

mda

MEDIA DEVELOPMENT & DIVERSITY AGENCY



EC ICT Summit

“Maximizing on the growth of Community Radio and TV”

08 November 2012



INDEPENDENT NEWSPAPERS



8th Eastern Cape ICT Summit 2012

Background

Background

- Reconstruction and Development Programme (RDP) document provided for supporting the media diversity as essential to transform the South African society.

Background

- In 1995, the community media sector met in Cape Town under the banner of a conference called “Community Media 2000”. Among its recommendations was a formation of an “Enabling Support Mechanism” or “Media Development Agency”.

Background

- In 1996, the then Deputy President Mbeki established a Task Group on Government Communications (COMTASK) led by Mr Mandla Langa

MDDA & background

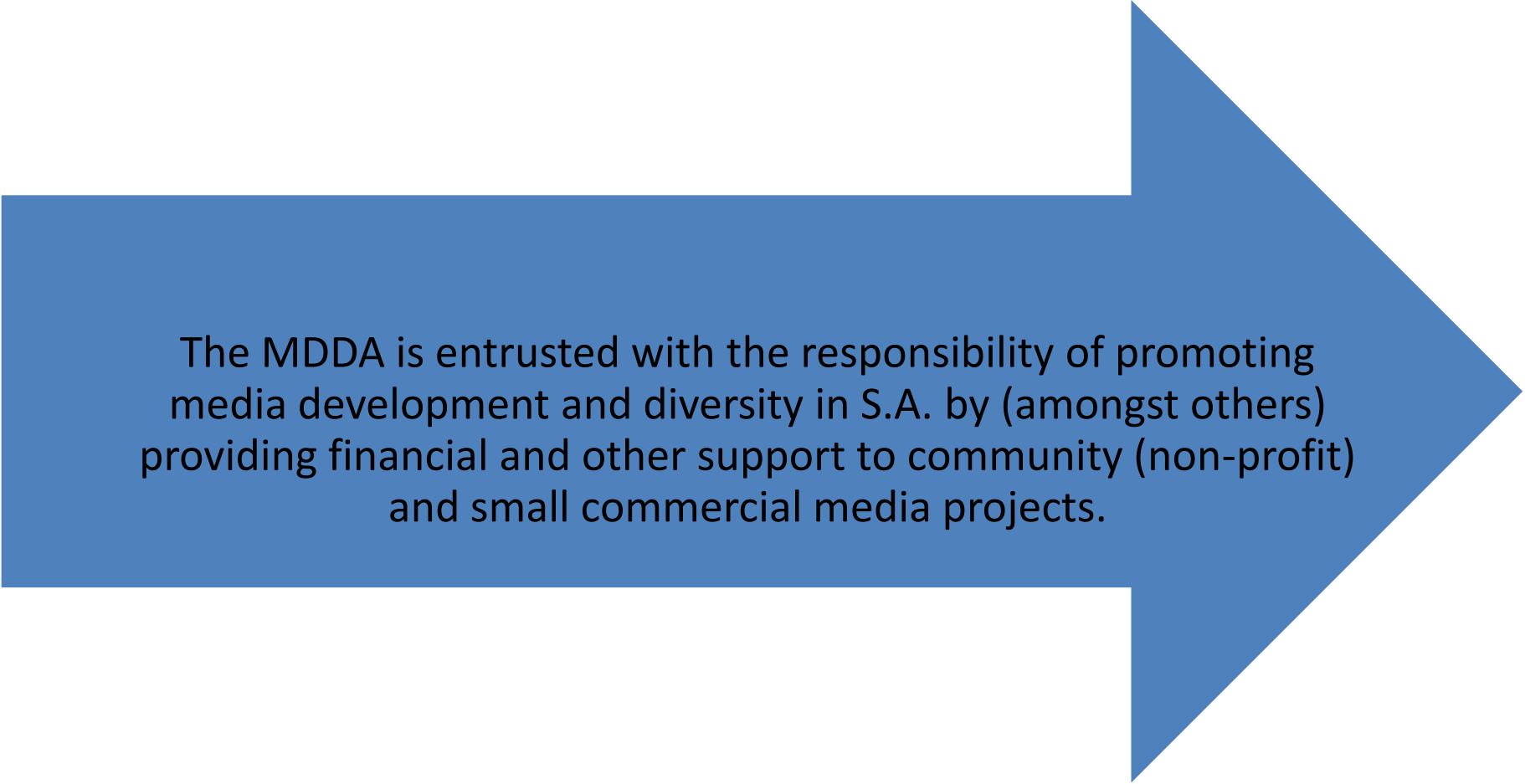
Section 16 and
32 of the
Constitution Act
No. 108 of 1996

