



ICASA Composite Invitation to Apply for an  
**Individual Commercial Free to Air Television Broadcasting Service Licence**  
and  
**Radio Frequency Spectrum Licence for MUX 3 Frequencies**

Applicant:  
**Free to Air Television (Proprietary) Limited**

Proposed Station Name:  
**Tsa Rona**

Submission Date:  
**16 November 2017**

**VOLUME 5 of 5**

**SECTION 5 – COMPLAINTS and CODES OF OPERATION**

**SECTION 6 – PROGRAMMING**

**CONCLUSION**

## Table of Contents

	Page Numbers
25. Complaints and code of operation	2
25.1 Complaints and Codes of operation	3
25.2 Complaints Procedure	5
25.3 Professional Membership	8
Section 6	
26. Proposed Programme service	9
26.1 Programme outline	9
27. Proposed programme Schedule	14
28. News Output	34
29 Proposed Lanuages	35
30. Authorization of Channels	38
31. Programming Supply Agreements	40
32. Compliance with the South African Content Regulation	102
33. Promise of Performance	105
34. Other Matters	115
35. Affidavit	118
36. Proof of Payment	119



## **Section 5 – 25– Complaints and codes of operation**

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See appendix 25.1, 25.2 and 25.3

## **Section 5 – Appendix 25 Complaints and Codes of Operation**

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### **Appendix 25.1 Complaints and codes of operation**

Free To Air Television (herein after the licensee) will manage all complaints in the following way:

1. It shall follow the Broadcasting Act, the Electronic Communications Act and the Regulations regarding the Code of Conduct for Broadcast Service Licensees (No:32381) which set out the parameters of permissible conduct by broadcast licensees.
2. Where a comment or complaint is lodged by a viewer the first obligation of a licensee shall record the comment or complaint, preferably in its original form in an electronic format with due regard to the date, time and nature of the comment or complaint.
3. Should the licensee believe that the complaint is indicative of a purported transgression of the Code of Conduct, Licence terms or of the Act, the licensee shall alert the Authority in writing to this effect, setting out the nature alleged complaint and provide the Authority with a copy of the original complaint. The licensee shall also alert the Authority should the complainant be of the opinion that the complaint offends against the Code of Conduct or the Act.
4. The Licensee shall immediately acknowledge receipt of the comment or complaint, setting out the time in which it will respond to the comment or complaint. In the ordinary course this response should be made within fourteen (14) working days of the date on which the comment or complaint is filed.
5. Correspondence in response to a comment of complaint shall, where it is indicated that the comment or complaint is in respect of a transgression of the Act or the Code of Conduct by the licensee, be lodged with the Authority by the licensee and submitted as part of its annual filing.
6. In its correspondence with a complainant, the licensee shall indicate that it intends to abide by all the processes that the Authority may prescribe in respect of the consideration, hearing and adjudication of the complaint. Further that it will abide by the decisions by any adjudicating body to whom the matter is referred to by the Authority.
7. Should the Authority prescribe that a response to the comment or complaint should be broadcast, the licensee shall attend to ensuring that such broadcast is made within the time indicated and if not within a reasonable time.
8. At all times the licensee shall strive to be courteous and responsive to the needs of its listeners and viewers. Should the Authority be of the opinion that the comment or complaint



is a matter to be addressed amicably as between the licensee and the complainant; the licensee shall attend to ensuring that this is done. The licensee intends to adhere to the Protection of Personal Information Act when it comes to the handling of the complainant's personal information and details.

9. In addition the licensee will abide by the self-imposed codes of conduct of industry bodies like the National Association of Broadcasters with respect to comments and complaints.

## **Appendix 25.2 Complaints Procedures**

10. Free To Air Television will develop an internal code (“the Code”) that all employees will have to adopt (as a condition of employment) that will be strictly aligned to the Act, applicable regulations, licence conditions and Code of Conduct for Broadcasting Service.
11. Free To Air Television will validate that all other stakeholders in the service have adequate means to ensure compliance to the Act, applicable regulations, licence conditions and Code of Conduct for Broadcasting Service.
12. Free To Air Television will empower the human resources, internal audit and regulatory departments to act to enforce the internal code. Continuous training of employees on legislative, policy and regulatory matters will be conducted by the licensee through recognised institutions and subject matter experts.

### **Internal Code**

13. The Code will set out:
  - (a) The internal procedure for adjudication of complaints and contraventions;
  - (b) The terms of reference for Free to Air Television Adjudication Panel its, structure, responsibility, membership and operation.

### **Establishment Of The Free To Air Television Adjudication Panel**

14. The Free to Air Television Panel (the Panel) will be created within the Free to Air Television under its legal and regulation division not as a statutory body but as an internal advisory body to Free to Air Television.
15. The Panel shall be constituted for the purposes of deliberating the facts of each complaint referred or received and decide on a preliminary sanction or action to be imposed on the after considering the following factors :
  - a)The nature, duration, seriousness and extent of the relevant complaint;
  - b) Whether the institution or person has previously failed to comply with any law;
  - c) any remedial steps taken by the institution or person to prevent a recurrence of the non-compliance;
  - d) any steps taken or to be taken against the institution or person by-
    - i) another supervisory body; or
    - ii) a voluntary association of which the institution or person is a member; and
  - e) any other relevant factor, including mitigating factors.

