



APPENDIX 5.1 OF

FORM C



PROPOSED AMENDMENTS

5.1

. As stated in the submission, according to BRC RAM 88% of North West province residents listens to radio daily, and 26% of these listeners are non-Setswana speaking. In *Moloi v Qwaqwa* case ICASA Complaints and Compliance Committee (CCC) held that there is no doubt that Qwaqwa Radio has the right to freedom of expression and that the community it serves has the right to information. It is in this premise that we strongly indicate that the community we serve in North Province will have the right to information with the proposed amendment of 70% English and 30% Setswana and other languages

FINITY GROUP OF COMPANIES

ICASA
350 Hitch-Hazel Ave
Eco-Park Estate
Centurion
0144

Nfinity Media Investments (Pty) Ltd
Block G, Pinmill Farm
164 Katherine Street
Sandton
2196

31 January 2020

ATT: the Administrator

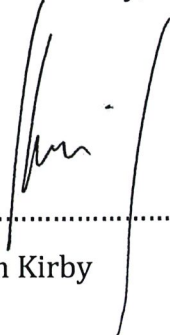
SUBJECT: YOU FM BROADCASTING LANGUAGE FORMAT AMENDEMENT.

Dear Madam/Sir

I have been asked to apply my experience of 29 years in the media industry, including 7 years at the SABC and 11 years at ComutaNet which had its own radio network at taxi ranks nationwide, to the language policy request of You FM. Based on my experience, I believe that granting permission to amend the broadcasting language will be beneficial to You FM but will not have any significant impact on Motswedding FM, which will rightfully own the Setswana speaking people segment.

The approval of this policy will allow for an alternate voice and choice in the region and allow You FM to fairly compete for advertising revenue.

Yours sincerely,


.....
Kevin Kirby
COO



12 February 2020

To whom it may concern

The Target Group Index (TGI) is a nationally representative survey of 24,000 South Africans living in communities 8,000+, aged 15+ which measures demographic, media, psychographic and branded information. TGI's survey data is collected from February to November each year - data collected in the first five months of the year is labelled A (i.e. February – June) and data collected in the latter part of the year is labelled B (July – November) i.e. 2018A and 2018B. The sample size in 2018B is 12,428 and 12,508 for 2019A.

Each dataset (i.e. 2018B and 2019A) represents 26 922 000 South Africans.

According to TGI data there has been an increase in English speaking individuals in the North West from the second half of the year of 2018 to the first half of 2019. There has been a 2.6% increase, from 2.3% in 2018B to 4.9% in 2019A which recommends that content of an English nature will better appeal to the North West market.

12 February 2020

Date

[Signature]

Signature