- provides for the freedom of expression and access to information.

MDDA Act No.
14 of 2002

- establishes a statutory body called the MDDA.

MDDA & background



The MDDA is entrusted with the responsibility of promoting media development and diversity in S.A. by (amongst others) providing financial and other support to community (non-profit) and small commercial media projects.

Vision

"Each and every SA citizen should have access to a choice of a diverse range of media"

Mission

"A development Agency that will assist in building an environment where a diverse, vibrant and creative media flourishes and reflects the needs of all South Africans"

Mandate

- **CREATE AN ENABLING ENVIRONMENT FOR MEDIA DEVELOPMENT AND DIVERSITY WHICH REFLECTS THE NEEDS AND ASPIRATIONS OF ALL SOUTH AFRICANS**
- **REDRESS EXCLUSION AND MARGINALISATION OF DISADVANTAGED COMMUNITIES AND PERSONS FROM ACCESS TO THE MEDIA AND THE MEDIA INDUSTRY**
- **PROMOTE MEDIA DEVELOPMENT AND DIVERSITY BY PROVIDING SUPPORT PRIMARILY TO COMMUNITY AND SMALL COMMERCIAL MEDIA PROJECTS**

OBJECTIVES OF THE AGENCY IN TERMS OF THE ACT

Encourage ownership and control of, and access to, media by HDC as well as by historically diminished indigenous language and cultural groups,

Encourage the development of human resources and training, and capacity building, within the media industry, especially amongst HDGs,

**Encourage the channelling of resources to the community media and small commercial media sectors,
Raise public awareness with regard to media development & diversity issues**

**Support initiatives which promote literacy and a culture of reading,
Encourage research regarding media development & diversity,
Liaise with other statutory bodies, such as ICASA and USAASA**

Overall Objective

- To ensure that all citizens can access information in a language of their choice and to transform media access, ownership and control patterns in South Africa

Purpose

- To strengthen the sector through provision and leveraging of resources, knowledge and skills in pursuit of promoting media development and diversity

