

TABLE 1: PROFILE OF MEDIA OWNERSHIP, CONTROL, ADSPEND AND AUDIENCE

| CONTENTS | | Page |
|----------|-----------------------------|------|
| 1. | Independent Newspaper Group | 2 |
| 2. | Johnnic Publishing | 5 |
| 3. | Caxton | 7 |
| 4. | Mew Africa Media | 7 |
| 5. | Nasionale Media | 8 |
| 6. | Primedia | 10 |
| 7. | Classic FM | 11 |
| 8. | Kagiso Media | 11 |
| 9. | KFM | 12 |
| 10. | African Media Entertainment | 12 |
| 11. | Makana Media | 13 |
| 12. | HCI | 13 |
| 13. | Thebe Media | 14 |
| 14. | SABC radio | 15 |
| 15. | SABC TV | 20 |
| 16. | M NET | 21 |
| 17. | e TV | 21 |

ABBREVIATIONS

| | |
|-------|--|
| Black | Refers to African, Coloured and Indian (unless otherwise indicated, predominantly African) |
| * | Predominantly Coloured |
| ** | Predominantly Indian |
| *** | 30%-50%+A349 Coloured and/or Indian |
| W/M | White Male |
| A/M | African Male |
| A/F | African Female |
| W/F | White Female |
| I/M | Indian Male |
| SM | Station Manager |
| GM | General Manager |
| CEO | Chief Executive Officer |
| DCE | Deputy Chief Executive |

SOURCES

AC Nielsen, Herdhuys McCann, Individual Company websites, McGregor's Who Owns Whom and telephone enquiries

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|--|-------------|---|---------------------------|---|--|-------------------------|-----------------|
| | | | | | | Total | Per Reader |
| 1.Independent Newspaper Group | Irish owned | International Adv. Board. Gauteng CEO:C/M Gauteng MD:I/M KZN Directors and Managers A/M : 1 I/F : 1 W/M: 9 WCape MD: W/M Independent Editors: Race and Gender W/M : 6 C/M: 2 A/M: 2 I/M: 1 Total: 11 | | | | | |
| 1.1.The Star | Independent | Editor:C/M | Gauteng | LSM 1-3 4% LSM 4-6 44% LSM 7-10 52% 100% | Black Audience 488,000 70% White Audience 214,000 30% 702,000 | R 320,543,372 | R 456.61 |
| 1.2. Pta News | Independent | Editor:A/M | Pretoria | LSM 1-3 3% LSM 4-6 40% LSM 7-10 57% 100% | Black Audience 85,000 61% White Audience 55,000 39% 140,000 | R 69,577,168 | R 496.98 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------------|-------------|-------------|---------------------------|-----------------|------------------------------------|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 1.3.Daily News | Independent | Editor: W/M | Kwa-Zulu Natal | LSM 1-3 5% | Black Audience** 270,000 77% | R 82,740,093 | R 237.08 |
| | | | | LSM 4-6 24% | White Audience 79,000 23% | | |
| | | | | LSM 7-10 72% | | | |
| | | | | 100% | 349,000 | | |
| 1.4. Post | Independent | Editor: I/M | Kwa-Zulu Natal | LSM 1-3 0% | Black Audience** 328,000 98% | R 3,106,098 | R 9.24 |
| | | | | LSM 4-6 31% | White Audience 8,000 2% | | |
| | | | | LSM 7-10 69% | | | |
| | | | | 100% | 336,000 | | |
| 1.5.Sunday Tribune | Independent | Editor: W/M | Kwa-Zulu Natal | LSM 1-3 1% | Black Audience** 457,000 69% | R 47,955,034 | R 72.88 |
| | | | | LSM 4-6 25% | White Audience: 201,000 31% | | |
| | | | | LSM 7-10 74% | | | |
| | | | | 100% | 658,000 | | |
| 1.6. Indep. on Saturday | Independent | Editor: A/M | Kwa-Zulu Natal | LSM 1-3 1% | Black Audience** 219,000 70% | R 284,062 | R 0.91 |
| | | | | LSM 4-6 21% | White Audience 94,000 30% | | |
| | | | | LSM 7-10 78% | | | |
| | | | | 100% | 313,000 | | |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------------------|-------------|------------------------|---------------------------|----------------|-------------------|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 1.7. Diamond Field Advertiser | Independent | Editor: W/M | Kimberley | LSM 1-3 | Black Audience*** | R 6,169,225 | R 150.47 |