The panel will consist of at least five (5) persons from Free to Air Television, who will convene on an *ad hoc* basis.

### **Mandate of the Adjudication Panel**

16. The Panel will be required to consider and evaluate all evidence, the merits of the case, findings and recommendations

### **Principles**

17. The Panel must adhere to the following principles:

- a) Fairness, transparency, accountability and sound management;
- b) *Audi alteram partem* or hear the other party;
- c) Proper and sound advice to Free to Air Television on appropriate sanctions if any is appropriate;
- d) Sound corporate governance;
- e) Collective decision making that will minimize risk to the Free to Air Television;

### **Structure of the Panel**

18. The panel shall consist five(5) members of Free to Air Television.

19. Any person may be co-opted to the Panel, for purposes of providing specialized knowledge on any matter that is being deliberated. Such person shall be invited through the head of legal and regulation.

### **Quorum**

20. The quorum of the Panel must be at least three (3) members appointed by legal and regulation ;

21. A decision is taken by the majority vote of the Panel members present;

22. Individuals in attendance at Adjudication hearings by invitation may participate in the discussions but do not form part of the quorum of the Panel.

### **Governance**

23. Members of the Panel shall, at all times observe professional standards in their attendance, participation and deliberations.

24. Due respect and deference to fellow members is to be observed.

25. Contributions by members shall be focused and relevant to the issues at hand and shall be objective and impersonal.

### **Meeting Procedures**

26. The following apply to panel meetings:

a) A detailed agenda, together with supporting documentation, must be circulated, at least one week prior to each hearing to the members of the Panel and other invitees. Panel members must be fully prepared for hearings to be able to provide appropriate and constructive input on matters for discussion.

b) All records of the meetings must be in written format and duly recorded by the Panel. The minutes must be completed as soon as possible after the hearing and circulated to the members of the Panel for review thereof.

### **General**

The following general points apply to the meeting procedures:

27. Due to the nature and seriousness of the matters that the Panel will deal with, the Panel will make every effort to avail themselves for the adjudication sittings.

28. If members are asked for comment on a document and give no response, it will be regarded that members accept the contents of the document as is.

29. These terms of reference can be amended by the Panel and must be reviewed by the panel once a year.

## **Appendix 25.3 Professional Membership**

30. Free to Air Television intends to join the National Association of Broadcasters (“NAB”).

## Section 6 – Appendix 26 – Proposed Programme service

26.1 Outline, briefly and in general terms, the approach and objectives of the proposed programme service, and the format and content to be provided:

26.1.1 Indicate what your peak time will be.

<b>Channel</b>	<b>Differentiated Positioning</b>	<b>Peak Time</b>
<i>oMama</i>	<p>A unique channel for single and expectant mothers. The research identified the dissatisfaction they felt with various aspects of their lives e.g. work and career situation, health, fitness and social life. This channel will aim to:</p> <ul style="list-style-type: none"> <li>• Enhance self-esteem, self-confidence and self-worth;</li> <li>• Inform and educate with respect to health and fitness;</li> <li>• Reduce isolation through interactive, relevant and engaging content; and</li> <li>• Inspire with stories from others in a similar situation that have managed to overcome.</li> </ul>	18h00 – 23h30
<i>Babenze Kahle</i>	<p>A channel for viewers wanting to express themselves in terms of their heritage and viewers that want to explore and understand the cultural diversity of South Africa. This channel will aim to:</p> <ul style="list-style-type: none"> <li>• Showcase diverse South African cultures and how they interact;</li> <li>• Highlight special moments in South Africa's history;</li> <li>• Explore South Africa's past through documentaries, biopics and docu-dramas; and</li> <li>• Celebrate the lives of heroes that have gone before us and those that are still here.</li> </ul>	18h00 – 22h30
<i>Dololo</i>	<p>A fully local comedy channel. The channel will feature content developed by South Africans for South Africans. The content will express our unique brand of humour often in the vernacular.</p>	18h00 – 22h30
<i>The 99</i>	<p>This channel that truly reflects the perspective of the so-called millennial, giving a voice to opinionated South Africans that don't have a platform to express themselves, whilst provoking conversation and debate on the topics that matter.</p>	19h00 – 23h30

<b><i>Channel</i></b>	<b>Differentiated Positioning</b>	<b>Peak Time</b>
<i>Kidz Afrika</i>	A channel with content for black and coloured South African children. This channel will source its content locally and from the continent to create a viewing experience that addresses its audience directly and often in their mother tongue in a way that no other channel has.	15h00 – 19h00

26.1.2 Whether you propose to be a full service, or more specialized in appeal; whether predominantly music-led or speech-based.

Free to Air Television will launch **Tsa Rona**, a full service of five (5) free to air television channels and as many local free to air radio stations that will fit comfortably on the platform. The content will be predominantly speech-based.



