The aim of the Department of Communications is to develop information communications technology (ICT) policies and legislation that create conditions for accelerated and shared sustainable growth and that positively impact on the well-being of all South Africans.

South Africa was granted official observer status to the Information Computer and Communications Policy Committee of the Organisation for Economic Co-operation and Development (OECD) in 2007. This is the first and only African country to be granted such status.

The Minister of Communications, Dr Ivy Matsepe-Casaburri, represented South Africa at the second OECD Ministerial Conference that was held in Seoul, Korea, in June 2008.

The ministerial conference addressed the role of the Internet in the 21st century as a critical infrastructure on which the world depends to support economic growth, innovation and social development.

The OECD has embarked on a strategy called "enhanced engagement" and South Africa is one of five countries identified to participate in the implementation thereof.

Telecommunications

Statistics South Africa, in its *Consumer Survey* of 2007, reported an increase in the ownership of radios, televisions, computers and cellphones between 2001 and 2007.

In so far as cellular phones were concerned, the survey in 2001 reported a 32,3% ownership. This grew to 72,9% in 2007. Radio ownership grew from 73% in 2001 to 76,6% in 2007. Computer ownership increased from 8,6% in 2001 to 15,7% in 2007 while television ownership rose from 53,8% in 2001 to 65,6% in 2007.

The demand for landline telephones decreased owing to an increase in the popularity of cellphones. Landlines decreased from 24,4% to 18,6%.

No comparison could be made in the 2007 survey on Internet facilities, which recorded an ownership of 7,3%. Such increases demonstrate that more South Africans are being exposed to ICT.

The Universal Services and Access Agency of South Africa (Usaasa) is supporting the establishment of a number of multimedia centres, cyberlabs and telecentres in various parts of the country.

Policy and initiatives

The Department of Communications' mandate is to create a favourable 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 stimulate and enhance the sustainable economic development of the First and Second Economy and positively impact on the social well-being of all South Africans
• evaluate the economic, social and political effects of implementing relevant policies
• exercise oversight of state-owned enterprises (SOEs)
• fulfil South Africa's continental and international responsibilities in the ICT field.

The department's strategic direction is based on five key focus areas:
• achieving higher rates of investment in the economy
• increasing the competitiveness of the South African economy
• broadening participation in the economy
• improving the State's capacity to deliver
• contributing to creating a better world.

In 2007, Cabinet approved the National Information Society and Development (ISAD) Plan.

According to the ISAD Plan, different departments will initiate programmes according to their mandate. The Department of Communications will launch a programme that supports a strategy and plan to bring initiatives that contribute to building an information society in South Africa under one banner – ICT for All.

In March 2008, former President Thabo Mbeki met the Presidential Advisory Council (PIAC) on ISAD. The PIAC on ISAD comprises a group of chief executive officers (CEOs), presidents and of international corporations and experts in the ICT field.

Strategic objectives

The Department of Communications has identified the following strategic objectives to achieve its mandate:
• Broadband Strategy: Pivotal to achieving the aims of the department is the availability of a reliable, cost-effective and easily accessible ICT broadband infrastructure. To this end,

the department participated 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 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 through terrestrial fibre optic links. The EASSy cable will be 9 900 km long with an expected lifespan of 25 years.

- The Broadcasting Digital Migration (BDM) Policy for South Africa was approved in July 2008. The dates for the switch-on of the digital signal and switch-off of the analogue signal had been decided as November 2008 and November 2011, respectively. BDM is likely to change the ICT landscape dramatically. New opportunities will be created at both lower and higher ends of skills and businesses.

By the end of July 2008, the technical specifications for the digital terrestrial set-top-boxes (STBs) had been developed and submitted to the South African Bureau of Standards for finalisation. In addition to receiving the digital signal, the STBs will be designed to enable the delivery of e-government services directly to the citizens. The Department of Communications will develop a strategy for the disposal of existing television sets in preparation for the analogue switch off.

In 2008 the Scheme-for-Ownership-Support of the STBs for poor households was approved. In terms of the proposed scheme, government would provide a 70% incentive for STBs to the five million poorest TV-owning households at a cost of R2,45 billion during the three years of dual illumination.

- Universal Service and Access Policy and Strategy: Usaasa was established in terms of Section 58 of the Telecommunications Act, 1996 (Act 103 of 1996). The agency promotes universal service and access to ICTs and services for all South Africans. It also facilitates and offers guidance in evaluating, monitoring and implementing schemes to improve universal access and service. In addition, it is involved in setting up telecentres, which provide ICT services, especially in rural areas, on a cost-recovery basis.

The agency manages the Universal Service Fund. The fund, with monies appropriated by Parliament, is used to provide infrastructure for the universal service-area licensees (USALs). It also provides telecentres and school cyberlabs (computer laboratories) with ICT equipment, which enables access to the Internet and multimedia services.

- Infrastructure provision for the 2010 Soccer World Cupwill involve the upgrade of Telkom's core network to meet FIFA's requirements. Telkom will implement the access network from its exchanges into the stadiums. After 2010, excess capacity of both the core and the access network will cater for increased demand. The ownership of the access network will be transferred to the host cities and this should enhance their capacity to provide broadband services.

- Through the National Youth Service Programme, the department's e-Cadre programme aims to train 5 000 young people and deploy them in post offices, clinics, police stations, schools and municipalities to assist communities in accessing government services through the use of ICTs.

- ICT Black Economic Empowerment (BEE) Charter: In terms of the charter, several BEE and job-creation initiatives are planned by companies in the sector.

- Through the Community Radio Support Programme, the department has invested in the youth, enhancing their level of employability and entrepreneurship. By June 2008, there were 160 community radio stations.

- By July 2008, the Independent Communications Authority of South Africa (Icasa) had published the final regulations relating to 112 emergency centres and the 112 emergency number.

In terms of the regulations, within 18 months of the establishment of the 112 emergency centres, the 112 emergency number would be an exclusive national public emergency number. The service will, among other things, further enable subscribers whose phone services are temporarily disconnected or suspended from networks to have access to the 112 emergency number at all times. The subscriber or the end-user should not pay any costs when accessing the emergency centre. The regulations further prescribe that an emergency call will have to be answered by the emergency centre in less than 30 seconds.

The 112 emergency number and other emergency numbers will run parallel for a period of 24 months from the date of the establishment of the first 112 emergency centre.

The publication of the regulations followed the holding of public hearings in February 2008.

- 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 guidance to countries in dealing with cyber crime. The HLEG has adopted the following focus areas:
  - legal measures
  - technical and procedural measures
  - capacity-building
  - international co-operation
  - organisational structures.

  South Africa is using the preliminary output of the HLEG towards the development of the national Cyber Security Framework.

  Initiatives such as the International Multilateral Partnership against Cyber Terrorism (Impact), also contribute to a great extent to forging partnerships and collaborations geared towards combating cyber crime.
- Nepad projects: The Department of Communications has positioned itself as a strategic partner on the continent, taking part in various forums in support of the African Agenda. The department has an engagement model for strengthening relations with countries in the region. The department continues to be involved in various Nepad ICT projects, such as the E-Schools Initiative, as well as implementing policies aimed at building an Africa that is part of an inclusive global information society.

The New Partnership for Africa's Development (Nepad) E-Africa Commission and the Global Digital Solidarity Fund (DSF) signed a Memorandum of Understanding (MoU) in April 2008 to collaborate in bridging the digital divide between Africa and the rest of the world and within the continent.

The MoU creates a framework for the two parties to collaborate in supporting activities related to information and communications technology (ICT) development and will contribute to the building of an information society by promoting and facilitating equitable and affordable access to and use of ICTs in Africa for everyone.

