



COMMUNICATIONS

SOUTH AFRICA
YEARBOOK

2010/11

2010/11

South Africa has an outstanding telecommunications infrastructure and an array of print and broadcast media.

The country harnessed all its resources to ensure the successful hosting of the world's biggest sport event, the 2010 World Cup. Over R1,5 billion was spent on event broadcasting and telecommunications.

In addition to ensuring world-class telecommunications and broadcast-infrastructure support for the tournament, government helped to set up the International Broadcasting Centre (IBC) at the National Exhibition and Recreational Centre in Johannesburg.

FIFA accredited some 15 000 journalists, and the IBC provided coverage to a cumulative audience of more than 30 billion viewers. Government used the construction of the IBC to enhance South Africa's migration to high-definition television and new broadcasting technology.

While the action on the field amounted to 96 hours of football spread over 64 matches, about 3 000 hours of broadcast feed were produced by FIFA's host broadcaster, Host Broadcasting Services, for rights-holders in 217 countries and territories.

The tournament was the first global sports event to be broadcast live in 3D, with 25 of the 64 matches being filmed in this format.

Media centres were also set up in the 10 stadiums and each stadium installed dedicated local area telecommunications infrastructure to support the wider telecommunications and broadcast project.

Sentech, a state-owned telecommunications company, was responsible for implementing the satellite back-up infrastructure for the 2010 World Cup. It also built a second satellite teleport to provide additional capacity for the 2010 satellite uplink requirement.

Telecommunications

The Department of Communications' policies are enabling the development of a robust, vibrant and competitive information and communications technology (ICT) sector that has seen the emergence of strong mobile technology companies, the roll-out of wireless broadband service offerings and an increased diversity in ownership.

With a network that is 99,9% digital and includes the latest in fixed-line, wireless and satellite communications, the country has the most developed telecommunications network in Africa.

The Department of Communications' mandate is to create a favourable ICT environment, ensuring that South Africa has the capacity to advance its socio-economic development goals and support the renewal of Africa and the building of a better world. This mandate puts the department at the forefront of government initiatives to bridge the digital divide and provide universal access to ICTs for all South Africans.

The core functions of the department are to:

- develop ICT policies and legislation that create conditions for the accelerated and shared growth of the South African economy, which positively impacts on the well-being of the people and is sustainable
- ensure the development of robust, reliable 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
- strengthen the ICT regulator, the Independent Communications Authority of South Africa (Icasa), to enable it to regulate the sector in the public interest and ensure growth and stability in the sector
- fulfil South Africa's continental and international responsibilities in the ICT field.

Policy and initiatives

The Draft Cyber Security Policy was gazetted in February 2010 for public comment.

The aim of this policy is to establish an environment that will ensure confidence and trust in the secure use of ICTs. This will be achieved through:

- facilitating the establishment of relevant structures in support of cybersecurity
- ensuring the reduction of cybersecurity threats and vulnerabilities
- fostering cooperation and coordination between government and the private sector
- promoting and strengthening international cooperation on cybersecurity
- building capacity and promoting a culture of cybersecurity
- promoting compliance with appropriate technical and operational cybersecurity standards.

In March 2010, the Radio Frequency Spectrum Policy was approved. The policy seeks, among other things, to:

- ensure the efficient use and management of the radio frequency spectrum
- facilitate the achievement of key socio-economic objectives, such as increasing access to ICT
- create an information society via wireless technologies
- ensure access to broadband services and public-service broadcasting content.

The National Broadband Policy for South Africa was gazetted in July 2010.

The policy seeks to address the availability, accessibility and affordability of broadband, the building of an information society as well as promoting the uptake and usage of broadband.

In May 2010, the Department of Communications hosted a community television policy workshop to develop a broad framework to enable the successful launch of community television in South Africa.

The department participates in the New Partnership for Africa's Development (Nepad) ICT Broadband Infrastructure Network for Africa, which includes the Eastern Africa Submarine Cable System (EASSy) Project.

The 9 900-km long EASSy cable will link South Africa to Sudan and provide for landing stations in countries along the coast of eastern Africa. The cable will be connected to adjacent landlocked countries and will have a lifespan of 25 years.

In August 2010, with upgraded design, the cable entered commercial operation ahead of schedule and about 10% below its budgeted cost of \$300 million. The EASSy cable landing in South Africa is at Mtunzini, in KwaZulu-Natal.

Other Nepad projects include the E-Schools Initiative, the Uhuruset submarine cable, the Umojanet terrestrial cable and the e-Africa cable.

The Broadcasting Digital Migration (BDM) Policy for South Africa was approved in July 2008 and on 30 October 2008, the digital signal was switched on. The official switch-over to digital is expected to take place by December 2013.

One of the major impacts of the BDM Policy is its contribution to industrial growth in South Africa. The implementation of the Set Top Boxes (STBs) Manufacturing Sector Development Strategy was finalised in 2010.

The focus will be on providing subsidies to poor TV-owning households to enable them to buy STBs.

This strategy will also contribute to job creation and job opportunities, with specific reference to the STB value chain, from

manufacturing, assembling and installation, to repairs to maintenance.

In 2010, the development of the Local Content Strategy commenced. The purpose of the strategy is to promote the development of local content, as well as the to identify niche economic opportunities in the sector.

Other strategies include:

- The Universal Service and Access Policy and Strategy: The Universal Service and Access Agency of South Africa (Usaasa) was established in terms of Section 58 of the Electronic Communications Act, 2005 (Act 36 of 2005). The agency promotes universal service and access to ICTs and services for all South Africans.
- The ICT Black Economic Empowerment (BEE) Charter: In terms of the charter, several BEE and job-creation initiatives are planned by companies in the sector.
- Active participation in international organisations and events: South Africa participates in international organisations such as the International Telecommunications Union (ITU), African Telecommunications Union, African Union, Universal Postal Union (UPU), the Pan-African Postal Union and the World Radio Communication Conference.
- The High-Level Expert Group (HLEG) under the ITU umbrella is one of the international initiatives aimed at developing strategies and giving guidance to countries dealing with cyber crime.

The HLEG has adopted the following focus areas:

- legal measures
- technical and procedural measures
- capacity-building
- international cooperation
- organisational structures.

South Africa used the preliminary output of the HLEG towards the development of the national Cyber Security Policy.

Initiatives such as the International Multi-lateral Partnership against Cyber Terrorism (Impact) also contribute to forging partnerships and collaborations geared towards combating cyber crime.

Presidential National Commission on Information Society and Development (PNC on ISAD)

In an effort to establish a more systematic and consistent approach across different traditionally disparate areas of policy-making and implementation, the PNC on ISAD was formed in 2001.

The commission comprises government, industry and civil-society leaders. During its deliberations, important recommendations are made regarding the need for planning and foresight; coordination and integration; and evaluation and impact assessment in the building of the information society.

The ISAD Plan and the institutional mechanisms followed from these recommendations.

A corresponding body is the Presidential International Advisory Council on ISAD.

The Youth E-Cooperative Programme, aimed at promoting ICT in South Africa's remote areas, is driven by the PNC on ISAD.

Phase two of the programme began in 2008 and, in 2010, saw a total of 1 200 young people identified through municipalities nationally. As with the first group, about 500 of these (selected from each of the 50 youth e-cooperatives) underwent training in basic ICT skills through the Tshwane University of Technology.

About 1 600 young people are beneficiaries of the programme. One of the opportunities identified for the e-cooperative enterprises was the development and maintenance of websites in municipalities.

