2019/20 SOUTH AFRICA YEARBOOK

Communications

Communications and Digital Technologies

The Department of Communications merged with the Department of Telecommunications and Postal Services (DTPS) with effect from 1 April 2020 to form the new Department of Communications and Digital Technologies (DCDT).

The National Development Plan (NDP) recognises that access to high-speed information and communications technology (ICT) is a key enabler for inclusive economic growth.

The work of the DCDT is integral to the realisation of this recognition, and gives it effect through the department's contribution to Priority 1 (economic transformation and job creation) of government's 2019 – 2024 Medium Term Strategic Framework.

The DCDT is mandated to enable South Africa's digital transformation to achieve digital inclusion and economic growth by creating an enabling policy and regulatory environment. This is done through the implementation of the *2016 National Integrated ICT Policy White Paper*, which provides for the participation of multiple stakeholders for inclusive digital transformation; interventions to reinforce competition and facilitate innovation across the value chain; measures to address issues raised by ICT and convergence; and the establishment of a new national postal policy framework. It also provides for policies to address the digital divide and affordable access, supply-side issues and infrastructure rollout, and demand-side issues to facilitate inclusivity.

The DCDT is responsible for the overarching communications policy and strategy, information dissemination and publicity, as well as the branding of the country abroad. In addition, another key objective is to build a better life for all through an enabling and sustainable world-class ICT environment.

A priority for the department over the medium term is to develop and revise policies, strategies and legislation to align with the objectives of the *2016 National Integrated ICT Policy White Pape*r, taking into consideration developments necessitated by the Fourth Industrial Revolution (4IR). As such, over the Medium Term Expenditure Framework (MTEF) period, the department will focus on rolling out the South Africa Connect Broadband Policy, implementing the Broadcasting Digital Migration Policy, and submitting new Bills to Parliament.

Rolling out broadband through South Africa Connect

The department will continue to provide broadband connectivity to government buildings by implementing the digital development pillar of the South Africa Connect Broadband Policy. By 2022/23, a targeted 970 government buildings will be connected in the pilot phase, resulting in projected expenditure of R739 million over the medium term period. The business case for the second phase, which aims to connect government buildings throughout the country, will be developed over the medium term.

Migrating towards digital broadcasting

The new model for the implementation of broadcasting digital migration over the medium term includes the provision of vouchers to indigent households for devices that will allow analogue televisions to receive digital signals, and compensation to the South African Post Office (SAPO) for the costs of administering the voucher and distribution systems. To subsidise the provision of these vouchers, R1.6 billion over the medium term is allocated to the Universal Service and Access Fund (USAF), and R275 million is allocated to the Universal Service and Access Agency of South Africa (USAASA) to compensate the SAPO for the administration of the project. A further R100 million is allocated to Sentech in the 2021/22 financial year for dual illumination, which will allow the entity to operate both analogue and digital signals until digital migration is fully implemented. As a result, spending in the Broadcasting Digital Migration subprogramme in the ICT Infrastructure Development and Support programme is expected to increase from R312.8 million in 2019/20 to R1.4 billion in 2021/22.

Implementing the *2016 National Integrated ICT Policy White Paper*

It is envisaged that a number of Bills required for the implementation of the White Paper will be developed and submitted to Parliament over the medium term. These include the Digital Development Fund Bill, State Information Technology (IT) Company Bill, State ICT Infrastructure Company Bill, Digital Transformation Bill, and Audio-visual Content Bill. This will allow for, among other things, the rationalisation of state-owned ICT companies for greater efficiency, and ensure that communities and individuals have access to ICT services and skills for the digital economy. To achieve this, expenditure in the ICT Policy Development and Research programme is expected to increase from R48.6 million in 2019/20 to R64.7 million in 2022/23 at an average annual rate of 10%.

White Paper on Audio and Visual Content Services Policy Framework

In September 2020, Cabinet approved the draft *White Paper on Audio and Visual Content Services* Policy Framework.