It is expected that the MoU will result in substantial support from the DSF to the Nepad E-Schools Initiative.

The Nepad E-Schools Initiative was adopted as a high-priority Nepad ICT project by the Nepad Heads of State and Government Implementation Committee in March 2003. The aim of the initiative is to harness ICT for the improvement of the quality of teaching and learning in African primary and secondary schools, whereby young Africans who graduate from these schools will have ICT skills that will enable them to participate as equals in the global information society and knowledge economy. The Nepad e-Africa Commission is spearheading the implementation of the Nepad E-Schools Initiative, which has the following components running in parallel: the Nepad E-Schools Demonstration Project; the Nepad E-Schools Satellite Network; the establishment of the national implementing agencies; the development of teacher training, content and curriculums; and the Nepad E-Schools Business Plan. The Nepad E-Schools Stakeholders Conference was held in Johannesburg in April 2008. The conference, which discussed Nepad e-schools' progress and the business plan, was attended by Dr Ivy Matsepe-Casaburri, the Minister of Education, Ms Naledi Pandor, and the Minister of Education of Gabon, Mr Michel Menge, as well as permanent secretaries and directors-general from 17 African countries, other government officials, private-sector companies, teachers and learners.
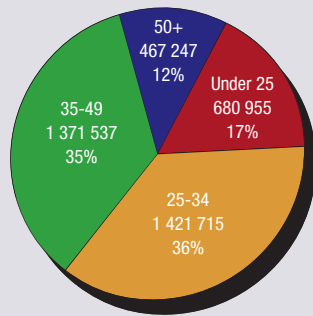
At a separate meeting, the E-Schools Business Plan was endorsed as a framework for development of the initiative. The participants agreed to take advantage of lessons learnt from the 51 schools in the countries that participated in the Nepad E-Schools Demo Project, and to use the business plan as a broad framework for the further development of the project to transform 50% of all secondary schools in the participating countries into Nepad e-schools by 2015.

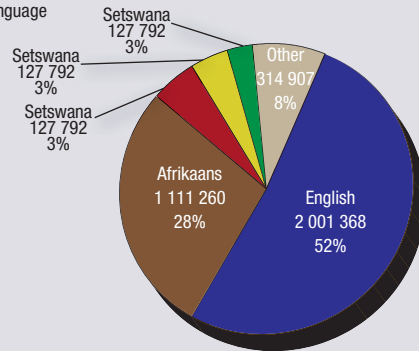## Public entities and agencies reporting to the Minister of Communications

The following public entities and agencies report to the Minister of Communications. These include the following companies in which government has a major shareholding: Icasa, the South African Post Office (Sapo), Sentech, the SABC, the National Electronic Media Institute of South Africa (Nemisa), Usaasa, .za Domain Name Authority and Telkom South Africa Limited.

Composition of South African Internet population by age and language

First pie chart (by age):
- 50+: 467 247 (12%)
- Under 25: 680 955 (17%)
- 25-34: 1 421 715 (36%)
- 35-49: 1 371 537 (35%)

Second pie chart (by language):
- English: 2 001 368 (52%)
- Afrikaans: 1 111 260 (28%)
- Setswana: 127 792 (3%)
- Setswana: 127 792 (3%)
- Setswana: 127 792 (3%)
- Other: 314 907 (8%)

Source: *Nielsen/NetRatings*

Independent Communications Authority of South Africa

Icasa is responsible for regulating the telecommunications, broadcasting and postal industries to ensure affordable services of a high quality 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 decide on 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.

The E-Skills Academy of South Africa was opened in March 2008 in Sandton, Gauteng. The E-Skills Academy is an organisation formed by Oracle Corporation, a member of the Presidential International Advisory Council, and was launched in collaboration with other major multinational information technology companies and the Government under the auspices of the Department of Communications.

The academy focuses on the accelerated delivery of internationally accredited information and communications technology courses and professional qualifications that are specifically designed to meet the "job-ready" skills requirements of technology-users throughout the South African economy.

Universal Services and Access Agency of South Africa

Usaasa operates under the regulatory and policy framework enshrined in the Telecommunications Act, 1996 (Act 103 of 1996), as amended in 2001, and the ministerial policy directions issued in the same year.

These mandate Usaasa to promote, facilitate and monitor the achievement of universal service and access in underserviced areas. In addition, the agency is required to:

- manage the Universal Service Fund and use it to implement the mandates as stipulated in the Act
- survey and evaluate the impact of the various initiatives undertaken by all stakeholders, and the extent to which universal service and access have been achieved
- create an enabling environment by stimulating public awareness of the benefits of ICT services and building capacity to access these services
- encourage, facilitate and offer guidance in respect of any scheme to provide universal access or universal service
- make the necessary interventions to enable underserviced communities to access ICT services
- conduct research into and keep abreast of developments in telecommunications services and Information technology (IT).

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, co-ordination 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.

Internet

African Internet usage has trebled to more than 12 million since 2000, but South Africa remains the continent's dominant Internet centre, with a quarter of Africa's users. Johannesburg-based companies are central to the Internet industry. Nine of the 12 major Internet service-providers listed by the Internet Service-Providers Association (*http://www.ispa.org.za*) are based in Johannesburg. The Johannesburg Internet Exchange (JINX) is the larger of two national hubs that connect the Internet service-providers into a single network. Most Johannesburg hotels are online, and all but the smallest businesses have access, usually via a fixed line. Internet cafes are available, particularly in areas where tourists congregate.

Telkom

Telkom has operated as a commercial company since October 1991 and has become the largest provider of communications services in Africa, based on operating revenue and assets. The Telkom Group comprises the fixed-line company Telkom and a 50% shareholding in mobile telecommunications operator Vodacom. It was listed on the JSE Limited and the New York Stock Exchange in March 2003.

Telkom's listing created meaningful value for BEE shareholders. More than 100 000 South African retail investors subscribed during Telkom's initial public offering, specifically targeted at historically disadvantaged individuals. In its first year as a listed company, the estimated value created for retail shareholders amounted to some R560 million.

Highlights of the group's financial key performance areas for the year ended 31 March 2008 included:
- operating revenue up 9,8% to R29,9 billion
- operating profit increased by 0,1% to R14,5 billion
- net debt to equity increased to 49,9% from 31,3% at 31 March 2007

- cash generated from operations increased by 3,6% to R21,3 billion
- headline earnings per share decreased by 4,4%
- ordinary dividends increased by 10,0% to 660 cents per share paid on 7 July 2008
- ADSL subscribers grew 61,2% to 412 190, just short of Telkom's aggressive target.

Telkom Foundation

The Telkom Foundation, founded in 1998, is the social conscience and corporate social-investment arm of Telkom SA. It focuses on:
- education and training
- empowering women, children and people with disabilities
- ICT planning and infrastructure roll-out.

The Telkom Foundation is entering a new phase in its corporate social-investment work. This new phase is characterised by a holistic and integrated approach to development.

The Broadband Infraco-led African West Coast Cable (AWCC) Project is a leading initiative of the South African Government to rapidly deploy broadband capacity and create a sustainable competitive international bandwidth market in South Africa. Broadband Infraco was created by government as a state-owned enterprise to execute interventions that deliver affordable broadband capacity to South Africans on an open access basis. According to the AWCC model, Infraco will own 26% of the AWCC cable while the remaining 74% will be owned by a broad base of private-sector participants, including incumbent communications operators.

The AWCC Project is well advanced, and a Memorandum of Understanding has been agreed upon with prospective private-sector participants. The AWCC is a 3 840-gigabite super cable, which will stretch from the western cape to the United Kingdom, with the capacity terminating in London. It will have branching units to 10 countries along the West Coast of Africa at a design length of 13 000 km. The cable will also support South Africa's science projects such as the Square Kilometre Array telescope for which the country is competing against Australia.

