



The new Ministries of Communications and Telecommunications and Postal Services were established following the general elections in May 2014.

## Department of Communications (DoC)

President Jacob Zuma issued Proclamation 43 of 2014, which gave effect to the establishment of the new Department of Communications (DoC). The new DoC was to be established or formed out of the Government Communication and Information System (GCIS), certain functions of the old DoC; Brand South Africa (Brand SA); Film and Publication Board (FPB); Independent Communications Authority of South Africa (ICASA), Media Development and Diversity Agency (MDDA) and the South African Broadcasting Corporation (SABC) with effect from the 1 April 2015.

However, in November 2014, The Presidency issued a directive for the GCIS to be re-established as a schedule 1 national department from 1 April 2015, reporting to the Minister of Communications.

The vision of the DoC of providing vibrant and sustainable communication services for an informed citizenry and a positive image of South Africa supports its mission of creating an enabling environment for the provision of inclusive communication services to all South Africans in a manner that promotes socio-economic development and investment through broadcasting, new media, print media and new technologies, and brand the country locally and internationally.

### Broadcasting digital migration

The digital broadcasting network reaches more than 80% of the population.

The DoC is spearheading the process of migrating broadcasting signals from analogue to digital. Government will provide about five million poor TV-owning households with free set-top boxes.

### DoC entities Brand South Africa

Charged with marketing South Africa at home and abroad, Brand SA's focus internationally is to positively influence and shape perceptions about South Africa among target audiences.

The new slogan, "South Africa: Inspiring New Ways," is set to represent the next phase of the country's development, where South Africa has moved from possibility to delivery, and is now an important regional power.

Internationally, Brand SA lobbies and networks extensively among global opinion leaders to shift

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perceptions about the country and the continent.

Being a member of the Brazil-Russia-India-China-South Africa trade bloc (BRICS), for example, provides a platform to engage and influence perceptions.

Brand SA also regularly brings groups of international journalists to the country to interact with the South African Government and business representatives, experience local life and culture, and learn about the country's latest technological developments.

## Film and Publication Board

The FPB assists the public to make informed choices about whether a particular film is appropriate by displaying guidelines that identify classifiable elements such as strong language, violence, sex, nudity, drug abuse, blasphemy and religious prejudice.

The Film and Publications Act, 1996 (Act 3 of 1996) recognises the right of adults to freedom of expression, except with respect to child pornography, and requires the board to intervene where there is a risk of harm to children.

The board spearheads a national anti-child-pornography campaign to educate learners about ways to avoid victimisation. Child-pornography websites can be reported by calling the board's toll-free number 0800 148 148.

## Independent Communications Authority of South Africa

ICASA was established in July 2000 as a merger of the telecommunications regulator, the South African Telecommunications Regulatory Authority and the Independent Broadcasting Authority.

The ICASA Amendment Act of 2005 also provided for the incorporation of the Postal Regulator into ICASA. It also increased ICASA's council complement from seven to nine councillors.

ICASA is responsible for regulating the telecommunications, broadcasting and postal industries in the public interest and ensure affordable services of a high quality for all South Africans. ICASA also issues licences to telecommunications and broadcasting service providers, enforces compliance with rules and regulations, protects consumers from unfair business practices and poor quality services, hears and decides on disputes and complaints brought against licensees and controls and manages the effective use of radio frequency spectrum.

ICASA is a Chapter 9 institution in terms of the South African Constitution and is an entity of the DoC.

ICASA's functions include:

- licensing broadcasters, signal distributors and providers of telecommunications and postal services
- making regulations
- imposing licence conditions
- planning, assigning, controlling, enforcing and managing the frequency spectrum
- ensuring international and regional cooperation
- ensuring the efficient allocation of numbers
- ensuring interoperability of networks
- receiving and resolving complaints.

In 2014, ICASA released a notice of publication of the quarterly Quality of Service Monitoring Test Report pertaining to services provided by Vodacom, MTN and Cell C networks in Limpopo. The purpose of the report was to assess the standard and quality of services offered by the three major mobile operators, and also to promote redress in the public interest where the services do not meet the requisite standard.

The monitoring was conducted in Mokopane, Mutale, Polokwane, Sekhukhune and Thohoyandou.

## Media Development and Diversity Agency

The MDDA is a statutory development agency for promoting and ensuring media development and diversity, established as a partnership between the South African Government and major print and broadcasting companies to assist in, among others things, developing community and small commercial media in South Africa. It was established in terms of the MDDA Act, 2002 (Act 14 of 2002).

The agency functions independently from and at arm's length of its funders, and political-party and commercial interests. This arrangement enables government, the media industry and donors to work together to address the legacy of imbalances in media access.

## South African Broadcasting Corporation

The SABC is the country's only public service broadcaster. An Act of Parliament established the SABC in August 1936. At its inception, the SABC only had one English radio station. In 1976, it launched the country's then first and only television channel.

The SABC is made up of 18 radio stations, which cater for the country's 11 official languages, as well as the iXun and Khwe language, and four

In May 2014, the South African National Editors Forum joined the world in celebrating International Press Freedom Day. The celebration coincided with the national 20th anniversary of the demise of apartheid and the rise of freedom in South Africa.

television channels, which include the 24-hour news channel that was launched in August 2013.

The SABC, which is governed by the Broadcasting Act of 1999 (as amended), has developed editorial policies which guide and give direction to the corporation's public broadcasting mandate and licence conditions, as set by the ICASA and the Provisions of the Broadcasting Act.

The organisation's vision, "Broadcast for Total Citizen Empowerment," propels it in fulfilling its public-service mandate as a broadcaster. The SABC's television platforms continually perform well, with audience ratings seeing its programming belong to the top 19 of 20 programmes across all broadcasters. The SABC's radio stable was no different, with eight out of the top 10 radio stations in the country belonging to it.

As part of its Corporate Plan, the SABC has set itself three key strategic pillars for the next three years and they are:

- stabilising the corporation as a going concern in compliance with the Government Guarantee
- rebuilding the corporation by re-aligning its operating model with the imperatives of the digital broadcasting environment
- creating a sustainable public-service broadcaster for the future.

The SABC has invested heavily towards the local production industry, with the release of the ninth Request for Proposals (RFP) book in November 2014. This was a major milestone for the organisation as the value of the ninth RFP book is more than R600 million, surpassing the previous RFP book which was over R100 million, thus making it the largest RFP book issued by the SABC for local content to date.

With the new RFP Book, the public-service broadcaster is committed to providing the public with a wide range of high quality local programmes, which reflect the diverse cultures, languages, life experiences, interests and needs of the audience. The SABC is committed to ring-fence briefs specifically aimed at promoting regional diversity, contributing towards job creation and empowerment of youth and black women.

Through this substantial investment, the SABC will continue to be the leading consumer of local content in South Africa, and most importantly the foremost generator of employment and development of the independent production industry.

The policy review process will deal with critical policy and regulatory issues facing the SABC such as its funding model, public mandate, governance and other related statutory issues.

