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

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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, Herdbuoys McCann, Individual Company websites, McGregor's Who Owns Whom and telephone enquiries

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising	Expenditure
Publication			Circulation	Profile		Audience	Total	Per Reader
	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	Circulation	Frome		Audience	Total	renkeauer
1.1.The Star	Independent	C/M: 2 A/M: 2 I/M: 1 Total: 11 Editor:C/M	Gauteng	LSM 1-3		Black Audience		
				LSM 4-6	4% 44%	70% White Audience		
					52%		D 000 5 40 070	D 450 04
1.2. Pta News	Independent	Editor:A/M	Pretoria	LSM 1-3	1 00% 3%	702,000 Black Audience 85,000 61%	R 320,543,372	R 456.61
					40%	White Audience		
				LSM 7-10	57%			
				1	00%	140,000	R 69,577,168	R 496.98

APPENDIX A

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising	Expenditure
Publication			Circulation	Profi	le	Audience	Total	Per Reader
1.3.Daily News	Independent	Editor: W/M	Kwa-Zulu Natal	LSM 1-3		Black Audience**		
					5%			
						77%		
				LSM 4-6		White Audience		
					24%			
						23%		
				LSM 7-10	700/			
					72%			
					100%	349,000	R 82,740,093	R 237.08
1.4. Post	Independent	Editor: I/M	Kwa-Zulu Natal	LSM 1-3		Black Audience**		
					0%			
						98%		
				LSM 4-6		White Audience		
					31%			
						2%		
				LSM 7-10				
					69%			
					100%	336,000	R 3,106,098	R 9.24
1.5.Sunday	Independent	Editor: W/M	Kwa-Zulu Natal	LSM 1-3	10070	Black Audience**		
Tribune					1%			
						69%		
				LSM 4-6		White Audience:		
					25%			
						31%		
				LSM 7-10				
					74%			
					100%	658,000	R 47,955,034	R 72.88
1.6. Indep.	Independent	Editor: A/M	Kwa-Zulu Natal	LSM 1-3	10070	Black Audience**	11 11 1000,000 1	
on					1%			
Saturday						70%		
-				LSM 4-6		White Audience		
					21%			
						30%		
				LSM 7-10				
					78%			
					4000/	040.000	D 004 000	
					100%	313,000	R 284,062	R 0.91

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

Station/	Ownership	Control	Footprint/	LSM		Total		Advertising	Expenditure
Publication			Circulation	Profil	е	Audience	е	Total	Per Reader
1.10. (a) Saturday	Independent	Editor: C/M	Western cape	LSM 1-3		Black Audience*			
Argus					1%		364,000		
							75%		
				LSM 4-6		White Audience			
					30%		120,000 25%		
				LSM 7-10			23%		
					70%				
					100%		484,000		
				L				N/A	<u>NA</u>
1.10. (b) Sunday	Independent	Editor: C/M	Western Cape	LSM 1-3		Black Audience*			
Argus					1%		286,000		
				LSM 4-6		White Audience	76%		
					30%	white Audience	91,000		
					5070		24%		
				LSM 7-10			2170		
					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%				
					00%				
		J			100%		264,000	R 73,250,520	R 277.46