This Bill is necessary as there is a growing need to level the playing field between traditional broadcasting, on-demand services providers – these include catch-up TV service, video on-demand services as well as news portals – and video-sharing platforms.

This White Paper proposes policy and regulatory changes and makes recommendations to reposition the audio-visual media sector for future growth and investment promotion. It also emphasises the review of:

- sports broadcasting rights matters,
- promotion of foreign direct investment within the broadcasting sector,
- licensing of the over-the-top services,
- competition issues in relation to pay-tv and free-to-air markets,
- availability of spectrum for the transmission of audio-visual content, and
- skills development to fast-track digital transformation within the audio-visual sector.

Legislation

The DCDT derives its mandate from a number of acts and policies. Key among these are:

- the Broadcasting Act, 1999 (Act 4 of 1999), as amended, which establishes a broadcasting policy in South Africa;

- the Electronic Communications Act, 2005 (Act 36 of 2005), as amended, which provides the legal framework for convergence in the broadcasting, broadcasting signal distribution, and telecommunications sectors. It also allows for the granting of new licences and social obligations; the control of the radio frequency spectrum; and the regulation of electronic communication network services, electronic communication services, and broadcasting services;
- the Film and Publications Act, 1996 (Act 65 of 1996), as amended, which provides for the classification of certain films and publications, and establishes the Film and Publication Board and Tribunal;
- the Independent Communications Authority of South Africa (ICASA) Act, 2000 (Act 13 of 2000) which establishes the regulator in the sector; and
- the Postal Services Act, 1998 (Act 124 of 1998), as amended, which makes provision for the regulation of postal services.

Budget

For the 2019/20 financial year, Communications was allocated R4.8 billion. The department is expected to spend a total of R10 billion over the medium term, of which R7.3 billion is earmarked to be transferred to public entities. As the entities within the department's portfolio are responsible for many of the deliverables emanating from these policies, the DCDT will devote considerable attention to exercising its oversight role through signing shareholders compacts and governance agreements, analysing performance reports, and approving strategic and annual performance plans. Spending on compensation of employees is expected to amount to R1.1 billion over this period.

Entities

Sentech

Sentech was established in terms of the Sentech Act, 1996 (Act 63 of 1996) and is listed as a Schedule 3B public entity in terms of the Public Finance Management Act (PFMA), 1999 (Act 29 of 1999). It is responsible for providing broadcasting signal distribution services to licensed television and radio broadcasters.

Over the medium term, the entity will focus on creating new revenue streams through acquisitions and the formation of strategic partnerships. It aims to build a wireless broadband business, and invest in technologies to enhance the performance of its connectivity services to existing and future clients. The entity considers these investments key to enhancing connectivity, and has set aside R445.8 million over the medium term for the acquisition of assets.

Total expenditure is set to increase from R1.2 billion in 2019/20 to R1.3 billion in 2022/23 at an average annual rate of 3.6%. Spending on goods and services, mostly for satellite rental and other operating costs, accounts for an estimated 45.6% (R1.7 billion) of total expenditure over the medium term. As the entity employs many skilled technical personnel, expenditure on compensation of employees constitutes an estimated 40.9% (R1.6 billion) of total spending over this period.

The entity expects to generate 98.1% (R4 billion) of its revenue over the MTEF period through services rendered to customers, mostly for the provision of signal for television and radio broadcasting services; and the rest from the department through project-specific funding for dual illumination, which is the operation of both analogue and digital signals. Total revenue is expected to increase at an average annual rate of 3%, from R1.3 billion in 2019/20 to R1.4 billion in 2022/23.

South African Broadcasting Corporation (SABC)

The SABC is listed as a Schedule 2 public entity in terms of the PFMA of 1999. Its mandate is set out in its charter and in the Broadcasting Act of 1999, which requires the corporation to provide South Africans with radio and television broadcasting services. It is also required to provide a wide range of programming that displays South African talent in educational and entertainment programmes; offer a diversity of views and a variety of news, information and analysis; and advance national and public interests.