Major changes in the sector such as the digitisation of broadcasting and rapid convergence of the telecommunications; internet and broadcasting platforms have made the broadcaster to continuously review its business operating model.

Infrastructure and system upgrades have been carried out in preparation of the Digital Terrestrial Television (DTT) migration, to ensure the broadcasting of existing and future TV channels and radio stations. DTT will enable the SABC to deliver on its mandate, as the functionality of DTT will provide various technological options, which will impact positively on our content offering as a broadcaster. Because a digital signal can be compressed, this will allow for more channels to be broadcast in the same bandwidth, as one analogue channel uses. The SABC estimates that up to eight new channels can be provided in the same bandwidth, as one analogue channel.

It is envisaged that DTT will provide a wide range of opportunities for radio such as new revenue generating streams. Through its capabilities, the DTT can provide value-added services such as interactive services to existing radio service offerings.

The SABC has won several awards in 2014 through the performance of its journalists, presenters, producers and programmes. These are some of the events, at which the SABC was nominated and/or won awards:

- Eighth South African Film & Television Awards
- Pomax/BDA Africa 2014
- 34th annual SAB Sports Media Awards
- fourth MTN Radio Awards
- Vodacom Journalists of the Year awards
- Webber Wentzel Legal Journalist of the Year Award
- National Press Club Journalist of the Year Award
- SAB Environmental Awards
- World Radio Summit
- Sunday Times Generation Next Survey
- South African Traditional Music Awards

The SABC continues to be a leading public service broadcaster on the African continent and serves the public with pride.

## Government Communication and Information System

The GCIS mandate is to serve as the central communications agency of government leading the reconstruction and development of post-apartheid South Africa. The GCIS mobilises the nation behind the NDP, showcases progress and invites South Africans to work together to address challenges is critical to the achievement of Vision 2030.

The GCIS is responsible for informing all citizens of South Africa about government's work and how they can participate in governance and consolidating the country's democracy.

The GCIS has a responsibility to act in the interest of all South Africans, without discrimination and to communicate effectively in all official languages and reach all communities in urban, peri-urban and rural areas.

The GCIS reaches millions of South Africans through different platforms, which include publications, the news media, radio, television and *izimbizo*.

Cabinet directed the department to reposition the Thusong Service Centres programme to widen government access.

Repositioning means the department, working with partner departments, will have to look at the possibility of identifying the suitable structure, platforms and partnerships to effectively fulfil the mandate of the programme, which is not only limited to information.

The GCIS continues to enhance existing communication platforms and products, and initiate new ones to ensure that targeted audiences and communities receive relevant information through various means.

It is also establishing partnerships with strategic stakeholders within the three spheres of government, and within broader society, to achieve more.

The GCIS supports municipalities in their communication, with preference given to municipalities that are part of the LGTAS, to close the gap between municipalities and communities, which sometimes contributes to the factors behind protests in some communities.

The department has a mandate to ensure that government's vision and policies are clearly understood in the public service. The GCIS coordinates the Internal Communicators' Forum, to ensure messages disseminated across the various channels and outlets managed by departments are coherent.

Communicating government information is not the primary business of the public media. *Vuk'uzenzele*, a free national government newspaper, continues to gain traction among its target audience.

*Vuk'uzenzele* is the only newspaper in the country available in Braille and all official languages. The online version of the newspaper is due for further enhancement and improved usability.

*SAnews.gov.za* produces hard news and human-interest features, and carries many exciting pictures, video content on *YouTube*. It is also available on *Facebook* and *Twitter*.

The government news agency has become more popular with the public and it will continue to be marketed to the broader public as a complement to South Africa's rapidly diversifying news and information mix. It has also entered into mutual-cooperation agreements with various foreign news agencies.

The GCIS, through its media-buying operation, continues to support the financial viability of a diverse community media sector, by placing over R38 million in advertising in the community press, radio and television.

The milestones of 20 Years of Freedom, the fifth democratic general election and the millennium development goals are among the important topics covered in 2014.

## Department of Telecommunications and Postal Services (DTPS)

The mandate of the DTPS is to create a vibrant ICT sector that ensures that all South Africans have access to robust, reliable, affordable and secure ICT services in order to advance socio-economic development goals and support the Africa agenda and contribute to building a better world.

The core functions of the DTPS include, among other things, developing ICT policies and legislation; and ensuring the development of robust, reliable, secure and affordable ICT infrastructure that supports and enables the provision of a multiplicity of applications and services to meet the needs of the country and its people.

The six state-owned enterprises under the DTPS are the South African Post Office (SAPO), Sentech; National Electronic Media Institute of South Africa (Nemisa); Universal Service and Access Agency of South Africa (Usaasa); .za.Domain Name Authority (ZADNA); Telkom; Broadband Infraco and State Information Technology Agency (SITA).

The department's objectives are in line with the country's National Development Plan (NDP), which recommends developing a coordinated and enabling ICT strategy and a plan that cuts across government departments and sectors to improve e-literacy, and provide clarity on the roles and functions of the state to prevent unintended policy outcomes.

The plan also calls for a full policy review on the ICT sector, which has not been done since 1995.

The department has therefore prioritised certain key policy initiatives namely:

- ICT Policy Review – a comprehensive review of policies for telecommunications, postal services, broadcasting and information technology.



- the Electronic Communications Amendment Bill – is important for ensuring the sector's continued dynamism.
- National Broadband Policy: the broadband master plan that will ensure that the roles and responsibilities of key stakeholders in the sector are clearly defined.

The department has the following key priorities:

- Broadcasting Digital Migration Policy
- Schools Connectivity
- Community Radio
- Rural Development.

### South African Post Office

SAPO is a Schedule 2 Public Entity in terms of the PFMA of 1999. It is a government business enterprise established to provide postal and related services to the public, and derives its mandate from the SAPO SOC Ltd Act of 2011 and the South African Postbank Limited Act of 2010.

The Postal Services Act of 1998 grants it an exclusive mandate to conduct postal services. This Act makes provision for the regulation of postal services and operational functions of the postal company, including universal service obligations and the financial services activities of Postbank.

The entity's strategic goals are to:

- maintain good corporate governance principles
- remain customer centric by providing quality services
- invest in employees by building capacity and implementing transformation programmes
- attain financial sustainability while delivering on government's social mandate
- provide affordable postal and related services that meet the needs of customers
- remain environmentally conscious by promoting green practices
- provide a secure, efficient and integrated infrastructure for better responses to its stakeholders
- continue the corporatisation of Postbank and the upgrading of its banking systems.

Post offices have become important service-delivery centres, offering South Africans a convenient place to accept and deliver cash-on-delivery items, which is a very important service in rural communities where some people shop from catalogues.

In addition, more than a million South Africans walk through the doors of post offices near where they live to access their social grants.

Post offices also offer services that include enabling South Africans to renew their vehicle registration, and pay their municipal accounts and television licences.