| | | | | 4% | 31,000 | | |
| | | | | LSM 4-6 | 76% | | |
| | | | | 58% | White Audience | | |
| LSM 7-10 | 10,000 | | | | | | |
| 38% | 24% | | | | | | |
| 100% | 41,000 | | | | | | |
| 1.8. The Mercury | Independent | Editor: W/M | KwaZulu-Natal | LSM 1-3 | Black Audience*** | R 59,815,706 | R 253.46 |
| | | | | 4% | 141,000 | | |
| | | | | LSM 4-6 | 60% | | |
| | | | | 22% | White Audience | | |
| LSM 7-10 | 95,000 | | | | | | |
| 74% | 40% | | | | | | |
| 100% | 236,000 | | | | | | |
| 1.9. Cape Argus | Independent | Editor: C/M MD: W/M | Western Cape | LSM 1-3 | Black Audience* | R 117,347,123 | R 287.62 |
| | | | | 0% | 292,000 | | |
| | | | | LSM 4-6 | 72% | | |
| | | | | 26% | White Audience | | |
| LSM 7-10 | 116,000 | | | | | | |
| 74% | 28% | | | | | | |
| 100% | 408,000 | | | | | | |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|--------------------------|----------------|-------------|---------------------------|----------------|---------------------|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 1.10. (a) Saturday Argus | Independent | Editor: C/M | Western cape | LSM 1-3 | Black Audience* | N/A | NA |
| | | | | 1% | 364,000 | | |
| | | | | 75% | | | |
| | | | | LSM 4-6 | White Audience | | |
| 30% | 120,000 | | | | | | |
| 25% | | | | | | | |
| LSM 7-10 | | | | | | | |
| 70% | | | | | | | |
| 100% | 484,000 | | | | | | |
| 1.10. (b) Sunday Argus | Independent | Editor: C/M | Western Cape | LSM 1-3 | Black Audience*F219 | | |
| 1% | 286,000 | | | | | | |
| 76% | | | | | | | |
| LSM 4-6 | White Audience | | | | | | |
| 30% | 91,000 | | | | | | |
| 24% | | | | | | | |
| LSM 7-10 | | | | | | | |
| 69% | | | | | | | |
| 100% | 377,000 | | | | | | |
| Total audience | | | | | | | |
| 861,000 | R 48,697,757 | | R 56.56 | | | | |
| 1.11. Cape Times | Independent | Editor: W/M | Cape Town | LSM 1-3 | Black Audience* | | |
| 1% | 181,000 | | | | | | |
| 69% | | | | | | | |
| LSM 4-6 | White Audience | | | | | | |
| 34% | 83,000 | | | | | | |
| 31% | | | | | | | |
| LSM 7-10 | | | | | | | |
| 65% | | | | | | | |
| 100% | 264,000 | | | | | | |
| | R 73,250,520 | | R 277.46 | | | | |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|--|---|---|---------------------------|--|--|-------------------------|-----------------|
| | | | | | | Total | Per Reader |
| 2.Johnnic Publishing: Subsidiary of Johnnic: Empowerment Company | Johnnic Comm. Owns 100% of Johnnic Publishing | Johnnic Comm. Board A./M : 5 W/M : 2 Johnnic Editors: Race and Gender W/M : 2 C/M :1 Total : 3 | | | | | |
| 2.1. Sunday Times | Johnnic | Editor: C/M | National | LSM 1-3 7% LSM 4-6 41% LSM 7-10 52% 100% | Black Audience 2,360,000 73% White Audience 878,000 27% 3,238,000 | R 258,906,745 | R 79.96 |
| 2.3. Business Day | Johnnic | Editor: W/M | Gauteng | LSM 1-3 3% LSM 4-6 27% LSM 7-10 70% 100% | Black Audience 71,000 59% White Audience 50,000 41% 121,000 | R 86,605,841 | R 715.75 |
| 2.4. Daily Dispatch | Johnnic | Editor: W/M | Eastern Cape | LSM 1-3 15% LSM 4-6 46% LSM 7-10 39% 100% | Black Audiences 139,000 77% White Audience 42,000 23% 181,000 | R 26,129,642 | R 144.36 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|----------------------------------|---|---|---------------------------|--|--|-------------------------|-----------------|