Over the medium term, the corporation will focus on finalising and implementing its turnaround strategy, which aims to invest in new and compelling content to attract audiences, thereby attracting advertisers and increasing revenue. An amount of R3.2 billion was allocated to the corporation in the 2019 Adjusted Estimates of National Expenditure for the strategy. To contribute towards nation-building and greater diversity, the corporation also plans to spend R2 billion over the medium term to broadcast all sporting codes of national interest and acquire sports rights. Total expenditure is expected to increase from R8 billion in 2019/20 to R8.9 billion in 2022/23 at an average annual rate of 3.4%. Of this amount, 36.9% (R9.6 billion) is earmarked for spending on goods and services, largely for programme, film and sports rights; and 34.9% (R8.6 billion) for spending on compensation of employees.

The corporation expects to generate 97.3% of its revenue over the medium term through licence fees, commercial revenue from advertising, and sport sponsorship across television, radio and online platforms. Total revenue is expected to increase from R7.4 billion in 2019/20 to an estimated R8.5 billion in 2022/23 at an average annual rate of 4.4%. The corporation is set to receive transfers from the department amounting to R648 million over the medium term to subsidise various functions, including public broadcasting, programme productions, and support for Channel Africa.

The entity has experienced significant financial challenges over the past three financial years due to a decrease in viewership, listenership and revenue, and projects deficits of R302 million in 2020/21, R194 million in 2021/22 and R446 million in 2022/23 over the medium term.

South African Post Office

The SAPO was established to provide postal and related services to the public, and is listed as a Schedule 2 public entity in terms of the PFMA of 1999. It derives its mandate from the Postal Services Act of 1998, the SAPO state-owned company (SOC) Ltd Act, 2011 (Act 22 of 2011) and the South African Postbank Limited Act, 2010 (Act 9 of 2010). The Postbank Services Act of 2010 grants the entity an exclusive mandate to conduct postal services in the reserved sector for items such as letters, postcards and parcels less than one kilogram, and makes provision for the regulation of postal services and the operational functions of the entity, including its universal service obligations. Over the medium term, the entity will focus on providing universal access to postal and related services, stabilising its financial position, optimising its personnel to ensure operational effectiveness, and distributing social grants on behalf of the South African Social Security Agency.

The SAPO is allocated R1.6 billion over the MTEF period to subsidise its universal service obligations to provide accessible and affordable postal services in underserviced areas. This allocation is expected to allow the entity to maintain 2 000 points of presence, including post offices, retail postal agencies and mobile units, over the medium term.

As the work of the post office is labour intensive, expenditure on compensation of employees accounts for a projected 50.1% (R11.5 billion) of total expenditure over the medium term. Other significant spending over the medium term is on transport and IT to support an expected increase in revenue in the courier and e-commerce sectors. Total expenditure over the MTEF period is expected to increase at an average annual rate of 4.5%, from R7.2 billion in 2019/20 to R8.2 billion in 2022/23.

The post office generates revenue by providing postal and courier services, and through income earned from interest and fees for financial transactions. Total revenue is expected to increase from R6.8 billion in 2019/20 to R8.9 billion in 2022/23 at an average annual rate of 9.2% due to potential revenue opportunities from government and the unreserved market. These opportunities include courier services, in which the post office competes with the private sector.

In an effort to ensure that all South Africans have access to telecommunications and government services during COVID-19, ICASA has assigned temporary radio frequency spectrum to mobile network operators. The DCDT working with the departments of the Basic and Higher Education, and in partnership with mobile network operators and internet service providers approved 471 local websites to be zero rated for educational purposes during COVID-19.

The zero-rated websites included Technical and Vocational Education and Training colleges; universities; basic education sites; as well as sites that provide information which could help South Africans contain the spread of the pandemic. Zero rating of telecommunications and data services for specified public services like health, education and public service pronouncements is a very important intervention to empower society and the youth, in particular, to mitigate the negative impact of COVID-19 to their education prospects.