### Sentech

Sentech Limited is a state-owned enterprise established in terms of the Sentech Act of 1996 and is listed as a schedule 3B public entity in terms of the PFMA of 1999. The company is mandated to provide broadcasting signal distribution for broadcasting licensees, with a particular focus on accelerating the implementation of government ICT interventions within the framework of the NDP and the strategic integrated project for expanding access to communication technology.

The entity's strategic goals over the medium term were to:

- align its strategic roadmap with shareholder programmes to enable the development of open access government participation in the communications industry through infrastructure-based investment
- continue working to support and realise government's ICT vision and goals, including innovation in broadcasting and media services, and content management and distribution
- create solutions that enhance the customer experience and are in line with government's mandate of access to communication services for all citizens
- repackage social responsibility interventions and create community social investment ICT programmes that improve lives, create value and are sustainable.

Sentech derives commercial revenue from terrestrial television services, terrestrial FM and AM radio services, satellite linking, facility rentals and the sale of satellite decoders.

The entity also receives transfers from the department for DTT and to provide for the dual illumination period.

The spending focus over the medium term was on investing in capital assets to expand the network to new sites in areas that were previously not covered and preparing for the launch of the commercial DTT.

### National Electronic Media Institute of South Africa (Nemisa)

Nemisa is a non-profit institute of education formed as part of a government initiative in 1998, in response to the *White Paper on Broadcasting Policy*. The institute's main purpose is to train previously disadvantaged individuals, particularly women, to equip them with the necessary skills to play significant roles in the constantly; changing broadcasting environment.

The institute offers hands-on training in electronic media, namely national certificates in Radio Production L5; 2D and 3D Animation L5 and Further Education and Training (FET) Level

4 in Film and Television Production and Design Foundation.

The Media Information and Communication Technologies Sector and Training Authority Seta accredit all courses.

## Universal Service and Access Agency of South Africa (Usaasa)

The Usaasa is a statutory body established through the Electronic Communications Act. Its sole mandate is to promote universal service and access to the electronic communication services and electronic communication access through broadband role out in under serviced areas.

The agency is responsible for the management of the Universal Service Fund that receives contribution from licensed telecommunications operators. This fund is used to fulfil universal access obligations in underserved areas.

Usaasa's vision is "Universal Access and Services to ICT for All."

In line with this vision, the agency is working towards the 100% access by 2020, and 100% service by 2030.

The agency also focuses on promoting the uptake and usage of ICT services by all South Africans to improve their lives.

Usaasa supports the NDP by facilitating the deployment of broadband; connection of public buildings, schools, primary healthcare facilities and support of small businesses.

## .za Domain Name Authority (ZADNA)

ZADNA is a not-for-profit company that manages and regulates the .za namespace. It is accountable to the South African Department of Telecommunications and Postal Services, but does not receive government funding, which means it is exempt from complying with the PFMA.

The ZA Central Registry, through ZADNA's guidance and the African Union (AU) Commission, has made significant progress in its application for the right to establish and operate an Africa Internet namespace for the benefit of Africa.

ZADNA has also ensured that Cape Town, Durban and Johannesburg are not left behind in the Internet revolution, which will bring about new website addresses such as hotels.capetown, tourism.durban and business.johannesburg.

The ZA Central Registry, formerly known as UniForum SA, was established as a non-profit organisation in 1988 by a group of end users, developers, and vendors. It was assigned the responsibility of administering the co.za domain name space in 1995, three years after the first co.za domain name was registered.

The World Wide Web started to take off globally, and the number of co.za domain name registrations rose rapidly. In 1995 the co.za zone contained in the region of 400 entries. Today there are over 926 000 domains, amounting to over 95% of the total registrations in the .za top level domain.

According to the ZA Central Registry, co.za ranks as a medium to large zone and within the top 30 registries worldwide in terms of size.

## Telkom

Telkom is Africa's largest integrated communications company, providing integrated communications solutions to nine different countries across Africa. The organisational structure comprises three major business units: Telkom

South Africa, Telkom International and Telkom Data Centre Operations.

It is listed on the Johannesburg Stock Exchange Ltd and majority-owned by the DoC. Telkom was the country's only fixed-line operator until 2006, when the country's second fixed-line operator, Neotel, began its operations.

The organisational structure comprises three major business units: Telkom South Africa, Telkom International and Telkom Data Centre Operations.

According to PwC, Telkom will continue to dominate the fixed broadband market in South Africa, with DSL subscriptions forecast to reach 1,66 million by the end of 2018. Total fixed broadband subscriptions in South Africa are forecast to number 2,06 million by the end of 2018.

## Broadband Infraco

Broadband Infraco sells high-capacity long-distance transmission services to licensed fixed and mobile network operators, internet service providers and other value-added network service providers. It has a 13 600-km network of long-distance fibre and five open-access points of presence in key metropolitan areas – with an additional seven openaccess points of presence expected over the next few years.

To enhance South Africa's international connectivity and the speed of broadband, Broadband Infraco has co-invested with the private sector in the deployment of the West African Cable System (WACS).

The WACS is the fifth submarine cable system linking South Africa to the world. Broadband Infraco's investment in the WACS entitled it to 11,4% of the system's total capacity, which would help South Africa meet its target of providing broadband connectivity to all who need it by 2020.

The cable system has 15 established terminal stations en route, and will reduce the cost to connect Africa's west coast with the high-speed global telecommunications network for years to come.

### State Information Technology Agency

SITA consolidates and coordinates the State's information technology resources in order to achieve cost savings through scale, increase delivery capabilities and enhance interoperability.

SITA is committed to leveraging Information Technology (IT) as a strategic resource for government, managing the IT procurement and delivery process to ensure that the government gets value for money, and using IT to support the delivery of e-Government services to all citizens.

It serves as the IT business for the largest employer and consumer of IT products and services in South Africa – the Government.

### South African Accreditation Authority

The South African Accreditation Authority was established in terms of Chapter VI, Part 1 of the Electronic Communications and Transactions Act 25 of 2002.

The authority is responsible for the accreditation of authentication and certification products and services used in support of electronic signatures.

It is also concerned with monitoring of the activities of authentication and certification service providers whose products or services have been accredited within the Republic of South Africa.

The Director-General of the Department of Telecommunications and Postal Services is appointed as the South African Accreditation Authority, and may appoint Deputy South African Accreditation Authorities and officers from employees of the department after consultation with the Minister.

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

The PNC on ISAD advises the President on matters related to the development of an inclusive information society; and facilitates the coordinated development of an inclusive information society, and the achievement of the country's information society vision.

The commission comprises leaders in government, industry and civil society. A corresponding body is the Presidential International Advisory Council on ISAD.

### Programmes and initiatives Broadband infrastructure development

Broadband is an essential digital resource for

accessing basic services, products, commerce and job creation. It has the potential to create job opportunities and open new markets that will allow businesses, particularly small, medium and micro-enterprises (SMMEs), to grow.

Given the strategic importance of broadband, the department, together with the ICT industry, has committed to delivering 100% broadband penetration and creating a million jobs by 2020.