Community Broadcasting

Nationally

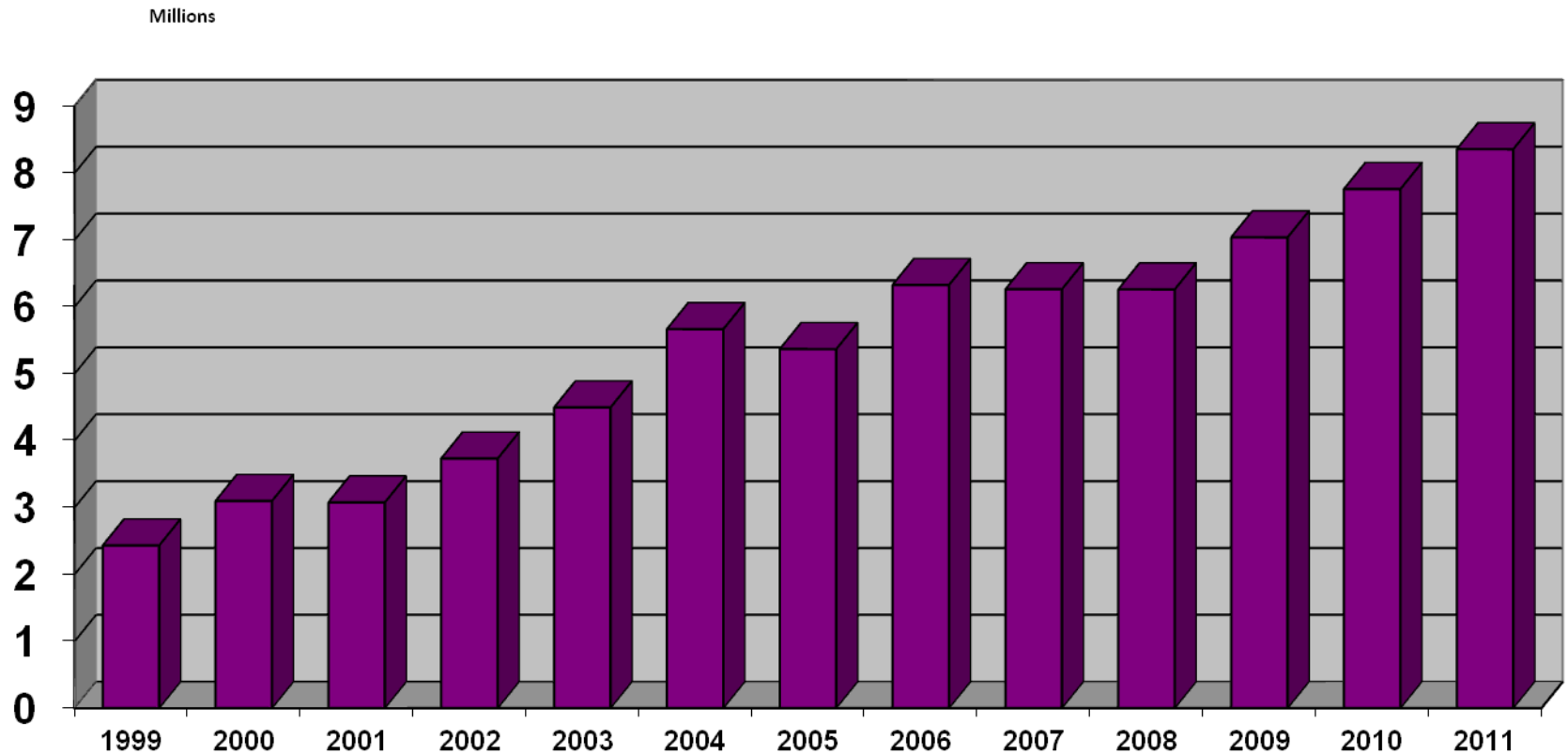
- Currently the licensed community broadcasting services include:
- 120 community radio stations
- 6 Community TV stations

Eastern Cape

- **2 Community TV initiatives**
 - Bay TV (on air)
 - EC Community TV Initiative (at conceptual stage)
- **Community Radio Station**
 - ECCRF – 14 on air CR
 - 7 others

Total Community Radio

■ RAMS Listenership figures



Advertisers should take advantage of Community Media because;

Community radio

- Total Community Radio share of audiences is 27.8% from a total radio audience of 30.757 million. (*source: SAARF*).
- Audiences have increased since April 1999 (from 2m) to 8.553 million listeners in May 2012.
- GCIS advertising revenue on CR in 2011/12 = R12m

Community and small commercial print media

- Total revenue traded in the 2011/12 financial year was R271 611.29 (*Source GCIS and The Media Connection*).