| | | | | | | Total | Per Reader |
| 3. Caxton | Caxton Johnnic: 44% and T.Moolman and N.Coburn :20,2% Controlling Shareholders | Caxton Board A/F: 1 W/M : 9 Total: 10 | | | | | |
| 3.1. Citizen | Caxton | Editor: W/M | Gauteng | LSM 1-3 11% LSM 4-6 51% LSM 7-10 39% 100% | Black Audience 518,000 76% White Audience 168,000 24% 686,000 | R 81,245,211 | R 118.43 |
| 4. New Africa Media | 100% owned by Nail, an Empowerment Company | Nail Media Management A/M : 3 C/M : 2 W/M: 1 Total 6 | | | | | |
| 4.1 Sowetan | Nail | Editor: A/M | Gauteng | LSM 1-3 20% LSM 4-6 65% LSM 7-10 15% 100% | Black Audience 2,015,000 99% White Audience 18,000 1% 2,033,000 | R 96,199,442 | R 47.32 |
| 4.2. Sowetan Sunday World | Nail | Editor: A/M | Gauteng | LSM 1-3 10% LSM 4-6 71% LSM 7-10 19% 100% | Black Audience 626,000 99% White Audience 4,000 1% 630,000 | R 6,065,299 | R 9.63 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|--------------------------|-----------------------|--|---------------------------|---|---|-------------------------|-----------------|
| | | | | | | Total | Per Reader |
| 5.Nasionale Media | 100% owned by Naspers | Naspers Board W/M :9 C/M :1 Total : 10 | | | | | |
| 5.1.. Beeld | Naspers | Editor: W/M | KZN | LSM 1-3 4% LSM 4-6 12% LSM 7-10 85% 100% | Black Audience 52,000 13% White audience 353,000 87% 405,000 | R 212,293,749.00 | R 524.18 |
| 5.2.Rapport | Naspers | Editor: W/M | Gauteng | LSM 1-3 3% LSM 4-6 26% LSM 7-10 71% 100% | Black Audience* 659,000 39% White Audience 1,028,000 61% 1,687,000 | R 146,915,649.00 | R 87.09 |
| 5.3. Die Burger | Naspers | Editor: W/M | W. Cape | LSM 1-3 3% LSM 4-6 32% LSM 7-10 66% 100% | Black Audience*F287 300,000 57% White Audience 228,000 43% 528,000 | R 126,755,211.00 | R 240.07 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------|-----------|---|----------------------------|----------------|-------------------|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 5.4. Die Volksblad | Naspers | Editor: W/M | Free State and Nor Cape | LSM 1-3 | Black Audience | R 32,091,654.00 | R 271.96 |
| | | | | 1% | 18,000 | | |
| | | | | LSM 4-6 | White Audience | | |
| | | | | 15% | 100,000 | | |
| LSM 7-10 | | 85% | | | | | |
| | | | | 100% | 118,000 | | |
| 5.5. City Press | Naspers | Editor: A/M | National | LSM 1-3 | Black Audience | R 48,406,748 | R 20.38 |
| | | | | 17% | 2,351,000 | | |
| | | | | LSM 4-6 | White Audience | | |
| | | | | 66% | 24,000 | | |
| LSM 7-10 | | 1% | | | | | |
| | | | | 17% | 2,375,000 | | |
| | | Naspers Editors: Race and Gender W/M: 3 A/M : 1 Total 4 | | 100% | | | |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------------------|--|--|---------------------------|--|--|-------------------------|-----------------|
| | | | | | | Total | Per Reader |
| 6. Primedia Broadcasting | 100% owned by Primedia Empowerment partner, MIC owns 10%, but h joint-control. | Primedia Board A/M : 4 W/M: 5 I/M : 1 Total: 10 Primedia Editors: Race and Gender W/F: 1 A/F : 1 W/M: 1 Total: 3 | | | | | |
| 6.1. Highveld Stereo | Primedia | SM: W/M PM: I/M Editor: A/F | Gauteng | LSM 1-3 2% LSM 4-6 21% LSM 7-10 77% 100% | Black audience 167,000 30% White Audience 392,000 70% 559,000 | R 122,356,168 | R 218.88 |
| 6.2. Cape Talk | Primedia | Editor: W/M SM: W/F PM: W/M | Western Cape | LSM 1-3 0% LSM 4-6 12% LSM 7-10 88% 100% | N/A | R 14,862,327 | N/A |