In the 2009/10 financial year, e-cooperatives were deployed to develop websites in municipalities in Limpopo, Northern Cape and Eastern Cape.

E-cooperatives will also be developed to become enterprises in Internet cafés and other ICT-related activities in their areas.

This intervention will change the development landscape in remote areas by providing citizens with access to ICT facilities.

Public entities and agencies reporting to the Minister of Communications

The following public entities and agencies report to the Minister of Communications: Icasa, the South African Post Office (Sapo), Sentech, the South African Broadcasting Corporation (SABC), the National Electronic Media Institute of South Africa (Nemisa), Usaasa, and .za Domain Name Authority (DNA).

Independent Communications Authority of South Africa

Icasa is responsible for regulating the telecommunications, broadcasting and postal industries to ensure affordable high-quality services for all South Africans.

Icasa's main functions are to:

- make regulations and policies that govern

broadcasting, telecommunications and postal services

- issue licences to providers of telecommunications, broadcasting and postal services
- monitor the environment and enforce compliance with rules, regulations and policies
- hear and resolve disputes and complaints brought by industry or members of the public against licensees
- plan, control and manage the frequency spectrum
- protect consumers from unfair business practices, poor quality services and harmful or inferior products.

In April 2010, Icasa finalised interconnection and call-termination regulations, resulting in rate cuts for cellphone users.

Universal Services and Access Agency of South Africa

Usaasa promotes the goals of universal access and service in the underserved areas of South Africa.

The agency is mandated to:

- make recommendations to the Minister of Communications to determine what constitutes universal access by all areas and communities in South Africa
- foster the adoption and use of new methods of attaining universal access and service
- encourage, facilitate and offer guidance in respect of any scheme to provide universal access and service
- encourage any scheme to provide telecommunications services as part of reconstruction and development projects
- stimulate public awareness of the benefits of telecommunications services.

Internet

In 2010, the number of South African Internet users passed five million for the first time, finally breaking through the 10% mark in Internet penetration for the country. This was the key finding of the *Internet Access in South Africa 2010* study conducted by World Wide Worx, and released in January 2010.

The Internet user base grew by 15% in 2009, from 4,6 million to 5,3 million, and was expected to grow at a similar rate in 2010.

.za Domain Name Authority

The .za DNA was established for the purpose of assuming responsibility for the .za domain name space.

The .za DNA was established in 2002 in terms of Chapter 10 of the Electronic Com-

munications and Transactions Act, 2002 (Act 25 of 2002).

The Department of Communications provides funding for the .za DNA and will continue its support and participation until the .za DNA is fully operational and sustainable.

Funding will then be sourced through a funding model developed in accordance with Section 66(3) of the Electronic Communications Act, 2002. The DNA will also oversee the implementation of the alternative resolution mechanism.

Mobile communications

Over the years, South Africa has witnessed tremendous growth in the cellphone industry. South Africa has five operators: Vodacom, MTN, Cell C, Virgin Mobile and Telkom.

Telkom

Telkom is Africa's largest integrated communications company, providing integrated communications solutions to a range of customers.

Three major business units of the new organisational structure came into being on 1 April 2009. These are Telkom South Africa, Telkom International and Telkom Data Centre Operations.

In October 2010, Telkom launched its mobile network.

Telkom Foundation

Established in 2002, the Telkom Foundation provides ICT, education, infrastructure and community projects and support in under-resourced areas.

Centres of excellence (CoEs)

This is a collaborative programme between Telkom, the telecommunications industry and government to promote postgraduate research in ICT and allied social sciences.

It also provides facilities that encourage young scientists and engineers to pursue their interests in South Africa.

Launched in 1997, the programme improves local telecommunications and information technology skills, yielding substantial benefits for the academic institutions involved. It has helped Telkom and its local technology partners to solve technical problems and cut costs.

Telkom's corporate partners are also reaping rewards, as the work undertaken at the CoEs is relevant to their areas of business.

In May 2010, five Masters students from the University of Fort Hare working under

the Telkom CoE won the Best Paper Award for their submission entitled *Technology Solutions to Strengthen the Integration of Marginalised Communities into the Global Knowledge Society* at the IST-Africa 2010 Conference. Their paper presents part of the work done in the Siyakhula Living Lab, an ICT initiative based in the Dwesa and Nkwalini communities in the rural Transkei.

IST-Africa 2010 was hosted by the Department of Science and Technology and the European Commission in Durban in May 2010.

Liberalisation

The creation of an enabling policy and regulatory environment is important for increasing competition in the ICT sector, and reducing the cost of communications.

Since the signing of the Telecommunications Amendment Act, 2001 (Act 64 of 2001), the Department of Communications has focused on policies that grow the economy, attract foreign direct investment, increase competition, encourage Broad-Based Black Economic Empowerment (BEE) and develop and sustain small, medium and micro-enterprises.

The department also aims to improve service delivery and expand the provision of telecommunications services. The introduction of underserved area licences (USALs) addresses this need.

The cost of communications will be brought down by increased competition in the sector and the removal of constraints to growth.

Section 40 of the Telecommunications Amendment Act, 2001 requires that USALs provide telecommunications services, including voice-over Internet protocol, fixed mobile services and public pay telephones. Policies have also been implemented, among other things, to allow mobile operators to use fixed lines to provide both voice- and data-transmission services.

The liberalisation of the sector saw the emergence of Neotel, South Africa's first converged communications network operator.



The Department of Communications hosted the National Colloquium on Cyber Security at Gallagher Convention Centre, Gauteng, in June 2010. The colloquium sought to highlight the importance of cyber security and the need for a coordinated approach in responding to cyber threats and attacks.

The 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 of service for all citizens.

To ensure this, a universal service obligation (USO) 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.

A USO provides specified services to the whole community, even though these services may not be commercially viable in their own right. The universal postal service implies that all citizens have equal access to a basic letter service:

- that is reasonably accessible to all people
- at a single uniform rate of postage
- at the lowest price consistent with meeting all its obligations, financial and otherwise
- to places outside the country
- at a standard of performance that reasonably meets the needs of the population.

According to the Postal Services Act, 1998 (Act 124 of 1998), Sapo enjoys certain exclusive rights and privileges, including a monopoly on letter mail up to one kilogram. In addition, Sapo is obliged to operate under a 25-year licence, with explicit universal service targets and other terms and conditions. The monopoly and compliance with the terms and conditions of the licence will be reviewed and monitored.

South African Post Office

Sapo delivers almost six million letters per day to 11 million addresses in South Africa. It has more than 2 500 outlets in the country. In 2009, Sapo created new addresses for 1,7 million households.

Sapo is committed to meeting the USOs of providing a universal postal service at an affordable cost and offering a countrywide service.

Sapo's subsidy from government is earmarked for targeted programmes such as growing its retail footprint. However, its strategy focuses on achieving self-sustainability.

This will involve enhancing current revenue streams and exploring new opportunities to leverage its vast network.

Sapo is focusing on growing its financial services and logistics businesses, while maintaining the performance of the mail business. It will also continue servicing the private sector by providing opportunities

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The use of mobile Internet services in South Africa is growing rapidly. By mid-2010, 3,6 million people were using their cellphones to browse the web and 4,5 million were using mobile instant messaging.

This emerged from the *Mobile Internet in South Africa 2010* study, conducted by technology research agency World Wide Worx and supported by First National Bank.

for companies to connect with the broader South African public.

The Sapo Bill was submitted to Parliament in 2010. The Bill seeks to establish a governance model for the Post Office that will ensure greater transparency, accountability and efficiency.