### 26.1.3 The extent to which output will locally originated or part of a wider externally sourced service.

Free to Air Television will launch **Tsa Rona**, a full service of five (5) free to air television channels with the following ratio of local original content versus acquired content:

<i>Channel</i>	<b>Differentiated Positioning</b>	<b>Local Original Content</b>	<b>Acquired Content</b>
<i>oMama</i>	<p>A unique channel for single and expectant mothers. The research identified the dissatisfaction they felt with various aspects of their lives e.g. work and career situation, health, fitness and social life. This channel will aim to:</p> <ul style="list-style-type: none"> <li>• Enhance self-esteem, self-confidence and self-worth;</li> <li>• Inform and educate with respect to health and fitness;</li> <li>• Reduce isolation through interactive, relevant and engaging content; and</li> <li>• Inspire with stories from others in a similar situation that have managed to overcome.</li> </ul>	59.6%	40.4%
<i>Babenze Kahle</i>	<p>A channel for viewers wanting to express themselves in terms of their heritage, and viewers that want to explore and understand the cultural diversity of South Africa. This channel will aim to:</p> <ul style="list-style-type: none"> <li>• Showcase diverse South African cultures and how they interact;</li> <li>• Highlight special moments in South Africa's history;</li> <li>• Explore South Africa's past through documentaries, biopics and docu-dramas; and</li> <li>• Celebrate the lives of heroes that have gone before us and those that are still here.</li> </ul>	54.4%	45.6%
<i>Dololo</i>	<p>A fully local comedy channel. The channel will feature content developed by South Africans for South Africans. The content will express our unique brand of humour often in the vernacular.</p>	67.7%	32.3%

<b>Channel</b>	<b>Differentiated Positioning</b>	<b>Local Original Content</b>	<b>Acquired Content</b>
<i>The 99</i>	This channel that truly reflects the perspective of the so-called millennial, giving a voice to opinionated South Africans that don't have a platform to express themselves, whilst provoking conversation and debate on the topics that matter.	55.9%	44.1%
<i>Kidz Afrika</i>	A channel with content for black and coloured South African children. This channel will source its content locally and from the continent to create a viewing experience that addresses its audience directly and often in their mother tongue in a way that no other channel has.		100%

## Section 6 – Appendix 27 – Proposed Programme Schedule

27.1. Using, if necessary, a maximum of two (2) pages for each, provide an outline of the proposed programme schedule of:

- 27.1.1. A typical weekday (including variations from day to day, as appropriate);
- 27.1.2. A typical Saturday; and
- 27.1.3. A typical Sunday.

The schedules below reflect the following channels:

Channel	Differentiated Positioning	Rollout Phase
<i>oMama</i>	A unique channel for single and expectant mothers. The research identified the dissatisfaction they felt with various aspects of their lives e.g. work and career situation, health, fitness and social life. This channel will aim to: <ul style="list-style-type: none"> <li>Enhance self-esteem, self-confidence and self-worth;</li> <li>Inform and educate with respect to health and fitness;</li> <li>Reduce isolation through interactive, relevant and engaging content; and</li> <li>Inspire with stories from others in a similar situation that have managed to overcome.</li> </ul>	This channel will be part of the phase 1 rollout of the station and is included in Year 1.
<i>Babenze Kahle</i>	A channel for viewers wanting to express themselves in terms of their heritage, and viewers that want to explore and understand the cultural diversity of South Africa. This channel will aim to: <ul style="list-style-type: none"> <li>Showcase diverse South African cultures and how they interact;</li> <li>Highlight special moments in South Africa's history;</li> <li>Explore South Africa's past through documentaries, biopics and docu-dramas; and</li> <li>Celebrate the lives of heroes that have gone before us and those that are still here.</li> </ul>	This channel will be part of the phase 2 rollout of the station and is included in Year 2.
<i>Dololo</i>	A fully local comedy channel. The channel will feature content developed by South Africans for South Africans. The content will express our unique brand of humour often in the vernacular.	This channel will be part of the phase 3 rollout of the station and is included in Year 3.
<i>The 99</i>	This channel that truly reflects the perspective of the so-called millennial, giving a voice to opinionated South Africans that don't have a platform to express themselves, whilst provoking conversation and debate on the topics that matter.	This channel will be part of the phase 1 rollout of the channel and is included in Year 1
<i>Kidz Afrika</i>	A channel with content for black and coloured South African children. This channel will source its content locally and from the continent to create a viewing experience that addresses its audience directly and often in their mother tongue in a way that no other channel has.	<b>This channel will be rolled out at later phase.</b>