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

PublicationCirculationProfileAudienceTotal3. Caxton Johnnic: 44% and AF: 1 T.Moolman and N.Coburn :20,29 Total: 10 Controlling ShareholdersCaxtonCaxton ShareholdersCautengLSM 1-3 LSM 4-6 S18,000Black Audience S18,000 24%3.1. CitizenCaxtonEditor: W/MGautengLSM 1-3 LSM 7-10 S18,000Black Audience S18,000 24%4. New Africa Media100% owned by CompanyNail Media Management C/M : 3 CompanyNail Media Management C/M : 3 CompanyCautengLSM 1-3 LSM 7-10 S18,000 LSM 7-10 S18,000Black Audience S18,000 24%4. New Africa MediaNail Media Management CompanyControl C/M : 3 CompanyGautengLSM 1-3 LSM 4-6 S18,000Black Audience 2,015,000 1%4.1 SowetanNailEditor: A/MGautengLSM 1-3 LSM 4-6 S18,000Black Audience 2,015,000 1%4.1 SowetanNailEditor: A/MGautengLSM 1-3 LSM 4-6 S18,000Black Audience 2,015,000 1%	Station/	Ownership	Control	Footprint/	LSM		Total	Advertising	Expenditure
Johnnic: 44% af AFF: 1 T. Moolman and WIM: 9 N. Coburn: 20.24 Total: 10 Controlling Shareholders 3.1. Citizen Caxton Editor: W/M Gauteng LSM 1-3 11% LSM 4-6 51%,000 78% White Audience 51%,000 78% White Audience 51% LSM 7-10 39% 686,000 R e1,245,211 Media Nail, an Management A.M : 3 Company CM: 2 W/M: 1 Total 6 4.1 Sowetan Nail Editor: A/M Gauteng LSM 1-3 LSM 4-6 6% White Audience 20% LSM 4-6 6% Wolf 10% 2.015,000 99% LSM 4-6 6% White Au	Publication	•			Profile		Audience		Per Reader
T. Moolman and N. Coburn :20,2% Controlling Shareholders W/M : 9 N. Coburn :20,2% Controlling Shareholders Black Audience 3.1. Citizen Caxton Editor: W/M Gauteng LSM 1-3 11% LSM 4-6 Black Audience 11% Singer Shareholders 4. New Africa 100% owned by Nail, an Empowerment Company Nail Media AM : 3 C/M : 2 W/M: 1 Total 6 Sauteng LSM 1-3 100% Black Audience 686,000 R 81,245,211 4.1 Sowetan Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 20% LSM 4-6 Black Audience 2,015,000 99% 4.2. Sowetan Sunday Nail Editor: A/M Gauteng LSM 1-3 15% 100% Black Audience 2,015,000 1% 4.2. Sowetan Sunday Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 2,015,000 1% 4.2. Sowetan Sunday Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 2,033,000 R 96,199,442	3. Caxton								
N. Coburn 20,2% Controlling Shareholders Total: 10 Controlling Shareholders Editor: W/M Gauteng LSM 1-3 LSM 4-6 1% Black Audience 1% Black Audience 51% 3.1. Citizen Caxton Editor: W/M Gauteng LSM 1-3 10% Black Audience 51% Black Audience 168,000 24% 4. New Africa Media 100% owned by Nail, an Empowerment Company Nail Media Maagement C/M : 2 W/M: 1 Total 6 Maagement C/M : 2 W/M: 1 Maagement C/M : 2 W/M: 1 Black Audience 2,015,000 99% Black Audience 2,015,000 99% 4.1 Sowetan Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 2,015,000 1% Black Audience 18,000 1% 4.2. Sowetan Sunday Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 65% Black Audience 18,000 1% 4.2. Sowetan Sunday Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 65% Black Audience 9%									
Controlling ShareholdersEditor: W/MGautengLSM 1-3 11%Black Audience 51%3.1. CitizenCaxtonEditor: W/MGautengLSM 1-3 10%Black Audience 51%4. New Africa Media100% owned by Nail, an Empowerment CompanyNail Media Management Total 6Management A/M : 3 C/M : 2 W/M: 1 Total 6SautengLSM 1-3 20%Black Audience 168,000 24%4.1 Sowetan SundayNailEditor: A/MGautengLSM 1-3 20%Black Audience 20% 2,015,000 9%4.2. Sowetan SundayNailEditor: A/MGautengLSM 1-3 10%Black Audience 9%4.2. Sowetan WorldNailEditor: A/MGautengLSM 1-3 10%Black Audience 9%MailEditor: A/MGautengLSM 1-3 10%Black Audience 9%Sunday WorldNailEditor: A/MGautengLSM 1-3 10%Black Audience 99%Sunday WorldNailEditor: A/MGautengLSM 1-3 10%Black Audience 99%		T.Moolman and	W/M : 9						
Shareholders Caxton Editor: W/M Gauteng LSM 1-3 11% LSM 4-6 51% Black Audience 518,000 24% 4. New Africa Media 100% owned by Nail, an Empowerment Company Nail Media Maagement A/M : 3 Company Nail Media Maagement A/M : 3 Company Nail Media Maagement A/M : 3 Company R 81,245,211 4. Sowetan Nail Editor: A/M Gauteng LSM 1-3 20% Black Audience 20% 2/015,000 99% 4.1 Sowetan Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 20% 2/015,000 99% 4.2. Sowetan Sunday Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 665% 2,033,000 R 96,199,442 4.2. Sowetan Sunday Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 626,000 89% Vorld Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 626,000 89%		N.Coburn :20,2%	Total: 10						
3.1. Citizen Caxton Editor: W/M Gauteng LSM 1-3 Black Audience 11% LSM 4-6 11% S18,000 76% 4. New Africa 100% owned by Nail Media Management 39% 100% 686,000 R 81,245,211 Media Mail, an Management Management Mail 3 C/M : 3 20% 2,015,000 9% 4.1 Sowetan Nail Editor: A/M Gauteng LSM 1-3 Black Audience 2,015,000 9% 4.1 Sowetan Nail Editor: A/M Gauteng LSM 1-3 Black Audience 2,015,000 9% 4.2. Sowetan Nail Editor: A/M Gauteng LSM 1-3 Black Audience 18,000 1% 4.2. Sowetan Nail Editor: A/M Gauteng LSM 1-3 Black Audience 65% 18,000 1% Sunday Nail Editor: A/M Gauteng LSM 1-3 Black Audience 62,000 9% White Audience 10% 1% 100% 2,033,000 R 96,199,442 Sunday Nail Editor: A/M									