The Post Office has managed to implement a business model fashioned according to its market. In the 2009 financial year, Sapo rolled out 47 new post office branches.

Revenue increased to R6,3 billion, mainly due to the increases in the Post Office's mail and financial services as a result of the expansion of addresses and value-added financial services.

The Post Office is expected to maintain the surplus it has been making for the past four years.

In the 2010/11 financial year, Sapo will focus on its financial sustainability, diversification programme, rural and youth programmes and achieving customer satisfaction.

Its branch expansion programme will continue with the addition of 20 new offices and relocation of 11 other offices.

Financial services

Postbank has grown over the past few years, specifically through the Mzansi accounts, but its financial services offerings to customers have been limited.

The Post Bank Bill seeks to corporatise the bank so that it exists as a separate independent legal entity.

The "new" bank will trade under the name, South African Post Bank Limited. It will be registered under the Banks Act, 1990 (Act 94 of 1990) and Companies Act, 1973 (Act 61 of 1973), (which will be replaced by

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Part of the Department of Communications' contribution towards the World Cup in support of safety and emergency services operations included 80 000 mobile units that were handed over to the ministries of police and of health.

The department partnered with MTN, Vodacom and Cell C in this initiative.

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In March 2010, 77% of South Africans with Internet access were shopping online, according to a survey released by Mastercard Worldwide.

Music and movies topped the list of purchases, followed by airline tickets, home appliances and electronics.

the Companies Act, 2008 (Act 71 of 2008) in April 2011) as per legal requirements for a bank. The bank will render its banking activities through the existing infrastructure of the Post Office. One of its primary objectives is to expand the range of banking services to the unbanked and underserved communities. The Bill was approved by the National Assembly in September 2010.

Re-establishing the Post Office as a community hub

Sapo is leveraging its infrastructure to introduce new and improved products and services for the benefit of all South Africans.

An example is the establishment of Thusong service centres, where the Post Office forms an integral part of the services offered.

These centres, built in underserved areas, offer a range of government services.

At these centres, and at almost 700 small and isolated villages, the population has access to the Internet through the public Internet terminals provided in the local post offices. Access to government websites is free of charge from these terminals.

Specialised Post Office products

These products include:

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

International and regional cooperation

South Africa is a member of the UPU. The country participates in technical-assistance programmes within the UPU, and uses its international accounting facility.

It also participates in other international bodies such as the Pan-African Postal Union, the Council of Commonwealth Postal Administrations and the Southern African Transport and Communications Commission.

South Africa, through the Department of Communications, is a signatory to international treaties, conventions and agreements.

It cooperates and works in partnership with other postal administrations, through either bilateral or multilateral agreements relating to letters, parcels and financial postal services.

The media Media freedom

In 1994, with South Africa becoming a democracy, the media was freed from all restrictions.

According to the Bill of Rights, as contained in the Constitution of the Republic 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
- academic freedom and freedom of scientific research.

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

Broadcasting Broadcasting role players Radio

The first radio broadcasts in South Africa took place under the auspices of a broadcasting committee of South African Railways.

The first experimental broadcast was undertaken in Johannesburg on 18 December 1923 by the Western Electric Company. During 1924, the Associated Scientific and Technical Association of South Africa began regular broadcasts in Johannesburg. The Cape Peninsula Publicity Broadcasting Association began a similar service, and the Durban Municipality followed suit with its own regular broadcasts. The first radio station, JB Calling, went on air in July 1924. By 1926, all radio transmission and reception were placed under the control of the Postmaster-General, under the Radio Act, 1926 (Act 20 of 1926).

Following the contribution made by Sir John Reith, then Director-General of the British Broadcasting Corporation (BBC), the SABC was established on 1 August 1936.

The SABC is the country's public broadcaster. It introduced its own national news service on 17 July 1950, with daily news bulletins on the English service, the Afri-

kaans service and Springbok Radio. Radio Zulu, Radio Xhosa and Radio Sesotho were established on 1 June 1960.

In 2010, the SABC's national radio network comprised 18 radio stations. Fifteen of these were dedicated specifically to public-service broadcasting and included 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:

- Algoa FM
- Classic FM
- Kaya FM
- YFM
- 94.7 Highveld Stereo
- 702 Talk Radio
- Metro FM
- 5FM
- Good Hope FM
- Jacaranda FM
- OFM
- East Coast Radio
- 567 Cape Talk
- Radio 2000
- Radio KFM.

Stations such as Jacaranda FM, Highveld Stereo, Radio Oranje, Radio Algoa 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 available online.

Community radio

Icasa had by January 2010 licensed 115 community radio stations in the country, of which the Department of Communications supports 80 stations.

The department assists the stations with broadcast infrastructure, signal distribution costs and capacity-building (technical and human-resource development in the areas of management and marketing).

Television

South African Broadcasting Corporation

The SABC is South Africa's national public-service broadcaster. As such, it is obliged to provide a comprehensive range of distinctive programmes and services. It must inform, educate, entertain, support and develop culture and education, and as far as possible, secure fair and equal treatment for the various groupings in the country, while offering world-class programming on television and radio.

The SABC's television network comprises three television channels – all free-to-air. SABC Television reaches a weekly audience of 26,6 million adults aged 15 years and over. South African television is broadcast in all 11 official languages and in sign language.

SABC News and Current Affairs has 13 domestic editorial offices, a staff complement of almost 1 000 permanent and fixed-term employees, a countrywide network of correspondents and, during the 2010 financial year, operated 13 international bureaux.

The SABC's online news service, *SABC-News.com*, attracts about 600 000 visits a month.

M-Net

M-Net, South Africa's first private subscription television service, was launched in 1986. M-Net broadcasts its array of general entertainment and niche channels to more than 50 countries across Africa and the adjacent Indian Ocean islands.

M-Net's television channels are delivered to subscribers through analogue terrestrial and digital satellite distribution.

The main M-Net channel, which is available as a terrestrial and satellite service, offers movies, sport, children's programmes, international and local series, and local reality shows.

M-Net is also well represented on the DStv bouquet of satellite TV channels.

Development of the local film and TV industries is a priority for M-Net and is supported by various projects such as EDiT,

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In April 2010, the South African Broadcasting Corporation and the Ministry of Communications hosted the Commonwealth Broadcasting Association Conference in Sandton, Gauteng.

The conference brought together delegates from more than 100 broadcasters for discussions and workshops on key issues faced by the industry. The theme of the conference was *Broadcasting Scores!*

which gives final-year film and television students the opportunity to produce programmes for broadcast on M-Net.

Satellite broadcasting

MultiChoice started as the subscriber management arm of M-Net, the analogue pay-TV channel. It is the leading multichannel digital satellite television operator across the African continent and is growing its business in South Africa.

MultiChoice provides its DStv services to different market segments. The DStv bouquets cater for different lifestyles and pockets, from entry level to premium. Its premium service provides more than 90 video plus four high definition video channels, 40 CD quality audio channels, 32 radio stations and three interactive services. DStv is also available as a niche service for the Indian and Portuguese communities.

M-Net and SuperSport are part of the MultiChoice stable, which delivers premium channels and content to a growing number of subscribers. Oracle, DStv Mobile, MWEB, DStv Online, CommerceZone, SmartVillage and NMSCom also form part of the group.

Free-to-air television

Launched in 1998, e.tv is South Africa's first private free-to-air television channel, which broadcasts a full-spectrum programming service to 80,5% of South Africa's population.