## Channel - oMama (Typical Weekday)

	Monday	Tuesday	Wednesday	Thursday	Friday
06:00	Fit Moms and Tots: Premiere R2,500	Fit Moms and Tots: Premiere R2,500	Fit Moms and Tots: Premiere R2,500	Fit Moms and Tots: Premiere R2,500	Fit Moms and Tots: Repeat R2,500
06:30	Deelishious: Full Little Bellies: premiere R3,000	Deelishious: Full Little Bellies: repeat R3,000	Deelishious: Full Little Bellies: repeat R3,000	Deelishious: Full Little Bellies: repeat R3,000	Deelishious: Full Little Bellies: repeat R3,000
07:00	EduToons: Premiere and Repeats: 20/80 Acquired/Original R3,000	EduToons: Premiere and Repeats: 20/80 Acquired/Original R3,000	EduToons: Premiere and Repeats: 20/80 Acquired/Original R3,000	EduToons: Premiere and Repeats: 20/80 Acquired/Original R3,000	EduToons: Premiere and Repeats: 20/80 Acquired/Original R3,000
07:30					
08:00					
08:30					
09:00	Mom's Voice: Repeat R3,500	Mom's Voice: Repeat R3,500	Mom's Voice: Repeat R3,500	Mom's Voice: Repeat R3,500	Ndiimithi Reality: Repeat R3,500
09:30					Ndiimithi Talk: Repeat R3,500
10:00	Hush Little Baby: Repeat R4,000	Hush Little Baby: Repeat R4,000	Hush Little Baby: Repeat R4,000	Hush Little Baby: Repeat R4,000	Hush Little Baby: Repeat R4,000
10:30					
11:00	Mothers vs Monies: Premiere R4,000	Mommies vs Monies: Premiere R4,000	Mothers vs Monies: Premiere R4,000	Mommies vs Monies: Premiere R4,000	Hush Little Baby: Repeat R4,000
11:30	Deelishious: Full Little Bellies: Premier R4,500	Deelishious: Full Little Bellies: repeat R4,500	Deelishious: Full Little Bellies: repeat R4,500	Deelishious: Full Little Bellies: repeat R4,500	Deelishious: Full Little Bellies: repeat R4,500
12:00	EduTeens: Premiere/Repeat: 20/80 Acquired/Original R4,500	EduTeens: Premiere/Repeat: 20/80 Acquired/Original R4,500	EduTeens: Premiere/Repeat: 20/80 Acquired/Original R4,500	EduTeens: Premiere/Repeat: 20/80 Acquired/Original R4,500	EduTeens: Premiere/Repeat: 20/80 Acquired/Original R4,500
12:30					
13:00					
13:30					
14:00	Mom's Voice: Repeat R5,000	Mom's Voice: Repeat R5,000	Mom's Voice: Repeat R5,000	Mom's Voice: Repeat R5,000	Mothers vs Monies: Repeat R5,000
14:30					Mothers vs Monies: Repeat R5,000
15:00	Deelishious: Full Little Bellies: Premier R5,000	Deelishious: Full Little Bellies: repeat R5,000	Deelishious: Full Little Bellies: repeat R5,000	Deelishious: Full Little Bellies: repeat R5,000	Deelishious: Full Little Bellies: repeat R5,000
15:30					
16:00	Hush Little Baby: Premiere R6,000	Hush Little Baby: Repeat R6,000	Hush Little Baby: Repeat R6,000	Hush Little Baby: Repeat R6,000	Mommies vs Monies: Repeat R5,000
16:30					
17:00	Mommies vs Monies: Repeat R5,000	Mothers vs Monies: Repeat R5,000	Mommies vs Monies: Repeat R5,000	Mothers vs Monies: Repeat R5,000	Mommies vs Monies: Repeat R5,000
17:30	Little Big Shots: With Steve Harvey: Premiere Acquired R6,000	My Child Got Talent: Repeat R6,000	Little Big Shots: With Steve Harvey: Premiere Acquired R6,000	My Child Got Talent: Repeat R6,000	Little Big Shots: With Steve Harvey: Repeat Acquired R6,000
18:00	Mom's Voice: Premiere R7,000	Mom's Voice: Premiere R7,000	Mom's Voice: Premiere R7,000	Mom's Voice: Premiere R7,000	Little Big Shots: With Steve Harvey: Repeat Acquired R7,000
18:30					My Child Got Talent: Repeat Acquired R7,000
19:00	Sitcom: Premiere Acquired R8,000	Sitcom: Premiere Acquired R8,000	Sitcom: Premiere Acquired R8,000	Sitcom: Premiere Acquired R8,000	My Child Got Talent: Repeat Acquired R7,000
19:30					My Child Got Talent: Repeat Acquired R7,000
20:00	Bringing Up Ballers: Sports Moms: Repeat Acquired R9,000	Date My Mom: Repeat R8,000	Bringing Up Ballers: Sports Moms: Premiere Acquired R9,000	Date My Mom: Premiere R9,000	Sitcom: Repeat Acquired R7,000
20:30	Pay Your Pap Geld: Premiere R9,000	When Parenting Styles Clash: premiere R9,000	Pay Your Pap Geld: Premiere R9,000	When Parenting Styles Clash: premiere R9,000	Sitcom: Repeat Acquired R8,000
21:00	Sitcom: Repeat Acquired R9,000	Sitcom: Repeat Acquired R9,000	Sitcom: Repeat Acquired R9,000	Sitcom: Repeat Acquired R9,000	Sitcom: Repeat Acquired R9,000
21:30	Mom's Voice: Repeat R3,500	Mom's Voice: Repeat R3,500	Mom's Voice: Repeat R3,500	Mom's Voice: Repeat R3,500	Sitcom: Repeat Acquired R3,000
22:00					Date My Mom: Repeat R5,000
22:30	Date My Mom: Repeat R2,500	A+ Moms: Repeat R2,500	Date My Mom: Repeat R2,500	A+ Moms: Repeat R2,500	Date My Mom: Repeat R2,500
23:00	Bringing Up Ballers: Sports Moms: Repeat Acquired R4,000		Bringing Up Ballers: Sports Moms: Repeat Acquired R4,000		Bringing Up Ballers: Sports Moms: Repeat Acquired R4,000