The department is aware of the inter-connectiveness of broadband and the licensing of radio frequency spectrum, which is a scarce natural resource.

The Broadband Strategy and Implementation Plan, outlines fibre connectivity across the country to district level.

According to the Ministry of Telecommunications and Postal Services, government is planning a number of supply and demand-side broadband interventions in South Africa to address the gap between those who have access to digital services and those who do not.

An infrastructure gap-analysis study has indicated that there is a gap between the high-capacity backbone and access to network infrastructure. This gap is biggest in rural areas and in particular in former homeland states where the most marginalised communities live. There are also some urban areas with high population densities that remain unserved.

However, the real gap is in the last-mile or "local loop" infrastructure. There is considerable duplication and potential under-exploitation of infrastructure in metropolitan areas because these areas were commercially attractive to service providers.

To address this gap government had found it necessary to consider a range of interventions on both the demand and supply-side of broadband.

Supply side interventions to encourage investment and rollout of infrastructure include:

- support for public/private investment initiatives
- increased competition
- expansion of core and access networks
- enablement of infrastructure sharing
- promotion of coordinated build programmes
- allocation of prime spectrum to support universal access.

To complement the supply chain, government determined a number of demand-side interventions. These seek to stimulate the uptake and usage of broadband services and products:

- increased affordability of services and devices
- aggregation of government demand to enhance procurement
- alignment of regulatory framework
- development of ICT skills and e-literacy

- development of local content, applications
- stimulation of niche manufacturing.

Government's intention is to invest in broadband infrastructure through aggregation of public sector demand and smart procurement of high capacity networks.

## Rural Development Strategy

ICTs play a significant role in speeding up the integration of services for the development of rural areas and ensuring that rural communities, including those in remote areas, are not left out of the knowledge economy.

The main goal of the department's Rural Development Strategy is, therefore, to address the vacuum in rural ICT and empower rural communities by promoting sustainable job creation and eradicating poverty in rural areas. The strategy includes programmes that will encourage civil society to promote the use of ICT services and provide the necessary infrastructure.

## Job creation

In line with government's New Growth Path, the department, together with the ICT sector, aims to facilitate the creation of over 150 000 direct and indirect jobs by 2020.

An industry-wide committee will be established to identify opportunities, using a collective database to ensure effective monitoring and evaluation.

Jobs will be created across various subsectors of the industry through:

- providing broadband infrastructure
- establishing content hubs for radio and television
- animation
- e-co-operatives
- using ICTs in FET colleges
- tailor-made solutions for SMMEs
- digital broadcasting and distributing STBs
- rolling out PostBank.

## Internet

Statistics South Africa's General Household Survey 2014 shows that almost half of South African households (48.7%) had at least one member who used the Internet.

Access to the Internet was highest in the Western Cape (62.1%), Gauteng (59.9%), and the Free State (48.7%). The lowest was in Limpopo (32.6%) and the Eastern Cape (37.4%).

One-tenth of South African households had access to the Internet at home. Access to the Internet in the home was highest in the Western Cape (23.8%) and Gauteng (17.3%).

In October 2014, Effective Measure, an analytics company which monitors the size of the South African internet, recorded a whopping 1 033 651 425 page views from South African browsers to South African websites. The most popular South African websites are classified ads.

## Social media

The emergence of social media as a social and business communication tool in the last few years, has been dramatic.

In South Africa, a country where first and third-world conditions are often separated by just a few kilometres, social media has levelled the playing field and created a platform that is affordable for everyone, easy to use and highly effective as a communication tool.

The top social media sites in South Africa (by number of users) in 2014 include:

- Facebook – 11,8 million – 25% growth
- YouTube – 7,2 million – 53% growth
- Twitter – 6,6 million – 20% growth
- Mxit – 4,9 million
- LinkedIn – 3,8 million – 40% growth
- Instagram – 1,1 million – 65% growth
- Pinterest – 840 000

## Cybercrime and cybersecurity

The National Cybersecurity Policy Framework focuses on building the institutional framework and capacity necessary for mitigating any threats to the ICT environment. South Africa is one of the few countries in Africa with such a policy document.

Cybercrime has become an inevitable reality that confronts all online communities across the world. Identity fraud, stalking, online child pornography and terrorism have become daily occurrences that threaten communities' ability to enjoy the benefits of new technologies.

Expanding access to the Internet must be accompanied by strong measures to ensure basic trust and security to the public as the users.

This requires collaboration between departments, civil society and business to build institutional mechanisms to investigate cybercrimes and anticipate threats.

The Cybersecurity Hub, pooling public and private sector threat information is responsible for processing and disseminating information to relevant stakeholders in the industry and civil society.

All computer users have a role in securing cyberspace and ensuring that the digital environment is secure and used reasonably to profit the socio-economic well-being of the nation.



## Mobile communications

South Africa has one of the largest telecommunications markets on the continent: it has five mobile operators, namely Cell C, MTN, Vodacom, Telkom Mobile and virtual network operator Virgin Mobile.

Mobile phones are the dominant technology for voice and data communication among base of pyramid (BoP) users and for informal businesses. People in this group access the Internet mostly via their mobile phones and smartphones have taken over functions that used to be performed by computers.

Users are also finding innovative ways to bypass expensive cellphone SMS rates by using Facebook Zero or other instant message services such as WhatsApp.

Although half of the 50 million people in South Africa live below the poverty line, more than 75% among those in low-income groups who are 15 years or older own a mobile phone.

Mobile ownership at the BoP – households with an income of less than R432 per month, per household member – is relatively high, compared to other African countries. This is according to research commissioned by infoDev, a global partnership programme within the World Bank Group, about the use of mobile phones among BoP users.

Some of 98,5% low-income groups who own mobile phones in South Africa, have a prepaid SIM card, but there is a small percentage (1,5%) of BoP mobile owners who have post-paid contracts.

The number of mobile Internet subscriptions in South Africa is expected to grow to 35,2 million by the end of 2018, more than double the total of 15 million at the end of 2013. This is according to the South African entertainment and media outlook: 2014-2018, published by financial services company, PwC in September 2014. By 2018, as much as 72% of South Africa's mobile subscriptions will be for mobile Internet.

The number of LTE subscriptions in South Africa is forecast to grow at a fairly strong rate, albeit from a low base, to reach 12.6 million at the end of 2018. Mobile devices are also a significant contributor to the increasing popularity of mobile Internet access.

The number of active tablet devices is expected to rise to a projected 5,1 million at the end of 2018.

## Postal sector

The cornerstone of national policy for the postal sector is the provision of a universal service at an affordable price and an acceptable standard for all citizens. To ensure this, a universal service obligation 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.

Mail Business has 26 mail-sorting centres for domestic mail and parcels, and three international sorting centres for international mail and parcels. Between these centres, some six million mail items are handled daily and 50 tons of parcels are processed a year.

Mail is transported to and from these sorting centres domestically to 7 188 delivery offices (delivery depot centres, lobby boxes and 2 443 post office branches).