The station is owned by BEE group, Hosken Consolidated Investments Limited (Ltd) and Venfin Ltd, and employs some 500 people countrywide. e.tv has offices in Johannesburg, Cape Town, Durban, Port Elizabeth and Bloemfontein. As a free-to-air channel, e.tv's only source of income is advertising revenue.

By April 2010, viewers in 12 countries across Africa had access to a 24-hour syndicated version of e.tv.

The *April 2010 All Media Products Survey* figures in South Africa showed e.tv's steady growth in loyal audiences with 13 448 000 viewers over the age of 15.

Community television

As at September 2010, Icasa had licensed community TV services in Soweto, Pretoria, Cape Town, Bojanala District, Nelson Mandela Metro and Richards Bay.

These stations will be allowed either to reapply or renew their licences when they expire, as a way of protecting community investment in these services. In 2010, a new initiative in Rustenburg was under

consideration, pending the submission of additional information.

There is no legislative framework that provides for the Department of Communications to support community television broadcasting services. This means that stations need to secure sponsorships to sustain themselves.

Signal distribution

Sentech was established in terms of the Sentech Act, 1996 (Act 63 of 1996), and the Sentech Amendment Act, 1999 (Act 44 of 1999).

Sentech is a state-owned enterprise, tasked with providing broadcasting signal distribution for broadcasting licences.

In the context of the convergence of technologies, Sentech was awarded multimedia and carrier-of-carrier licences, thus positioning itself to offer fully converged ICT services.

Sentech is Africa's largest broadcasting signal distributor and operates a number of terrestrial broadcasting transmitter sites.

In the 2009/10 financial year, Sentech continued to maintain terrestrial analogue television and radio transmission at 99,9% beyond customer service levels, which is the technical definition for uninterrupted service provision.

For the 2010/11 financial year, Sentech planned to continue with the roll-out of the digital terrestrial television infrastructure. Its target is to reach 60% population coverage by the end of the 2010/11 financial year.

The Department of Communications, in partnership with Sentech, assists community radio stations with signal transmission.

The department has agreed to carry the costs of the signal-distribution project for a period of four years for each station that is benefiting from the support programme.

Broadband Infracco

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

At the end of 2009, Infracco's network assets consisted of 11 800 km of fibre-optic cable routes. This provided connectivity

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TopTV, an On Digital Media-owned pay-TV station, was launched in April 2010.

It offers viewers a wide variety of channels that include general entertainment, news, sport, movies and gospel music.

from Gauteng to the major metropolitan centres of Bloemfontein, Kimberley, Cape Town, Port Elizabeth, East London, Durban, Nelspruit and Polokwane.

The interconnections to Botswana and Mozambique were completed, requiring the installation of an additional 105 km of fibre network and associated long-distance repeater stations. The interconnections to Namibia and Zimbabwe were completed in March 2010, requiring the incorporation of an additional 350 km of fibre network and the construction of three new repeater stations.

The quality of the network has been enhanced to achieve availability levels of 99,95%. The system enables the accurate fault location to reduce response times in the event of fibre-cable breaks.

To enhance South Africa's international connectivity and the speed of broadband, Infracore was co-investing with the private sector in the deployment of the West African Cable System (WACS) project.

WACS is a 14 000-km international marine cable network infrastructure from South Africa to the United Kingdom and Portugal, with landing stations in 12 west coast African countries.

The system will comprise four fibre-optic pairs with a maximum capacity of 5,12 terabits per second and about 400 Gigabits per second. It was expected to be launched in the fourth quarter of 2010.

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.

The roots of the print media in South Africa can be traced back to the 19th century, when the first issue of a government newspaper, the *Cape Town Gazette, African Advertiser/Kaapsche Stads Courant en Afrikaansche Berigter*, was published in 1800.

The first independent publication, *The South African Commercial Advertiser*, was published in 1824 by Thomas Pringle and John Fairbairn. It was banned 18 months later and reappeared only after various representations had been made to the authorities in London.

The country's vibrant economy, the introduction of regional tabloid newspapers and the glut of new magazine titles have helped

to feed the popularity of newspapers and magazines in Africa's largest economy.

High consumer spending has coincided with strong circulation in specific newspaper genres, particularly tabloids and free-sheets. The adoption of more efficient delivery and distribution systems has boosted the growth of tabloids, community newspapers and free-sheets, in particular.

Most South African newspapers and magazines are organised into several major publishing houses: Media24 (part of Naspers, the largest media group in Africa), the Irish-based Independent News & Media (Pty) Ltd group, Caxton Publishers & Printers Ltd and Avusa Ltd. Other important media players include M & G Media Ltd; the Natal Witness Printing & Publishing Company (Pty) Ltd; Primedia Publishing Ltd; Ramsay, Son and Parker (Pty) Ltd; and Kagiso Media. The issue of BEE is being addressed by all companies, some of which have progressed further than others.

Newspapers

South Africa's daily newspapers

Daily Sun is the first South African tabloid aimed at the black working class. In the few years since its launch by Media24, the *Daily Sun* has become the largest daily newspaper in South Africa.

The Star, owned by Independent Newspapers, is published in Johannesburg and distributed throughout South Africa, with the majority of sales in Gauteng. It was launched in Grahamstown in the Eastern Cape in 1887 as the *Eastern Star*, and moved to Johannesburg in 1889.

Sowetan is one of South Africa's most widely read daily newspapers aimed at an English black readership. Initially distributed as a weekly free-sheet in Soweto, the paper was transformed into a daily newspaper in 1981. This was to fill the void left by the *Post*, which was deregistered by the apartheid government. *Sowetan* is owned by Avusa Ltd.

Afrikaans daily newspaper *Die Burger*, first published in 1915, is distributed in the Western Cape. The paper is owned by Media24.

Beeld is an Afrikaans daily newspaper that was launched on 16 September 1974. It is distributed in Gauteng, Mpumalanga, Limpopo, North West and KwaZulu-Natal. It is the largest Afrikaans newspaper in South Africa and is owned by Media24.

The Citizen is published six days a week and distributed mainly in Gauteng. The newspaper is published by Caxton.

Independent Newspapers' *Cape Argus* is an afternoon daily aimed at middle- to upper-income readers in Cape Town.

Isolezwe is the premier isiZulu newspaper, published Mondays to Fridays, and recently as a Sunday version, *Isolezwe NgeSonto*. The paper has also launched the first Zulu-language website in the world. It is owned by Independent Newspapers.

Independent Newspapers' *Daily News*, first published in 1878 as the *Natal Mercantile Advertiser*, is targeted at the middle market of Durban and the rest of KwaZulu-Natal.

Independent Newspapers' *Cape Times*, a daily published since 1876, aims at the middle class of Cape Town.

When *Business Day* was launched in 1986, it was the country's first mainstream business daily. The paper covers corporate reporting, BEE, economic policy, corporate governance and the financial markets. It is published by BDFM Publishers (Pty) Ltd.

The Mercury, published since 1852, is Durban's morning newspaper. It is owned by Independent Newspapers.

The first issue of the *East London Daily Dispatch* was published in 1898. The newspaper is the Eastern Cape's biggest selling daily, with an isiXhosa and English supplement published on Wednesdays.

The Dispatch was edited by Donald Woods from 1965 until his arrest and banning in 1977 for exposing the government's responsibility for the death of Steve Biko. It is owned by Avusa Ltd.

Founded in 1845 as the *Eastern Province Herald*, *The Herald* is one of South Africa's oldest newspapers. Its first edition – of four pages – came out in May 1845 and cost one penny. *The Herald* is owned by Avusa Ltd and distributed in the Eastern Cape, with its main base in Port Elizabeth.