## Channel - oMama (Typical Weekend)

	Saturday	Sunday
06:00	FitMomsAndTotsRepeat5R2,500	FitMomsAndTotsRepeat5R2,500
06:30	DeelishiousFullLittleBelliesrepeat6R3,000	DeelishiousFullLittleBelliesrepeat6R3,000
07:00		
07:30		
08:00	EduToonsPremiereAndRepeats20/80Acquired/Original95/5R3,000	EduToonsPremiereAndRepeats20/80Acquired/Original95/5R3,000
08:30		
09:00		
09:30		
10:00	Mom'sVoiceRepeat7R3,500	Mom'sVoiceRepeat7R3,500
10:30		
11:00	Mom'sVoiceRepeat8R4,000	Mom'sVoiceRepeat8R4,000
11:30		
12:00	DeelishiousFullLittleBelliesrepeat9R4,500	DeelishiousFullLittleBelliesrepeat9R4,500
12:30		
13:00		
13:30		
14:00	EduTeensPremiere/Repeat20/80Acquired/Original90/109R4,500	EduTeensPremiere/Repeat20/80Acquired/Original90/109R4,500
14:30		
15:00		
15:30		
16:00	NdiimithiRealityRepeat10R5,000	NdiimithiRealityRepeat10R5,000
16:30	NdiimithiTalkRepeat10R5,000	NdiimithiTalkRepeat10R5,000
17:00	DeelishiousFullLittleBelliesrepeat10R5,000	DeelishiousFullLittleBelliesrepeat10R5,000
17:30	MothersVsMedicineRepeat10R5,000	MommiesVsMoniesRepeat10R5,000
18:00	MothersVsMedicineRepeat10R5,000	MommiesVsMoniesRepeat10R5,000
18:30	DateMyMomRepeat11R6,000	MyChildGotTalentPremiere11R6,000
19:00	DateMyMomRepeat11R6,000	MyChildGotTalentPremiere12R7,000
19:30		
20:00	A+MomsRepeat12R7,000	A+MomsPremiere12R7,000
20:30	WhenParentingStylesClashRepeat12R7,000	BringingUpBallersSportsMomsPremiere13R8,000
21:00	WhenParentingStylesClashRepeat12R7,000	DateMyMomPremiere14R9,000
21:30	PayYourPapGeldRepeat13R8,000	
22:00	PayYourPapGeldRepeat6R3,000	A+MomsRepeat14R9,000
22:30		WhenParentingStylesClashRepeat6R3,000
23:00	A+MomsRepeat6R3,000	WhenParentingStylesClashRepeat6R3,000
23:30	Sitcom2RepeatAcquired5R2,500	PayYourPapGeldRepeat5R2,500

## Channel - Babenze Kuhle (Typical Weekday)

	Monday	Tuesday	Wednesday	Thursday	Friday
06:00	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine
06:30	premier	premier	premier	premier	premier
07:00	My Roots Investigative journalism repeat	Families and Funerals Reality repeat	My Roots Investigative journalism repeat	Families and Funerals Reality repeat	My Roots Investigative journalism repeat
07:30	My Bucket List Talk repeat	In Memoriam Documentary repeat	My Bucket List Talk repeat	In Memoriam Documentary repeat	Families and Funerals Reality repeat
08:00					In Memoriam Documentary repeat
08:30	Biographies Acquired repeat	Biographies Acquired repeat	Biographies Acquired repeat	Biographies Acquired repeat	My Bucket List Talk repeat
09:00	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine
09:30	repeat	repeat	repeat	repeat	repeat
10:00	Families and Funerals Reality repeat	My Roots Investigative journalism repeat	Families and Funerals Reality repeat	My Roots Investigative journalism repeat	Featured Funeral premiere
10:30	In Memoriam Documentary repeat	My Bucket List Talk repeat	In Memoriam Documentary repeat	My Bucket List Talk repeat	
11:00	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	Music to Remember You by the studio, music video show
11:30					
12:00	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine
12:30	repeat	repeat	repeat	repeat	repeat
13:00	My Roots Investigative journalism repeat	Families and Funerals Reality repeat	My Roots Investigative journalism repeat	Families and Funerals Reality repeat	My Roots Investigative journalism repeat
13:30	My Bucket List Talk repeat	In Memoriam Documentary repeat	My Bucket List Talk repeat	In Memoriam Documentary repeat	My Roots Investigative journalism repeat
14:00	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	In Memoriam Documentary repeat
14:30					My Bucket List Talk repeat
15:00	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine
15:30	repeat	repeat	repeat	repeat	repeat
16:00	Families and Funerals Reality repeat	My Roots Investigative journalism repeat	Families and Funerals Reality repeat	My Roots Investigative journalism repeat	Families and Funerals Reality repeat
16:30	In Memoriam Documentary repeat	My Bucket List Talk repeat	In Memoriam Documentary repeat	My Bucket List Talk repeat	Families and Funerals Reality repeat
17:00	Biographies Acquired repeat	Biographies Acquired premier	Biographies Acquired repeat	Biographies Acquired premier	In Memoriam Documentary repeat
17:30					My Bucket List Talk repeat
18:00	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine
18:30	repeat	repeat	repeat	repeat	repeat
19:00	My Roots Investigative journalism premier	Families and Funerals Reality premier	My Roots Investigative journalism premier	Families and Funerals Reality premier	In Memoriam Documentary repeat
19:30	In Memoriam Documentary premier	My Bucket List Talk premier	In Memoriam Documentary premier	My Bucket List Talk premier	In Memoriam Documentary repeat
20:00	"Going Home" Celebrations Reality premier	"Going Home" Celebrations Reality premier	"Going Home" Celebrations Reality premier	"Going Home" Celebrations Reality premier	My Bucket List Reality repeat
20:30					My Bucket List Reality repeat
21:00	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine	This Day in Our History Magazine
21:30	repeat	repeat	repeat	repeat	repeat
22:00	Families and Funerals Reality repeat	My Roots Investigative journalism repeat	Families and Funerals Reality repeat	My Roots Investigative journalism repeat	Biographies Acquired premier
22:30	My Bucket List Talk repeat	In Memoriam Documentary repeat	My Bucket List Talk repeat	In Memoriam Documentary repeat	
23:00	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat	Biographies Acquired repeat
23:30					