The ICT will continue to help provide up-to-date and accurate medical information, statistics, as well as information about new government regulations, to inform citizens about the crisis. COVID-19 provides an opportunity for affordable ICT infrastructure and digital technology solutions such as artificial intelligence, high performance computing, robotics and the internet of things to be explored.

State Information Technology Agency (SITA)

The SITA is governed by the SITA Act, 1998 (Act 88 of 1998), as amended, and is listed as a Schedule 3A public entity in terms of the PFMA of 1999. The SITA Act of 1998 mandates the agency to provide IT, information systems and related services to and on behalf of government departments and organs of state. The agency is required to maintain secure information systems and execute its functions according to approved policies and standards.

Over the medium term, the agency will focus on delivering and operationalising an integrated digital ecosystem for government by migrating data to cloud services. This is expected to enable greater accessibility and the integration of data from different sources, thereby improving policy analysis and decision making. The implementation of the government digital transformation strategy will entail facilitating the acquisition of ICT skills and the modernisation of government infrastructure.

An estimated 65% (R15 billion) of total expenditure over the medium term is earmarked for spending on goods and services, mostly for the provision of IT services. Total expenditure is projected to increase from R6.8 billion in 2019/20 to R8.1 billion in 2022/23 at an average annual rate of 6.1%. As the agency is dependent on skilled personnel to provide its services, expenditure on compensation of employees accounts for an estimated R6.7 billion (28.9%) of total expenditure over the medium term.

The entity generates its revenue by providing ICT infrastructure and services to government departments and organs of the State. Total revenue is projected to increase from R7 billion in 2019/20 to R8.3 billion in 2022/23 at an average annual rate of 6%.

Telecommunications and Postal Services

The mandate of the Telecommunications and Postal Services within DCDT is to create a vibrant ICT sector that ensures all South Africans have access to robust, reliable, affordable and secure ICT services to advance socio-economic development goals and support Agenda 2063: The Africa We Want and contribute towards building a better world. Agenda 2063 is Africa's blueprint and master plan for transforming Africa into the global powerhouse of the future. It is the continent's strategic framework that aims to deliver on its goal for inclusive and sustainable development and is a concrete manifestation of the pan-African drive for unity, self-determination, freedom, progress and collective prosperity pursued under Pan-Africanism and African Renaissance.

The core functions of the Telecommunications and Postal Services 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 main focus of the of the Telecommunications and Postal services are:

- rolling out ICT infrastructure, applications and services, postal and banking services;
- developing e-strategies to roll out e-government and e-sectoral services; and
- promoting cybersecurity and the security of networks.

The objectives of the Telecommunications and Postal Services 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 National Integrated ICT White Paper replaces the *White Paper on Telecommunications (1996)* and *the White Paper on 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 main purpose of the *National Integrated ICT White Paper* is to unlock the potential of ICTs to eliminate poverty and reduce inequality in the country by 2030. Specific goals and objectives for policy interventions adopted to achieve this are outlined in each chapter.

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 Telecommunications and Postal Services has the following key priorities:

- implementing the *National Integrated ICT Policy White Paper*;
- implementing the ICT Small, Medium and Micro Enterprise (SMME) Development Strategy;
- implementing the e-Government Strategy;
- Broadband connectivity;
- SOC rationalisation; and
- ensuring that South Africa is among the top ICT leaders globally.

The state-owned enterprises under the Telecommunications and Postal Services aspect of the DCDT include the following:

Broadband Infraco (BBI)

The BBI's legislative mandate, which is set out in the BBI Act, 2007 (Act 33 of 2007) provides ICT infrastructure and broadband capacity in South Africa. The main objectives in terms of the Act are to expand the availability and affordability of access to electronic communications, including but not limited to, underdeveloped and underserviced areas; to ensure that the bandwidth requirements for specific projects of national interest are met; and to enable the State to provide affordable access to electronic communications networks and services. The company's total budget for 2019/20 was R684.2 million.