Community radio

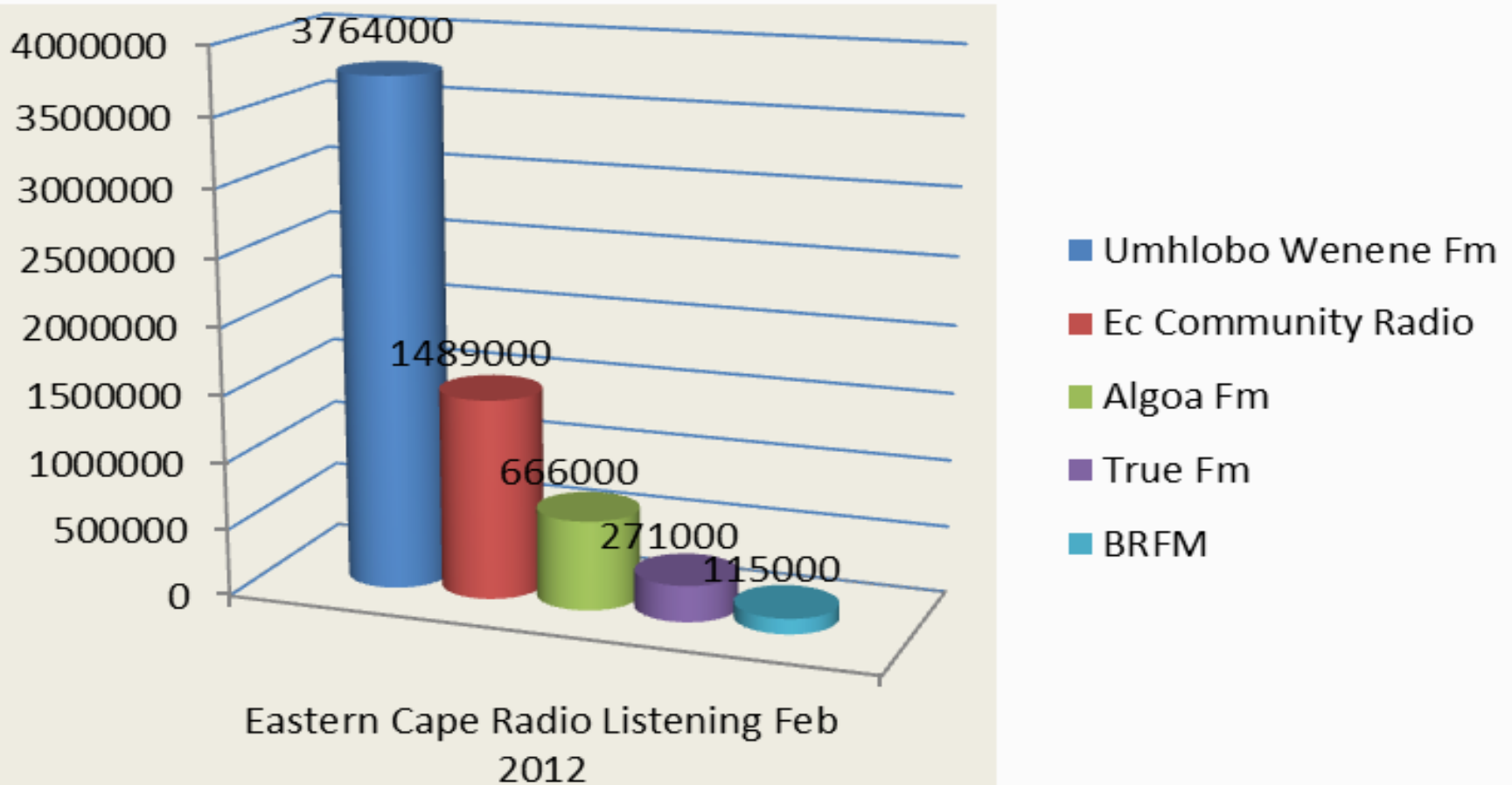
- There has been a steady audience increase year on year largely due to the increased yearning for locally relevant programming by South Africans generally.
- Revenue growth in the sector is another indicator of a stable industry and other marketers are increasingly realising this and are steadily taking advantage of this growing sector

Community TV

- Community TV has also showed similar trends as radio and we remain convinced that this upward audience trends will continue for the foreseeable future.
- Regulatory certainty that will be provided soon by ICASA following the DoC Policy Review will enhance the growth of this sector.