| 6.3. 702 | Primedia | Editor: W/F SM: I/M PM: C/M | Gauteng | LSM 1-3 1% LSM 4-6 28% LSM 7-10 71% 100% | Black audience 88,000 46% White Audience 105,000 54% 193,000 | R 32,936,268 | R 170.65 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|------------------------------|---|--|--------------------------------------|---|---|-------------------------|-----------------|
| | | | | | | Total | Per Reader |
| 7. Classic FM | Classic FM UK owns 20,1% Ingoma Trust owns 20% | Classic FM Board A/M :3 I/M : 1 W/M :4 A/F : 1 W/F :1 | | | | | |
| 7.1. Classic FM | Classic FM | Editor: W/M SM : W/M PM: W/F | Gauteng | LSM 1-3 0% LSM 4-6 10% LSM 7-10 90% 100% | Black audience 8,000 14% White Audience 50,000 86% 58,000 | R 17,970,196 | R 309.83 |
| 8. Kagiso Media | Kagiso Inv Trust owns 100% | Kagiso Board A/M :3 C/M : 1 I/M : 3 W/M :6 A/F : 1 Total: 14 | | | | | |
| 8.1. East Coast Radio | Kagiso | Kagiso Editor: I/F SM : I/M PM: W/F | KwaZulu Natal | LSM 1-3 13% LSM 4-6 28% LSM 7-10 59% 100% | Black audience*** 454,000 69% White Audience 208,000 31% 662,000 | R 95,818,235 | R 144.74 |
| 8.2. Jacaranda | Kagiso | Editor:W/F SM:I/M PM: W/M | Gauteng/N. Prov. and N.West areas | LSM 1-3 11% LSM 4-6 29% LSM 7-10 60% 100% | Black audience***F676 291,000 40% White Audience 445,000 60% 736,000 | R 112,141,299 | R 152.37 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|------------------------------------|---|---|---------------------------|---|--|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 9.1. KFM | Nail | Editor:C/F SM:C/M PM:W/M | Western Cape | LSM 1-3 7% LSM 4-6 31% LSM 7-10 63% 100% | Black audience* 208,000 49% White Audience 219,000 51% 427,000 | R 67,321,990 | R 157.66 |
| 10. African Media Entertainment | Worldwide Africa Inv.23%(Empow ment partner) M.McKenna 13% | AME Board A/M: 2 A/F: 1 W/M: 2 Total: 5 | | | | | |
| 10.1 OFM | AME | Editor:C/M SM:W/M PM:W/M | Free State | LSM 1-3 7% LSM 4-6 23% LSM 7-10 71% 100% | Black audience 51,000 22% White Audience 181,000 78% 232,000 | R 24,418,628 | R 105.25 |
| 10.2.Punt Geselsradio | AME | Editor: W/M SM: W/M | Gauteng / W. Cape | LSM 1-3 0% LSM 4-6 22% LSM 7-10 79% 100% | Black Audience* 20,000 49% White Audience 21,000 51% 41,000 | R 2,947,208 | R 71.88 |
| 10.3. Algoa | AME | Editor: C/M SM: W/M PM: W/M | Eastern Cape | LSM 1-3 11% LSM 4-6 30% LSM 7-10 59% 100% | Black audience 86,000 39% White Audience 136,000 61% 222,000 | R 15,686,190 | R 70.66 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------|--|---|---------------------------|---|---|-------------------------|----------------|
| | | | | | | Total | Per Reader |
| 11. Makana Medi | Makana is owned by ex-political prisoner | Makana Board A/M : 4 W/M: 2 A/F: 1 Total: 7 | | | | | |
| 11.1.P4 CT | Makana | Editor:C/M SM: W/M PM:C/M | Cape Town | LSM 1-3 0% LSM 4-6 37% LSM 7-10 63% | Black audiences* 124,000 96% White Audience 5,000 3,6% | | |
| 12. HCI | SACTWU 33,7% MIC 28,5% | HCI Board A/M: 2 C/M: 1 W/M: 1 Total: 4 | | | | | |
| 12.1 YFM | HCI | Editor: C/M SM:W/M PM:A/M | Gauteng | LSM 1-3 13% LSM 4-6 70% LSM 7-10 17% 100% | Black audience 704,000 98% White Audience 12,000 2% | | |
| | | | | | | R 32,293,196 | R 45.10 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------|-----------------------|---|---------------------------|---|---|-------------------------|---------------|
| | | | | | | Total | Per Reader |
| 13 Thebe Media | Batho Batho Trust 74% | Kaya Board A/M: 3 I/M : 3 W/M: 1 Total: 7 | | | | | |