National Electronic Media Institute of South Africa (NEMISA)

The NEMISA was established as a non-profit institute for education in terms of the Companies Act, 1973 (Act 61 of 1973) and is listed as a Schedule 3A public entity in terms of the PFMA of 1999. NEMISA's ongoing activities include offering national certificates and short courses in the areas of television production, animation and radio production. The institute is in the process of being merged with other entities to form the iKamva National Digital Skills Institute. The institute's programmes are structured to enhance the market readiness of students in a wide range of broadcasting and e-skills disciplines. The institute's total budget for 2019/20 was R114.3 million.

Universal Service and Access Agency of South Africa

The USAASA was established in terms of Section 80 of the Electronic Communications Act of 2005 as a statutory body and is listed as a Schedule 3A public entity in terms of the PFMA of 1999. Its sole mandate is to promote universal service and access to electronic communications services, electronic communications network services and broadcasting services. The agency's total budget for 2019/20 was R83.8 million.

Universal Service and Access Fund

The USAF was established in terms of Section 89(1) of the Electronic Communications Act of 2005. The fund's sole mandate is to make payments for subsidies towards the provision of ICT equipment and services as well as the construction and extension of electronic communication and broadcasting networks for those in underserviced areas. The fund is managed by the USAASA and is financed by contributions from all telecommunications licensees except community broadcasting service licensees. The fund's total budget for 2019/20 was R137.6 million.

Programmes and projects

Fourth Industrial Revolution

The 4IR has necessitated that countries develop new policies, strategies and innovation plans to enable an inclusive developmental approach that will comprise of the representatives of a cross section of stakeholders, including the public sector, business, academia and research institutions, experts, labour, SMMEs, youth, women and non-governmental organisations. In essence, South African policies, strategies and plans should seek to advance the goals of inclusivity and shared growth. A core short-term focus of South Africa's national response will be on the impact of the changing technological landscape on the economy and employment.

The country needs a more broad-based approach that looks at threats and opportunities that technological change and convergence will have on South Africa's other development imperatives. This includes economic infrastructure, environmental sustainability and transitioning to a low-carbon economy, an integrated and inclusive rural economy, human settlements, education, training and innovation, health, social protection, safer communities, and building a capable and developmental state.

The DCDT's priorities are anchored in an endeavour to prepare South Africa for the 4IR. Key initiatives in this regard include coordinating the establishment of the Presidential Advisory Commission on the 4IR to ensure that the country is in a position to seize opportunities and manage the challenges of rapid advances in ICT. The commission acts as an advisory body that ensures that South Africa leverages on the benefits of the latest technology by coordinating and planning across the industries and sectors that will underpin the drive towards the 4IR. Its work is centred on eight work streams dealing with the impact of technological advancement on human capital and the future of work as well as social and economic development.

The 30-member commission, chaired by President Cyril Ramaphosa, comprises eminent persons from different sectors of society and reflects a balance in gender, youth, labour and business, including digital start-ups as well as digital entrepreneurships.

The commission's objectives are to:

- develop an integrated country strategy and plan to respond to 4IR, including detailed interventions to be carried out achieving global competitiveness of the key economic sectors (agriculture, finance, mining, manufacturing, ICT, and science, technology and innovation);
- advise on a technology research and development programme to advance 4IR;
- advise on strategies for skills development and future of work; and
- make recommendations on enabling relevant infrastructure for the country to participate in the digital economy and make recommendations on an institutional framework and mechanism to coordinate 4IR programmes.

The commission also serves as a platform to address challenges identified through research and consultation, and ensures that ICTs are regarded as drivers in creating jobs, through innovations and development of ICT SMMEs.