4. New Africa Media 100% owned by Nail, an Empowerment Company Nail Media Management AM: 3 C/M : 2 W/M : 1 Total 6 Nail Nail Media Management AM: 3 C/M : 2 W/M : 1 Total 6 LSM 4-6 51% White Audience 55% R 81,245,211 4. New Africa Media 100% owned by Nail, an Company Nail Media Management AM: 3 C/M : 2 W/M : 1 Total 6 Image Company Image Comp									
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 Nail Media Management A/M : 3 C/M : 2 W/M 1 Total 6 Image and a state and a state C/M : 2 W/M 1 Total 6 Image and a state and a state C/M : 2 W/M 1 Total 6 Image and a state Sunday Image and state Sunday Image and state	3.1. Citizen	Caxton	Editor: W/M	Gauteng					
4. New Africa Media 100% owned by Nail, an Empowerment Company Nail Media Management A/M : 3 Company Nail Media Management A/M : 3 Company Nail Media Management A/M : 3 Company Image Management A/M : 3 Company Image Management Black Audience Management A/M : 3 Company Image Management A/M : 3 Company Image Management A/M : 3 Company Image Management Black Audience Management A/M : 3 Company Image Management Black Audience Management A/M : 3 Company Image Management Black Audience Management Black Audience Management Black Audience Management Black Audience Image Management Black Audience Management Black Audience Image Management Black Audience Management Black Audience Image Management Black Audi					· · · · · · · · · · · · · · · · · · ·	11%			
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Image: second					Ę	51%			
Image: second					L CM 7 40		24%		
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4. New Africa Media 100% owned by Nail, an Empowerment C/M : 2 W/M: 1 Total 6 Nail Media Management A/M : 3 C/M : 2 W/M: 1 Total 6 Image: Company Image: Company W/M: 1 20% Image: Company Black Audience 20% Image: Company 20% Image: Company 20% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>686.000</td> <td>R 81.245.211</td> <td>R 118.43</td>							686.000	R 81.245.211	R 118.43
Media Nail, an Empowerment Company Management A/M : 3 C/M : 2 W/M: 1 Total 6 Management A/M : 3 C/M : 2 W/M : 1 Total 6 Management A/M : 3 C/M : 2 White Audience Management Audience	4. New Africa	100% owned by	Nail Media		· · · ·	0070	000,000	11 0 1,240,211	
Empowerment Company A/M : 3 C/M : 2 W/M: 1 Total 6 A/M : 3 C/M : 2 W/M: 1 Total 6 Black Audience 4.1 Sowetan Nail Editor: A/M Gauteng LSM 1-3 20% Black Audience 2,015,000 99% LSM 4-6 White Audience 18,000 1% 18,000 LSM 7-10 15% 100% 2,033,000 R 96,199,442 4.2. Sowetan Sunday World Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 626,000 99% LSM 4-6 10% 4,000 1% 10% 626,000 99%									
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4.2. Sowetan Sunday World Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 10% Black Audience 626,000 1% 4.2. Sowetan Sunday World Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 10% Black Audience 99% 4.2. Sowetan Sunday World Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 4,000 1%									
4.2. Sowetan World Nail Editor: A/M Gauteng LSM 4-6 65% White Audience 18,000 1% 4.2. Sowetan World Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 626,000 99% 4.2. Sowetan World Nail Editor: A/M Gauteng LSM 1-3 10% Black Audience 99% 4,000 1%	4.1 Sowetan	Nail	Editor: A/M	Gauteng					
4.2. Sowetan Sunday World Nail Editor: A/M Gauteng LSM 1-3 1000 Black Audience 1000 2,033,000 2,033,000 R 96,199,442 4.2. Sowetan Sunday World Nail Editor: A/M Gauteng LSM 1-3 100 Black Audience 100 626,000 99% Vorld 100 626,000 10 100 626,000 10 100						20%			
LSM 7-10 15% 18,000 1% 4.2. Sowetan Nail Editor: A/M Gauteng LSM 1-3 Black Audience Sunday World 10% 626,000 99% LSM 4-6 10% 4,000 1%									
Image: Algorithm of the second sec									
LSM 7-10 15% 15% 15% 15% 100% 2,033,000 R 96,199,442 4.2. Sowetan Nail Editor: A/M Gauteng LSM 1-3 Black Audience 626,000 99% World 10% 10% 626,000 99% 10% 626,000 10% World 10% 10% 10% 10% 10% 626,000 10% World 10% 10% 10% 10% 10% 10% 10% 10%					6	65%			
4.2. Sowetan Sunday WorldNailEditor: A/MGautengLSM 1-3 10%Black Audience 10%Black Audience 99%4.2. Sowetan Sunday WorldNailEditor: A/MGautengLSM 1-3 10%Black Audience 10%626,000 99%							1%		
Image: second						4.50/			
4.2. Sowetan Sunday World Black Audience 10% LSM 4-6 71% White Audience 4,000 1%							2 022 000	D 00 400 440	D 47 33
Sunday World 626,000 USM 4-6 White Audience 71% 4,000 1%	1.2 Sources	Noil	Editor: A/M	Coutong				R 96,199,442	R 47.32
World 99% LSM 4-6 White Audience 71% 4,000 1%		INAII		Gauteng					
LSM 4-6 White Audience 71% 4,000 1%						1070			
71% 4,000 1%					I SM 4-6				
1%									
					1	/0			
					LSM 7-10		170		
19%						19%			
							630.000	R 6,065,299	R 9.63