Specialised SAPO products include:

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

## Philatelic Services

SAPO's Philatelic Services is responsible for producing South Africa's postage stamps and other stamp-related products.

SAPO prints more than 380 million postage stamps a year. They not only reach every corner of South Africa, but also the rest of the world. Although stamps are produced mainly to serve as prepayment for postage, their beauty and historical significance have inspired people to collect them since the first postage stamps were produced in England in 1840.

Over the years, many of them have become valuable collector's items. For example, the first triangular postage stamp was issued on 1 September 1853 in the Cape of Good Hope, which was a British colony at the time. The triangular-shaped stamp, which became known as the Cape Triangular, was the first stamp to be issued in Africa and has become a sought-after collector's item worldwide.

Stamp issues are divided into two main categories:

- Definitive stamps are issued every five to seven years and comprise a set of designs in a full range of face values to provide for the country's postal needs. They usually reflect a particular theme.
- Commemorative stamps are issued according to an annual commemorative stamp-issuing programme. Between 12 and 15 commemorative issues are produced per year. They often commemorate significant historical events or people, or coincide with important days.

## Postbank

The Postbank Limited allows SAPO to prioritise the banking needs of the unbanked majority, thus facilitating their inclusion into the economic mainstream. The Postbank Limited Act of 2010 established the Postbank division of SAPO as a separate legal entity, with the principal aim of expanding the existing range of banking services to, among others:

- improve access to affordable services, including loans, especially in rural and lower-income communities
- promote a culture of saving.

In doing so, the Postbank will use the existing SAPO infrastructure, but it is not bound by the Act to do so exclusively.

## PostNet

PostNet is South Africa's largest privately owned counter network in the document and parcel industry, trading across more than 250 owner-managed retail stores.

It serves in excess of 55 000 walk-in customers per day, countrywide.

There are five product types within PostNet, namely courier, copy and print, digital, stationery and mailboxes.

## The media

South Africa is fortunate to have vibrant and independent media.

According to the Bill of Rights, as contained in the Constitution, 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.

## Radio

Radio is a great communications medium and still enjoys the broadest reach of any media category in South Africa. The diversity of stations, formats, voices and offerings ensures that most of the public's needs are catered for.

It also fulfils a vital need for information and entertainment, with relatively low costs to the distributors and the listeners.

As a communication medium, radio has very few barriers to access. SABC Radio has more than 25 million listeners weekly in South Africa.

The fact that radio cuts across boundaries of illiteracy strengthens the importance of the medium to the consumer and the advertiser.

The SABC's national radio network comprises 18 radio stations, of which 15 are dedicated specifically to public-service broadcasting.

These include 11 full-spectrum stations, one in each of the official languages of South Africa; a cultural service for the Indian community broadcasting in English; a regional community station broadcasting in isiXhosa and English; and a community station broadcasting in the !Xu and Khwe languages of the Khoisan people of the Northern Cape.

The SABC has three stations in its commercial portfolio. These are 5FM, Metro FM and Good Hope FM. Channel Africa broadcasts live on three platforms: shortwave, satellite and the Internet. Its broadcasts are in Chinyanja, Silozi, Kiswahili, English, French and Portuguese.

## Commercial radio stations

Commercial radio stations in South Africa include:

- Algoa FM
- Classic FM
- Kaya FM
- YFM
- 94.7 Highveld Stereo
- 702 Talk Radio
- Metro FM
- 5FM
- Channel Africa
- Good Hope FM
- Jacaranda 94.2
- OFM
- East Coast Radio
- 567 Cape Talk
- Radio 2000
- Radio KFM
- Power 98.7.

Stations such as Jacaranda 94.2, Highveld Stereo, Radio Oranje, Radio Algoa and East Coast Radio were initially SABC stations, but were sold to private owners to diversify radio ownership in South Africa as part of the transformation of the public broadcaster.

Many of South Africa's radio stations are also available online.

## Community radio

Community broadcasting remains an important project for the DoC. In the midst of redefining the country's broadcasting landscape, 2014 marked the 21st anniversary of community broadcasting.

By August 2014, pay TV group Siyaya seemed ready to launch some of its offerings before the end of 2014, using direct-to-home (DTH) satellite broadcasting. Siyaya made headlines when the group secured the live broadcast rights to Bafana Bafana matches from May 2015. The deal

between Siyaya and the South African Football Association is reported to be worth R175 million per year, over six years. Siyaya was one of five new broadcasters, which received conditional licences to be pay TV broadcasters that had now submitted the necessary additional information required of them, to ICASA. This submission ensures compliance with ICASA's requirements, and allows Siyaya to continue with its expansion plans.

Siyaya said in its submission to ICASA for its licence that it plans to charge a subscription fee of R70 per month.

### Television

The SABC's television network comprises three television channels – all free-to-air. South African television is broadcast in all 11 official languages and in Sign Language.

### Community television

In 2007, Soweto TV was the first community television station to obtain a seven-year broadcasting licence from ICASA.

Since then, five more seven-year licences have been issued to five stations operating in Soweto, Cape Town, Tshwane, Empangeni and Nelson Mandela Bay. The issuing of new community television licences is on hold until the migration from analogue to digital broadcasting is complete.

### Free-to-air television

e.tv is South Africa's first private, free-to-air television channel, launched in 1998. It is the largest English-medium channel in the country and the third largest overall. e.tv also has a pan-African presence through e.tv Africa, which is distributed on the DStv Africa bouquet and by local affiliates in African countries. eNews Prime Time continues to lead the English prime time news slot. This success led to the launch of the leading 24-hour news channel on the DStv platform, eNCA (eNews Channel Africa) in 2008.

In October 2013, e.tv launched its multi-channel offering through its sister company, Platco. OpenView HD provided 15 channels at launch, including some in high definition, to consumers across South Africa for a once-off cost and no subscription fees. These channels included eKasi+, eMovies+, eAfrica+ and kiddies channel, eToonz+.

### Satellite broadcasting

MultiChoice started as the subscriber management arm of M-Net. It is the leading multichannel digital satellite television operator across the African continent. MultiChoice provides

its DStv services to different market segments. The DStv bouquets cater for different lifestyles and pockets, from entry level to premium.

Top-TV offers five bouquet options, arranged in seven package options.

e.sat tv supplies television, mobile and online news to various channels in South Africa and across the African continent under the brand name eNews Channel Africa (eNCA). Growing out of the success of eNews Prime Time, aired on e.tv, eNCA is South Africa's first and most watched independent 24-hour television news channel on the DStv Platform (Channel 403).

By August 2014, pay TV group Siyaya seemed ready to launch some of its offerings before the end of 2014, using direct-to-home (DTH) satellite broadcasting. Siyaya made headlines when the group secured the live broadcast rights to Bafana Bafana matches from May 2015. The deal between Siyaya and the South African Football Association is reported to be worth R175 million per year, over six years. Siyaya was one of five new broadcasters, which received conditional licences to be pay TV broadcasters that had now submitted the necessary additional information required of them, to ICASA. This submission ensures compliance with ICASA's requirements, and allows Siyaya to continue with its expansion plans.

