP, Medium Term Strategic Framework and South Africa Connect goals by facilitating the deployment of broadband and connecting educational institutions, primary healthcare facilities and other government institutions through USAF.

The USAASA's budget for 2016/17 was R69 million. The USAF is financed by contributions from all telecommunications licensees except community broadcasting service licensees. The fund's budget for 2016/17 was R644,5 million.

By 2017, existing broadband network connections are to be maintained in 127 schools, 93 clinics and 38 traditional ICT centres in compliance with Section 88 of the ECTA of 2002. Broadband projects are also to be initiated and completed in two local municipal areas of the OR Tambo District in the Eastern Cape.

By facilitating the roll-out of broadband connections in underserviced areas and connecting educational and primary healthcare institutions the agency is bringing South Africa one step closer to achieving its national targets of 100% broadband penetration by 2020; and deployment of a full range of government, educational, and informational services by 2030.

State Information Technology Agency
SITA consolidates and coordinates the State's information technology resources to achieve cost savings through scale, increase delivery capabilities and enhance interoperability. The agency had 3 280 employees in 2016/17.

SITA is committed to leveraging Information Technology (IT) as a strategic resource for government, managing the IT procurement and delivery process to ensure that government gets value for money, and using IT to support the delivery of e-Government services to all citizens.

It serves as the IT business for the largest employer and consumer of IT products and services in South Africa – the government. The agency's total budget for 2016/17 was R6,3 billion.

.za Domain Name Authority
ZADNA is a not-for-profit company that manages and regulates the .za namespace. It is accountable to the DTPS, but does not receive government funding, which means it is exempt from complying with the PFMA of 1999.

The ZA Central Registry, through ZADNA's guidance and the African Union (AU) Commission, has made significant progress in its application for the right to establish and operate an Africa Internet namespace for the benefit of Africa.

ZADNA has also ensured that Cape Town, Durban and Johannesburg are not left behind in the Internet revolution, which will bring about new website addresses such as hotels. capetown, tourism.durban and business.johannesburg.

The ZA Central Registry, formerly known as UniForum SA, was established as a non-profit organisation in 1988 by a group of end users, developers, and vendors. It was assigned the responsibility of administering the co.za domain name space in 1995, three years after the first co.za domain name was registered.

The World Wide Web started to take off globally, and the number of co.za domain name registrations rose rapidly. In 1995, the co.za zone contained in the region of 400 entries. Today there are 1,1 million domains.

According to the ZA Central Registry, co.za ranks as a medium to large zone and within the top 30 registries worldwide in terms of size.

Telkom
Telkom is Africa's largest integrated communications company, providing integrated communications solutions to nine different countries across Africa. The organisational structure comprises three major business units: Telkom South Africa, Telkom International and Telkom Data Centre Operations.

It is listed on the Johannesburg Stock Exchange Ltd and majority-owned by the DoC. Telkom was the country's only fixed-line operator until 2006, when the country's second fixed-line operator, Neotel, began its operations.

Telkom had consolidated operating revenue of R37,3 billion and normalised profit after tax of R4,052 million for the year ended 31 March 2016. Total assets amounted to R46,8 billion and equity attributable to the owners of Telkom to R26,1 billion as of 31 March 2016.

By 31 March 2016, the company had approximately 3,2 million telephone access lines in service and 1 077 939 ports connected through the multi-service access node.

According to international auditing and tax advisory powerhouse PwC, Telkom will continue to dominate the fixed broadband market in South Africa, with DSL subscriptions forecast to reach 1,66 million by the end of 2018. Total fixed broadband subscriptions in South Africa are forecast to number 2,06 million by the end of 2018.

Broadband Infraco
Broadband Infraco sells high-capacity long-distance transmission services to licensed fixed and mobile network operators, internet service providers and other value-added network service providers.

In 2016/17, Broadband Infraco expanded its network to more than 14 900 km of fibre. It optimised 41 points of presence to enable third parties to access its network. In 2017/18, Broadband Infraco will continue to aggregate state network services and lead in connecting sites in pilot districts.

In advancing inclusive growth, Broadband Infraco continues to connect black-owned regional internet service providers such as Galela, Umzinyathi and Brightwave technologies.

To enhance South Africa's international connectivity and the speed of broadband, Broadband Infraco has co-invested with the private sector in the deployment of the West African Cable System (WACS).

The WACS is the fifth submarine cable system linking South Africa to the world. Broadband Infraco's investment in the WACS entitled it to 11,4% of the system's total capacity, which would help South Africa meet its target of providing broadband connectivity to all who need it by 2020.

The cable system has 15 established terminal stations en route, and will reduce the cost to connect Africa's west coast with the high-speed global telecommunications network for years to come.

South African Accreditation Authority
The South African Accreditation Authority was established in terms of the ECTA of 2002. The authority is responsible for the accreditation of authentication and certification products and services used in support of electronic signatures.