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising I	Expenditure
Publication			Circulation	Profile		Audience	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%	Black Audience 52,000 13%		
				LSM 4-6	12%	White audience 353,000 87%		
				LSM 7-10	85%	0.10		
				1	00%	405,000	R 212,293,749.00	R 524.18
5.2.Rapport	Naspers	Editor: W/M	Gauteng	LSM 1-3	3%	Black Audience* 659,000 39%		
				LSM 4-6	26%	White Audience		
				LSM 7-10	71%	0170		
					00%	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%	Black Audience*F287 300,000 57%		
				LSM 4-6	32%	White Audience 228,000 43%		
				LSM 7-10	66%			
				1	00%	528,000	R 126,755,211.00	R 240.07

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising	Expenditure
Publication			Circulation	Profile		Audience	Total	Per Reader
5.4. Die	Naspers	Editor: W/M	Free State and Nor	LSM 1-3	E	Black Audience		
Volksblad			Cape	1	1%	18,000		
						15%		
				LSM 4-6	\	White Audience		
				15	5%	100,000		
						85%		
				LSM 7-10				
				84	1%			
				400	N /	440.000	D 00 004 054 00	D 074 00
				100		118,000	R 32,091,654.00	R 271.96
5.5. City Press	Naspers	Editor: A/M	National	LSM 1-3		Black Audience		
				17	7%	2,351,000		
						99%		
		Naspers Editors:		LSM 4-6		White Audience		
		Race and Gender		66	6%	24,000		
		W/M: 3		011740		1%		
		A/M : 1		LSM 7-10	70/			
		Total 4			7%	0.075.000	D 40 400 740	F 00 00
				100	J%	2,375,000	R 48,406,748	R 20.38

