



Independent Communications Authority of South Africa

350 Witch-Hazel Avenue, Eco Point Office Park
Eco Park, Centurion
Private Bag X10, Highveld Park 0169
Telephone number: (012) 568 3000/1

INDIVIDUAL BROADCASTING SERVICE LICENCE

No.: 009/RE/COMMERCIAL/R/SEPT/19

GRANTED AND ISSUED

TO

PRIMEDIA (PTY) LTD

94.5 KFM

FOR THE PROVISION OF

A COMMERCIAL SOUND BROADCASTING SERVICE

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

AT CENTURION ON THIS 11 DAY OF SEPTEMBER 2019

DR. KEABETSWE MODIMOENG
ACTING CHAIRPERSON

1. LICENSEE

The Licence is issued to:

- 1.1. Name of Company/Entity: Primedia (Pty) Ltd
- 1.2. Shareholders: Primedia Holdings (Pty) Ltd
- 1.3. Ownership held by persons from historically disadvantaged groups:
31.75%

2. LICENCE PERIOD

- 2.1. The effective date of this Licence is 17 December 2018.
- 2.2. This Licence shall expire on 16 December 2028.

3. CONTACT DETAILS

- 3.1. The contact person for the Licensee shall be:
 - 3.1.1.Name: Tebogo Mokoena
 - 3.1.2.Tel: 011 506 3845
 - 3.1.3.Fax: 086 262 3003
 - 3.1.4.Cell: 084 293 9192
 - 3.1.5.Email: TebogoMo@primedia.co.za
- 3.2. 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.

4. NOTICES AND ADDRESSES

The Licensee chooses the following addresses as its principal address:

- 4.1. Postal Address: P.O. Box 5572
Rivonia
2128
- 4.2. Physical Address: Primedia Place
5 Gwen Lane
Sandown
Sandton, 2196

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SCHEDULE

1. Name of Station

94.5 Kfm.

2. Geographic Coverage Area

Greater part of the Western and Southern Cape, as defined in the coverage map attached to the Licensee's radio frequency spectrum licence.

3. Broadcast Language (s)

Afrikaans and English.

4. Format

The Licensee shall have a programming format of talk and music in an adult contemporary format providing a programming mix of music and information (including coverage of community affairs).

5. Local Content Obligations

The Licensee shall ensure at least thirty-five percent (35%) local content in its music output.

6. General Programming Obligations

6.1. The Licensee shall broadcast a minimum of thirty (30) minutes of news per day between 05h00 and 23h00 during weekdays.

6.2. The Licensee shall include news from the African continent and the related coverage area.

7. Training and skills Development Obligations

The Licensee shall spend one percent (1%) of its annual salary payroll over its licence period on staff training and development, particularly on staff from historically disadvantaged groups.

8. Community-related Obligations

8.1. The Licensee shall offer community sound broadcasters the following training:

8.1.1. programme-presenting and production, news, sales, marketing and sound engineering through mentoring and on-the-job training that is; having staff "shadow" 94.5 Kfm's presenters, producers, news reporters, sales representatives, marketing staff and sound engineers while at work.

8.1.2. in-house training by way of internships to cover sales marketing, traffic news, and broadcasting production and presentation.

8.2. The Licensee shall:

8.2.1. raise at least R250 000.00 (two hundred and fifty thousand Rand) in cash and goods annually, and

8.2.2. provide airtime worth R250 000.00 (two hundred and fifty thousand Rand) annually towards supporting community organisations such as those benefiting:

(a) people infected or affected by HIV & AIDS;

(b) the terminally ill and/or the elderly;

(c) schools;

(d) women;

(e) children;

(f) animal welfare; and/or

(g) natural/environmental disasters such as fires and floods.

9. Ownership and Control

9.1. The Licensee shall ensure that at least fifty percent (50%) of its board of directors are persons from historically disadvantaged groups.

9.2. The Licensee shall ensure that the majority of all senior management and staff are persons from historically disadvantaged groups.

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