| 13.1. Kaya FM | Thebe | Editor: A/M SM: W/F PM:A/M | Gauteng | LSM 1-3 7% LSM 4-6 70% LSM 7-10 23% 100% | Black audience 353,000 99% White Audience 2,000 1% 355,000 | R 2,609,554 | R 7.35 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------|--|--|---------------------------|---|---|-------------------------|----------------|
| | | | | | | Total | Per Reader |
| 14. SABC | Public Broadc. owned by the SA govt. | SABC Board A/M : 3 A/F: 2 C/M: 1 I/M : 1 I/F : 1 W/M: 2 W/F: 2 Total: 12 SABC Editorial Management CE: News: A/M DCEONews: A/M SABC Regional Editors: Race and Gender A/M :6 A/F :1 W/M :1 Total : 8 | | | | | |
| 14.1. Radio 2000 | SABC | SM: W/M | National | LSM 1-3 16.5% LSM 4-6 12.5% LSM 7-10 71.1% 100% | Black Audience 21,000 36% White Audience 38,000 64% 59,000 | R 953,618 | R 16.16 |
| 14.2. Safm | SABC | SM W/M | National | LSM 1-3 6.6% LSM 4-6 22.4% LSM 7-10 71.1% 100% | Black Audience 99,000 37% White Audience 170,000 63% 269,000 | R 20,031,734 | R 74.47 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------|-----------|---------|---------------------------|---|---|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 14.3. 5FM | SABC | SM:W/M | National | LSM 1-3 6.6% | Black Audience 215,000 30% | R 113,464,841 | R 159.58 |
| | | | LSM 4-6 18.0% | White Audience 496,000 70% | | | |
| | | | LSM 7-10 75.4% | | | | |
| | | | 100% | 711,000 | | | |
| 14.4. Lotus FM | SABC | SM: I/M | KZN | LSM 1-3 3% | Black Audience** 306,000 97% | R 9,745,792 | R 31.04 |
| | | | LSM 4-6 33% | White Audience 8,000 3% | | | |
| | | | LSM 7-10 65% | | | | |
| | | | 100% | 314,000 | | | |
| 14.5. Metro FM | SABC | SM: A/M | National | LSM 1-3 22% | Black Audience 2,634,000 99% | R 122,297,033 | R 46.03 |
| | | | LSM 4-6 62% | White Audience 23,000 1% | | | |
| | | | LSM 7-10 16% | | | | |
| | | | 100% | 2,657,000 | | | |
| 14.6. CKI FM | SABC | SM:A/M | E. Cape | LSM 1-3 60% | Black Audience 344,000 100% | R 439,349 | R 1.27 |
| | | | LSM 4-6 36% | White Audience 1,000 0% | | | |
| | | | LSM 7-10 5% | | | | |
| | | | 100% | 345,000 | | | |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------|-----------|---------|--------------------------------------|--|---|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 14.7. Good Hope | SABC | SM: W/M | W. Cape | LSM 1-3 2% LSM 4-6 43% LSM 7-10 55% 100% | Black Audience 474,000 94% White Audience 31,000 6% 505,000 | R 47,519,653 | R 94.10 |
| 14.8. Radio Bop | SABC | SM: A/M | N.West, Gauteng, FState N.Cape | LSM 1-3 36% LSM 4-6 57% LSM 7-10 7% 100% | Black Audience 224,000 99% White Audience 2,000 1% 226,000 | R 673,674 | R 2.98 |
| 14.9. Ikwewezi | SABC | SM: A/M | Mpumalanga Gauteng | LSM 1-3 44% LSM 4-6 50% LSM 7-10 6% 100% | Black Audience 750,000 100% White Audience 2,000 0% 752,000 | R 4,071,135 | R 5.41 |
| 14.10. Lesedi FM | SABC | SM: A/M | Gauteng, FState, N.West, E.Cape | LSM 1-3 38% LSM 4-6 56% LSM 7-10 5% 100% | Black Audience 2,581,000 100% White Audience 2,000 0% 2,583,000 | R 51,722,156 | R 20.02 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|------------------------------|-----------|---------|------------------------------------|--------------------------------------|--|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 14.11. Ligwala- gwala FM | SABC | SM:A/M | N.Prov. Mpumalanga | LSM 1-3 64% | Black Audiences 692,000 100% | R 7,864,744 | R 11.37 |
| | | | LSM 4-6 32% | White Audience 0 0% | | | |