Siyaya said in its submission to ICASA for its licence that it plans to charge a subscription fee of R70 per month.

### 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.

Most South African newspapers and magazines are organised into several major publishing houses: Media24 (part of Naspers, the largest media group in Africa), the Irish-based Independent News & Media (Pty) Ltd group, Caxton Publishers & Printers Ltd and Avusa Ltd. Other important media players include M&G Media Ltd; the Natal Witness Printing & Publishing Company (Pty) Ltd; Primedia Publishing Ltd; Ramsay, Son and Parker (Pty) Ltd; and Kagiso Media.

### Newspapers

The MarkLives Big Daily Newspaper List\*

1. *Daily Sun*: 273 746
2. *The Times*: 143 955
3. *Issolezwe*: 107 139

4. *Sowetan*: 99 723
5. *The Star*: 93 014
6. *Son*: 81 458
7. *Die Burger*: 56 474 +1
8. *The Citizen*: 55 548 +1
9. *Beeld*: 52 276 –2
10. *The Cape Times*: 31 930

The Audit Bureau of Circulations (ABC) of South Africa has released newspaper circulation statistics for the period October–December 2014 (ABC Q4 2014). Extracts from the ABC Q4 2014 presentation released in February 2015, cautions publishers and marketers to watch the sharp growth in distribution below 50% of the cover price, particularly in the Daily Newspaper category.

ABC member circulation totals:

- Daily newspapers: down to 1 537 302, compared to 1 600 667 for the previous corresponding period
- Weekly papers: down to 594 431 from 632 934
- Weekend papers: down to 1 877 290 from 2 100 272
- Local papers: down to 401 734 from 421 344
- Free papers: down to 6 223 063 from 6 526 176

Daily newspaper circulation fell to 1 537 302 from 1 600 667 from the previous corresponding reporting period (Q4 2013). The ABC reports slight growth on the previous quarter (Q3 2014) but points out that distribution below 50% of cover price has increased by 36% during the same period.

Most of that 36% growth seems to be driven by two Independent Newspapers titles — *The Cape Times* and *The Cape Argus* — following a strategy already employed by its Johannesburg title, *The Star*. All three titles had shown declines in copy sales when compared to the previous quarter.

*The Star* fell, in terms of single copy sales (excluding pdf replicas), to 38 383 from 38 231, while *The Cape Argus* fell to 15 254 from 16 761 and *The Cape Times*, which has been wracked by firings and resignations, fell to 14 168 from 16 212.

According to the ABC statistics, 12 889 copies of *The Star's* total circulation of 93 014 was for sales at under 50% of the cover price (up from 9 702 in the previous quarter); 3 056 for *The Cape Argus* out of a circulation of 30 129; and 2 537 for *The Cape Times* out of a total circulation of 31 930 (both up from 0 in the previous quarter). It allowed all three titles to 'maintain' circulation figures from the previous quarter.

*Pretoria News* saw a decline in the number of copies selling at under 50% of its price — dropping to 2 870 from 3 140. Caxton-owned *The Citizen* disposed of 5 110 copies at less

than 50% of its cover price, out of a circulation of 55 548.

In Gauteng, *Beeld* has fallen to 52 276 from 64 874 in the previous corresponding reporting period, and *Pretoria News* to 14 002 from 17 243. *The Star* has suffered a significant decline to 93 014 from 100 898. *Sowetan* is up to slightly to 99 723 from 99 236.

In the Cape, *Die Burger* (Eastern and Western Cape editions) has declined to 56 474 from 60 512. *The Cape Argus* has fallen to 30 129 from 30 204 and the *Cape Times* to 31 930 from 32 611 (the real decline is more dramatic — see above). *Son* has fallen to 81 458 from 86 837.

In the Eastern Cape, *Daily Dispatch* has grown to 25 894 from 25 521 but *The Herald* has fallen to 20 635 from 22 621.

In KwaZulu-Natal, the *Daily News* has fallen to 26 296 from 28 881 and *The Mercury* to 26 916 from 29 010. *The Witness* has grown to 17 893 from 17 549.

*Business Day* has declined to 30 883 from 33 667, *The Citizen* to 55 548 from 58 735, and *Daily Sun* to 273 746 from 297 614. *Isolezwe* is holding steady at 107 139 from 107 119 and *The Times* is up to 143 955 from 142 523.

*Volksblad* has declined to 18 410 from 20 456.

*Saturday Beeld* has fallen to 46 043 from 58 411, and *Pretoria News Saturday* to 7 839 from 10 126. The *Saturday Star* is down to 58 926 from 73 487. *Saturday Burger* has fallen to 70 666 from 75 853. The *Weekend Argus Saturday* edition has grown to 38 728 from 37 780 but the *Weekend Argus Sunday* edition has fallen to 16 627 from 17 341. *Saturday Dispatch* has climbed to 20 925 from 20 679.

*City Press* has declined to 108 927 from 124 418 and *Rapport* to 156 383 from 187 288. The *Sunday Times* falls to 385 080 from 411 186. *Sunday Tribune* is down to 63 622 from 68 277. *Sunday Sun* is down to 163 016 from 177 257 and *Sunday World* to 102 401 from 116 659. The *Sunday Independent* resigned.

*Ilanga Langesonto* has declined to 49 738 from 56 074, *Isolezwe ngeSonto* to 85 301 from 88 026 and *Isolezwe ngoMqibelo* to 76 837 from 82 339.

In terms of the weeklies: *Ilanga* has fallen to 90 008 from 95 994, but *The Post* grew to 46 960 from 43 975. The *Mail & Guardian* fell to 33 060 from 51 551. *Soccer Laduma* has grown to 309 721 from 307 275.

## Magazines

The ABC of South Africa released consumer-magazine circulation statistics for the period October-December 2014. The ABC analysis noted that individual magazine subscriptions



account for 6,7 % of total circulation and compared to Q3 have “only declined by 6%” — this is in reference to the Post Office strike which brought postal deliveries to a virtual halt for several months.

- Total magazine circulation declined 8,6% in Q4 2014, compared to Q3 2014.
- Consumer magazines dropped 1,8% between Q3 and Q4, the Custom category dropped 13%. The Business to Business category crept up by 2%, or 25 000 copies.
- The Home category saw 5% growth compared to Q3 2014 and 13,9% growth compared to Q4 2013.
- Circulation in the motoring category continues to decline — dropping 9,2% compared to Q4 2013. *Car Magazine* remains the largest title in this category but dropped 6,9% year on year while *Auto Trader* recorded the highest % decline year on year at 47%. *Super Bike* magazine reported a 21% increase year on year.
- *Getaway* has declined 20% year on year while *Country Life* is up 13% year on year.
- The Women’s General category has dropped 10,4% year on year. *Cosmopolitan* recorded a 23% drop, *Elle* 20%, *Glamor* 17% and *Fairlady* also at 17%. *True Love* is up 10% year on year and *Grazia* 6,8%.
- *Financial Mail* has declined to 19 901 from 23 140 (total free circulation = 2 085) in the corresponding previous reporting period. *Finweek* is down to 11 678 from 13 217 (total free = 2 503).
- *Entrepreneur* has fallen to 18 575 from 22 323.
- *Forbes Africa* has held fairly steady at 17 330 from 17 336 (total free = 8 070) and *Green Business Journal* has come in at 5 801 (total free = 5 341, giving it a total paid circulation of only 460 copies). *Noseweek* has declined to 16 974 from 17 776.
- *Personal Finance* has fallen to 11 702 from 13 334. *Your Business* Magazine has grown to 11 358 from 10 478. *Real Estate Investor* has come in at 21 957 (total free = 20 306).
- *Farmer’s Weekly* has fallen to 14 223 from 14 329 and *Landbouweekblad* to 32 129 from 35 854.