Station/	Ownership	Control	Footprint/	LSM		Total		Advertising	Expenditure
Publication			Circulation	Profi	le	Audience	e	Total	Per Reader
6. Primedia	100% owned by								
Broadcsting	Primedia	A/M : 4							
		W/M: 5							
		I/M : 1							
	owns 10%, but h								
	joint-control.	Primedia Editors:							
		Race and Gender							
		W/F: 1							
		A/F : 1							
		W/M: 1							
		Total: 3							
6.1. Highveld	Primedia		Gauteng	LSM 1-3		Black audience			
Stereo		SM: W/M			2%		167,000		
		PM: I/M					30%		
		Editor: A/F		LSM 4-6		White Audience			
					21%		392,000		
							70%		
				LSM 7-10					
					77%				
					100%		559,000	R 122,356,168	R 218.88
6.2. Cape Talk	Primedia	Editor: W/M	Western Cape	LSM 1-3	100%	•	559,000 N/A	R 122,330,100	R 210.00
0.2. Cape Taik	rimeula	SM: W/F	western Cape		0%		11/1		
		PM: W/M		LSM 4-6	070				
					12%				
				LSM 7-10	12/0				
					88%				
					0070				
					100%			R 14,862,327	N/A
6.3. 702	Primedia	Editor: W/F	Gauteng	LSM 1-3		Black audience			
		SM: I/M	, , , , , , , , , , , , , , , , , , ,		1%		88,000		
		PM: C/M					46%		
				LSM 4-6		White Audience			
					28%		105,000		
							54%		
				LSM 7-10					
					71%				
					100%	· · · · ·	193,000	R 32,936,268	R 170.65

Station/	Ownership	Control	Footprint/	LSM		Total		Advarticing	Advertising Expenditure		
Publication	Ownership	Control	Circulation	Profi		Audienc	•	Total	Per Reader		
7. Classic FM	Classic FM	Classic FM Board	Circulation	FIOI	e	Audienc	e	TOLAI	Fei Reduei		
7. Classic FM											
	UK owns 20,1%										
		I/M : 1									
		W/M :4									
		A/F : 1									
		W/F :1	-								
7.1.Classic FM		Editor: W/M	Gauteng	LSM 1-3		Black audience					
		SM : W/M			0%		8,000				
		PM: W/F					14%				
				LSM 4-6		White Audience					
					10%		50,000				
							86%				
				LSM 7-10							
					90%						
					100%		58,000	R 17,970,196	R 309.83		
8. Kagiso Media	Kagiso Inv	Kagiso Board									
-	Trust owns 100%										
		C/M : 1									
		I/M : 3									
		W/M :6									
		A/F : 1									
		Total: 14									
8.1. East Coast	Kagiso	Kagiso	KwaZulu Natal	LSM 1-3		Black audience*	**				
Radio		Editor: I/F			13%		454,000				
		SM : I/M					69%				
		PM: W/F		LSM 4-6		White Audience	0070				
					28%		208,000				
					2070		31%				
				LSM 7-10			5170				
					59%						
					5970						
					100%		662,000	R 95,818,235	R 144.74		
8.2. Jacaranda	Kagiaa	Editor:W/F	Gauteng/N. Prov.	LSM 1-3	100 /8	Black audience*		K 95,010,255	K 144.74		
8.2. Jacaranda				LSIVI 1-3	440/						
		SM:I/M	and N.West areas		11%		291,000				
		PM: W/M					40%				
				LSM 4-6		White Audience					
					29%		445,000				
							60%				
				LSM 7-10							
					60%						
					100%		736,000	R 112,141,299	R 152.37		

Station/	Ownership	Control	Footprint/	LSM		Total		Advertising	Expenditure
Publication	-		Circulation	Profi	le	Audience	•	Total	Per Reader
9.1. KFM		Editor:C/F SM:C/M	Western Cape	LSM 1-3	7%	Black audience*	208,000		
		PM:W/M		LSM 4-6		White Audience	49%		
				L3IVI 4-0	31%		219,000		
					0170		51%		
				LSM 7-10					
					63%				
					100%		427,000	R 67,321,990	R 157.66
10. African Media Entertainment	Worldwide Africa								
Entertainment		A/M. 2 A/F: 1							
	M.McKenna 13%								
		Total: 5							
10.1 OFM	AME	Editor:C/M	Free State	LSM 1-3		Black audience			
		SM:W/M PM:W/M			7%		51,000 22%		
				LSM 4-6		White Audience	/		
					23%		181,000		
							78%		
				LSM 7-10	740/				
					71% 100%		232,000	R 24,418,628	R 105.25
10.2.Punt	AME	Editor: W/M	Gauteng / W.	LSM 1-3		Black Audience*			
Geselsradio		SM: W/M	Cape		0%		20,000		
							49%		
				LSM 4-6		White Audience			
					22%		21,000 51%		
				LSM 7-10			51%		
					79%				
					100%		41,000	R 2,947,208	R 71.88
10.3. Algoa	AME	Editor: C/M	Eastern Cape	LSM 1-3		Black audience			
		SM: W/M			11%		86,000		
		PM: W/M				Milete Audience	39%		
				LSM 4-6	30%	White Audience	136,000		
					50 /0		130,000 61%		
				LSM 7-10			5.70		
					59%				
					100%		222,000	R 15,686,190	R 70.66