The Government is committed to continue working with other governments on the continent and interested partners in the Africa-wide UHURUnet New Partnership for Africa's Development-led Initiative. This undersea-cable initiative will also play a major role in reducing the cost of communications and increasing connectivity in Africa. It is anticipated that the system will enter service by mid-2010 in time to meet the bandwidth requirements for the 2010 Soccer World Cup which commences in June 2010.

New sustainable development programmes will be achieved by combining the efforts and objectives of all focus areas of the Telkom Foundation toward the establishment of ICT-empowered communities.

The foundation's mission is to empower selected communities through ICT; this involves, among other things, the provision of new and innovative technology such as multimedia and broadband services.

Through this technology it is hoped that communities will effectively address their social, educational, technological and economic needs.

Centres of excellence (CoEs)

This is a collaborative programme between Telkom, the telecommunications industry and the Department of Trade and Industry 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 IT 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.

Mobile communications

Over the years, South Africa has witnessed tremendous growth in the cellular phone industry.

Telkom hosted the Southern African Telecommunications Association (Sata) Conference in Sandton in April 2008. Sata is a regional body for fixed mobile telecommunications operators and other information communications technology (ICT) service-providers within the Southern African Development Community (SADC). It seeks to co-ordinate the orderly development of ICT networks and services that are responsive to the diverse needs of commerce and industry in support of the SADC regional socio-economic development programmes.

Telkom also participated in the seventh SADC ICT in Government Summit, as the premier knowledge partner, in the region's quest to leverage ICT for service delivery.

The theme, *Towards 2015 – Achieving the United Nations Millenium Development Goals*, which ran from 29 to 31 May 2008, aimed to enhance accelerated service delivery to citizens.

In June 2008, Telkom received an international award for Business Excellence on HIV and AIDS in Workplace Testing and Counselling from the Global Business Coalition (GBC), based in New York. The GBC is a coalition of more than 220 companies united to keep the fight against HIV, AIDS, tuberculosis and malaria a global priority. Telkom received the Business Excellence Award for its integrated voluntary counselling, testing and treatment workplace programme that provides employees and their families with comprehensive general health screenings aimed at reducing the stigma of getting tested.

South Africa has four operators, Vodacom, MTN, Cell C and Virgin Mobile.

Cell C (Pty) Limited is wholly owned by 3C Telecommunications (Pty) Limited, which is 60% owned by Oger; Telecom South Africa, a division of Saudi Oger; and 40% by CellSAF. It also brought in Verizon Communications, the biggest cellular operator in the United States of America (USA), as its operating partner.

In 2008, Cell C had 395 roaming partners in 166 countries around the world and was also offering its subscribers access to four maritime services and one satellite space.

Highlights in the Vodacom Group's financial results for the year ended 31 March 2008 included:

- total customers increased by 12,7% to 34 million
- revenue increased by 17,1% to R48,2 billion
- profit from operations increased by 15% to R12,5 billion
- EBITDA increased by 15,7% to R16,5 billion
- cash generated from operations increased by 17,8% to R16,3 billion.

Vodacom entered into an alliance with Vodafone Group PLC, the world's largest cellular operator. MTN's highlights for 2007 included:

- group subscribers up 53% to 61,4 million
- revenue increased 42% to R73,1 billion
- EBIDTA up 42% to R31,8 billion.

The MTN Group recorded 61,4 million subscribers across its 21 operations as at 31 December 2007. This was an increase of 53% from 40,1 million subscribers as at 31 December 2006. The MTN Group has declared a dividend of 136 cents per share, its highest divident ever.

Virgin Mobile launched in South Africa in June 2006 as a joint venture between Virgin Management and Cell C.

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.

Following 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 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 the 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 to, among other things, 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 postal sector
Policy and legislation

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

The first post office in South Africa was opened in the Castle in Cape Town in 1792. Today, Sapo delivers almost six million letters per day to 10 million addresses in South Africa. It has more than 2 660 outlets covering the length and breadth of the country.

The principal function of Sapo is to provide postal services inside and outside South Africa. As a preferred partner to government, Sapo pays out pension payments on behalf of the Department of Social Development.

Motor-vehicle licences can be paid at selected post offices, and the Post Office collects payments on behalf of more than 100 companies. These accounts can be paid at any post office outlet.

Several initiatives via Sapo have also resulted in bringing ICT services closer to the people, such as:
- the launch of the Postbank visa card for elderly clients, thereby reducing the necessity to carry cash
- the roll-out of a further 1,9 million postal addresses, thereby ringing the countrywide total to 10 million postal addresses
- the opening of 72 new post offices of which 52 are in rural underserviced areas
- the conclusion of agreements with seven municipalities for the collection of municipal rates and taxes
- the partnering with the provincial government in the renewal of motor-vehicle licences

- the partnership with the South African Social Security Agency in disbursement of social security grants
- Sentech's partnering with various organisations in the delivery of e-government services.

Business centres

Sapo has established 25 business centres that provide a dedicated, specially designed one-stop shop inside existing post offices in most rural areas.

The business centres provide a bureau service with facilities such as photocopying, faxing and Internet access. South Africans who live in rural areas can now make new technology part of their everyday lives.

Internet facilities

Many isolated villages are already enjoying the benefits of the electronic age. Sapo and the Department of Communications have installed public Internet terminals at almost 700 post offices. Most of them are in settlements without Internet cafés or other access to the Internet.

Specialised products
Securemail

Securemail provides a swift and safe delivery method for high-security items such as shares and credit cards. It handles more than 2,5 million credit cards a year, has significantly reduced credit-card theft and has won an award from the International Association of Financial Crime Investigators for its performance.

Parcelplus

Parcelplus is the most economical way to send a parcel. Available at any post office outlet, parcels can be delivered to all post office counters countrywide. Parcels are delivered within two to five days. Insurance is available and the cash-on-delivery option provides for money to be collected for the contents of the parcel on behalf of mail-order businesses. All parcels can be tracked.

Postbank

Postbank services are available at more than 2 000 post office outlets countrywide and at all Saswitch-enabled automated teller machines of other financial institutions. The focus of Postbank is on the many South Africans who do not have access to other banking services.

Postbank is an option for pensioners whose pension money is paid out at a post office. Their pensions can be paid into a Postbank account where it can earn interest and be withdrawn at a convenient time.

Service options range from Flexicard, with a required minimum balance of only R10, to Smart Save, which offers interest rates that rise as the balance in the account rises, to Maxi Save, which offers very competitive interest rates.

Postbank has consistently been the leading provider of Mzansi accounts since their introduction in 2004. These national low-cost bank accounts extend banking to low income earners.

In January 2008, Postbank launched Internet banking to all its card-based customers.

A bank account for social pensioners

In the North West, social-grant beneficiaries can open a Postbank account within minutes. They

receive a smartcard with a chip containing, in coded form, their photos, fingerprints and signatures. When a social pension is paid into such an account, the receiver no longer has to queue on pay-out day. All Postbank accounts function as debit cards and all post offices offer Postbank services.