The biggest-circulating business magazines in terms of paid-for (sales, bulk and subscriptions) circulation:

*Entrepreneur*: 18 201 +  
*Financial Mail*: 17 816  
*Noseweek*: 16 934  
*Personal Finance*: 11 202  
*Your Business*: 9 981 +  
*Forbes Africa*: 9 260 +  
*Finweek*: 9 175 –

The biggest-circulating business magazines in

terms of total circulation:

*Real Estate Investor*: 21 957 new  
*Financial Mail*: 19 901  
*Entrepreneur*: 18 575  
*Forbes Africa*: 17 330 +  
*Noseweek*: 16 974 –  
*Personal Finance*: 11 702  
*Finweek*: 11 678  
*Your Business*: 11 358

*Heat* magazine has declined to 24 842 from 28 446. *People* has fallen to 70 723 from 81 782. *TV Plus* (Afrikaans) is up to 37 112 from 35 303 but the English edition falls to 34 454 from 39 411. *Bona* has fallen to 73 606 to 81 504 (and 104 234 in Q3 2013), *Drum* to 113 018 from 120 241, *Huisgenoot* to 259 031 from 261 224 and *YOU* to 142 981 from 153 055. *The Big Issue* sees an increase to 13 714 from 13 263. *Taalgenoot* falls to 66 259 from 67 300.

*Conde Nast House & Garden* has declined to 42 159 from 43 725 (total free = 8 238) and *Easy DIY* to 13 333 (same figure as Q3 2014) from 23 379. *Food & Home Entertaining* has grown to 30 722 from 30 332 (total free = 5 528) but *House & Leisure* has fallen to 34 872 from 40 320 (total free = 8 887). *Sarie Kos* has fallen to 48 505 from 52 503.

*Elle Decoration* has fallen to 24 323 from 25 552 (total free = 5 560). *SA Home Owner* has grown to 41 418 from 39 633 (total free = 10 007) and *SA Garden and Home* to 56 368 from 55 006 (total free = 4 733). *Tuis Home* has climbed to 91 845 from 80 970 and *Visi* to 15 038 from 13 349. *Taste* is listed as a custom magazine – circulation has fallen to 28 858 from 29 648 (single copy sales: 24 123). *Fresh Living* has declined to 61 269 from 71 187 (single copy sales: 48 960).

*Blaque Magazine* has grown to 15 563 from 14 638 while *Braintainment* has grown to 14 475, compared to 13 404 in the previous corresponding reporting period. *Destiny Man* is down to 17 582 from 20 922 (total free = 7 978). *GQ* has grown to 26 979 from 25 694 in spite of an increase in frequency (it now publishes 11 copies a year instead of 10). *Hype* has grown to 14 394 from 11 578. *Men’s Health* has fallen to 42 522 from 50 507 and *Popular Mechanics* to 35 067 from 43 283. *Stuff* has fallen to 16 247 from 18 352 (total paid: 12 686).

*Amakhosi* has fallen to 25 195 from 29 079 but *Sowetan Magazine* grew to 21 433 from 16 689 (total free = 4 025). *Kick Off* has declined to 33 030 from 40 804 and *Runners World* to 14 498 from 17 139. *Golf Digest* has fallen to 7 667, down from 11 331 and *Compleat Golfer* is at 9 050, down from 9 783. *Magnum* has grown slightly to 15 432 from 15 277 but *Game & Hunt/Wild & Jag* has fallen to 12 962 from

13 720. *SA Hunter* has jumped to 44 551 from 40 985. *Modern Athlete* has jumped to 30 109 from 22 473 (total free = 29 528). *Wildland Magazine* has grown to 7 237 from 5 814.

*CAR* has fallen to 70 977 from 75 904 and *Leisure Wheels* to 16 177 from 19 627. *TopGear* has continued its dramatic decline to 18 356 from 26 205. *Drive Out/WegRy* has grown slightly to 30 699 from 30 269. *Topcar* has bucked the trend and grown to 17 030 from 15 495. *Auto Trader* is down to 8 353 from 12 343 and *Bike SA* to 18 466 from 24 257. *SA 4x4* has fallen to 18 840 from 21 604. *Speed and Sound* is down to 33 075 from 37 085. *Cars in Action* made no submission. *Getaway* has fallen to 34 688 from 41 791 and *Weg/Go* to 62 916 from 70 448. *SA Country Life* has grown to 39 119 from 33 776 (total free = 4 743). *Weg/Go Platteland* offered the exact same circulation number as in Q2 and Q3 2014 circulation: 35 219.

*Cosmopolitan* has declined to 60 272 from 74 242 (total free = 9 456), *Destiny Magazine* to 28 710 from 31 224 and *Glamour* to 59 507 from 69 737 (total free = 11 724). *Elle* has fallen to 38 106 from 45 942 (total free = 10 028) and *Fair Lady* to 47 079 from 55 343. *Finesse* has grown to 57 434 from 56 146.

*Good Housekeeping/Goeie Huishouding* is down to 52 336 from 55 357 (total free = 13 645) and *Ideas/Idees* to 69 280 from 75 970. *Leef* has increased to 36 895 from 34 883. *Move!* has fallen to 126 367 from 131 227. *True Love* is up – to 63 224 from 56 604. *Vroue Keur* is down to 67 513 from 72 998 but *Woman and Home* has grown to 91 235 from 89 195 (total free = 6 634).

*Essentials* is down to 31 603 from 33 230 and *Fitness Magazine* to 21 120 from 22 972. *Grazia* is up to 23 092 from 21 518 (total free = 3 474). *Kuier* has climbed to 112 536 from 109 481. *Marie Claire* has fallen to 32 658 from 33 837 (total free = 9 190). *Rooi Rose* has fallen to 85 575 from 96 844 (and 102 301 in Q3 2014) and *Sarie* has fallen to 84 408 from 92 768. *Your Family* is down to 45 659 from 53 626 (total free = 6 103), *Women's Health* to 49 791 from 55 453. *Longevity* has grown slightly to 19 307 from 19 153 (total free = 6 753).