## Channel - Babenze Kuhle (Typical Weekend)

	Saturday	Sunday
06:00	This Day in Our History Magazine premier	This Week in Our History Magazine premier
06:30		
07:00	Legends Documentary Movies repeat	Legends Documentary Movies repeat
07:30		
08:00		
08:30		
09:00	This Day in Our History Magazine repeat	This Week in Our History Magazine repeat
09:30		
10:00	Featured Funeral premiere	Featured Funeral premiere
10:30		
11:00		
11:30	Music to Remember You By studio, Music Video Show	Music to Remember You By studio, Music Video Show
12:00	This Day in Our History Magazine repeat	This Week in Our History Magazine repeat
12:30		
13:00	"Going Home" Celebrations Reality repeat	"Going Home" Celebrations Reality repeat
13:30		
14:00	"Going Home" Celebrations Reality repeat	My Bucket List: Talk repeat
14:30		My Bucket List: Talk repeat
15:00	This Day in Our History Magazine repeat	In Memoriam Documentary repeat
15:30		In Memoriam Documentary repeat
16:00	"Going Home" Celebrations Reality repeat	Families and Funerals Reality repeat
16:30		Families and Funerals Reality repeat
17:00	"Going Home" Celebrations Reality repeat	My Roots Investigative journalism repeat
17:30		My Roots Investigative journalism repeat
18:00	This Day in Our History Magazine repeat	"Going Home" Celebrations Reality premier
18:30		
19:00	Legends Documentary Movies premier	Legends Documentary Movies premier
19:30		
20:00		
20:30		
21:00	This Day in Our History Magazine repeat	This Week in Our History Talk (combo premier and repeat)
21:30		
22:00	Biographies Acquired premier	
22:30		
23:00	Biographies Acquired repeat	Biographies Acquired repeat
23:30		