Courier Freight Group (CFG)

CFG is a subsidiary of Sapo, made up of the following companies:

- Speed Services Couriers provides the most extensive domestic overnight express courier network in southern Africa and has SABS ISO 9002 certification. Options range from the most cost-effective counter-to-counter delivery to door-to-door delivery. Same-day delivery is also available. An international service is available to over 200 international destinations. All items are tracked to their destinations. Insurance and liability cover as well as proof of delivery are available.
- XPS Courier Services reaches 3 200 destinations daily with parcel tracking at every stage. Options include:
  - delivery of abnormal or incompatible consignments on the same day
  - a drop-box service for clients in main centres
  - after-hours service with delivery by 8:00
  - optional coverage against loss
  - proof of delivery.
- PX Courier Services focuses on loads of up to three tons between larger centres in southern Africa. It provides courier services for bigger loads in tailor-made containers to destinations in South Africa and cross-border countries. The mini-container can carry loads of 1 400 kg to 3 000 kg. Options include containers for goods of a hazardous nature and insulated containers to distribute frozen goods. PX also offers priority delivery.
- Document Exchange (Docex) moves mail between Docex members and other relevant points. To become a Docex member, an organisation has to pay an entry fee and annual subscription. This enables free mail movement

for the entire year. Docex concentrates on the legal and medical professions as well as the travel industry.

International and regional co-operation

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 co-operates 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

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. In 2008, South Africa was ranked as the 36th most free country in terms of press freedom in the world.

Broadcasting

South Africa has an extremely diverse broadcast media sector catering for the unique demands of the local market.

Policy and legislation

The convergence of technologies has led the Department of Communications to pass the Electronic Communications Act, 2005, followed by the Icasa Amendment Act, 2006 to regulate and control all broadcasting and telecommunications activities in the country. The Acts:

South Africa's first stamp, the Cape Triangular, was issued in the Cape of Good Hope in 1853 and is valued at about R1 million.

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Postage stamps are traditionally associated with the South African Post Office (Sapo). Annually, the Sapo prints more than 384 million of these tiny works of art.

- contribute to democracy, nation-building, the provision of education and the strengthening of the moral fibre of society
- encourage ownership and control of broadcasting services by people from historically disadvantaged communities
- ensure fair competition in the sector
- provide for a three-tier system of public, commercial and community broadcasting services
- establish a strong and committed public broadcaster to service the needs of all South Africans.

The Broadcasting Act, 1999 (Act 4 of 1999), defined the objectives of the South African broadcasting system, the structure of the South African Broadcasting Corporation (SABC) at the time and the role of the various sectors in meeting those objectives.

It also guaranteed the independence of the SABC as a public broadcaster. Within the present Act, the SABC is being corporatised and restructured to better fulfil its mandate.

These include:
- broadcasting accurate and credible news and current affairs programmes
- South African content programming in languages that re ect the country's cultural diversity
- educational programming to advance lifelong learning
- programming targeted at children, women and people with disabilities.

The Act deals with the restructuring of the SABC to fit into the changing broadcasting environment. It requires that the SABC Board establishes two management boards to focus on public and commercial services. Under the new dispensation, the public broadcasting wing will execute and meet its public-service mandate free from commercial interests. The commercial wing will be allowed to generate profit to be self-sustainable.

In terms of the BDM, the SABC has been awarded five channels to allow for specialised services dedicated to the development needs of the country, in the areas of education, youth, health and enterprise development.

By February 2008, a local and digital content strategy was being developed in conjunction with other stakeholders such as the Department of Arts and Culture. The strategy will ensure that digital content is being created, preserved, accessed, and understood, thereby contributing to building national identity and social cohesion. It is expected that the strategy will map out the mechanism to unlock the potential of the South African production industry thus, creating jobs, particularly for small, medium and micro-enterprises.

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

In 2008, the SABC's national radio network comprised 15 public broadcast-service radio stations, and three commercial radio stations, broadcasting in 11 languages, as well as an external radio service in four languages that reached an average daily adult audience of 19 million.

SABC News provides news and current affairs services to both SABC radio and television. For its domestic coverage, SABC News has 13 editorial offices, while world news is provided by strategically placed news bureaus, foreign correspondents and international news agencies.

Copy supplied to radio news amounts to almost a million words a day, and is compiled around the clock into a weekly total of 300 bulletins and 27 current affairs programmes.

Programmes are produced weekly in 11 languages on the SABC's radio services. There is a public broadcasting-service radio station for each language group.

Channel Africa broadcasts live on three platforms: shortwave, satellite and the Internet. Its

broadcasts are in Chinyanja, Silozi, Kiswahili, English, French and Portuguese. The shortwave broadcast covers south, east, central and west Africa. The satellite broadcast covers the sub-Saharan region, although it can be picked up as far as London. The Internet broadcast is accessible from anywhere in the world.

Commercial radio stations
Icasa has granted licences to the following private radio stations:
- Radio Algoa
- Classic FM
- Kaya FM
- YFM
- Highveld Stereo
- Radio 702
- Radio Jacaranda
- Radio Oranje
- East Coast Radio
- P4
- Cape Talk MW
- Radio KFM.

Stations such as Radio Jacaranda, 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.

Television
South African Broadcasting Corporation
A one-channel television service was introduced on 5 January 1976. The SABC's national television network comprises three full-spectrum free-to-air channels and one satellite pay-TV channel aimed at audiences in Africa.

Combined, the free-to-air sound-broadcasting stations reach a daily adult audience of almost 20 million people via the terrestrial signal distribution network and a satellite signal. South Africa has more than four million licensed television households.

Between 50% and 60% of all programmes transmitted are produced in South Africa. Locally produced television programmes are augmented by programmes purchased abroad, and by co-productions undertaken with other television programming organisations.

Television news is fed by SABC news teams reporting from all parts of the country, using modern portable electronic cameras and line-feed equipment via more than 220 television transmitters. Ad hoc satellite feeds are arranged from wherever news events occur. News bulletins are broadcast in all 11 official languages.

The SABC's terrestrial television channels devote between 18% and 20% of their airtime during prime time to news and news-related programmes.

M-Net
M-Net, South Africa's first private subscription television service, was launched in 1986. Today, 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.

The second terrestrial channel, CSN (Community Services Network), offers sport and programming aimed at a variety of South African communities. 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, which gives final-year film and television students the opportunity to produce programmes for broadcast on M-Net.

Satellite broadcasting
MultiChoice Africa (MCA) was formed in 1995 to manage the subscriber services of its sister company, M-Net.

It became the first African company on the continent to offer digital satellite broadcasting.

Operations include subscriber-management services and digital satellite television platforms broadcasting more than 50 television and 40 audio channels, 24 hours a day.

MCA is owned by the MIH Group, which is listed on the JSE Limited, the Nasdaq in New York, and AEX in Amsterdam.

By mid-2007, there were more than 1,2 million DStv subscribers in South Africa, compared with some 190 000 M-Net decoders.

In July 2008, MCA launched high-definition television (HDTV) in the South African market, the first of its kind in Africa. The 2008 Beijing Olympics was the first to be broadcast in HDTV.

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 78% of South Africa's population. The station is owned by BEE group, Hosken Consolidated Investments Limited, and Venfin Limited, 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. The station's most popular programmes are wrestling, news, movies and South African drama.

Independent TV audience surveys confirm that e.tv is the second-largest channel in the country. e.tv's terrestrial signal reaches 80,5% of the South African population. It appeals to all races, all ages and income groups and is the most viewed English language channel in the country. e.tv was the first channel in South Africa to secure the rights to the Union of European Football Association's Champions League Football.

More than R120 million has been set aside to upgrade the Nasrec precinct south of Johannesburg's city centre to support the hosting of the International Broadcast Centre (IBC) during the 2010 FIFA World Cup™. The money will be used mainly to rent and upgrade the required halls and facilities from the Expo Centre. Nasrec, one of the city's oldest and largest exhibition centres, will see thousands of broadcasters from around the world based there for six weeks during June and July 2010.