It is also concerned with monitoring of the activities of authentication and certification service providers whose products or services have been accredited within the Republic of South Africa.

The Director-General of the DTPS is appointed as the South African Accreditation Authority, and may appoint Deputy South African Accreditation Authorities and officers from employees of the department after consultation with the Minister.

Presidential National Commission (PNC) on Information Society and Development (ISAD)
The PNC on ISAD advises the President on matters related to the development of an inclusive information society; and facilitates the coordinated development of an inclusive information society,

and the achievement of the country's information society vision.

The commission comprises leaders in government, industry and civil society. A corresponding body is the Presidential International Advisory Council on ISAD.

Programmes and initiatives

Broadband infrastructure development

Broadband is an essential digital resource for accessing basic services, products, commerce and job creation. It has the potential to create job opportunities and open new markets that will allow businesses – particularly small, medium and micro-enterprises (SMMEs) – to grow.

Given the strategic importance of broadband, the DTPS, together with the ICT industry, has committed to delivering 100% broadband penetration and creating a million jobs by 2020.

The department's aim is to increase access to broadband through the digital development and digital future pillars in line with South Africa Connect (the national broadband policy and strategy) by:

- implementing Phase 1 of the digital development programme, which is focused on providing connectivity to 2 800 of 5 803 sites or identified government institutions by March 2017
- implementing Phase 2 of the digital development programme, which is focused on providing connectivity to 1 797 of 35 211 sites by March 2019
- establishing the wholesale open access network through developing the implementation plan for wholesale open access network(s) by March 2018.

  It also want to improve security by establishing cybersecurity institutional capacity by:
  - establishing a fully fledged cybersecurity hub by March 2019
  - facilitating and monitoring the implementation of the cybersecurity awareness plan by March 2019.

In addition, the DTPS wants to create an effective national spectrum framework to ensure that citizens realise socio-economic benefits from the use of the radio spectrum by finalising the South African positions and proposals for the World Radiocommunication Conference 2019 in line with the participation plan and framework by March 2019.

The department is aware of the interconnectedness of broadband and the licensing of radio frequency spectrum, which is a scarce natural resource.

The Broadband Strategy and Implementation Plan outlines fibre connectivity across the country to district level.

According to the Ministry of Telecommunications and Postal Services, government is planning a number of supply and demand-side broadband interventions in South Africa to address the gap between those who have access to digital services and those who do not.

An infrastructure gap analysis study has indicated that there is a gap between the high-capacity backbone and access to network infrastructure. This gap is biggest in rural areas and in particular in former homeland states where the most marginalised communities live. There are also some urban areas with high population densities that remain unserved.

However, the real gap is in the last-mile or "local loop" infrastructure. There is considerable duplication and potential underexploitation of infrastructure in metropolitan areas because these areas were commercially attractive to service providers.

To address this gap, government had found it necessary to consider a range of interventions on both the demand and supply-side of broadband.

Supply side interventions to encourage investment and rollout of infrastructure include:

- support for public/private investment initiatives
- increased competition
- expansion of core and access networks
- enablement of infrastructure sharing
- promotion of coordinated build programmes
- allocation of prime spectrum to support universal access.

To complement the supply chain, government determined a number of demand-side interventions. These seek to stimulate the uptake and usage of broadband services and products:

- increased affordability of services and devices
- aggregation of government demand to enhance procurement
- alignment of regulatory framework
- development of ICT skills and e-literacy
- development of local content, applications
- stimulation of niche manufacturing.

Government's intention is to invest in broadband infrastructure through aggregation of public sector demand and smart procurement of high capacity networks.

Rural Development Strategy

ICTs play a significant role in speeding up the integration of services for the development of rural areas and ensuring that rural communities, including those in remote areas, are not left out of the knowledge economy.

The main goal of the department's Rural Development Strategy is, therefore, to address the vacuum in rural ICT and empower rural communities by promoting sustainable job creation and eradicating poverty in rural areas.

The strategy includes programmes that will encourage civil society to promote the use of ICT services and provide the necessary infrastructure.

Job creation

In line with government's New Growth Path, the DTPS, together with the ICT sector, aims to facilitate the creation of over 150 000 direct and indirect jobs by 2020.

An industry-wide committee will be established to identify opportunities, using a collective database to ensure effective monitoring and evaluation.

Jobs will be created across various subsectors of the industry through:

- providing broadband infrastructure
- establishing content hubs for radio and television
- animation
- e-co-operatives
- using ICTs in TVET colleges
- tailor-made solutions for SMMEs
- digital broadcasting and distributing STBs
- rolling out PostBank.

Internet

The South African Internet user population passed the 20-million mark for the first time in 2016, reaching 21 million, and was expected to grow to at least 22.5 million in 2017. This is the main finding of of the Internet Access in South Africa 2017 study, released in July 2017 by World Wide Worx.