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

Station/	Ownership	Control	Footprint/	LSM	Total	Advertising	Expenditure
Publication			Circulation	Profile	Audience	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	7% LSM 4-6 70% LSM 7-10 23%	99% White Audience 2,000 1%		
				100%	355,000	R 2,609,554	R 7.35

Station/	Ownership	Control	Footprint/	LSM	Total	Advertising	Expenditure
Publication			Circulation	Profile	Audience	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 16.59 LSM 4-6 12.59 LSM 7-10 71.19 1009	36% White Audience 38,000 64%	R 953,618	R 16.16
14.2. Safm	SABC	SM W/M	National	LSM 1-3	Black Audience	1, 303,010	K 10.10
				6.6%			
				22.4%			
				LSM 7-10 71.19	6		
				100%	6 269,000	R 20,031,734	R 74.47

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising	Expenditure
Publication	-		Circulation	Profi	le	Audience	Total	Per Reader
14.3. 5FM	SABC	SM:W/M	National	LSM 1-3		Black Audience		
					6.6%			
						30%		
				LSM 4-6		White Audience		
					18.0%	496,000 70%		
				LSM 7-10		1070		
					75.4%			
					100%	711,000	R 113,464,841	R 159.58
14.4. Lotus FM	SABC	SM: I/M	KZN	LSM 1-3		Black Audience**		
					3%	306,000 97%		
				LSM 4-6		White Audience		
					33%			
						3%		
				LSM 7-10				
					65%			
					100%	314,000	R 9,745,792	R 31.04
14.5. Metro FM	SABC	SM: A/M	National	LSM 1-3		Black Audience		
					22%			
						99%		
				LSM 4-6	62%	White Audience 23,000		
					02 /0	23,000		
				LSM 7-10		170		
					16%			
					100%	2,657,000	R 122,297,033	R 46.03
14.6. CKI FM	SABC	SM:A/M	E. Cape	LSM 1-3		Black Audience		
					60%	344,000 100%		
				LSM 4-6		White Audience		
					36%			
						0%		
				LSM 7-10				
					5%			
					100%	345,000	R 439,349	R 1.27

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising	Expenditure
Publication			Circulation	Profil	е	Audience	Total	Per Reader
14.7. Good Hope	SABC	SM: W/M	W. Cape	LSM 1-3		Black Audience		
					2%			
						94%	, D	
				LSM 4-6		White Audience		
					43%	31,000 6%		
				LSM 7-10		07	D	
					55%			
					100%	505,000	R 47,519,653	R 94.10
14.8. Radio Bop	SABC	SM: A/M	N.West,	LSM 1-3		Black Audience	,,	
			Gauteng, FState		36%			
			N.Cape			99%		
				LSM 4-6		White Audience		
					57%	2,000		
						1%	D	
				LSM 7-10	70/			
					7% 100%	226,000	R 673,674	R 2.98
14.9. Ikwekwezi	SABC	SM: A/M	Mpumalanga	LSM 1-3	100 /0	Black Audience	K 075,074	K 2.30
14.5. IKWCKWC21	0,100		Gauteng		44%			
			Calleng			100%		
				LSM 4-6		White Audience		
					50%	2,000		
						0%	, D	
				LSM 7-10				
					6%			
					100%	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%	Black Audience 2,581,000		
			w.wesi, ⊏.Cape		30%	2,581,000 100%		
				LSM 4-6		White Audience		
					56%	2,000		
					0070	0%		
				LSM 7-10				
					5%			
					100%	2,583,000	R 51,722,156	R 20.02