During the 2006 FIFA World Cup in Germany, the IBC was set up in Munich where Germany hosted 13 400 accredited TV commentators, camera crew members and technical staff.

The centre broadcast images and reports of the World Cup to more than 120 television and radio stations in 190 countries to more than 26 billion people across the world.

The cumulative television audience for the 2010 event in South Africa is estimated to reach 30 billion. The IBC will have the most up-to-date digital broadcast telecommunications systems available to provide for an estimated 3 000 broadcast journalists during the event.

The satellite teleport and telecommunications infrastructure will be able to support transmission capacity of 40 gigabytes per second. This FIFA World Cup will also be the first one broadcast in high-definition television. A dedicated network will link the 10 venues and the rest of the world to the images from the 2010 World Cup.

The IBC will become a key legacy project for business and sporting-related businesses in a safe hi-tech node, which will eventually include residential, shopping and entertainment developments.

Signal distribution

Sentech Limited was established in terms of the Sentech Act, 1996 (Act 63 of 1996), as a common carrier to provide broadcasting signal distribution for broadcasting licensees. Over the medium term, Sentech will focus on the digitisation of its signal infrastructure and the roll-out of the ICT infrastructure required for the 2010 World Cup.

The Sentech product line is split into five product portfolios:
• signal distribution (regulated and unregulated)
• Very Small Aperture Terminal (Vsat)
• broadband wireless (MyWireless and Biznet)
• international voice
• value-adding networks.

As part of its Apex projects, government has started with deploying Wireless Broadband to 500 Dinaledi schools and targeting clinics, hospitals, libraries, post offices, Thusong Service Centres and government centres in the same coverage areas. This will help not only in increasing uptake and use of ICTs, but will also enhance inclusivity in the building of the information society.

Sentech is partnering with various organisations to enhance e-services such as the Mindset Learning and Health projects; V-sat links to the Pre-Natal HIV Research Unit at Chris Hani Baragwanath Hospital; wireless platforms to 103 Home Affairs mobile units; as well as 78 community radio stations linked to the Government Communication and Information System (GCIS).

Broadband Infraco

In March 2007, government approved the establishment of a new SOE that will provide long-distance connectivity to the country's telecommunications market on a cost basis. Broadband Infraco, which became a stand-alone SOE in January 2008, has succeeded in operationalising and strengthening the national long-distance network, as well as providing additional capacity. Infraco has increased its footprint by 30% and doubled its capacity.

Infraco has provisioned route-connectivity services and regional expansion sites. Additional fibre routes were added to close the long-distance ring and to provide redundant capacities. The Africa West-Coast Cable will be prioritised by government to meet 2010 objectives as well as other short- to medium-term strategic projects. Infraco brings together fibre-optic cable networks, originally built by state companies Eskom and Transnet.

The move forms part of South Africa's attempts to bring down the cost of telecommunications and Internet connectivity in the country.

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 through modern ICT.

This must be viewed against the general trend in the rest of the developed world that saw dropping circulations and the cutting back on costs or closing down of newspapers.

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, particulary tabloids and free-sheets. The adoption of more efficient delivery and distribution systems have 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) Limited group, Caxton Publishers & Printers Limited, and Avusa Limited (previously Johnnic Communications). Other important media players include M & G Media Limited; the Natal Witness Printing & Publishing Company (Pty) Limited; Primedia Publishing Limited; Ramsay, Son and Parker (Pty) Limited; and Kagiso Media. The issue of BEE is being addressed by all companies, some of which have progressed further than others.

Larger listed companies have tended to make faster progress with BEE than smaller ones. Globally competitive IT systems, especially among the large media houses, have helped to improve the overall technical quality of print media, and have also positively affected distribution and circulation reach.

There is a range of general and specialised news websites which, in terms of the speed and breadth of their coverage, are on a par with the best in the world.

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. It is sold in Gauteng, Limpopo, Mpumalanga and North West.

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

Sowetan is *Daily Sun's* main competition, also aimed at an English black readership. Initially distributed as a weekly free-sheet in Soweto, the paper was transformed into a daily in 1981 to fill the void left by the *Post*, which was deregistered by the apartheid government. *Sowetan* is owned by Avusa Limited.

Afrikaans-language daily *Die Burger*, first published in 1915, is distributed in the Western Cape. The paper is owned by Media24.
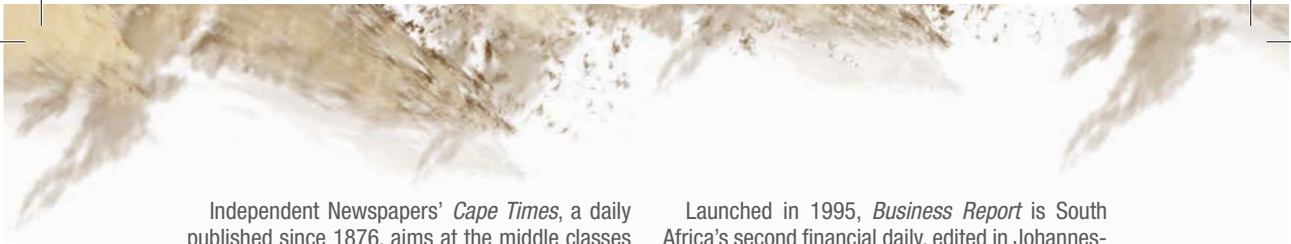
Beeld is also an Afrikaans-language daily, printed six days a week and distributed in Gauteng, Mpumalanga, North West, Limpopo and KwaZulu-Natal. First published in 1974, the paper is owned by Media24.

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. 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 classes 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 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 a 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 government responsibility for the death of Steve Biko. It is owned by Avusa Limited.

Founded in 1845 as the *Eastern Province Herald*, *The Herald* is one of South Africa's oldest newspapers. Its first edition – four pages – came out in May 1845 and cost one penny. *The Herald* is owned by Avusa Limited 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. Mainly sold 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 greater Pietermaritzburg 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 sparsely populated Northern Cape.

In April 2008, the *Mail & Guardian* (M&G) scooped three honours at the 12th annual Webby Awards – regarded as the Oscars of the Internet – for the blogging platform *Thought Leader* and the *News in Photos* service.

Thought Leader was named an official honouree in the blogging section and the *M&G* online photo portal was named official honoree in both the Newspaper and the Best Use of Photography categories.

Launched in 1995, *Business Report* is South Africa's second financial daily, edited in Johannesburg but printed in three cities. It is inserted in all Independent Newspapers' morning titles in Johannesburg, Cape Town, Durban and Pretoria.

South Africa's weekly newspapers

Avusa Limited's *Sunday Times* is South Africa's biggest national newspaper, read by over three million people. The paper includes the *Sunday Times Magazine, Lifestyle, Business Times* and *Metro* sections. Established in 1906, the *Sunday Times* is distributed all over South Africa and in neighbouring countries such as Lesotho, Botswana and Swaziland.

Rapport is South Africa's national Afrikaans Sunday newspaper. It is distributed countrywide and in Namibia. Owned by Media24, *Rapport* has the biggest Afrikaans-language market penetration in South Africa.

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

Son is the first Afrikaans-language tabloid in the world. The newspaper is based on British tabloids such as *The Sun*, focusing on scandal, gossip, entertainment and sport. It is owned by Media24 and published on Fridays.

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. Owned by Avusa Limited, it is distributed in Gauteng, Mpumalanga, Limpopo and North West.

The *Sunday Tribune* caters for KwaZulu-Natal readers. Its 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. Its main sales are in KwaZulu-Natal, Gauteng and the Northern Cape.