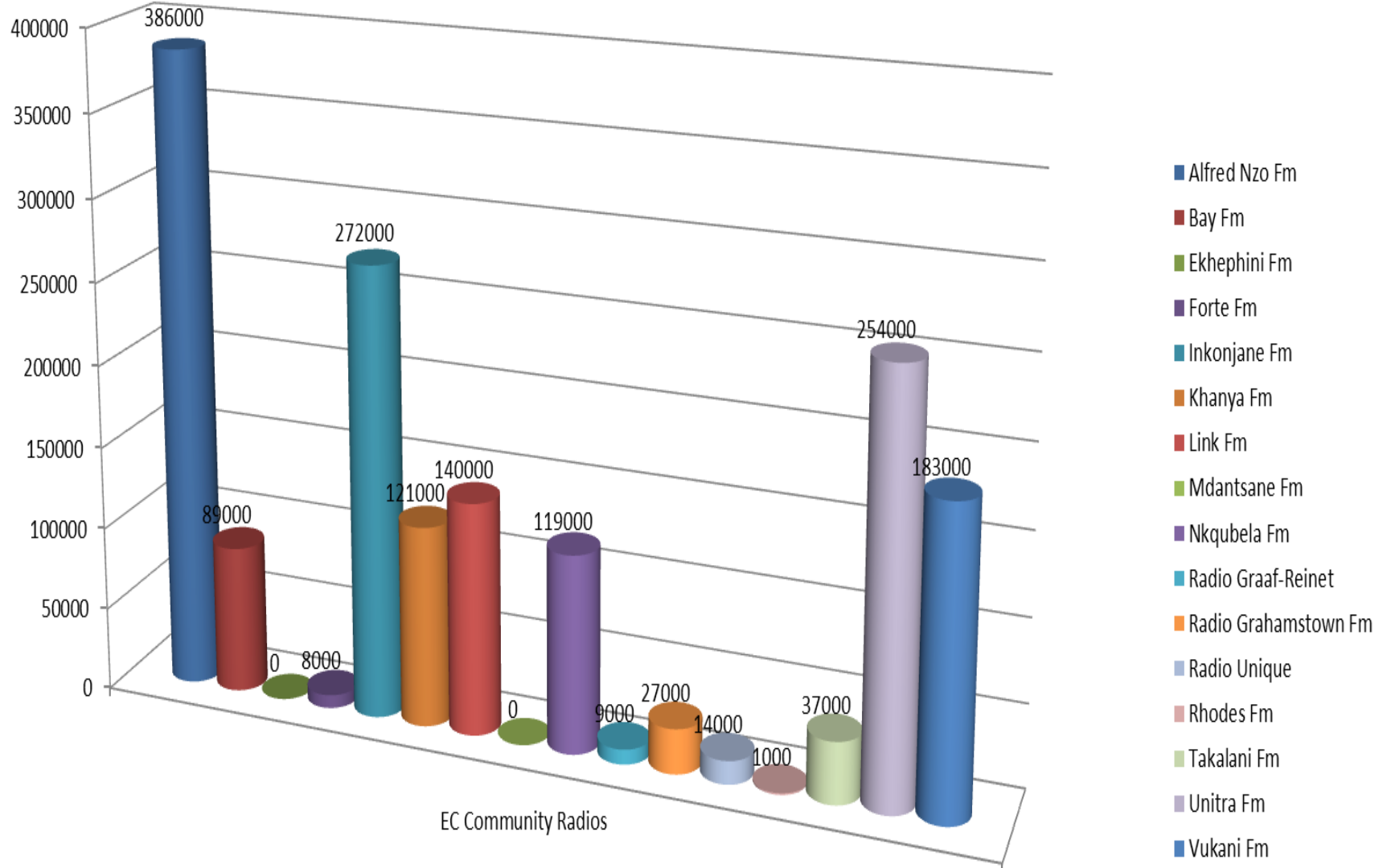
Eastern Cape Radio Listenership

(SAARF – Feb 2012)




Eastern Cape CR Listenership

(ECCRF – Feb 2012)









Communities trust their community Radio and TV stations. They talk to them about issues that affect them, issues they can relate to- In a language they understand.

Interesting Statistics – Food for thought

Daily Despatch

*(figures from Dep Editor Siqoko,
19 June 2012)*

- Daily – approx 27 000
- Saturday – approx 22 000

Community Radio in the Eastern Cape

- 1.4 m as at Feb 2012 (SAARF)

Community Participation

Structurally

- Community participation should remain protected and enshrined in the establishing legal basis of community radio.
- Community involvement ensures that community own and control the radio station.