## Online media

In August 2014, IAB South Africa and Effective Media launched the South African Internet Map, which provides an overview of the largest websites in South Africa. The map makes use of Effective Measure statistics. Effective Measure is the official traffic measurement partner of the IAB South Africa, and provides accurate traffic statistics for South Africa's top websites.

In March 2014, Effective Measure recorded

27 million unique browsers to South Africa's top websites, up from 16 million two years ago. There was also an increase of 68% in page impressions – up from 486 million in March 2012 to 815 million in March 2014. The big story in South Africa is mobile. Mobile websites saw an increase of 274% in site impressions over the last two years.

In April 2014, the IAB South Africa, Effective Measure statistics revealed the largest websites in the country. News24 is the largest site in the country, followed by MSN and IOL. According to the latest Effective Measure statistics, News24 attracted 7,1 million unique visitors in March 2014. MSN was second with 3,7 million visitors and IOL third with 2,8 million.

When it comes to only South African traffic, News24 was also the top website with five million unique monthly readers.

## Media organisations and role players

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

The purpose of the PMSA is to represent, promote, interact with and intervene in all matters concerning the collective industry and of common interest. It represents more than 700 newspaper and magazine titles in South Africa.

The PMSA is a member of a number of international bodies, such as the World Association of Newspapers and the Federation of Periodical Press. Allied to the PMSA, but not a constituent member, is the ABC, responsible for auditing and verifying print-media circulation figures.

The AIP represents the interests of more than 250 independent publishers in southern Africa.

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

The Forum of Black Journalists addresses issues that directly affect its members.

Members of the public who have complaints or concerns about reports in newspapers and magazines can submit their grievances to the Office of the Press Ombudsman. Should they not be satisfied with the resultant ruling, they

can lodge an appeal with an independent appeal panel. The Office of the Press Ombudsman was set up by the PMSA, Sanef, the Media Workers' Association of South Africa and the South African Union of Journalists.

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

The Freedom of Commercial Speech Trust protects freedom of speech. It is 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 is an independent body that represents, promotes and serves the interests of all community-newspaper journalists in southern Africa. The decision to become an independent body followed the restructuring of the Community Press Association into the AIP.

The Broadcasting Complaints Commission of South Africa is an independent self-regulatory body that serves as a voluntary watchdog, to adjudicate complaints from the public about programmes flighted by members who subscribe to its code of conduct. Members include the SABC, M-Net, Radio 702 and the Trinity Broadcasting Network. However, the commission does not deal with X-rated material, the broadcast of which is prohibited under criminal law.

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

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.

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

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

The National Community Radio Forum (NCRF) 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, courtesy of Adams & Adams.

Other important annual media awards are the Eagles, the Pendering and the AdReview Awards.

Radio-station members are independent, non-profit community-based organisations.

The Professional Journalists' Association's mission is to give a voice to working journalists and represent their interests in newsrooms across the country.

Other press organisations operating in the country are the:

- Foreign Correspondents' Association of South Africa
- Printing Industries Federation of South Africa, the South African Typographical Union
- Specialist Press Association
- South African Guild of Motoring Journalists
- Professional Photographers of South Africa
- Media Institute of Southern Africa
- Publishers' Association of South Africa
- press clubs in major centres.

## News agencies

The main foreign news agencies operating in South Africa are:

- Reuters
- Agence France-Presse
- Associated Press
- Deutsche Presse Agentur
- United Press International.

## Journalism awards

South Africa's most important awards include the:

- Mondi Shanduka Newspaper Awards
- 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
- CNN MultiChoice Africa Awards
- Discovery Health Journalism Awards
- Sanef's Nat Nakasa Award for media integrity.

## Media awards

The MDDA and Sanlam announced the winners of the MDDA-Sanlam Local Media

Awards, which were presented on 23 May, at a gala event held at Birchwood Hotel and OR Tambo Conference Centre in Boksburg near Johannesburg. Top honours went to Zita Goldswain of Witbank News as Journalist of the Year; NFM won the Community Radio Station of the Year, while Bush Radio took the prestigious Rantho-Letsebe Community Media Award. Herman Steyn of Die Pos/The Post was again named Press Photographer of the Year and Laila Majijet of the People's Post was awarded the Alet Roux Medal for the best newcomer in print journalism.

## Advertising

South Africa has a vibrant and dynamic advertising industry. Local advertising agencies are often recognised internationally for their excellence.

### 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.

It is an independent body established and funded by the marketing-communication industry to manage advertising in the public interest by means of self-regulation.

The ASA cooperates with government, statutory bodies, consumer organisations and industry to ensure that advertising content complies with the Code of Advertising Practice.

The code is the ASA's guiding document based on the International Code of Advertising Practice, prepared by the International Chamber of Commerce.

Drawn up by the ASA with the participation of representatives of the marketing-communication industry, the code is amended from time to time to meet the changing needs of the industry and of South African society.

### Advertising awards

The 36th Annual Loerie Awards took place on 20 and 21 September 2014 at the Cape Town International Convention Centre. A total of 256 awards were handed out during the ceremonies, as well as four Grands Prix awarded to:

- Grid Worldwide Branding (Pty) Ltd for Anti Est "Anti Est #Unlearn", in Design Mixed-Media Campaign.
- One Kingdom Creative Studio for Mi-Fone "Oju Africa App", in Digital & Interactive - Mobile Applications & Sites
- FCB South Africa (PTY) LTD for Coca-Cola South Africa "A rainbow for the Rainbow Nation", in Outdoor Media.

- Ogilvy & Mather Johannesburg for Lucozade "Give me strength."

Special Awards included Keith Rose, director and founding partner of Velocity, who was inducted into the Loeries Hall of Fame for his outstanding contribution to the industry. The Adams & Adams Young Creatives Award went to Matthew Pullen and Freda Raubenheimer. They each received a Gold Loerie and a trip to the Cannes Lions International Festival of Creativity.

## Public relations

### Public Relations Institute of Southern Africa (Prisa)

Established in 1957, Prisa represents professionals in public relations and communication management throughout the southern African region and has registered practitioners in Botswana, Namibia, Lesotho, Swaziland and South Africa.

It is a founding member of the Global Alliance for Public Relations & Communication Management and initiated the formation of the Council for Communication Management (CCM) in South Africa. The Council is the coordinating body representing various groupings of professionals in South Africa.

Prisa plays a leading role in uniting professionals and driving transformation. As the recognised leader of the public relations and communication management profession in southern Africa and beyond, Prisa provides the southern African industry with the local professional advantage.

## International relations

The international branch of the DoC continues to be the primary vehicle through which the department pursues government's priority of contributing to a better South Africa and contributing to a better and safer Africa in a better world.

South Africa chairs the Future Strategy Committee of the Universal Postal Union.

The department was re-elected to the Postal Operations Council that deals with the operational, economic and commercial aspects of the postal business.

South Africa has contributed significantly to the UPU's work in developing National Address Systems. The country's use of Global Positioning Systems to allocate addresses to people in rural and undeveloped areas has proved critical.