## Channel - Dololo (Typical Weekday)

	Monday	Tuesday	Wednesday	Thursday	Friday
06:00	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	BlackTwitterWalkShowRepeat
06:30	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	BlackTwitterWalkShowRepeat
07:00	BlackTwitterWalkShowRepeat	BlackTwitterWalkShowRepeat	BlackTwitterWalkShowRepeat	BlackTwitterWalkShowRepeat	BlackTwitterWalkShowRepeat
07:30	BlackTwitterWalkShowRepeat	BlackTwitterWalkShowRepeat	BlackTwitterWalkShowRepeat	BlackTwitterWalkShowRepeat	BlackTwitterWalkShowRepeat
08:00	AfricanComedySeriesRepeat	CommunityComedySeriesRepeat	AfricanComedySeriesRepeat	CommunityComedySeriesRepeat	AfricanComedySeries2Repeat
08:30	CopyCatRepeat	InternationalComedySeries1Repeat	CopyCatRepeat	InternationalComedySeries1Repeat	AfricanComedySeries2Repeat
09:00	AfricanComedySeries2Repeat	InternationalComedySeries2Repeat	AfricanComedySeries2Repeat	InternationalComedySeries2Repeat	InternationalComedySeries2Repeat
09:30	InternationalComedySeries2Repeat	ClipShowRepeat	InternationalComedySeries2Repeat	ClipShowRepeat	InternationalComedySeries2Repeat
10:00	AfricanComedySeriesRepeat	CommunityComedySeriesRepeat	AfricanComedySeriesRepeat	CommunityComedySeriesRepeat	InternationalComedySeries2Repeat
10:30	CopyCatRepeat	InternationalComedySeries1Repeat	CopyCatRepeat	InternationalComedySeries1Repeat	InternationalComedySeries2Repeat
11:00	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	ClipShowRepeat
11:30	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	ClipShowRepeat
12:00	AfricanComedySeries2Repeat	InternationalComedySeries2Repeat	AfricanComedySeries2Repeat	InternationalComedySeries2Repeat	AfricanComedySeriesRepeat
12:30	InternationalComedySeries2Repeat	ClipShowRepeat	InternationalComedySeries2Repeat	ClipShowRepeat	AfricanComedySeriesRepeat
13:00	AfricanComedySeriesRepeat	CommunityComedySeriesRepeat	AfricanComedySeriesRepeat	CommunityComedySeriesRepeat	CommunityComedySeriesRepeat
13:30	CopyCatRepeat	InternationalComedySeries1Repeat	CopyCatRepeat	InternationalComedySeries1Repeat	CommunityComedySeriesRepeat
14:00	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	CopyCatRepeat
14:30	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	CopyCatRepeat
15:00	AfricanComedySeries2Repeat	InternationalComedySeries2Repeat	AfricanComedySeries2Repeat	InternationalComedySeries2Repeat	InternationalComedySeries1Repeat
15:30	InternationalComedySeries2Repeat	ClipShowRepeat	InternationalComedySeries2Repeat	ClipShowRepeat	InternationalComedySeries1Repeat
16:00	AfricanComedySeriesRepeat	CommunityComedySeriesRepeat	AfricanComedySeriesRepeat	CommunityComedySeriesRepeat	BlackTwitterWalkShowRepeat
16:30	CopyCatRepeat	InternationalComedySeries1Repeat	CopyCatRepeat	InternationalComedySeries1Repeat	BlackTwitterWalkShowRepeat
17:00	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	BlackTwitterWalkShowRepeat
17:30	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	StandUp!ForYourselfRepeat	BlackTwitterWalkShowRepeat
18:00	AfricanComedySeries2Premier	InternationalComedySeries2Premier	AfricanComedySeries2Premier	InternationalComedySeries2Premier	DramedyRepeat
18:30	InternationalComedySeries2Premier	ClipShowPremier	InternationalComedySeries2Premier	ClipShowPremier	DramedyRepeat
19:00	AfricanComedySeries1Premier	CommunityComedySeriesPremier	AfricanComedySeries1Premier	CommunityComedySeriesPremier	LOLDrWTFRepeat
19:30	CopyCatPremier	InternationalComedySeries1Premier	CopyCatPremier	InternationalComedySeries1Premier	LOLDrWTFRepeat
20:00	LOLDrWTFPremier	DramedyPremier	LOLDrWTFPremier	DramedyPremier	LIVEStandUpPremierINT
20:30	StandUp!ForYourselfPremier	StandUp!ForYourselfPremier	StandUp!ForYourselfPremier	StandUp!ForYourselfPremier	
21:00	StandUp!ForYourselfPremier	StandUp!ForYourselfPremier	StandUp!ForYourselfPremier	StandUp!ForYourselfPremier	
21:30	BlackTwitterWalkShow	BlackTwitterWalkShowPremier	BlackTwitterWalkShowPremier	BlackTwitterWalkShowPremier	BlackTwitterWalkShowPremier
22:00	BlackTwitterWalkShow	BlackTwitterWalkShowPremier	BlackTwitterWalkShowPremier	BlackTwitterWalkShowPremier	BlackTwitterWalkShowPremier
22:30	DramedyRepeat	LIVEStandUpLOCALRepeat	DramedyRepeat	LIVEStandUpINTRepeat	LIVEStandUpLOCALRepeat
23:00	StandUp!ForYourselfRepeat		StandUp!ForYourselfRepeat		
23:30	StandUp!ForYourselfRepeat		StandUp!ForYourselfRepeat		



## Channel - Dololo (Typical Weekend)

	Saturday	Sunday
06:00	Black Twitter Walk Show Repeat	Black Twitter Walk Show Repeat
06:30	Black Twitter Walk Show Repeat	Black Twitter Walk Show Repeat
07:00	Black Twitter Walk Show Repeat	Black Twitter Walk Show Repeat
07:30	Black Twitter Walk Show Repeat	Black Twitter Walk Show Repeat
08:00	International Comedy Series 1.1 repeat	Black Twitter Walk Show Repeat
08:30	International Comedy Series 1.1 repeat	Black Twitter Walk Show Repeat
09:00	Clip Show Repeat	Black Twitter Walk Show Repeat
09:30	Clip Show Repeat	Black Twitter Walk Show Repeat
10:00	African Comedy Series 2.2 repeat	International Comedy Series 2.2 repeat
10:30	African Comedy Series 2.2 repeat	International Comedy Series 2.2 repeat
11:00	International Comedy Series 2.2 repeat	African Comedy Series Repeat
11:30	International Comedy Series 2.2 repeat	African Comedy Series Repeat
12:00	Movie Repeat	African Comedy Series 2.2 repeat
12:30		African Comedy Series 2.2 repeat
13:00		Clip Show Repeat
13:30		Clip Show Repeat
14:00		International Comedy Series 1.1 repeat
14:30		International Comedy Series 1.1 repeat
15:00		Community Comedy Series Repeat
15:30		Community Comedy Series Repeat
16:00	Stand Up! For Yourself Repeat	Movie Premier
16:30	Stand Up! For Yourself Repeat	
17:00	Stand Up! For Yourself Repeat	
17:30	Stand Up! For Yourself Repeat	
18:00	Stand Up! For Yourself Repeat	Movie Premier
18:30	Stand Up! For Yourself Repeat	
19:00	Stand Up! For Yourself Repeat	
19:30	Stand Up! For Yourself Repeat	
20:00	LIVE Stand Up Premier LOCAL	LIVE Stand Up Premier LOCAL
20:30		
21:00		
21:30	Black Twitter Walk Show Premier	Dramedy Premier
22:00		LOLLIBR! WTF! Premier
22:30	Dramedy Repeat	Black Twitter Walk Show Repeat
23:00	Dramedy Repeat	Black Twitter Walk Show Repeat
23:30	LOLLIBR! WTF! Repeat	Black Twitter Walk Show Repeat

