

FORM C**APPLICATION TO AMEND AN INDIVIDUAL LICENCE****(Regulation 9)****INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**

- Note: (a) Applicants must refer to the *Electronic Communications Act, 2005 (Act No. 36 of 2005)* ("the Act") and any regulations published under that Act with regard to the requirements to be fulfilled by applicants.
- (b) Information required in terms of this Form which does not fit into the space provided may be included in an appendix attached to the Form. Each appendix must be numbered with reference to the relevant part of the Form.
- (c) Where any information in this Form does not apply to the applicant, the applicant must indicate that the relevant information is not applicable.

1. PARTICULARS OF LICENCE	
1.1 Licence number:	009/RE/COMMERCIAL/R/SEPT/19
1.2 Nature of services authorised to be provided in terms of the Licence:	Commercial Sound Broadcasting Service
1.3 Attach a copy of the Licence that is the subject of this application. The copy of the Licence must be marked clearly as Appendix 1.3 of FORM C .	
Attached as Appendix 1.3	

2. PARTICULARS OF APPLICANT (LICENSEE)	
2.1 Full name of applicant:	Primedia (Pty) Ltd
2.2 Designated Contact person (Maximum of two):	Tholoana Ncheke
2.3 Applicant's principal place of business	Primedia House 15 Fredman Drive Sandown

W2 TR

	Sandton 2196
2.4 Applicant's postal address:	P.O Box 5572 Rivonia 2128
2.5 Applicant's Telephone number/s:	011 506 3845
2.6 Applicants mobile number/s	
2.7 Applicant's Telefax number/s:	
2.8 E-mail address of designated contact persons (maximum of two):	tholoanan@primedia.co.za

<p>3. PROPOSED AMENDMENT TO THE LICENCE</p> <p>3.1 Set out the proposed amendment/s (with reference to existing clauses in the licence, including trading name/station name for broadcasting services) to the licence which is/are the subject of this application:</p> <p>The amendment sought is to clause 2 of the Schedule to the licence such that it proposes it to refer also to the Northern Cape in recognition of the fact that:</p> <ul style="list-style-type: none"> • Kfm is already licensed to, and does, broadcast to certain parts of the Northern Cape; • the application proposes an expansion of Kfm's existing coverage area in the Northern Cape. <p>The proposed clause 2 of the Schedule is to read as follows:</p> <p>2. Geographic Coverage Area</p> <p>Greater part of the <u>Northern</u>, Western and Southern Cape, as defined in the coverage map attached to the Licensee's radio frequency spectrum licence.</p>

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3.2 Set out the reasons for the proposed amendment/s to the Licence. If the amendment is regarding programming, please attach research undertaken supporting the proposed amendment. Please attach research report as Annexure 3.2. The report must indicate what necessitates the proposed amendment/s.

The reasons for the proposed amendments (which do not relate to programming) are set out in Appendix 3.2.

Further, for the Authority's ease of reference, Kfm has have indeed undertaken research on existing sound broadcasting services operating in the areas of the proposed extension of Kfm's coverage area in the Northern Cape, a copy of which is attached as **Appendix 3.2[2]**, and on the appeal of the Kfm service to target audiences in the areas of the proposed extension of Kfm's coverage area in the Northern Cape, a copy of which is attached as **Appendix 3.2[3]**.

3.3 Explain the implications (if any) of the proposed amendment/s, with specific reference *inter alia* to the provisions of section 10(1) (a), (b), (c), (d) and (f) of the Act:

The implications of the proposed amendments are set out in Appendix 3.3.

4. RADIO FREQUENCY SPECTRUM

4.1 Indicate whether the applicant holds a radio frequency spectrum Licence. If so, provide details thereof and attach a copy of the radio frequency spectrum Licence marked clearly as **Appendix 4.1**.

Kfm's Radio Frequency Spectrum Licence is attached as Appendix 4.1.

4.2 If an amendment to the applicant's radio frequency spectrum Licence is necessary, a separate application to amend the applicant's radio frequency spectrum Licence must be submitted to the Authority in this regard at the same time as this application.

Kfm's Radio Frequency Spectrum Licence amendment application is attached as Appendix 4.2.

5. UNDERTAKINGS

5.1 Provide details of undertakings (if any) and other matters which, in the applicant's view, the Authority may need to take into consideration:

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The additional undertakings are contained in Annexure 5.1.

5.2 Attach a resolution signed by the majority of the members of the board of directors authorising the person signing and submitting this application marked clearly as Appendix 5.2 of FORM C.

The resolution is attached as Appendix 5.2.

The person signing the application on behalf of the applicant must acknowledge as follows:

I acknowledge that the Authority reserves the right to have any Licence amended pursuant to this application set aside, should any material statement made herein, at any time, be found to be false.

Signed 

(APPLICANT)

I certify that this declaration was signed and sworn to before me at Sandton

on the 18th day of December 2024 by the deponent who acknowledged that he/she:

- 1. knows and understands the contents hereof;
- 2. has no objection to taking the prescribed oath or affirmation; and
- 3. considers this oath or affirmation to be truthful and binding on his/her conscience.



COMMISSIONER OF OATHS

Name:

Address:

Capacity:

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