



ICASA

**Public Hearing for Individual
Commercial Free-To-Air
Broadcast Services**

22 NOVEMBER 2018

FREE-TO-AIR ANSWERS

Chairperson: Over to you Free to Air

Free to Air: Thank you. Good afternoon Chair. I'm going to address the question regarding the appointment of directors. What I'd like clarity on is whether the people who were asking us the questions require that we disclose or get them the actual documentation or supplement the application rather with the acceptance of appointment by the directors. It doesn't change the, their appointment but the fact that submissions have not been made to the CIPC so what I'm struggling to understand is are they asking us to supplement by giving them fuller or more disclosure regarding how they were appointed or are they questioning the legality or the status of the appointment, so if I could just get clarity on that?

Chairperson: Let us not avoid a dialog. Basically the reason why we have parties asking questions as they are is to allow the authority to come to a decision based on the sufficient formation that has been submitted. So the issue that we are raising is the fact that in as much as you have got directors that are listed in your application but there does not seem to be a corresponding information that's available with CIPS so I suppose whether you want to provide that as further information in order for the authority to satisfy itself then that might be in order. But also just to highlight the fact that we are aware that there's certain information that you've requested confidentiality on and in that instance obviously it's only us that's got access to that information. So should we then question you on that information then we'd request you to provide the information in writing within the next 7 days so we'll not question you directly on that. Obviously the other applicants do have access to that information, it's only us but where the information is of public record of public note then you may by all means supply it in order to supplement your application wherever necessary thank you. So I suppose that clarifies your question. I didn't think it's necessary for Kwese to respond.

Free To Air: Chair in that case we'll be happy to supplement the application with proof of the appointment of our directors, thank you.

Female: A follow up, just to correct, you're saying that you supplement the application. Rather provide us with additional information to clarify what you also submitted. Okay.

Free To Air: Okay the second question was around the funding arrangement in terms of that arrangement. I think that one is very much, so part of the confidentiality that's very much part of the confidentiality of the application. Just for transparency we are willing to say that we have secured the required funding and we are happy to provide any information required to that, to the authorities on request. The question around the niche market regarding the Mama channel so regarding our research and everything that we have done, according to the

Mama channel, so I think we are happy to say that the research that we have done is representative of the areas that we want to present and that the –

Free To Air: So I know what was written there was only directed at pregnant women, I think in my presentation I also clarified that we are looking at doing content for women. So what that speaks to is how, how are children raised in terms of aspirational stories that women need, it is beauty shows, so for me the content is not necessarily niche as a result we would understand there's a lot of, there's more women than men in South Africa or in the world but also I also clarified that we understand that when we target women we are targeting the family so it's not as niche as it sounds. Obviously you don't come into watch a show about giving birth or pregnant women but the content speaks to women so I hope that clarifies that. Just to speak a bit on research, the reason why I was talking about the organisations that we've partnered with is that in as much as we do research that is a dipstick, you know just to give us a feel of what people are feeling or whether or not they would accept the content that we are proposing but I think what is most important is that we partner with organisations that are on the ground that gives us the opportunity to ask people from different ethnic backgrounds, also different provinces to be able to get more accurate information so for us these organisations such as Township tekkie such as the one I mentioned which is for spaza shops and many more others that we are working with gives us an opportunity to have our hand on the pulse and understand what South Africa is feeling. So that research speaks to the content but it's also a dipstick so it's not limited to what is it that we can do through our partnerships. I hope that clears it as well.

Chairperson: There was a question around marks 3 coverage, what is your intended coverage area. Was it in line, it's in relation to the marks 3 and there is a percentage so what's your view on that?

Free To Air: So our technical play out partner is Sentech and relating to the area that they are playing out to we are covering that area. It's 51% of the whole country and we have access to all 34 of their transmitters so yes we are covering everywhere where marks 3 will be available.

Chairperson: Are you finished with the questions? It would seem from what I've noted you've answered everything. Having said that then I would open up the question session to the panel of ICASA and each and every representative will have a question, because as you'd have seen the IT was divided into various sections so we'll ask you questions regarding specifics of the ITA and I think from my side, is it possible maybe to project your presentation again. I think that was the very first slide when you were speaking about partnerships. I will just need clarity, because what we have on paper, what we have on slide, we may just need to marry, I'll just need some clarifications. While you are still

busy setting up I will request members of my team to ask questions in the meantime. Before I go councilor do you have a question?