The report reveals that the single most common use of the Internet among South African adults is communication, reported by almost a third (31%) of respondents, followed by social networking (24,9%) and information (23,7%), both reported by almost a quarter of respondents. Only then comes entertainment at 22,1%.

According to Statistics South Africa's General Household Survey (GHS) 2016, almost six-tenths of South African households (59,3%) had at least one member who used the Internet either at home, their places of work or study, or at Internet cafés.

Using any means, more than two-thirds of households in Gauteng (72,2%) and Western Cape (68,5%) had access to the Internet while only just over one-third of households in Limpopo (42,4%) had access to the Internet.

Social media

In 2017, social media was expected to become an indispensable tool for South African marketers and politicians, artists and activists, reporters and media personalities alike.

According to the 2017 edition of the SA Social Media Landscape, released in September 2016 by World Wide Worx and Ornico, 2017 was expected to see the use of as many as four social media platforms becoming pervasive marketing tools in South Africa.

The study included a survey of 116 major South African brands, making for a representative sample of the country's major brands. Already, in 2016, some 91% of these brands were using

Facebook, 88% were active on Twitter and 66% were on YouTube. LinkedIn slipped from 70% to 63%, as brands struggled to get to grips with its more serious nature. Meanwhile, Instagram increased sharply from 42% to 62% of brands making use of it.

Facebook is now used by 14 million South Africans, while YouTube has moved firmly into second place with 8,74-million users, well outpacing Twitter's slower rise to 7,7-million. LinkedIn maintains its energetic rise, now standing at 5,5-million.

One of the most significant trends uncovered is that Facebook, with 14-million users, now has 10 million or 85% of its users, using mobile devices. This is significantly up from or 77% the year before.

While a significant number of these users are also accessing Facebook on computers and tablets, it is clear that the mobile phone has become the primary form of accessing social media.

According to World Wide Worx, the top social media sites in South Africa (by number of users) at the start of 2017 were:

- Facebook – 14 million
- YouTube – 8,74 million
- Twitter – 7,7 million
- LinkedIn – 5,5 million
- Instagram – 3,5 million.

Online retail

For the first time since the dawn of e-commerce in South Africa, online retail in South Africa was expected to reach 1% of overall retail during 2016. This was the most significant finding of the Online Retail in South Africa 2016 report released by World Wide Worx.

According to the report, online retail continues to grow at a high rate in South Africa, having maintained a growth rate of above 20% since the turn of the century. In 2015, the rate of growth was 26%, taking online retail to the R7,5 billion mark.

While the rate was expected to fall a little in 2016, to 20%, growth in rand terms was expected to remain the same as in 2015, taking the total to above R9 billion. Much of this growth has been attributed to an increase in the number of experienced Internet users in South Africa who are ready to transact online.

Forecasts by World Wide Worx for the next five years, from 2016 to 2020, show online retail sales almost exactly doubling over this period.

Cybercrime and cybersecurity

Cyberspace comes with new types of challenges to the governments of the world and it therefore introduces a further dimension to national security.

The cyberworld is a borderless platform that enables more sophisticated threats such as cybercrime, cyberterrorism, cyberwar and cyber-espionage. For this reason, the cyberthreats need to be addressed at both the global and national levels.

The Cybersecurity Hub offers alerts and warnings, announcements, security-related information dissemination, incident-handling and incident response support as services to its constituents. These services can be categorised as proactive, reactive and social services.

Regarding incident-handling, incidents are logged via the Cybersecurity Hub website and depending on their evaluation, incidents that can be handled by the Cybersecurity Hub are timeously resolved or else relevant incidents are escalated to other agencies for further investigation.

In 2016/17, the DTPS aimed to obtain full international certification of the Hub. Progress was made on upgrades to the Cybersecurity Hub's policies, processes, infrastructure and back-end systems, as this is a requirement to obtain this full international certification.

A survey to ascertain the state of cybersecurity organisational readiness is currently underway, and the results will provide the first baseline understanding of cybersecurity readiness across various sectors. This will assist in developing strategic interventions aimed at increasing the overall threat posture of the country.

The department's cyberwarfare strategy was ready for implementation by 2016/17. In 2015/16, ten departmental personnel were transferred to the command centre, which improved the department's cybermonitoring capacity. The centre will be fully established by 2018/19 and R340 million has been budgeted for this in the Defence Intelligence programme over the medium term.

Mobile communications

South Africa has one of the largest telecommunications markets on the continent. It has five mobile operators, namely Cell C, MTN, Vodacom, Telkom Mobile and virtual network operator Virgin Mobile.

Mobile phones are the dominant technology for voice and data communication among base of pyramid (BoP) users and for informal businesses. People in this group access the Internet mostly via their mobile phones and smartphones have taken over functions that used to be performed by computers.

