



Appendix 1.4 of  
FORM E.

**Independent Communications Authority of South Africa**  
350 Witch-Hazel Avenue, Eco Point Office Park  
Eco Park, Centurion  
Private Bag X10, Highveld Park 0169

**INDIVIDUAL BROADCASTING SERVICE LICENCE**  
**No.: 021/COMMERCIAL/R/JUL/14**

**GRANTED AND ISSUED**

**TO**

**ALTIUS TRADING 460 (PTY) LTD**

**FOR THE PROVISION OF**  
**A COMMERCIAL SOUND BROADCASTING SERVICE TO BE KNOWN AS**

**MAGIC 828**

**SIGNED FOR AND ON BEHALF OF THE INDEPENDENT**  
**COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**

**EFFECTIVE FROM 18 JULY 2014**

**DR CHARLES LEWIS**

**ACTING CHAIRPERSON**

**UPDATED ON: 19/10/2022**

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Dr. C Lewis (Acting Chairperson), Y Kedama, Adv. LS Mkumatela,  
PJ Zimri (Councillors), Adv. NN Gidi (Acting CEO)

## 1. LICENSEE

The Licence is issued to:

- 1.1. Name of Company/Entity: Altius Trading 460 (Pty) Ltd.
  
- 1.2. Shareholders:

Kaqala (Pty) Ltd	- 50%
Western Cape Black Media Consortium (Pty) Ltd (Western Cape Consortium)	- 50%
  
- 1.3. Ownership held by persons from historically disadvantaged group - 50%

## 2. CONTACT DETAILS

2.1 The contact person for the Licensee shall be:

- 2.1.1. Name: Lyndon Johnstone
- 2.1.2. Tel: 087 828 0820
- 2.1.3. Fax: 021 742 1996
- 2.1.4. Cell: 082 370 1266
- 2.1.5. Email: [lyndonj@lmradio.co.za](mailto:lyndonj@lmradio.co.za)

2.2. Should the Licensee propose to replace the person so designated, the Licensee shall notify the Authority in writing within seven (7) days after appointing the new designated person.

## 3. NOTICES AND ADDRESSES

The Licensee chooses the following as its principal addresses:

- 3.1. Postal Address: PO Box 119  
Howard Place  
7450



3.2. Physical Address: No. 10 Building 12  
Oxbow Crescent  
Century City  
Cape Town

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## **SCHEDULE**

### **1. Name of Station**

Magic 828

### **2. Licence Period**

This licence is valid for a period of ten (10) years.

2.1 The effective date of the Licence is 18 July 2014.

2.2 The Licence shall expire on 17 July 2024.

### **3. Geographic Coverage Area**

City of Cape Town Metropolitan area, as defined in the coverage map attached to the Licensee's radio frequency spectrum licence.

### **4. Broadcast Language**

Principal language for the Licensee shall be English.

### **5. Format**

5.1 The Licensee shall have a programming format that is commercially recognisable classic hits of 85% from the 60's to the present (this is divided into Golden Greats, Gold and Future Gold).

5.2 The Licensee's programming format shall be supported by a mix of 15% news, talk and actuality, comedy, movie reviews, competitions and community programming intended to target or appeal to the broadcast range of listeners from the ages of sixteen to sixty.

### **6. Local content obligations**

The Licensee shall broadcast 25% South African music.



## **7. General Programming Obligations**

- 7.1 The Licensee must broadcast a headline news bulletin of approximately 1 to 2 minutes per bulletin, 7 times a day during peak hours. The Licensee's peak times shall be 06h00 to 08h30 and 16h00 to 18h30 on weekdays. The news bulletin shall alternate equally between English, Afrikaans and isiXhosa.
- 7.2 The Licensee shall broadcast 50% news from the Western Cape region, 30% national news and 20% international news.
- 7.3 The Licensee shall develop an in-house newsroom for internal use or for both internal and external use which will generate daily news content within three (3) years from the effective date of the Licence.
- 7.4 Should the Licensee source news material from a source other than itself, the source(s) thereof shall be disclosed to the Authority.
- 7.5 The Licensee shall broadcast community notices relating to its coverage area in English, Afrikaans and isiXhosa.

## **8. Ownership and control structures of the Licensee**

Until the publication of ownership and control regulations, the Licensee shall for the duration of this licence maintain at least thirty per cent (30%) ownership and control of the station by persons from historically disadvantaged groups.

## **9. Promise of Performance**

- 9.1 The Licensee shall employ a local news team specifically for the production of local news within five (5) years from the effective date of this Licence.



- 9.2 At least 70% of the employees employed by the Licensee shall be historically disadvantaged persons from the licensed coverage area year within one (1) from the effective date of this Licence.
- 9.3 The Licensee establish an employee training programme and shall spend a minimum of R116 000 (one hundred and sixteen thousand rand) annually.
- 9.4 The Licensee shall assist in the development of broadcasting knowledge and skills amongst historically disadvantaged groups in the industry by "adopting" at least one (1) community sound broadcaster annually within the broadcasting coverage areas and provide them with, among other things, managerial and technical training through holding workshops and hands-on experiential training at Magic 828 within one (1) year from the effective of this Licence.
- 9.5 The Licensee shall provide to the value of at least R500 000.00 (Five Hundred Thousand Rand) annually after the initial three (3) years of broadcasting to be used for annual broadcasting sound engineering, journalism, training, programme presenting and production, sales and marketing, and news gathering internship(s) to persons from historically disadvantaged groups from the licensed coverage area.
- 9.6 The Licensee must provide at least R500 000.00 (Five Hundred Thousand Rand)'s worth of airtime annually after the initial three (3) years to promote corporate social responsibility initiatives such as awareness of HIV & AIDS, cancer, poverty alleviation, job creation, and any other social objective.