First published in 1904, *Volksblad* is the oldest Afrikaans daily in the country and the largest in the Free State and Northern Cape. It is owned by Media24.

Pretoria News, first published in 1898, is Independent Newspapers' daily in the capital city. Sold mainly in Gauteng, it is also distributed in Mpumalanga and North West.

South Africa's oldest newspaper, *The Witness*, serves English readers throughout KwaZulu-Natal, with most of its readers in the greater Pietermaritzburg area and inland KwaZulu-Natal. Owned by Media24, it was formerly known as *Natal Witness*.

Established in 1878, Independent Newspapers' *Diamond Fields Advertiser* is based in Kimberley and targets the communities of the Northern Cape.

Launched in 1995, *Business Report* is inserted in all Independent Newspapers' morning titles in Johannesburg, Cape Town, Durban and Pretoria.

Son is the first tabloid to be published in Afrikaans. It is distributed from Monday to Thursday.

The Times is a daily newspaper with both sold and free circulation.

Daily News concentrates on local news, with over 90% of its readers coming from the greater Durban area. It is owned by Independent Newspapers.

The *New Age* newspaper was launched in 2010. The daily paper is published by TNA Media.

South Africa's weekly newspapers

Avusa Ltd's *Sunday Times* is South Africa's biggest national newspaper, read by over three million people. Established in 1906, the *Sunday Times* is distributed all over South Africa and in neighbouring countries such as Lesotho, Botswana and Swaziland.

In November 2010, *Saturday Times* launched a Zulu edition in parts of KwaZulu-Natal.

Rapport, South Africa's national Afrikaans Sunday newspaper, is distributed country-wide and also in Namibia. *Rapport* is the Afrikaans newspaper with the biggest market penetration in South Africa.

A specialist soccer newspaper, *Soccer Laduma*, published on Wednesdays, is aimed primarily at men – 87% of its readership is male. It is published by Media24.

First published in 1982 as *Golden City Press*, *City Press* is aimed at the black market. Media24 acquired the paper in 1984. It is published on Sundays.

Established at the beginning of 2002 and aimed at black readers, *Sunday Sun* is the fastest growing newspaper in the country. Its content is largely of a tabloid nature. Owned by Media24 and published by RCP Media, *Sunday Sun* is sold countrywide as well as in Botswana, Lesotho and Swaziland.

The *Sunday World*, launched in 1999, is a tabloid aimed mainly at black readers. The paper is owned by Avusa Ltd and is distributed in Gauteng, Mpumalanga, Limpopo and North West.

The *Sunday Tribune* caters for KwaZulu-Natal readers. It is published by Independent Newspapers.

The *Independent on Saturday* caters for the KwaZulu-Natal market. It is published by Independent Newspapers.

Post was launched in the mid-1950s. Targeted at the Indian communities of KwaZulu-Natal and Gauteng, it is owned by Independent Newspapers. *Post* is published on Wednesdays, with the leisure and sport edition, *Postweekend*, appearing on Fridays.

The *Sunday Independent* was established in 1995 and aims at readers in the higher-income bracket. It is a weekly English language newspaper owned by Independent Newspapers.

Free and community newspapers

In March 2010, there were 172 free newspapers registered with the Audit Bureau of Circulations (ABC), and the number of registered community newspapers stood at 63.

Magazine circulation and readership

The magazine industry in South Africa is a fiercely competitive environment in which new titles appear all the time, despite the worldwide competition from electronic and interactive media. Considering the proliferation of titles on the shelves in supermarkets and bookstores, it seems that many readers are still attracted to print.

According to the ABC figures for April 2010 to June 2010, consumer magazines were still the biggest category with 212 titles. The business-to-business sector had 180 titles.

Custom magazines had 101 registered ABC titles with seven eliminations in June 2010. Free magazines had 23 registered ABC titles with one elimination in June 2010.

Magazines

Consumer magazines fared well during the recession, reflecting an increase in circulation year-on-year, despite the closure of *Femina* and *Real Simple*.

Women's magazines

Cleo, *Cosmo*, *Elle*, *Fair Lady*, *Glamour*, *MarieClaire* and a number of other female interest titles all saw drops in circulation in 2010.

Cosmopolitan shed nearly 10% of its circulation, *Move!* dropped by nearly 12%,

while *O – The Oprah Magazine* saw a decline of 17%.

Ideas/Idees and *Essentials* both managed slight gains, as did *Your Family* and *Soul*. *Woman and Home* saw an increase of nearly 5,4%.

Among the Afrikaans magazines, *Rooi Rose* gained ground, upping its circulation to 118 395 (from 107 568) while *Sarie* fell from 139 031 to 132 646.

Finesse dropped its circulation to below 90 000 while *Leef* went down by nearly 20%.

Family interest

As a category, family-orientated magazines experienced mixed growth.

Bona grew to 106 159 (from 93 802) and *Drum* increased to 116 691 (from 102 865) while both *Huisgenoot* and *You* saw declines in their circulation. *Reader's Digest South Africa* experienced a drop to 35 040 from 47 376 subscribers.

Health

The health category also saw most titles decline in circulation. *Weigh-Less* declined steeply to 22 832 (from 27 417). *Shape* declined to 41 290 (from 46 647) and *Longevity* declined to 19 695 (from 24 524).

Women's Health came in with a total circulation figure of 68 331 on strong single copy sales of 61 754.

Home

In the home category, *Elle Decoration* experienced a drop to under 20 000 copies. *House & Leisure* dropped by nearly 13%, *SA Home & Garden* by 11,6%, and *SA Garden/Tuin Paleis* fell by nearly 20%.

Food & Home Entertainment, meanwhile, showed positive growth, as did *Top Billing* magazine.

Male interest

The men's category saw growth with new entrant *Destiny Man* racking up a circulation of 15 036 (on 9 851 single copy sales), while *GQ* increased its circulation to 28 770 (on single copy sales of 19 430). *Men's Health* showed an increase in circulation to 71 800 (up from 67 290).

Motoring

This category, in general, dropped in circulation from 237 744 to 235 888. *Bike SA* and *TopCar* showed decreases, while *Drive Out/WegRy*, *Car* and *Leisure Wheels* all showed a slight increase in their circulation figures.