Users are also finding innovative ways to bypass expensive cellphone SMS rates by using Facebook Zero or other instant message services such as WhatsApp.

Although half of the 50 million people in South Africa live below the poverty line, more than 75% among those in low-income groups who are 15 years or older own a mobile phone.

Mobile ownership at the BoP – households with an income of less than R432 per month, per household member – is relatively high, compared to other African countries. This is according to research commissioned by infoDev, a global partnership programme within the World Bank Group, about the use of mobile phones among BoP users.

Some of 98,5% low-income groups who own mobile phones in South Africa have a prepaid SIM card, but there is a small percentage (1,5%) of BoP mobile owners who have post-paid contracts.

The number of mobile Internet subscriptions in South Africa is expected to grow to 35,2 million by the end of 2018. This is according to the South African Entertainment and Media Outlook: 2014 – 2018, published by financial services company PwC in September 2014. By 2018, as much as 72% of South Africa's mobile subscriptions will be for mobile Internet.

The number of Long-Term Evolution is a standard for high-speed wireless communication for mobile phones and data terminals – subscriptions in South Africa is forecast to grow at a fairly strong rate, albeit from a low base, to reach 12,6 million at the end of 2018. Mobile devices are also a significant contributor to the increasing popularity of mobile Internet access.

The number of active tablet devices is expected to rise to a projected 5,1 million at the end of 2018.

According to Statistics South Africa's *General Household Survey 2015*, mobile access to the Internet has made it much more accessible to households in rural areas. Whereas only 2,1%, 3,7% and 3,1% of households, respectively, had access to the Internet at home, at work and elsewhere, more than a third (33,7%) had access through mobile devices.

Mobile devices also created opportunities in urban areas where larger proportions of urban and metropolitan households had access to the Internet through mobile devices in Western Cape and Gauteng.

Postal sector

The cornerstone of national policy for the postal sector is the provision of a universal service at an affordable price and an acceptable standard for all citizens. To ensure this, a universal service obligation has been placed on SAPO.

To offset the cost of providing a basic service in low-density, rural or unviable areas, it has also been common practice to confer exclusive rights and privileges, i.e. a monopoly on the provision of the basic letter service.

Mail Business has 26 mail-sorting centres for domestic mail and parcels, and three international sorting centres for international mail and parcels. Between these centres, some six million mail items are handled daily and 50 tons of parcels are processed a year.

Mail is transported to and from these sorting centres domestically to 7 188 delivery offices (delivery depot centres, lobby boxes and 2 443 post office branches).

Specialised SAPO products include:

- Securemail
- Speed Services Couriers
- Parcelplus
- insurance and cash-on-delivery
- Postbank
- a courier freight group made up of XPS and PX
- Docex.

Philatelic Services

SAPO's Philatelic Services is responsible for producing South Africa's postage stamps and other stamp-related products.

SAPO prints more than 380 million postage stamps a year. They not only reach every corner of South Africa, but also the rest of the world. Although stamps are produced mainly to serve as prepayment for postage, their beauty and historical significance have inspired people to collect them since the first postage stamps were produced in England in 1840.

Over the years, many of them have become valuable collector's items. For example, the first triangular postage stamp was issued on 1 September 1853 in the Cape of Good Hope, which was a British colony at the time. The triangular-shaped stamp, which became known as the Cape Triangular, was the first stamp to be issued in Africa and has become a highly sought-after collector's item worldwide.

Stamp issues are divided into two main categories:

- Definitive stamps are issued every five to seven years and comprise a set of designs in a full range of face values to provide for the country's postal needs. They usually reflect a particular theme.
- Commemorative stamps are issued according to an annual commemorative stamp-issuing. programme. Between 12 and 15 commemorative issues are produced per year. They often commemorate significant historical events or people, or coincide with important days.

Postbank

The Postbank Limited Act, 2010 allows SAPO to prioritise the banking needs of the unbanked majority, thus facilitating their inclusion into the economic mainstream. The Act established the Postbank division of SAPO as a separate legal entity, with the principal aim of expanding the existing range of banking services to, among others:

- improve access to affordable services, including loans, especially in rural and lower-income communities
- promote a culture of saving.

In doing so, the Postbank will use the existing SAPO infrastructure, but it is not bound by the Act to do so exclusively.

The SAPO was mandated to continue with the restructuring and corporatisation of the Postbank during 2016/17. The Postbank must meet South African Reserve Bank requirements so that it can operate as a bank. Expenditure in the Postbank programme was expected to grow at an average annual rate of 9,5% over the medium term from R328,8 million in 2015/16 to R431.5 million in 2018/19.

PostNet

PostNet is South Africa's largest privately owned counter network in the document and parcel industry, trading across more than *330* owner-managed retail stores.