Programming

- Community must participate in the selection and provisioning of programming.
- Such involvement ensures local content is promoted, programming content is relevant to the needs of the community, editorial is determined from a local perspective and therefore promotes diversity.

Community Radio Self funding options

- - membership fees (not very sustainable given the socio-economic conditions)
- - advertising and sponsorship (similarly dependent on a number of challenges ranging from socio-economic conditions of the area of broadcasting to the advertising industry's response to this category of broadcast)
- - Other like, training, outside broadcasts, music shows, telethons, etc.
- - community support
- - partnerships with NGO's and CBO's in areas such as programme production, training, etc.
- - Exploration of opportunities brought about by the Electronic Communications Act (ECA) of 2005 and digital broadcasting.

Success story of Community Radio

Community radio as a source of information – education, elections, health, labour, COP 17, etc.

- CR role in empowering citizens, with skills
- Community radio as promoter of people driven and participatory democracy
- Increased listenership of community radio countrywide
- Broadcasting industry growth
- PBS and Commercial Broadcasting service's reliance on skills developed and channeled through community radio. reliance on skills developed and channeled through community radio.

Mobile TV, Digital broadcasting and opportunities

The migration from analogue to Digital Terrestrial Television (DTT) in the main affects television and not radio.

Digital radio will lead to more licensing opportunities, leading to more radio stations, diverse content, languages, views and opinions, etc. but the costs of receivers are still a disincentive.

Digital Terrestrial Television (DTT) also provides audio channels. The challenges becomes the mobility of TV sets. Mobile TV therefore will provide the ongoing advantage of radio, that you can listen any where, anytime, etc.

Opportunities

- *Participate in existing media in your area (community radio, community TV, community newspaper & magazines, small commercial media, etc.*

- *Skills development and training*

- *Job opportunities*

- *Incubators (SEDA/ECITI) need to explore looking and needs of Community Radio and TV and provide ICT solutions. (community participation, Web based Broadcasting / Streaming of community radio & TV for wider audience, digitization, econtent,*

- *Knowledge Management / Information Portal – history of the sector (audio/visual), templates of constitutions, policy guiding documents, board selection criteria, advertising toolkits, corporate governance toolkit, etc.etc.)*

Narrowing Digital Divides

- Divides limit market development - access, cost, skill, usage, content
- We need to bridge the content gap through creative and innovative strategies, including econtent, interactive content, etc.
- *“Book’s content is immediately accessible. With phone you see device first, then need to drill down into content”* Dr Peter Bruck (WSA Chairman)
- Content provides an opportunity and a strategy to drive local ICT development
- Partnerships with Community Radio and TV can lead to further investment into e-content and interactive content development.

Opportunities

- 
- Young people use Internet and Mobiles to take Action on the UN MDGs
 - Young people are very active in Community Radio and TV

Lets use Internet, Mobiles, Community radio & TV, etc. to get action on MDGS

- **Eradicate extreme Poverty, Hunger and Disease! -**
- **Universal Education - Education for All!**
- **Gender equality!**
- **Child health!**
- **Maternal health!**
- **Environmental sustainability!**
- **Global Partnerships!**
- **Combat HIV/AIDS!**


CONCLUSION



Community broadcasting empowers communities to tell their own story, own and control communication medium, and to participate (through a two-way) in the democracy.

Creativity, innovation, etc. is essential in content development aimed at telling your story, thereby enhancing democracy, creating jobs, promoting local content, media diversity, developing indigenous languages, human dignity, using ICTs for development and becoming an active participant in the knowledge and information society.

Media diversity and democracy



Diversity of media is essential for deepening and the sustainability of a democracy, as it encourages more voices, views, opinions, expressions in many languages, community participation, choices, more demand for quality of content and professionalism.

Ngiyabonga
Enkosi
Ke a leboha
Ke a leboga
Baie dankie
I thank you

Lumko Mtimde

lumko@mdda.org.za
www.mdda.org.za

08 November 2012



Questions?