4IR ICT Skills Programme

The DCDT, through the Media, Information and Communication Technology Sector Education and Training Authority, has launched the 4IR Skills Programme as part of its efforts to create one million new jobs by 2030.

The programme, which provides skills in key 4IR domains namely, data science, 3D printing, cloud computing, drone piloting, software development, cyber security, digital content production is in partnership with Deviare, Microsoft, Cisco and Leaders in Motion Academy. Deviare has developed an online platform *4IRSkills.Africa* to initiate recruitment of learners for the programme. *4IRSkills.Africa* is an active platform for building the capability and capacity for future digital skills that can be applied across sectors in African.

Over 1 000 learners were enrolled in the programme across the country. The first intake of learners commenced in July 2019 in Gauteng, KwaZulu-Natal, Eastern Cape and Limpopo in Data Science, Digital Content Production, Cyber Security and Drone Piloting. The other programmes commenced in August, September and October respectively. The learning methodology promotes blended, high touch and outcome-oriented learning, providing learners the opportunity to access training anywhere anytime through virtual classrooms, access to global teaching assistants and mentorship programmes with continuous assessment through the programme.

In July 2019, the then DTPS hosted the Digital Economy Summit in Midrand, Gauteng. This was a first step towards bringing all economic and social players to the table on the collective effort of understanding the drivers for unlocking the value of the 4IR within the economy and society and with a focus on the specific drivers for job creation in this new world.

The outcome of the summit served as an input into the work of the Presidential Advisory Commission on the 4IR. In order to showcase technological innovation, the department enacted, through a collaboration with Nokia and Vodacom, a replication of the summit in Rustenburg using a holographic projection. This was the first time that a Head of State was broadcast live using 3D holographic technology. This move signaled government's readiness to cement South Africa's position as a leader in the 4IR.

Positioning South Africa as a global ICT leader

The DCDT's international programme is focused on positioning South Africa as a global ICT leader; influencing the debates and decisions of multilateral organisations in favour of national interest and development agenda; increasing investment in the economy; and promoting South African business and technological capabilities.

South Africa was elected to the International Telecommunications Union (ITU) Council for the period 2019 – 2022. ICASA Radiocommunications Manager Mandla Mchunu, representing South Africa, was elected to the Radio Regulations Board of the ITU for the period 2019 – 2022. South Africa was also elected to the African Telecommunications Union (ATU) Council for the same period.

As a legacy of the ITU Telecom World, the DCDT has launched a Digital Transformation Centre whose objective is to incubate enterprise talent and harness innovation. With the support from ITU, the World Economic Forum and other partners, the centre will support the entry and growth of SMMEs in various aspects of these future communication systems and networks, focusing on management of intellectual property rights, standardisation, conformance testing, and SMME innovation. It will further support the production and usage of ICT technologies and break the current monopolies in the electronic manufacturing industry.

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

The country is also serving as a member of the Universal Postal Union (UPU) Council of Administration for a second term, 2017 – 2020.

It is also responsible for chairing a new committee dealing with strategy. 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.

Internet

According to Statistics South Africa's General Household Survey (GHS) 2018, released in May 2019, household access to the Internet at home was highest in the Western Cape (25.8%) and Gauteng (16.7%) and lowest in Limpopo (1.7%). While 17.3% of households in metropolitan areas had access to the Internet at home, this was true for only 1.7% of rural households in general and less than 1% of rural households in North West (0.8%) and Limpopo (0.6%). Households were generally more likely to have access to the Internet at work than at home or at Internet cafés or at educational institutions. Households in Gauteng and Western Cape were most likely to access the Internet at work while those in Limpopo were least likely to do so.

Social media

The emergence of social media as a social and business communication tool in the last few years has been dramatic.

In South Africa, a country where first and third-world conditions are often separated by just a few kilometres, social media has levelled the playing field and created a platform that is affordable for everyone, easy to use and highly effective as a communication tool.