It serves in excess of 60 000 walk-in customers per day, countrywide.

There are five product types within PostNet, namely courier, copy and print, digital, stationery and mailboxes.

The media

South Africa is fortunate to have vibrant and independent media.

According to the Bill of Rights, as contained in the Constitution, everyone has the right to freedom of expression, which includes:

- freedom of the press and other media
- freedom to receive or impart information or ideas
- freedom of artistic creativity
- academic freedom and freedom of scientific research.

Several laws, policies and organisations act to protect and promote press freedom in South Africa.

In March 2017, there were 280 community broadcasting services, 275 community radio and five community TV stations; and it was estimated that there were 31 radio stations that only broadcast on the Internet.

Radio

Radio is a great communications medium and still enjoys the broadest reach of any media category in South Africa. The diversity of stations, formats, voices and offerings ensures that most of the public's needs are catered for.

It also fulfils a vital need for information and entertainment, with relatively low costs to the distributors and the listeners.

As a communication medium, radio has very few barriers to access. SABC Radio has more than 25 million listeners weekly in South Africa.

The fact that radio cuts across boundaries of illiteracy strengthens the importance of the medium to the consumer and the advertiser.

The SABC's national radio network comprises 18 radio stations, of which 15 are dedicated specifically to public-service broadcasting.

These include 11 full-spectrum stations, one in each of the official languages of South Africa; a cultural service for the Indian community broadcasting in English; a regional community station broadcasting in isiXhosa and English; and a community station broadcasting in the !Xu and Khwe languages of the Khoisan people of the Northern Cape.

The SABC has three stations in its commercial portfolio. These are 5FM, Metro FM and Good Hope FM. Channel Africa broadcasts live on three platforms: shortwave, satellite and the Internet. Its broadcasts are in Chinyanja, Silozi, Kiswahili, English, French and Portuguese.

Commercial radio stations

Commercial radio stations in South Africa include:

- YFM
- 702 Talk Radio
- Metro FM
- 5FM
- Channel Africa
- Good Hope FM
- 567 Cape Talk
- Radio 2000
- Capricorn FM
- Radio KFM
- Lotus FM
- X-K FM
- TruFM
- RSG
- Power 98.7.

Stations such as 94.2 Jacaranda FM, 94.7 Highveld Stereo, OFM, Algoa FM, Classic FM, Kaya FM and East Coast Radio were initially SABC stations, but were sold to private owners to diversify radio ownership in South Africa as part of the transformation of the public broadcaster. Many of South Africa's radio stations are also available online.

Community radio

Community broadcasting remains an important project for the DoC. During 2016/17, five licensed community radio stations were provided with broadcasting infrastructure.

Television

The SABC's television network comprises three television channels – all free-to-air. South African television is broadcast in all 11 official languages and in Sign Language.

Community television

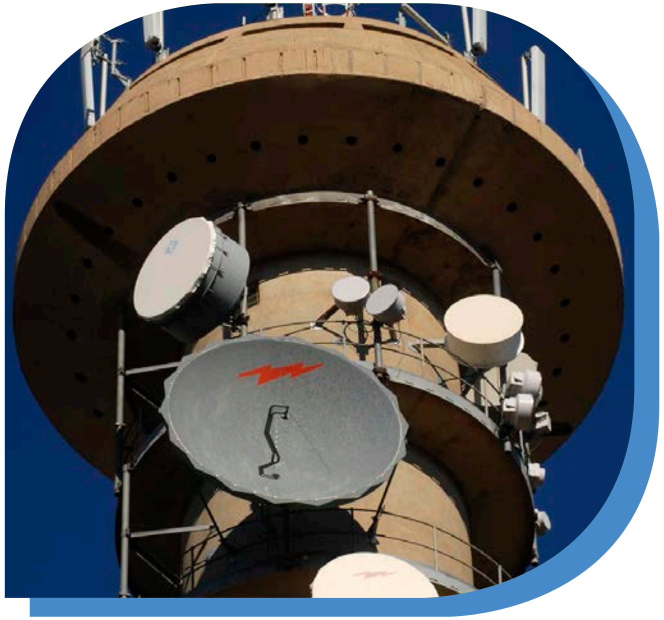
In 2007, Soweto TV was the first community television station to obtain a seven-year broadcasting licence from ICASA.

Since then, more seven-year licences have been issued to stations operating in Soweto, Cape Town, Tshwane, Empangeni and Nelson Mandela Bay. The issuing of new community television licences is on hold until the migration from analogue to digital broadcasting is complete.

Free-to-air television

e.tv is South Africa's first private, free-to-air television channel, launched in 1998. It is the largest English-medium channel in the country and the third largest overall.

e.tv also has a pan-African presence through e.tv Africa, which is distributed on the DStv Africa bouquet and by local affiliates in African countries. eNews Prime Time continues to lead the English prime time news slot. This success led to the launch of the leading 24-hour news channel on the DStv platform, eNCA (eNews Channel Africa) in 2008.