| | | | LSM 7-10 4% | | | | |
| | | | 100% | 692,000 | | | |
| 14.12. Motswedir | SABC | SM: A/F | Gauteng, FState, N West | LSM 1-3 44% | Black Audience 1,832,000 100% | R 28,432,601 | R 15.51 |
| | | | LSM 4-6 51% | White Audience 1,000 0% | | | |
| | | | LSM 7-10 5% | | | | |
| | | | 100% | 1,833,000 | | | |
| 14.13. Munghana Lonene FM | SABC | SM: A/F | Gauteng, N Province/ N. West | LSM 1-3 73% | Black Audience 981,000 100% | R 7,906,952 | R 8.05 |
| | | | LSM 4-6 26% | White Audience 1,000 0% | | | |
| | | | LSM 7-10 1% | | | | |
| | | | 100% | 982,000 | | | |
| 14.14. Phalaphala | SABC | SM: A/M | N. Province/ Gauteng | LSM 1-3 63% | Black Audience 583,000 100% | R 4,992,948 | R 8.56 |
| | | | LSM 4-6 36% | White Audience 0 0% | | | |
| | | | LSM 7-10 1% | | | | |
| | | | 100% | 583,000 | | | |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-----------------------------|-----------|---------|--|--|--|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 14.15.Thobela | SABC | SM: A/M | N. Province, Gauteng, Mpumala and N.West | LSM 1-3 64% LSM 4-6 34% LSM 7-10 2% 100% | Black Audience 1,959,000 100% White Audience 2,000 0% | R 29,598,133 | R 15.09 |
| 14.16. Ukhozi | SABC | SM: A/M | KwaZulu-Natal, Gauteng, E.Cape Mpumalanga | LSM 1-3 64% LSM 4-6 34% LSM 7-10 3% 100% | Black Audience 4,958,000 100% White Audience 3,000 0% | R 109,418,477 | R 22.06 |
| 14.17. Umhlobo Wenene | SABC | SM: A/M | E.Cape, Zulu-Natal, Gauten KZN | LSM 1-3 60% LSM 4-6 36% LSM 7-10 3% 100% | Black Audience 3,321,000 100% White Audience 3,000 0% | R 58,267,056 | R 17.53 |
| 14.18.Radio Sondergrense | SABC | SM:W/M | National | LSM 1-3 12% LSM 4-6 27% LSM 7-10 61% 100% | Black Audience 392,000 38% White Audience 629,000 62% | R 58,799,301 | R 57.59 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------|-----------|----------|---------------------------|--|--|-------------------------|-----------------|
| | | | | | | Total | Per Reader |
| 15.1.SABC 1 | SABC | GM: A/M | National | LSM 1-3 23.6% LSM 4-6 54.4% LSM 7-10 22% 100% | Black: 12,708,000 90% White: 1,479,000 10% 14,187,000 | R 816,347,035.00 | R 57.54 |
| 15.2. SABC 2 | SABC | GM : A/F | National | LSM 1-3 18.5% LSM 4-6 48.6% LSM 7-10 32.8% 99.9% | Black 7,482,000 78% White 2,073,000 22% 9,555,000 | R 644,510,403.00 | R 67.45 |
| 15.3. SABC 3 | SABC | GM: W/F | National | LSM 1-3 8.2% LSM 4-6 43.3% LSM 7-10 48.6% 100.1% | Black 4,074,000 68% White 1,926,000 32% 6,000,000 | R 656,185,125.00 | R 109.36 |

TABLE 1: MEDIA PROFILES

| Station/ Publication | Ownership | Control | Footprint/ Circulation | LSM Profile | Total Audience | Advertising Expenditure | |
|-------------------------|-----------|---|---------------------------|--|--|-------------------------|------------|
| | | | | | | Total | Per Reader |
| 15.4. Bop TV | SABC | SM: A/M | KwaZulu-Natal | LSM 1-3 20.9% LSM 4-6 58.2% LSM 7-10 20.7% | Black 326,000 93% White 24,000 7% 350,000 | R 1,160,105 | R 3.31 |
| 16.M NET (KTV) | Naspers | Naspers CEO: W/M Naspers Board (see no.5) Editor: W/M | National | LSM 1-3 0.6% LSM 4-6 16.3% LSM 7-10 83.1% 100.0% | Black 968,000 36% White 1,745,000 64% 2,713,000 | R 1,029,226,512 | R 379.37 |
| 17. E TV | HCI | CEO: C/M Editor: C/M HCI Board (see no. 12.) | National | LSM 1-3 7.8% LSM 4-6 49.5% LSM 7-10 42.7% 100.0% | Black 5,466,000 75% White 1,796,000 25% 7,262,000 | R 408,534,874.00 | R 56.26 |

TABLE 1: MEDIA PROFILES