Mail & Guardian, formerly the *Weekly Mail*, was established in 1985 at the height of resistance to apartheid. When foreign donor funding started drying up for anti-apartheid organisations in the late 1980s, many of the country's alternative newspapers – notably *Grassroots*, *South*, *New African* and *New Nation* – folded. The *Weekly Mail*, however, struck up a partnership with the *Guardian* of London, ensuring the paper's continued existence. Today, Newtrust Company Botswana Limited, has a majority share of 87,5% in *Mail & Guardian*, with the *Guardian* holding a 10% stake.

Community newspapers

According to the Audit Bureau of Circulation (ABC), community newspapers grew by 6,2%.

Paid-for and free community newspapers saw either a significant increase or remained static within this market.

Free community newspapers remain the most popular medium, with 171 million copies distributed annually or, on average, four million copies per week.

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.

The trend to target certain niche markets with specialised publications is popular in the magazine industry and has led this section to grow by 40% more titles during the last 10 years. However, there is evidence to suggest that the overall reading population in South Africa is shrinking, which is a concern for the industry.

> The 2008 AdMag Awards, held in April 2008, saw Vanessa Raphaely walking away with the prestigious Editor of the Year title for *Cosmopolitan* magazine. The publication also won Best International Title of the Year. *Advantage* magazine's editor-in-chief, John Farquhar, was named Publisher of the Year for the consistent excellence of the magazine, while Newcomer of the Year went to *Psychologies*.

> June 2008 saw the launch of South Africa's first 24-hour news service, the e-News Channel, which is broadcast on DStv's premium and compact bouquets. The e-News Channel is found on Channel 403.

A positive development has been the segmentation of the market into niched publications that provide opportunities for advertisers to reach their target audiences. Another new thriving trend is twinned titles – titles produced in two languages.

According to ABC figures for January to March 2008, business-to-business magazines showed no growth, with six new titles and five eliminations. Significant growth in circulation was seen for custom magazines (23,6% with new six new titles). Consumer magazines declined by 1%, with seven new titles, three resignations, and three titles discontinued. Within specific categories of consumer magazines, "business and news" declined by 20,8% with one resignation; "celebrity" went down by 6,8%; "family interest" went up by 3,2%, with one title discontinued; "home" declined by 7,9%, with one new member; "male" went down by 9,4; "motoring" declined by 14%, with two new members, one resignation and two titles discontinued; "sport and hobby" grew by 11,3%, with two new titles and one resignation; and "women's general" showed little growth, with one new title.

Free magazines showed an increase of 19,4% mainly the result of 17 new titles.

Because of rising printing and paper costs, prices have increased accordingly and magazines have had to offer readers better value for their money to retain their loyalty.

Weeklies *Huisgenoot* and *You* are the two biggest money-making magazines in South Africa. Among the monthlies, women's magazines are still the most widely distributed, despite declining sales. *Sarie*, *Rooi Rose*, *Cosmopolitan*, *True Love* and *Move* are all in the top 10.

Women's magazines

Overall, there was an increase in circulation in the women's magazine category.

Essentials increased from 43 805 to 44 069 in the period between January and March 2008. *Glamour* increased from 95 115 to 98,948. *O*, the *Oprah Magazine* went up from 65,008 to 74 961. *Real Magazine* and *Real Simple* increased from 59 771 to 66 188 and 30 608 to 36 022, respectively. *Rooi Rose* grew from 108 146 to 111 828. *Vroue Keur* also showed an increase in circulation

from 84 848 to 89 327. There was one new entrant in this category, namely *Cleo*.

Family interest

This category was joined by one new magazine, *Hong Weekly Chinese Magazine*. *Insig* ceased to exist. The total circulation of this category increased from 997 136 to more than one million between January and March 2008.

Bona decreased from 98 930 to 96 123 between January and March 2008.

Reader's Digest increased from 59 886 to 64 077. *You*, although very high on the top 20 list, decreased its circulation from 216 315 to 210 131. *Drum* made a remarkable recovery compared to its figures for 2007. It increased from 86 692 to 104 755. *Move!* also increased from 119 350 to 145 779.

Huisgenoot, *Lig* and *The Big Issue* all made slight increases.

Health

Health magazines proved in general to be a growth area, with an increase from 25 204 to 79 114.

Longevity went up from 25 204 to 27 332. *SA Health Matters* was a new member to the category. *Shape's* circulation figures stood at 51,782.

Parenting

This category remained fairly stable. *Joburg's Child*, *Cape Town's Child* and *Your Baby* gained readership. *Living and Loving* decreased from 35 527 to 34 196. *Baba & Kleuter* and *Parents* also showed slight decreases.

Youth

There has been a proliferation of magazines in the youth sector in the last few years and it clearly remains a significant market. *National Geographic Kids* increased considerably from 34 596 to 44 367, while *Barbie's* figures remained stable at just over 16 000.

Male interest

Manwees' figures dropped from 10 005 to 6 978 as did *FHM*, from 96 361 to 80 098. *Men's Health's* circulation stood at 77 353.

Motoring

This category in general dropped from 354 810 to a circulation total of 305 187. *Bike SA* and *Auto Trader* remained stable while *Car*, *Cars in Action*, *Speed and Sound* and *Wiel* all showed a slight drop

in figures. One new magazine, *Top Bike*, joined the category and stood at a circulation of 10 673.

Travel

This category showed a decline in circulation figures. *Weg/Go* decreased from 114 073 to 102 851 and *Getaway's* figures showed a steady decline from 69 329 to 40 283. *Caravan* and *Outdoor Life* remained stable while *SA Country Life* rose from 36 914 to 40 283.

Sport and hobbies

This category increased from 209 184 to 346 054. *Amakhosi* increased from 28 020 to 32 195, while the figures of *Golf Digest* increased from 31 840 to 38 620. The category welcomed two members, *Extreme Sports Angling* and *SA Hunter/Jagter*, into the group. *African Pilot*, *SA Flyer* and *Tight Lines* remained stable while *Complete Golfer* grew from 25 503 to 29 753.

Business and News

Finweek showed a drop from 34 374 to 33 566. *Financial Mail* was stable at 32 761. *Entrepreneur* and *Maverick* made a slight increase while *Noseweek's* circulation increased.

Online media

Creamer Media's industrial and political websites dominate the fastest growing sites. According to Nielsen Online, *Engineering News* was the fastest growing website in South Africa in 2007, growing by 190% from 23 455 unique browsers (UBs) in

Top 10 magazines based on net sales, January 2008 to March 2008	
1	Huisgenoot
2	You
3	Move!
4	TV Plus
5	Sarie
6	Cosmopolitan
7	People
8	Rooi Rose
9	Car
10	True Love

Source: Audit Bureau of Circulation

March 2007 to 67 924 in March 2008. The overall market has grown by 44% in the same period: 3,4 million to 4,9 million UBs.

Creamer Media produces three of the four fastest growing sites – *Engineering* News, *Mining Weekly* and *Polity*.

News24 was the most popular South African website with over 1,1 million UBs in March 2008. Of the 10 most popular websites with comparable data in 2007 only *SuperSport* (103%) and *Yellow Pages* (51%) had a growth rate above overall market growth (44%). The most popular South African websites are:

- *News24*
- *MSN*
- *MWeb*
- *Webmail*
- *Hotmail*
- *iol*
- *24.com*
- *CareerJunction*
- *SuperSport*
- *Yellow Pages.*

Media organisations and role-players

Print Media South Africa (PMSA), formed in 1996, administers individual bodies, namely the Newspaper Association of South Africa (the oldest communication organisation, established in 1882), Magazine Publishers Association of South Africa and the Association of Independent Publishers (AIP). The purpose of 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.

