

5 Who will benefit from the MDDA?

South Africans and South Africa as a whole will ultimately benefit from the broadening media spectrum available to them. Direct beneficiaries of the MDDA will include individuals, communities and groups which have been historically and geographically disadvantaged or marginalised and remain marginalised.

Increased consumption and production of media will benefit the media and advertising industry as a whole by expanding media consumption and access to local markets, and developing a critical mass of content for export.

To facilitate access to marginalised areas, the MDDA will look into the feasibility of establishing a presence in various parts of the country. This could be in the form of mentors based at existing institutions who would build the capacity of marginalised communities to develop project proposals.

The MDDA will use up to date research in making decisions around funding priorities, according to detailed criteria set out in regulations.

The MDDA will support amongst other things:

- ▶ Community media enterprises .
- ▶ Small commercial media enterprises (primarily by facilitating access to low-interest loan finance).
- ▶ News agencies located in marginalised areas of the country.
- ▶ Specific diversity oriented projects such as special reading broadcasts, indigenous language promotion, easy reading editions, and non-governmental organisations that produce easy access media in various formats, such as Braille and broadcasts for the deaf.
- ▶ Training and capacity building programmes aimed at community and small commercial media, including bursaries in media-related studies.
- ▶ Media research to promote an informed public discourse around media development and diversity.
- ▶ Networking amongst community and small commercial media nationally, regionally and globally.