Major daily and weekly newspapers

Name and website	Publisher	Contact information	Frequency	Language	ABC circulation (Jan – Jun 2010)
Beeld www.beeld.com	Media 24	PO Box 333, Auckland Park, 2006 T. 011 713-9000 / F. 011 713-9956 E-mail: nuus@beeld.com	MD, Mo-Fr	Afr	91 772
Die Burger (Daily)	Media 24	PO Box 692, Cape Town, 8000 T. 021 406-2121 / F. 021 406-3965 E-mail: dbnred@dieburger.co.za	MD, Mo-Fr	Afr	75 013
Die Burger (Weekly) www.dieburger.com					80 854
Business Day www.businessday.co.za	BDFM Publishers (Pty) Ltd	PO Box 1746, Saxonwold, 2132 T. 011 280-5548 / F. 011 280-5505 E-mail: busday@bdfm.co.za	MD, Mo-Fr	Eng	37 103
Cape Argus, The www.capeargus.co.za	Independent Newspapers	PO Box 56, Cape Town, 8000 T. 021 488-4911 / F. 021 488-4156 E-mail: argusnews@ctn.independent.co.za	MD, Mo-Fr	Eng	56 455
Cape Times www.iol.co.za	Cape Ltd Independent Newspapers	PO Box 11, Cape Town, 8000 T. 021 488-4911 / F. 021 488-4717 E-mail: chriswh@independent.co.za	MD, Mo-Fr	Eng	47 631
Citizen, The (Daily) www.citizen.co.za	Caxton	PO Box 43069, Industria, 2042 T. 011 248-6000 / F. 011 248-6213 E-mail: citizen@citizen.co.za	MD, Mo-Fr	Eng	73 274
Citizen, The (Weekly)	Caxton Publishers & Printers Ltd	PO Box 43069, Industria, 2042	Weekly, Sat	Eng	49 954
City Press www.citypress.co.za	Media 24	PO Box 3413, Johannesburg, 2000 T. 011 713-9001 / F. 011 713-9966 E-mail: news@citypress.co.za	Sun	Eng	176 025
Daily Dispatch www.dispatch.co.za	Dispatch Media (Pty) Ltd	PO Box 131, East London, 5200 T. 043 702-2000 / F. 043 743-5155 E-mail: news@dispatch.co.za	MD, Mo-Fr	Eng	30 249
Daily News www.dailynews.co.za	Independent Newspapers	PO Box 46915, Greyville, 4023 T. 031 308-2911 / F. 031 308-2111 E-mail: dennis.pather@inl.co.za	MD, Mo-Fr	Eng	40 054
Daily Sun	KZN Media 24	PO Box 121, Auckland Park, 2006 T. 011 877-6000 / F. 011 877-6046 E-mail: news@dailysun.co.za	Mo-Fr	Eng	484 588
Diamond Fields Advertiser	Independent Newspapers	PO Box 610, Kimberley, 8300 T. 053 832-6261 / F. 053 832-8902 E-mail: pbe@independent.co.za	MD, Mo-Fr	Eng	10 010
Herald, The www.theherald.co.za	Avusa Ltd	P/Bag X6071, Port Elizabeth, 6000 T. 041 504-7911 / F. 041 585-4966 E-mail: theherald@johnnicc.co.za	MD, Mo-Fr	Eng	23 830
Ilanga Langesonto www.ilanganews.co.za	Mandla Matla Publishing Co	PO Box 2159, Durban, 4000 T. 031 337-4000 / F. 031 337-9785 E-mail: newsroom@ilanganews.co.za	Wknd	Zulu	82 673
Isolezwe	Independent Newspapers	PO Box 47549, Greyville, 4023 T. 031 308 2911	MD, Mo-Fr	Zulu	104 481
Independent on Saturday www.iol.co.za	Independent Newspapers	PO Box 4759, Greyville, 4023 E-mail: trevor.bruce@inl.co.za T. 031 308-2934 / F. 013 308-2111	Weekly	Eng	51 053
Mail and Guardian www.mg.co.za	M&G Media	PO Box 91667, Auckland Park, 2006 T. 011 250-7300 / F. 011 250-7502 E-mail: newsdesk@mg.co.za	Weekly	Eng	47 156
The Mercury www.themercury.co.za	Independent Newspapers	PO Box 47549, Greyville, 4023 T. 031 308-2911 / F. 031 308-2333 E-mail: mercnews@inl.co.za	MD, Mo-Fr	Eng	35 002

Major daily and weekly newspapers

Name and website	Publisher	Contact information	Frequency	Language	ABC Circulation (Jan – Jun 2010)
Post	Independent Newspapers	PO Box 47549, Greyville, 4023 T. 031 308-2529 / F. 031 308-2555 E-mail: khalil.aniff@inl.co.za	Weekly Wed	Eng	45 454
Pretoria News (Daily) www.ptanews.co.za	Independent Newspapers	PO Box 439, Pretoria, 0001 E-mail: pta.news@inl.co.za	MD, Mo-Fr	Eng	26 163
Rapport www.rapport.co.za	Media 24	PO Box 8422, Johannesburg, 2000 T. 011 713-9537 / F. 012 713-9977 E-mail: rapport@rapport.co.za	Weekly	Afr	260 897
Saturday Star	Independent Newspapers	PO Box 1014, Johannesburg, 2000 T. 011 633-2792 / F. 011 633-2794 E-mail: star@inl.co.za	Weekly	Eng	115 998
Soccer Laduma www.soccerladuma.co.za	Media 24	PO Box 787, Sea Point, 8060 T. 021 425-1200 / F. 021 425-1247	Weekly	Eng	245 704
Sowetan www.sowetan.co.za	Avusa Ltd	PO Box 6663, Johannesburg, 2000 E-mail: editor@sowetan.co.za	Mo-Fr	Eng	125 902
Sunday World www.sundayworld.co.za	Avusa Ltd	PO Box 6663, Johannesburg, 2000 T. 011 471-4200 / F. 011 471-4164 E-mail: newsed@sundayworld.co.za	Sun	Eng	163 502
The Star www.iol.co.za	Independent Newspapers	PO Box 1014, Johannesburg, 2000 T. 011 633-9111 / F. 011 836-6186 E-mail: starnews@star.co.za	MD, Mo-Fr	Eng	160 135
The Sunday Independent www.iol.co.za	Independent Newspapers	PO Box 1014, Johannesburg, 2000 T. 011 633-9111 / F. 011 834-7520 E-mail: jovial.rantao@inl.co.za	Weekly	Eng	39 493
Sunday Sun	Media 24	PO Box 3413, Johannesburg, 2000 T. 011 713-9001 / F. 011 713-9731	Wknd	Eng	233 162
Sunday Times www.sundaytimes.co.za	Avusa Ltd	P/Bag X57, Saxonwold, 2132 T. 011 280-3000 / F. 011 280-5150 E-mail: suntimes@tml.co.za	Wknd	Eng	461 433
Sunday Tribune	Independent Newspapers	PO Box 47549, Greyville, 4023 T. 031 308-2711 / F. 011 308-2357 E-mail: tribunenews@inl.co.za	Sun	Eng	90 428
Volksblad www.volksblad.com	KZN Media24	PO Box 267, Bloemfontein, 9300 T. 051 404-7600 / F. 051 430-6949 E-mail: nuus@volksblad.com	Mo-Fr	Afr	27 233
Volksblad (weekly)	Media24	PO Box 267, Bloemfontein, 9300 T. 051 404-7600 / F. 051 430-7034	Wknd	Afr	24 079
Weekend Argus	Independent Newspapers	PO Box 56, Cape Town, 8000 T. 021 488-4528 / F. 021 488-4597 E-mail: ryan.cresswell@inl.co.za	Wknd	Eng	85 395
Weekend Post	Avusa Ltd	P/Bag X6071, Port Elizabeth, 6000 T. 041 504-7911 / F. 041 585-4966 E-mail: weekend@johnniece.co.za	Wknd	Eng	25 326
Witness www.witness.co.za	Media 24	PO Box 362, Pietermaritzburg, 3200 T. 033 355-1111 / F. 033 355-1122 E-mail: newsed@witness.co.za	Mo-Fr	Eng	21 455
The Times www.thetimes.co.za	Avusa Ltd	P/Bag X57, Saxonwold, 2132 T. 011 280-3000 / F. 011 280-5150 E-mail: suntimes@tml.co.za	Mo-Fr	Eng	124 541
Son www.dieson.co.za	Media 24	PO Box 692, Cape Town, 8000 T. 021 406 2075 / F. 021 406 3221	MD, Mo-Fr	Afr	121 599

Travel

The circulation of *Weg* declined from 93 209 to 87 440. *Getaway* continued its decline, which started with the launch of *Weg*, falling from 59 300 to 51 507. *Country Life* managed an increase, from 36 822 to 40 100.