PMSA is a member of a number of international bodies, such as the World Association of Newspapers (WAN) and the Federation of Periodical Press. Allied to 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 after the major publishing groups withdrew from the Community Press Association (CPA) to give independent publishers an opportunity to transform the CPA into an association that would serve their own specific needs. The AIP 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.

Sanef has facilitated the mobilisation of the media in the Partnership Against AIDS Campaign, and in campaigns to end violence against women and children.

Various seminars and debates are held around media freedom and transformation, especially in relation to gender and technology. Sanef is involved in training initiatives and in setting practical standards in journalism education.

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 tackles issues that directly affect its members.

Members of the public who have complaints or concerns about reports in newspapers and magazines can submit their grievances to the Office of the Press Ombudsman.
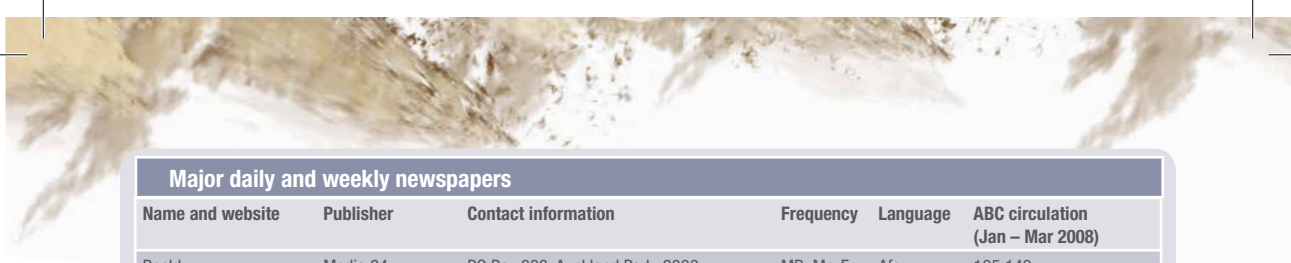
Should they not be satisfied with the resultant ruling, they can lodge an appeal with an independent appeal panel. The Office of the Press Ombudsman was set up by the PMSA, Sanef, the Media Workers' Association of South Africa and the South African Union of Journalists.

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.

The FXI undertakes a wide range of activities in support of its objectives, including lobbying, educating, monitoring, research, publicity, litigation and the funding of legal cases that advance these rights. In the process, it networks and collaborates with a wide range of local and international organisations. 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

Major daily and weekly newspapers

Name and website	Publisher	Contact information	Frequency	Language	ABC circulation (Jan – Mar 2008)
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	105 149
Die Burger, (Daily)	Media 24	PO Box 692, Cape Town, 8000	MD. Mo-Fr	Afr	84 545
Die Burger (Weekly) www.dieburger.com	Media 24	T. 021 406-2121 / F. 021 406-3965 E-mail: dbnred@dieburger.co.za	MD. Mo-Fr	Afr	88 603
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	41 975
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	70 401
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	50 621
Citizen, The (Daily) www.citizen.co.za	Cape Ltd Caxton Publishers & Printers Ltd	PO Box 43069, Industria, 2042 T. 011 248-6000 / F. 011 248-6213 E-mail: citizen@citizen.co.za	MD, Mo-Fr	Eng	55 448
Citizen, The (Weekly)	Caxton Publishers & Printers Ltd	PO Box 43069, Industria, 2042	Weekly, Sat	Eng	71 324
City Press www.citypress.co.za	RCP Media Bpk	PO Box 3413, Johannesburg, 2000 T. 011 713-9001/ F. 011 713-9966 E-mail: news@citypress.co.za	Sun	Eng	201 790
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	32 194
Daily News www.dailynews.co.za	Independent Newspapers	PO Box 46915, Greyville, 4023 T. 031 308-2911 / F. 013 308-2111 E-mail: dennis.pather@inl.co.za	MD, Mo-Fr	Eng	52 018
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	499 436
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	10 138
Herald, The www.theherald.co.za	Gauteng Ltd Johncom. Eastern Cape	P/Bag x6071, Port Elizabeth, 6000 T. 041 504-7911 / F. 041 585-4966 E-mail: theherald@johnnicec.co.za	MD, Mo-Fr	Eng	25 978
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	90 096
Ilsolezwe	(Pty) Ltd Independent	PO Box 47549, Greyville, 4023	MD, Mo-Fr	Zulu	99 098
Independent on Saturday, Newspapers www.iol.co.za	Independent	PO Box 4759, Greyville, 4023 E-mail: trevor.bruce@inl.co.za T. 031 308-2934 / F. 013 308-2111	Weekly	Eng	53 999
Mail and Guardian www.mg.co.za	KZN 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	52 067
The Mercury www.themercury.co.za	(Pty) Ltd Independent	PO Box 47549, Greyville, 4023 T. 031 308-2911 / F. 031 308-2333 E-mail: mercnews@inl.co.za	MD, Mo-Fr	Eng	38 916
Post	Newspapers KZN Independent	PO Box 47549, Greyville, 4023 T. 031 308-2529 / F. 031 308-2555 E-mail: khalil.aniff@inl.co.za	Weekly Wed	Eng	46 649

Major daily and weekly newspapers

Name and website	Publisher	Contact information	Frequency	Language	ABC Circulation (Jan – Mar 2008)
Pretoria News (Daily) www.ptanews.co.za	Newspapers KZN Independent Gauteng Ltd	PO Box 439, Pretoria, 0001 E-mail: pta.news@inl.co.za	MD,Mo-Fr	Eng	28 202
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	301 827
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	138 269
Soccer-Laduma www.soccerladuma.co.za	Gauteng Ltd CT Media Proprietor	PO Box 787, Sea Point, 8060 T. 021 425-1200 / F. 021 425-1247	Weekly	Eng	292 701
Sowetan www.sowetan.co.za	New Africa Publications	PO Box 6663, Johannesburg, 2000 E-mail: editor@sowetan.co.za	Mo-Fr	Eng	145 173
Sunday World www.sundayworld.co.za	(NAP) Ltd Avusa	PO Box 6663, Johannesburg, 2000 T. 011 471-4200 / F. 011 471-4164 E-mail: newsed@sundayworld.co.za	Sun	Eng	203 460
The Star www.iol.co.za	Independent	PO Box 1014, Johannesburg, 2000 T. 011 633-9111 / F. 011 836-6186 E-mail: starnews@star.co.za	MD, Mo-Fr	Eng	68 993
Sunday Independent The www.iol.co.za	Newspapers Gauteng Ltd Independent	PO Box 1014, Johannesburg, 2000 T. 011 633-9111 / F. 011 834-7520 E-mail: jovial.rantao@inl.co.za	Weekly	Eng	43 290
Sunday Sun	Newspapers Gauteng, Ltd Media 24	PO Box 3413, Johannesburg, 2000 T. 011 713-9001 / F. 011 713-9731	Wknd	Eng	202 524
Sunday Times www.sundaytimes.co.za	Avusa	P/Bag x57, Saxonwold, 2132 T. 011 280-3000 / F. 011 280-5150 E-mail: suntimes@tml.co.za	Wknd	Eng	504 193
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	109 452
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	29 924
Volksblad (weekly)	Media24	PO Box 267, Bloemfontein, 9300 T. 051 404-7600 / F. 051 430-7034	Wknd	Afr	24 469
Weekend Cape 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	104 738
Weekend Post	Cape Ltd Avusa Eastern Cape	P/Bag x6071, Port Elizabeth, 6000 T. 041 504-7911 / F. 041 585-4966 E-mail: weekend@johnnicec.co.za	Wknd	Eng	24 821
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	12 620
Weekender www.weekender.co.za	(Pty) Ltd BDFM		Sat	Zulu	23 187
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	102 402

The abbreviations used are the following: Wknd (Weekend), MD (Morning daily),
Mo-Fr (Monday to Friday) Sun (Sunday), Afr (Afrikaans), Eng (English), Zulu (isiZulu).
Source: Audit Bureau of Circulation

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 FCJ's launch as an independent body allows it to represent all journalists, including independent community-press journalists. It also assists in meeting its objective of becoming a more diverse and representative body for the community-press industry.