Satellite broadcasting

MultiChoice started as the subscriber management arm of M-Net. It is the leading multichannel digital satellite television operator across the African continent. MultiChoice provides its DStv services to different market segments. The DStv bouquets cater for different lifestyles and pockets, from entry level to premium.

Top-TV offers five bouquet options, arranged in seven package options.

e.sat tv supplies television, mobile and online news to various channels in South Africa and across the African continent under the brand name eNews Channel Africa (eNCA). Growing out of the success of eNews Prime Time, aired on e.tv, eNCA is South Africa's first and most watched independent 24-hour television news channel on the DStv Platform (Channel 403).

Pay TV group Siyaya made headlines when the group secured the live broadcast rights to Bafana Bafana matches from May 2015. The deal between Siyaya and the South African Football Association is reported to be worth R175 million per year, over six years. Siyaya was one of five new broadcasters at the time, which received conditional licences to be pay TV broadcasters that had now submitted the necessary additional information required of them to ICASA. This submission ensures compliance with ICASA's requirements, and allows Siyaya to continue with its expansion plans.

Siyaya stated in its submission to ICASA for its licence that it plans to charge a subscription fee of R70 per month.

Print

Technical handling of the print media in South Africa rates among the best in the world. This is one reason why newspapers and magazines have held their own in a volatile information era, characterised by the vast development of various new forms of media-delivery platforms via the Internet.

Newspapers

Most South African newspapers and magazines are organised into several major publishing houses. These include Media24 (part of Naspers, the largest media group in Africa), the Irish-based Independent News & Media (Pty) Ltd group, Caxton Publishers & Printers Ltd and Tiso Blackstar Group. Other important media players include M&G Media Ltd; the Natal Witness Printing & Publishing Company (Pty) Ltd; Primedia Publishing Ltd; RamsayMedia, and Kagiso Media.

Some of the prominent daily and weekly newspapers in South Africa include: *The Sunday Times, Citizen, Sowetan, The Daily Sun, The Witness, Sunday World, City Press, New Age, The Weekly Mail and Guardian, Beeld, Pretoria News, The Star, Die Burger, The Cape Argus, Cape Times, Son, Daily Dispatch, The Herald, The Daily News, The Mercury, The Witness, Business Day, Die Volksblad, Diamond Fields Advertiser, Isolezwe, Rapport, Sunday Tribune, Sunday Sun, Ilanga, The Post* and *Soccer Laduma.*

Magazines

Between January and March 2016 there was a 8,3% decline in total magazine circulation, more than twice that of newspapers, according to the Audit Bureau of Circulations (ABC) of South Africa.

Consumer titles dropped 4,4%, business titles by 2,7% and custom magazines by 10,6%.

Some of the prominent magazines in South Africa include: *The Financial Mail*, *Finweek*, *Entrepreneur*, *Forbes Africa*, *Noseweek*, *BusinessBrief*, *Leadership*, *Farmer's Weekly*, *Landbouweekblad*, *Plaastoe*, *Veeplaas*, *Personal Finance*, *People*, *TV Plus*, *Bona*, *Drum*, *Huisgenoot*, *YOU*, *The Big Issue*, *Taalgenoot*, *Leisure*, *Easy DYI*, *House & Leisure*, *Sarie Kos*, *Elle*, *Decoration*, *SA Home Owner*, *SA Garden and Home*, *Tuis Home*, *VISI*, Woolworths' *Taste*, *Fresh Living/Kook en Kuier*, *Braintainment*, *Destiny Man*, *Blaque Magazine*, *GQ*, *Men's Health*, *Popular Mechanics*, *Stuff*, *Tjop & Dop*, *Amakhosi*, *Kick Off*, *Golf Digest*, *Compleat Golfer*, Magnum's *Game*, *Hunt/Wild*, *Jag*, *SA Hunter*, *Zigzag*, *Modern Athlete*, *CAR*, *Leisure Wheels*, *Drive Out/WegRy*, *Auto Trader*, *Bike SA*, *SA 4x4*, *Speed and Sound*, *Getaway*, *Weg/Go*, *SA Country Life*, *Cosmopolitan*, *Glamour*, *Elle*, *Fair Lady*, *Finesse*, *Destiny Magazine*, *Good Housekeeping/Goeie Huishouding*, *Ideas/Idees*, *Leef*, *Move!*, *True Love*, *Vrouekeur*, *Woman and Home*, *Essentials*, *Fitness Magazine*, *Kuier*, *Marie Claire*, *Rooi Rose*, *Sarie*, *Your Family*, *Women's Health* and *Longevity*.