Sport and hobbies

SA Sports Illustrated fell from 30 593 to 25 095. *Complete Golfer* decreased by nearly 35% to under 20 000 as the magazine decided to limit bulk distribution.

Golf Digest soared from 19 855 to 43 937, representing a 55% increase. The significant increase was because *Golf+Magazine*, which went out free to all Playmorgolf and World of Golf members, was closed down towards the end of 2009.

Business and news

FinWeek and *Financial Mail* continued to battle it out for top circulation spot in the weekly business segment. *FinWeek* had a higher paid-for circulation (25 562) than *Financial Mail* (24 139) and pushed more free bulk circulation than its rival, ensuring the top spot with a circulation of 28 358 (down from 31 817) compared to *Financial Mail's* 26 224 (also down from 27 253).

Online media

The mid-2010 *Nielsen Online* website statistics showed that there was no significant slowdown or growth in local website traffic. In June, the local Digital Media and Marketing Association (DMMA), previously the Online Publishers' Association, registered websites attracted 20 481 203 unique visitors, representing a decline of only 0,85% from May.

The two biggest benefactors of the 2010 FIFA World Cup™ in terms of June website traffic were *Sport24* and *Supersport*. In June, *Sport24* showed an 86% growth compared with the website's traffic in May, while *Supersport* showed a 24% growth over the same period.

Media organisations and role players

Print Media South Africa (PMSA), established in 1996, administers individual bodies, namely the Newspaper Association of South Africa (the oldest communication organisation in South Africa, established in 1882), the Magazine Publishers' Association of South Africa and the Association of Independent Publishers (AIP). The purpose of the PMSA 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 PMSA 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 PMSA, but not a constituent member, is the ABC, responsible for auditing and verifying print-media circulation figures.

The AIP was formed in September 2004 and represents the interests of more than 250 independent publishers in southern Africa.

The South African National Editors' Forum (Sanef) was conceived 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.

Against the backdrop of positive political developments on the African continent, Sanef spearheaded the formation of the All Africa Editor's Conference. The Southern African Editors' Forum was subsequently formed in 2003.

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

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Government and the South African National Editors' Forum (Sanef) met in October 2010 to examine relations between government and the media, in the interest of strengthening a democratic culture in the country.

Deputy President Kgalema Motlanthe led the Government delegation comprising a large number of ministers and deputy ministers, while Sanef's chairperson, Mondli Makhanya, led the group of senior editors from around the country.

The meeting reflected the importance government attaches to the media as a sector of society.

For media executives, the meeting presented an opportunity to raise, directly with government, various concerns of interest to the sector.

The meeting followed preparatory discussions held in September 2010 during which the parties undertook to strengthen relations and deliberate on issues of mutual interest and concern.

by the PMSA, Sanef, the Media Workers' Association of South Africa and the South African Union of Journalists.

As self-regulating mechanisms of the media industry, the Press Ombudsman and the appeal panel act in accordance with the Constitution of the Republic of South Africa, 1996 and embrace the spirit of transformation in South Africa.

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

Another body that protects freedom of speech is the Freedom of Commercial Speech Trust. Backed by the marketing communication industry and supported by organised business and consumer organisations, the trust focuses on transparent negotiations with legislators.

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 CPA 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, among others, 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.

The Broadcasting Monitoring Complaints Committee (BMCC) was established under sections 21 and 22 of the Independent Broadcasting Authority Act, 1993 (Act 153 of 1993).

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Former South African editor Laurence Gandar was declared a World Press Freedom Hero by the International Press Institute (IPI) in May 2010. He was honoured posthumously at a ceremony in September 2010 for his long years of dedication to the press in South Africa and his profoundly transformative effect on the political landscape of the country.

Gandar was editor of the Johannesburg-based *Rand Daily Mail* from 1957 to 1969.

Gandar is the second South African journalist to be selected as an IPI World Press Freedom Hero. In 2000, South African newspaper editor Percy Qoboza was honoured with the award.

It monitors broadcasting licensees for their compliance with, or adherence to, the terms, conditions and obligations of:

- their broadcasting licences
- the Code of Conduct for Broadcasting Services
- the Code of Advertising Practice.

The BMCC receives and adjudicates complaints from the public regarding licence conditions, and is also entitled to initiate its own investigations into suspected non-compliance by a broadcaster.

If a member of the public is concerned that a broadcaster is not observing its licence conditions, that person may lodge a complaint with Icasa. If a broadcaster is found to be guilty of contravening its licence conditions, the BMCC makes recommendations to Icasa about action that should be taken.

Material that could be considered X-rated must be submitted to the Film and Publication Board prior to being shown. (See Chapter 4: Arts and culture.)

The mission of the National Association of Broadcasters is to protect the interests of broadcasting as a whole, and to liaise with Icasa on matters such as freedom of speech.

The mission of the DMMA is to provide a forum in which South African online publishers can address issues of common interest, and which can represent these publishers to advertising agencies and the advertising community, the press, government and the public.

The National Community Radio Forum (NCRF), launched in December 1993, 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.

The Professional Journalists' Association (ProJourn) was launched in March 2010. Its mission is to give a voice to working journalists and to represent their interests in newsrooms across the country.

Other press organisations operating in the country are the Foreign Correspondents' Association of South Africa, the Printing Industries Federation of South Africa, the South African Typographical Union, the Specialist Press Association, the South African

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In August 2010, Issa Sikiti da Silva, a freelance journalist based in Johannesburg, was named winner of the 2010 Southern African Development Community Media Award.

Guild of Motoring Journalists, Professional Photographers of South Africa, the Media Institute of Southern Africa, the Publishers' Association of South Africa and press clubs in major centres.

News agencies

The South African Press Association (Sapa), a national news agency, is a cooperative, non-profit news-gathering and news-distribution organisation operating in the interests of its members and the public. Sapa's foreign news is received from Associated Press and its representatives in London.

The main foreign news agencies operating in South Africa are Bloomberg and Reuters. Other agencies are the Eastern Cape News Agency and African Eye News Service in Mpumalanga.

Training centres

Over 40 institutions offer media training in South Africa. Tertiary institutions include various universities of technology such as Tshwane, Walter Sisulu, Nelson Mandela, the Cape Peninsula and Durban; and Rhodes, North-West, Stellenbosch and Witwatersrand universities.

Other organisations such as the Cape Town Film and Television School; the SABC's Television Training Centre; the Radio Freedom Institute; the Institute for the Advancement of Journalism; the Cross Media Training Centre; and Nemisa, a government-funded training institute, specialise in broadcasting, news-media and multimedia skills.

The Media, Advertising, Publishing, Printing and Packaging Sector Education and Training Authority (Mappp-Seta) was gazetted on 15 March 2000. Its sectoral categories are as follows:

- advertising and visual arts
- publishing
- printing
- packaging
- film and electronic media
- performing arts
- cultural heritage.

The Mappp-Seta coordinates a sector-training plan across the media industry, and assesses the quality of training courses run by the industry.

Parallel to this, the South African Qualifications Authority has approved the establishment of several standard-generating bodies for the media industry.

Similar bodies have been implemented for journalism training and communication studies. These bodies are substructures of the National Standards Body (language and communication) that coordinates standard-setting in the communication and language sectors.