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 TMghted by members who subscribe to its code of conduct.

Members include, among others, the SABC, M-Net, Radio 702 and 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).

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.

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

The mission of the Online Publishers' Association is to provide a non-profit 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.

News agencies

The South African Press Association (Sapa), a national news agency, is a co-operative, 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 (AP) and its representatives in London.

The main foreign news agencies operating in South Africa are *Agence France-Presse*, AP, *Deutsche Presse Agentur*, Reuters and United Press International. 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.

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. The Media, Advertising, Publishing, Printing and Packaging Sector Education and Training Authority (Mappp-Seta) was gazetted on 15 March 2000. It has six advisory committees, comprising representatives from labour, business and government that advise on:
- print media
- advertising
- publishing
- printing
- packaging
- film and electronic media.

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

Parallel to this, the South African Qualifications Authority has approved the establishment of several standards-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 co-ordinates standard-setting in the communication and language sectors.

Journalism awards
The most important awards include the:
- Mondi Shanduka Newspaper Awards.
- Nat Nakasa Award for Courageous Journalism. In 2008, it was awarded to Max du Preez.
- 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.
- Sanlam's Financial Journalist of the Year Award.

In April 2008, veteran journalist Jeremy Gordin of *Sunday Independent* was named South African Journalist of the Year. *City Press* editor-in-chief Mathatha Tsedu clinched the 2008 Lifetime Achiever Award at the seventh Mondi Shanduka Newspaper Awards in April 2008, while the *Mail & Guardian* team – made up of seven journalists – won the South African Story of the Year.

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, together with commercial media entities, have partnered 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

The Highway Africa Conference 2008 took place at Rhodes University in Grahamstown in September 2008. Each year, more than 500 delegates from across the globe attend the conference to discuss issues relating to Internet governance, information and communications technology policy and media for democracy. Highway Africa is a partnership between Rhodes University (School of Journalism and Media Studies) and the South African Broadcasting Corporation, with the support of several partners, development agencies and sponsors. For 12 years, the Highway Africa Conference has been at the centre of Africa's debates on journalism and new media. The conference has over the years become the largest annual gathering of African journalists in the world.
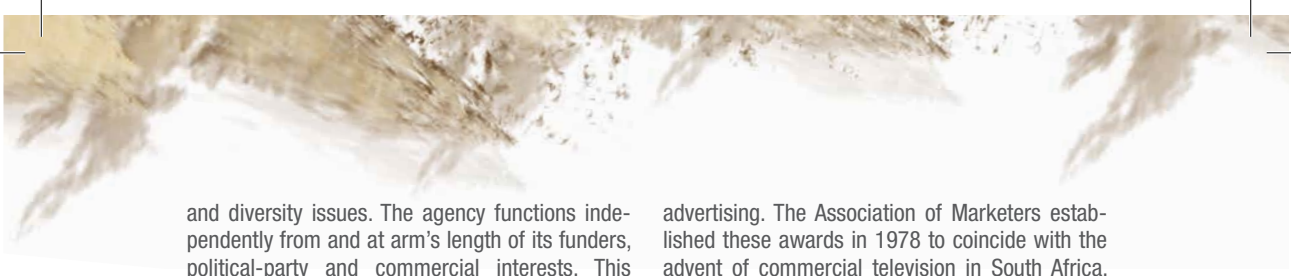
and diversity issues. The agency functions independently from and at arm's length of its funders, political-party and commercial interests. This arrangement enables government, the media industry and donors to work together in addressing the legacy of imbalances in access to the media.

The MDDA provides support to existing grassroots media projects, and assists in establishing new media projects targeting neglected audiences. Over one third of the projects supported are new projects. The MDDA focuses on the goal of ensuring that all citizens can access information in a language of their choice, and contributes to the transformation of media access, ownership and control patterns in South Africa.

The purpose is to strengthen the sector though the provision of resources, knowledge and skills in pursuit of promoting media development and diversity.

In addition, the MDDA has conducted workshops on resource mobilisation for media around the country, a community television summit and advertising and marketing round-table, and has provided bursaries for 41 grassroots media managers to attend media-management training.

By January 2008, the MDDA had spent about R55 million in grants for 172 media projects. More than 40 of those did not exist prior to the establishment of the MDDA.

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. A total of 172 Loeries were handed out at the awards ceremony in July 2008.

In 24 April 2008, Network BBDO was named Ad Agency of the Year at the *AdReview* Awards, but the Ogilvy Group dominated by taking five trophies: the Roger Garlick Award for its Cliff Jennings Gimmick, the Durban Agency of the Year, the Diversified National Group Award, the Baobab Award and The Big Idea for the Coca-Cola "Brrrr!" concept devised by Ogilvy Johannesburg.

Network BBDO was voted the best agency of the year because its achievements, relative to its size, were considered superior to those of its competitors.

The Roger Garlick Awards for innovation in media planning were also presented at the *AdReview* ceremony.

Hosted by Media24, the awards featured Communication Design; Advertising Print, Outdoor and Ambient; Experiential Print Media; Experiential Alternative Media and Field Marketing; Experiential Internal Marketing and Strategic

	Frewin*	McCall**	Cronwright***	Hultzer****	Joel Mervis*****
Winners of major annual press trophies					
2004	Beeld	Witness	Paarl Post	Springs and Brakpan Advertiser	Naweek-Beeld
2005	The Witness	The Witness	The Mirror	Eikestadnuus	Weekend Witness
2006	Die Burger	The Witness	District Mail	Eikestadnuus	Mail & Guardian
2007	Beeld	Mercury and Business Day (shared)	Paarl Post	Pochhefstroom Herald	Mail & Guardian
2008	Beeld	The Witness	Springs Advertiser	Paarl Post	Weekend Witness

*	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

CRM Programmes; Student Awards; the Marketing Leadership and Innovation Award; and the Creative Achievement Award.

The Grand Prix winners were both small specialist agencies. Am I Collective won in Craft Illustration for the "Scrabble Campaign", while Trigger Communication won Communication Design–Architecture, Interior Design and Environmental graphics for its Nike "Be true pop-up store".

Other marketing-communication awards

In academic circles, advertising is regarded as one of the core elements of any marketing communication strategy. Marketers are increasingly integrating other core marketing-communication elements, such as direct marketing and sponsorship – two of the fastest-growing areas in marketing communication – into their overall campaigns.

The Assegai Awards were introduced in 1998 to honour excellence in direct marketing, strategic prowess and innovation, with an emphasis on results. These are the only South African marketing-communication awards that recognise return on investment – measurable and accountable – talking directly to targeted prospects and existing customers by way of various integrated and actionable media.

The awards are recognised as the industry benchmark, with a mandate to promote growth, and to recognise and reward excellence in the direct marketing arena.

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 co-operates with government, statutory bodies, consumer organisations and industry to ensure that advertising content complies with the Code of Advertising Practice.

Suggested reading

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   Sciences Research Council (HSRC) Press, 2005.
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   Small Media Sector.* Cape Town: HSRC, 2004.
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   Print Media*. Cape Town: HSRC Press, 2007.
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   Sustainable Development of Community Television in South Africa*. Cape Town: HSRC Press, 2007.
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