Online retail

A forecast by World Wide Worx for the three years, 2018 – 2020, show online retail sales more than doubling to almost R20-billion, a year sooner than originally forecast in 2016. Most established online retailers have enhanced their digital presence, and refined their fulfilment models, while many traditional retailers are starting to see significant growth in their online offerings. It is not unusual to see growth rates of between 25% and 50% reported by individual online retailers, with slightly more tempered expectations for 2019 and 2020.

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, cyberthreats need to be addressed at both the global and national levels.

The National Cybersecurity Hub is South Africa's National Computer Security Incident Response Team, and strives to make cyberspace an environment where all South Africans can safely communicate, socialise, and transact in confidence. It 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.

Incidents are logged via the National Cybersecurity Hub website and depending on their evaluation, they are timeously resolved or escalated to other agencies for further investigation.

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 Rain.

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 because they 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 South African population live below the poverty line, more than 75% among those in low-income groups, who are 15 years or older, own a mobile phone.

In terms of 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 amongst BoP users.

About 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.

According to the GHS 2018, only 0.1% of South African households living in metropolitan areas exclusively used landlines, compared to 86.9% that exclusively used cellular phones. The exclusive use of cellular phones was most common in the City of Tshwane (91.1%), City of Johannesburg (90.3%), and Ekurhuleni (89.6%). Almost one-fifth (19.9%) of households in Cape Town used both landlines and cellular phones compared to 6.7% in the Buffalo City and 8.1% in the City of Tshwane.

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: courier, copy and print, digital, stationery and mailboxes.

The media

South Africa has vibrant and independent media.

According to the Bill of Rights, as contained in the Constitution of South Africa, 1996, 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; and
- academic freedom and freedom of scientific research.

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

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.

In May 2020, South Africa joined the world in observing World Telecommunication and Information Society Day. Proclaimed by the United Nations General Assembly 51 years ago, on 17 May 1969, this day is aimed at raising awareness on the possibilities that the use of the Internet and other ICT can bring to societies and economies, as well as of ways to bridge the digital divide.

The government recognised the need for effective deployment, uptake and usage of ICT and global interconnectedness to speed up human progress and to bridge the prevailing digital divide in South Africa. The DCDT, through its entities, including the BBI; Sentech; the SABC and the communications sector as whole, is contributing towards the realisation of the 2030 Sustainable Development Goals.

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.

Radio platforms 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 DCDT. From the early days of Cape Town's Bush Radio, Africa's oldest community radio station project, to today's broadcasting landscape which boasts more than 200 stations across the country's nine provinces, community radio has provided communities with an indispensable platform from which to raise awareness of their grassroots issues, irrespective of race, gender, disability or economic class.

Still a relatively youthful sector, community radio can trace its origins back to Bush Radio, the idea for which started in the 1980s when community activists and alternative media producers explored ways in which media could be used for social upliftment. The radio was officially formed in 1992, broadcasting illegally following numerous attempts to apply for a broadcast license from the apartheid government.

It was however only after the first democratic elections of 1994 that South Africa saw the liberalisation of the airwaves with the establishment of an independent regulator, the Independent Broadcasting Authority, now ICASA.

Television

The SABC's television network comprises of three free-to-air channels and two other channels carried on a subscription digital satellite network. South African television is broadcast in all 11 official languages and in sign language.

> The latest Broadcast Research Council data show improved figures for the SABC News channel which now leads the 24-hour news market in the country. The data also shows a 42% and 40% improvement in market share performance in the national, including digital terrestrial TV and DStv news markets, respectively. This is a substantial improvement in performance compared to previous years.

Community television

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

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

eMedia Holdings owns e.tv – South Africa's first private, free-to-air television channel, launched in 1998. It is the largest English-medium channel in the country and 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. The company launched a 24-hour news channel on the DStv platform, eNews Channel Africa (eNCA) 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.