National Electronic Media Institute of South Africa

Nemisa is a non-profit organisation established in terms of the Companies Act, 1973 (Act 61 of 1973), which provides much-needed advanced skills training for the broadcasting industry. It has Council for Higher Education accreditation and offers diploma courses, short courses and internships in TV and radio production and creative multimedia. It has forged valuable international linkages with training institutions in Canada, France, India and Malaysia. It has also established links with the Commonwealth Broadcasting Association.

Over the 2011 financial year, Nemisa aims to develop capacity to deliver high-quality educational services and train 870 learners.

Journalism awards

South Africa's most important awards include the:

- Mondi Shanduka Newspaper Awards.
- Nat Nakasa Award for Courageous Journalism. In 2010, this award went to Terry Bell.
- Sappi Magazine Publishers Association of South Africa PICA Awards.
- Sanlam Community Press Awards.
- Vodacom Awards for Journalism Across All Mediums.
- South African Breweries Journalism Awards.

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South African Sam Rogers won the top prize at 2010's CNN MultiChoice African Journalist 2010 Awards ceremony. Rogers, executive producer of *Factuals – Crime and Investigation Unit*, e.tv, won for her story *Curse of the Nobody People*, which was chosen from among 2 074 entries from 40 nations across the African continent.

The awards, which rotate location each year in tribute to their Pan-African credentials, were held in Kampala, Uganda, in May 2010.

Winners of major annual press trophies, 2010

Frewin*	McCall**	Cronwright***	Hultzer****	Joel Mervis*****
Die Burger	Volksblad	Tygerburger	Lowvelder	Naweek Beeld

- * Best daily newspaper with a circulation above 50 000
 ** Best daily with a circulation under 50 000
 *** Best community newspaper with a circulation exceeding 15 000
 **** Best community newspaper with a circulation below 15 000
 ***** Best urban weekly

Source: Print Media South Africa

Above-the-line adspend in R millions

Category	1999 R'm	%	2008 R'm	%	2009 R'm	%
Daily newspapers	1 241,5	15,6	3 348,4	14,2	3 266,8	13,4
Weekend newspapers	505,5	6,3	1 555,6	6,3	1 573,2	6,4
Black/coloured/Asian papers	164,6	2,1	included in other categories			
Community newspapers	453,3	5,7	1 520,7	6,2	1 536,3	6,3
Consumer magazines	780,2	9,8	2 206,7	9,0	2 041,9	8,4
Trade, technical, financial	337,0	4,2	531,4	2,2	484,6	2,0
Total print	3 482,2	43,7	9 301,8	37,9	8 902,8	36,4
TV	3 236,6	40,7	9 964,7	40,5	10 487,6	42,9
Radio	925,7	11,6	3 344,8	13,6	3 041,0	12,4
Cinema	66,1	0,8	357,5	1,5	299,4	1,2
Outdoor	250,5	3,1	1 079,9	4,4	1 075,1	4,4
Direct mail (unaddressed)	not monitored		150,5	0,6	151,2	0,6
Internet	not monitored		375,9	1,5	468,9	1,9
Total	7 961,0	100	24 575,0	100	24 426,1	100

Rounding off occurs. Important note: 2008 revised upward from original data published in 2009 Media Facts. Excludes self-promotion by media. This table reads: According to Multimedia, TV accounted for R3 236,6 million (40,7%) of the R7 961,0 million spent on the media in 1999. This rose to R9 964,7 million (40,5%) in 2008 and R10 487,6 (42,9%) in 2009.

Source: Nielsen Media Research's Multimedia

- Sanlam's Financial Journalist of the Year Award.
- CNN MultiChoice Africa Awards.

Media diversity

Media diversity in any country is regarded as a measure of the depth of its democracy. Every citizen should have access to a diverse range of media. South Africa is on its way towards achieving this mission.

The Constitution provides for freedom of expression and access to information. To deepen media diversity, government has partnered with commercial media entities to assist the Media Development and Diversity Agency (MDDA), which is tasked with providing financial and other support to community and small commercial media projects.

Media Development and Diversity Agency

The MDDA was established in terms of the MDDA Act, 2002 (Act 14 of 2002), which provides for the establishment of an independent, statutory body, jointly funded by government, the media industry and other donors. The Electronic Communications Act, 2005 provides for a sustainable mechanism for funding the objects of the MDDA Act, 2002 through contributions from broadcasting service licensees.

The MDDA is tasked with creating an enabling environment for media diversity and development by providing support to media projects, and facilitating research into media development and diversity issues. The agency functions independently from and at arm's length of its funders, and political-party and commercial interests. This arrangement enables government, the

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In July 2010, South Africa's *Leadership* magazine was named among the best in the world in the annual Tabbie Awards presented by the United States of America (USA)-based Trade Association Business Publications International, which is an association of more than 100 publishing houses.

The magazine won the 2010 Gold Award in the Best Single Issue Category in a contest that attracted more than 500 nominations from the USA, Canada, the United Kingdom, India, New Zealand and South Africa.

The winning issue was *Leadership's* 300th edition, published in December 2009.

media industry and donors to work together in addressing the legacy of imbalances in media access.

The MDDA provides support to existing grassroots media projects, and assists in establishing new media projects targeting neglected audiences. The purpose is to strengthen the sector through the provision of resources, knowledge and skills in pursuit of promoting media development and diversity.

By mid-2010, the MDDA had funded 273 projects, amounting to R77 million worth of grant support. These included supporting community radio stations, community newspapers and other community initiatives with skills, seed funding, capacity-building and media diversity and literacy. The MDDA aims to expand its focus on rural and poor communities that are marginalised from information and have limited or no access to information.

The MDDA convened the Media Literacy and Culture of Reading Summit in March 2010 in Mafikeng in the North West. The theme for the summit was *Basic Media Literacy Education – Constructing Views of Reality*.

The summit aimed to support initiatives that promote literacy and a culture of reading among diminished language groups and inadequately served communities.

Advertising

The Loerie Awards are the best-known South African awards recognising excellence in advertising. The Association of Marketers established these awards in 1978 to coincide with the advent of commercial television in South Africa. The first ceremony took place in 1979.

The Loerie Awards ceremony sees excess monies being ploughed back into the industry in the form of bursaries for underprivileged

advertising and marketing students via the Loerie Education Trust Fund, and as a donation to the Advertising Benevolent Fund. The main objective of the Loerie Awards is to encourage creative advertising. Other important annual awards are the Eagles and the Pendoring Awards.

Four Grands Prix were handed out in October 2010 at the 32nd annual Loerie Awards, held for the second time at the Good Hope Centre in Cape Town: King James in the TV & Cinema Commercials Category for Allan Gray's "Legend"; the VWV Group in Experiential: Live Events for the 2010 FIFA World Cup™ Closing Ceremony; Boogerman + Partners Architects in Architecture & Interior Design for Soccer City aka FNB Stadium aka National Stadium; and Grid Worldwide Branding and Tonic Design in Design Mixed-Media Campaign for the Comair/British Airways SLOW Lounge.

At the 2010 AdReview Awards, held in April 2010, the Jupiter Drawing Room and TBWA\Hunt\Lascaris were jointly named AdReview Agencies of the Decade. The judges were unable to reach agreement on a single winner.

In June 2010, advertising agency, Ogilvy Johannesburg, was awarded one of the highest honours at the 57th Cannes Lions International Advertising Festival, winning a rare and coveted Cannes Gold Lion award in the Film Category for its emotive campaign for the HIV and AIDS relief organisation, The Topsy Foundation.

This was the first time in 11 years that a South African agency won a Gold Cannes Film Lion – the most elite and challenging of all categories at the festival.

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.

The ASA is an independent body established and funded by the marketing-communication industry to regulate 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.

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