Online media

In 2016, almost 70% of South Africans browsed the web on their mobile. From 2015, this was an increase of 15%, according to the South Africa Mobile Report released by the Interactive Advertising Bureau South Africa, an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital industry within South Africa.

A total of 4 993 mobile internet users in South Africa were surveyed from November 2016 to January 2017.

According to Effective Measure statistics for April 2017, *News24* is the largest website in South Africa, with seven million unique local browsers. Gumtree ranked second with 4,3 million local browsers, followed by TimesLive with 3,5 million.

Media organisations and role players

The non-profit-making Print and Digital Media South Africa (PDMSA) was originally formed to bring together under one roof publishers of diverse print genres.

The PDMSA recognised the advantages of extending its footprint online by extending its membership to include digital media publications. By mid-2017, the PDMSA membership included more than 700 newspaper and magazine titles that cater for four different language groups.

The members include Tiso Blackstar Group, Caxton and CTP; Independent Newspapers; Media24; Mail & Guardian, and the Association of Independent Publishers (AIP).

The purpose of the PDMSA is to represent, promote, interact with and intervene in all matters concerning the collective industry and of common interest. It represents more than 700 newspaper and magazine titles in South Africa.

The PDMSA is a member of a number of international bodies, such as the World Association of Newspapers and the Federation of Periodical Press. Allied to the PDMSA, but not a constituent member, is the ABC, responsible for auditing and verifying print-media circulation figures.

The AIP represents the interests of more than 250 independent publishers in southern Africa.

The South African National Editors' Forum (Sanef) was formed at a meeting of the Black Editors' Forum, the Conference of Editors and senior journalism educators and trainers, in October 1996.

Sanef membership includes editors and senior journalists from the print, broadcast and online/Internet media, as well as journalism educators from all the major training institutions in South Africa.

The Forum of Black Journalists addresses issues that directly affect its members.

Members of the public who have complaints or concerns about reports in newspapers and magazines can submit their grievances to the Office of the Press Ombudsman. Should they not be satisfied with the resultant ruling, they can lodge an appeal with an independent appeal panel. The Office of the Press Ombudsman was set up by the PDMSA, Sanef and the Media Workers' Association of South Africa.

The Freedom of Expression Institute was established in 1994 to protect and foster the rights to freedom of expression and access to information, and to oppose censorship.

The Forum of Community Journalists (FCJ) is an independent body that represents, promotes and serves the interests of all community-newspaper journalists in southern Africa. The decision to become an independent body followed the restructuring of the Community Press Association into the AIP.

The Broadcasting Complaints Commission of South Africa is an independent self-regulatory body that serves as a voluntary watchdog, to adjudicate complaints from the public about programmes flighted by members who subscribe to its code of conduct. Members include the SABC, M-Net, Radio 702 and the Trinity Broadcasting Network. However, the commission does not deal with X-rated material, the broadcast of which is prohibited under criminal law.

Media Monitoring Africa (formerly Media Monitoring Project) is a non-profit organisation that acts in a watchdog role to promote ethical and fair journalism that supports human rights.

The National Community Radio Forum (NCRF) lobbies for the airwaves in South Africa to be diversified, and for a dynamic broadcasting environment through the establishment of community radio stations.

The NCRF is a national, member-driven association of community-owned and run radio stations and support-service organisations.

Radio station members are independent, non-profit community-based organisations.

Other press organisations operating in the country are the:

- Foreign Correspondents' Association of Southern Africa
- Printing Industries Federation of South Africa, the South African Typographical Union
- South African Guild of Motoring Journalists
- Professional Photographers of South Africa
- Media Institute of Southern Africa
- Publishers' Association of South Africa
- Press clubs in major centres.

News agencies

The African News Agency, Africa's first syndicated multimedia content service, began publishing South African and international news stories in March 2015.

The main foreign news agencies operating in South Africa are:

- Reuters
- Agence France-Presse
- Associated Press
- Deutsche Presse Agentur
- United Press International.

Journalism awards

South Africa's most important awards include the:

- Mondi Shanduka Newspaper Awards

- Vodacom Journalist of the Year Awards
- South African Breweries Environmental Media and Environmentalist of the Year Awards
- Sanlam Financial Journalist of the Year Award
- CNN MultiChoice African Journalist Awards
- Discovery Health Journalism Awards
- Sanef's Nat Nakasa Award
- Local Media Excellence Awards.

Media awards

The annual Local Media Excellence Awards 2016 was held on 27 June 2017 at the Leriba Hotel and Spa in Centurion and were presented under the auspices of the FCJ.

At the awards, (previously known as the Sanlam/MDDA Local Media Awards), local and community newspapers from all over the country and across all media houses compete against each other to award the best of the best in South Africa.

