



22 July 2026

Ms. Teboho Malefane
Licensing Officer: Service Broadcasting
Independent Communications Authority of South
350 Witch-Hazel Avenue
Eco Point Office Park
Centurion
0144

Dear Ms. Malefane

**RESPONSE TO THE REPRESENTATIONS SUBMITTED BY PRIMEDIA IN RESPECT OF BEAT FM'S
LICENCE RENEWAL APPLICATIONS**

1. INTRODUCTION

- 1.1 We acknowledge receipt of the written representations submitted by Primedia (Pty) Ltd ("Primedia") in relation to Beat FM's ("Beat FM" or "the Licensee") application for the renewal of its Individual Commercial Sound Broadcasting Service Licence.
- 1.2 Beat FM welcomes the opportunity afforded by the Authority to respond to the issues raised by Primedia and appreciates the important role that the public participation process plays in assisting the Authority in considering licence renewal applications.
- 1.3 Beat FM notes that Primedia makes submission in respect of certain information that was submitted to the Authority in March 2026, following the Authority's request for further information.
- 1.4 Beat FM responds below to the essence of Primedia's written representations.

2. RENEWAL APPLICATION IS INCOMPLETE

- 2.1 As part of the response to the Authority's request for further particulars, Beat FM submitted confirmation through an affidavit, that Mr Given Mkhari was authorised by its director, Mr. Ben Moseme to submit the renewal application.
- 2.2 Beat FM further submitted the CIPC documentation reflecting the Licensee's name change from Histotrim (Pty) Ltd to Beat FM (Pty) Ltd. Furthermore, the licence issued by the Authority in December 2015 clearly shows that it is being issued to Histotrim, to broadcast as Beat FM.
- 2.3 Beat FM acknowledges a genuine administrative error in marking N/A in response to a requirement to indicate whether any person holding an ownership interest in the licensee holds an ownership interest in any other licensed broadcasting service. It is a matter of public record that MSG Afrika has broadcasting interests in Rhythm FM, POWER 987 and Capricorn FM broadcasting services.
- 2.4 Mr. Mkhari is neither a director, nor is he in senior management at Beat FM. We stated above that he was authorised to submit the renewal application.

3. PUBLIC INTEREST CONSIDERATIONS

- 3.1 Beat FM acknowledges the delays it has experienced to commence full broadcasting operations.
- 3.2 Beat FM further submits that it has already deployed substantial financial resources towards preparing the station for launch. These resources were invested in, amongst other things:
 - leasing suitable premises;
 - building and furnishing broadcasting studios;
 - signal distribution infrastructure and related fees;
 - telecommunications infrastructure;
 - insurance; and
 - other operational expenditure necessary to establish a functioning commercial broadcasting service.

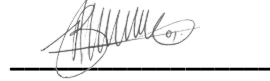
- 3.3 These investments showed Beat FM's commitment to operationalising the licence. However, there was financial strain on the business since it had expended capital and operational expenditure but had not yet begun generating revenue. Given the substantial resources expended by Beat FM for the provision of the services, we believe that the renewal of the licence will go a long way towards the realisation of the investment.
- 3.4 Beat FM's broadcasting service promotes the Act's objectives of promoting the empowerment of historically disadvantaged persons, including Black people; promoting competition within the ICT sector; and ensuring that broadcasting services and electronic communications services, viewed collectively, are provided by persons or groups of persons from a diverse range of communities in the Republic. In particular, we submit that Beat FM is owned by new entrants, made up of individuals and small medium enterprises.
- 3.5 The Licensee remains committed to providing a commercially sustainable broadcasting service to the people of the Free State, contributing meaningfully to diversity, plurality of voices and choice within the provincial broadcasting landscape, and to ensuring that listeners within the licensed coverage area benefit from access to high-quality, locally relevant broadcasting services. Following the issue of the licence, steps were taken to improve the station's coverage footprint with that objective in mind.
- 3.6 The Licensee further reaffirms its commitment to full compliance with the regulatory framework governing broadcasting services in the Republic of South Africa. The Licensee recognises the important role played by the Authority in safeguarding the integrity of the broadcasting sector and is committed to engaging constructively with the Authority to ensure that all licence conditions, regulatory requirements and public interest obligations are observed.

4. CONCLUSION

- 4.1 Beat FM remains committed to launching the licensed broadcasting service and to fulfilling the objectives for which the licence was granted.
- 4.2 The Licensee remains committed to complying with the Electronic Communications Act, the applicable regulations and the conditions of its licence.
- 4.3 The Licensee requests the Authority to consider the renewal application on the basis of the submissions before it.

4.4 Beat FM remains available to provide any further information or clarification that the Authority may require during its consideration of the renewal application.

Yours Sincerely



Montsi Ben Moseme

Director

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