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising	Expenditure
Publication			Circulation	Profi	e	Audience	Total	Per Reader
14.11. Ligwala-	SABC	SM:A/M	N.Prov.	LSM 1-3		Black Audiences		
gwala FM			Mpumalanga		64%			
						100%		
				LSM 4-6	32%	White Audience		
					3270	0%		
				LSM 7-10		0,0		
					4%			
					100%	692,000	R 7,864,744	R 11.37
14.12. Motswedir	SABC	SM: A/F	Gauteng, FState,	LSM 1-3	4.40/	Black Audience		
			N West		44%			
				LSM 4-6		100% White Audience		
					51%			
					0170	0%		
				LSM 7-10				
					5%			
					100%	1,833,000	R 28,432,601	R 15.51
14.13. Munghana	SARC	SM: A/F	Gauteng, N	LSM 1-3	100%	Black Audience	r 20,432,001	K 13.31
Lonene FM	SADC		Province/ N.		73%			
			West		,.	100%		
				LSM 4-6		White Audience		
					26%	1,000		
						0%		
				LSM 7-10	10/			
					1%			
					100%	982,000	R 7,906,952	R 8.05
14.14. Phalaphal	SABC	SM: A/M	N. Province/	LSM 1-3		Black Audience	· · ·	
			Gauteng		63%			
						100%		
				LSM 4-6		White Audience		
					36%	0 0%		
				LSM 7-10		0%		
					1%			
					. 70			
					1 00 %	583,000	R 4,992,948	R 8.56

APPENDIX A

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising E	Expenditure
Publication	_		Circulation	Profi	le	Audience	Total	Per Reader
14.15.Thobela	SABC	SM: A/M	N. Province, Gauteng, Mpumala and N.West	LSM 1-3 LSM 4-6	64%	Black Audience 1,959,000 100% White Audience		
				LSM 7-10	34%			
				2310 7-10	2%			
14.16. Ukhozi	SABC		KwaZulu-Natal,	LSM 1-3	100%	· · ·	R 29,598,133	R 15.09
14.16. UKNOZI	SABC	SM: A/M	Gauteng, E.Cape		64%	Black Audience 4,958,000 100%		
			Mpumalanga	LSM 4-6	34%	White Audience 3,000 0%		
				LSM 7-10	3%			
					100%	4,961,000	R 109,418,477	R 22.06
14.17. Umhlobo Wenene	SABC	SM: A/M	E.Cape, Zulu-Natal, Gauten KZN	LSM 1-3		Black Audience		
				LSM 4-6	36%	White Audience		
				LSM 7-10	3%			
					100%	3,324,000	R 58,267,056	R 17.53
14.18.Radio Sondergrense	SABC	SM:W/M	National	LSM 1-3	12%	Black Audience		
				LSM 4-6	27%	White Audience 629,000		
				LSM 7-10	61%	62%		
					100%	1,021,000	R 58,799,301	R 57.59

Station/	Ownership	Control	Footprint/	LSM	Total	Advertising E	xpenditure
Publication			Circulation	Profile	Audience	Total	Per Reader
15.1.SABC 1	SABC	GM: A/M	National	LSM 1-3 23.6%	Black: 12,708,000		
				20.070	90%		
				LSM 4-6	White:		
				54.4%	1,479,000		
					10%		
				LSM 7-10			
				22%			
				100%	14,187,000	R 816,347,035.00	R 57.54
15.2. SABC 2 SABC	SABC	GM : A/F	National	LSM 1-3	Black		
				18.5%	7,482,000		
					78%		
				LSM 4-6	White		
				48.6%	2,073,000		
				LSM 7-10	22%		
				32.8%			
				02.070			
				99.9%	9,555,000	R 644,510,403.00	R 67.45
15.3. SABC 3	SABC	GM: W/F	National				
				LSM 1-3	Black		
				8.2%	4,074,000 68%		
				LSM 4-6	White		
				43.3%	1,926,000		
					32%		
				LSM 7-10			
				48.6%			
				100.1%	6,000,000	R 656,185,125.00	R 109.36

Station/	Ownership	Control	Footprint/	LSM		Total	Advertising Expenditure		
Publication			Circulation	Profile		Audience	Total	Per Reader	
15.4. Bop TV	SABC	SM: A/M	KwaZulu-Natal	LSM 1-3 20.9 LSM 4-6 58.2	White	326,000 93% 24,000			
				LSM 7-10 20.7		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	White %	968,000 36% 1,745,000 64%			
				100.0	%	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			