The winners included the following:

- Journalist of the year: Daleen Naudé, (*Middelburg Observer*)
- Photographer of the year: Joe Dreyer (*Bulletin*)
- Best front pages:
  - Independent commercial newspaper: *Zoutpansberger*.
  - Corporate-owned free newspaper: *People's Post*
  - Corporate-owned paid newspaper: *People's Post*.
  - Community media/grassroots newspapers: *Bulletin*.
- Best newspapers:
  - Community media/grassroots newspaper: *Bulletin*
  - Independent commercial newspaper: *Zoutpansberger*
  - Corporate-owned free newspaper: *TygerBurger*
  - Corporate-owned paid newspapers, circulation less than 10 000: *District Mail*
  - Corporate-owned paid newspapers, circulation more than 10 000: *Lowvelder*.

Some other important annual media awards are the Eagles, the Pendoring and the AdReview Awards.

Advertising

South Africa has a vibrant and dynamic advertising industry. Local advertising agencies are often recognised internationally for their excellence.

Advertising Standards Authority (ASA)

The ASA is the protector of the ethical standards of advertising in South Africa, and protects consumers against manipulative advertising and unfair claims.

It is an independent body established and funded by the marketing communication industry to manage advertising in the public interest by means of self-regulation.

The ASA cooperates with government, statutory bodies, consumer organisations and industry to ensure that advertising content complies with the Code of Advertising Practice.

The code is the ASA's guiding document based on the International Code of Advertising Practice, prepared by the International Chamber of Commerce.

Drawn up by the ASA with the participation of representatives of the marketing-communication industry, the code is amended from time to time to meet the changing needs of the industry and of South African society.

Advertising awards

South Africa has a vibrant and dynamic advertising industry.

The 38th Annual Loerie Awards took place in August 2016 at the Durban International Convention Centre.

A total of 316 awards were handed out over the two nights selected from 3 112 entries from 22 countries across the Africa Middle East region.

The full list of Grand Prix winners are:

- Nando's "Global Visual Identity System", by Sunshine Gun.
- Tusker Lager's "Team Kenya", by Net#workBBDO.
- Channel O's "Youth Day" by Black River FC
- Nando's "Chicken Run" & "Heartfelt Celebration of South African Design".
- KFC's ''The Everyman Meal'', by Ogilvy & Mather Johannesburg.
- Saudi Telecom Company – STC, "1st Branded Online Entertainment Hub" by J.Walter Thompson KSA.
- Chicken Licken's "Kung Fu" by Network BBDO.
- Ster-Kinekor's "#OpenEyes" by Fox P2.

Yegs Ramiah, Sanlam and Santam Chief Executive of Brand was given the Marketing Leadership and Innovation Award.

The Adams and Adams Young Creatives Award went to Katie Mylrea, art director at Ogilvy and Mather Cape Town and Amori Brits, head of design at Shift Joe Public, who each received R60 000 and a South African Airways flight to New York City.

The Loeries Creative Future Scholarship went to four young KwaZulu-Natal Grade 12 students, Londeka Gumede, Roxanne Schoon, Mali Khuzwayo and Samkelisiwe Faku, to study at the Vega School of Brand Leadership and the Design School South Africa.

Public relations

Public Relations Institute of Southern Africa (PRISA)

Established in 1957, PRISA represents professionals in public relations and communication management throughout the southern African region and has registered practitioners in Botswana, Namibia, Lesotho, Swaziland and South Africa.

It is a founding member of the Global Alliance for Public Relations and Communication Management, and initiated the formation of the Council for Communication Management in South Africa. The council is the coordinating body representing various groupings of professionals in South Africa.

PRISA plays a leading role in uniting professionals and driving transformation. As the recognised leader of the public relations and communication management profession in southern Africa and beyond, PRISA provides the southern African industry with the local professional advantage.

The two-day 2016 PRISA Conference, under the theme "Advance, Rise, Grow" was held in 17 August 2016, culminating with the Loeries DStv seminar on 19 August at the Southern Sun Elangeni & Maharani Hotel.

This conference allowed delegates to benefit from the shift within the media landscape and to explore ways that brands interact with the consumer and media.

International relations

The international branch of the DoC continues to be the primary vehicle through which the department pursues government's priority of contributing to a better South Africa and contributing to a better and safer Africa in a better world.

South Africa chairs the Future Strategy Committee of the Universal Postal Union (UPU).

The 26th UPU Congress took place from 20 September to 7 October 2016 in Istanbul, Turkey.

At the congress, South Africa was elected as a member of the UPU Council of Administration for a second term, 2017 – 2020.

South Africa has been assigned the responsibility of chairing the new Committee dealing with strategy over the next four years in the council. The DoC was re-elected to the Postal Operations Council that deals with the operational, economic and commercial aspects of the postal business.

South Africa has contributed significantly to the UPU's work in developing National Address Systems. The country's use of Global Positioning Systems to allocate addresses to people in rural and undeveloped areas has proved critical.