StarSat offers three main packages and multiple add-on packages that viewers can use to customise their experience.

eSat.tv (branded eNCA) supplies television, mobile and online news to various channels in South Africa, including the 24-hour eNCA (Channel 403). The company provides live news bulletins to viewers each night on e.tv in English, on eKasi+ in IsiZulu (available on OpenView HD) and on kykNET through eNuus in Afrikaans (available on DStv).

Newzroom Afrika is a premier South African 24-hour television news channel on DStv Platform (Channel 405). The, channel which is 100% black-owned, went on air in May 2019. It is 100% black-owned, 50% female-owned and 50% youth-owned.

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);
- Independent News & Media (Pty) Ltd group;
- Caxton Publishers & Printers Ltd; and
- Arena Holdings.

Other important media players include:

- M&G Media Ltd;
- The Natal Witness Printing & Publishing Company (Pty) Ltd;
- Primedia Publishing Ltd;
- Ramsay Media; and
- Kagiso Media.

Some of the prominent daily and weekly newspapers in South Africa include, *The Sunday Time*e, Citizen, *Sowetan, The Daily Sun, The Witness, Sunday World, City Press, 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

Some of the prominent magazines in South Africa are: *The Financial Mail, Finweek, Entrepreneur, Forbes Africa, Noseweek, BusinessBrief, Leadership, Farmer's Weekly, Landbouweekblad, Plaastoe, Veeplaas, Personal Finance, TV Plus, Drum, Huisgenoot, YOU, The Big Issue, Taalgenoot, Leisure, Easy DYI, Sarie Kos, Elle, Decoration, SA Home Owner, 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, Glamour, Elle, Fair Lady, Finesse, Destiny Magazine, Ideas/Idees, Leef, Move!, True Love, Fitness Magazine, Kuier, Marie Claire, Sarie, Women's Health and Longevity

In 2020, South Africa's print media said goodbye to a number of magazines, including *Cosmopolitan SA* which was published by Associated Media Publishing – one of the largest independent media houses in South Africa. The company announced that it would be closing down from 1 May 2020 due to challenges presented by the COVID-19 outbreak. The company also published *House & Leisure* and *Good House Keeping magazines*.

Caxton Publishers, which houses at least 10 of the country's most iconic magazines, announced similar news in May 2020. Affected magazines include *Bona, People, Women & Home*, *Country Life, Essentials, Food & Home, Garden & Home, Rooi Rose, Vrouekeur, and Your Family.*

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.

The members include the Times Media Group, Caxton and CTP Publishers and Printers; Independent Newspapers; Media24; M&G Media, 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 Audit Bureau of Circulations, 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 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;
- 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; and
- 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 2015.

The main foreign news agencies operating in South Africa are:

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

Journalism and media 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, and
- Local Media Excellence 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 the South African society.

Advertising awards

The 41st annual Loeries Awards ceremony, celebrating the best the African advertising industry has to offer, took place on 23 and 24 August 2019 at the Durban Convention Centre. The awards were held under the theme, "telling better stories". Of the 2 500 entries that were received, 16% came from outside South Africa.

The Agency of the Year award was won by Joe Public United. Ogilvy Johannesburg took second place and TBWA\Hunt Lascaris came out third. In the regional agency category, first, second and third place went to TBWA, Ogilvy EMEA and Joe Public United respectively.

Five Grand Prix awards were announced, including the Grand Prix for Design, which was awarded to David Krynauw for the architecture project "Kleine Rijke". The Typography Design Grand Prix went to TBWA\Istanbul for Theatre Hours' "Acting Identity", M&C Saatchi Abel SA won the Film, TV and Cinema Commercials Grand Prix for Nando's "Afrotising", TBWA\Hunt Lascaris SA won the Internet and Mobile Audio Commercials Grand Prix for City Lodge Hotel Group's "The Real Cost" and Ogilvy Johannesburg was awarded the Live Activations Grand Prix for "Mandela Centenary" for Philips and the Nelson Mandela Foundation.

Public relations

Public Relations Institute of Southern Africa (PRISA)

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