## Channel - The 99 (Typical Weekday)

	Monday	Tuesday	Wednesday	Thursday	Friday
	#localContent	#Blacklivesmatter	#imnotinterestedbut	#discuss	#blacksalonproblems
06:00	The Debaters Sunday's best repeat	The Debaters Repeat	The Debaters Repeat	The Debaters Repeat	The Debaters Repeat
06:30					
07:00	LIVE talk with Student radio partner 1 ( example Tuks) - launching theme of the day and poll premier	LIVE talk with Student radio partner 1 ( example Tuks) - launching theme of the day and poll premier	LIVE talk with Student radio partner 1 ( example Tuks) - launching theme of the day and poll premier	LIVE talk with Student radio partner 1 ( example Tuks) - launching theme of the day and poll premier	LIVE talk with Student radio partner 1 ( example Tuks) - launching theme of the day and poll premier
07:30	LIVE talk with Student radio partner 2 ( example UJ) - launching theme of the day and poll premier	LIVE talk with Student radio partner 2 ( example UJ) - launching theme of the day and poll premier	LIVE talk with Student radio partner 2 ( example UJ) - launching theme of the day and poll premier	LIVE talk with Student radio partner 2 ( example UJ) - launching theme of the day and poll premier	LIVE talk with Student radio partner 2 ( example UJ) - launching theme of the day and poll premier
08:00	LIVE talk with Student radio partner 3 ( example Rhodes) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 ( example Rhodes) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 ( example Rhodes) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 ( example Rhodes) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 ( example Rhodes) - launching theme of the day and poll premier
08:30	LIVE talk with Student radio partner 3 (UCT) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UCT) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UCT) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UCT) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UCT) - launching theme of the day and poll premier
09:00	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier
09:30	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier
10:00	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier
10:30	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier
11:00	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier
11:30	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier	LIVE talk with Student radio partner 3 (UC North West) - launching theme of the day and poll premier
12:00	The Debaters Best live premiere	The Debaters Best live premiere	The Debaters Best live premiere	The Debaters Best live premiere	The Debaters Best live premiere
12:30	The Debaters Best live premiere	The Debaters Best live premiere	The Debaters Best live premiere	The Debaters Best live premiere	The Debaters Best live premiere
13:00	Self Expressions: Issues repeat	Self Expressions: Trends repeat	Self Expressions: Art repeat	Self Expressions: Fashion repeat	Self Expressions: Fashion repeat
13:30	Featured Documentary repeat	Featured Documentary repeat	Featured Documentary repeat	Featured Documentary repeat	Self Expressions: Art repeat
14:00					Self Expressions: Trends repeat
14:30					Self Expressions: Issues repeat
15:00	Music99 : Alternative/ hip hop/ metal etc	Music99 : Alternative/ hip hop/ metal etc	Music99 : Alternative/ hip hop/ metal etc	Music99 : Alternative/ hip hop/ metal etc	Chain Camera Repeat
15:30					Chain Camera Repeat
16:00					Chain Camera Repeat
16:30	Chain Camera Repeat	Chain Camera Repeat	Chain Camera Repeat	Chain Camera Repeat	Chain Camera Repeat
17:00	Self Expressions: Fashion premiere	Self Expressions: Art premiere	Self Expressions: Trends premier	Self Expressions: Issues premier	Music99 : Alternative/ hip hop/ metal etc
17:30	Featured Documentary repeat	Featured Documentary repeat	Featured Documentary repeat	Featured Documentary repeat	
18:00					
18:30					
19:00	The Debaters Best premiere	The Debaters Best premiere	The Debaters Best premiere	The Debaters Best premiere	The Debaters Best premiere
19:30	The Debaters Best premiere	The Debaters Best premiere	The Debaters Best premiere	The Debaters Best premiere	The Debaters Best premiere
20:00	Chain Camera Premiere	Chain Camera Premiere	Chain Camera Premiere	Chain Camera Premiere	1000 Words repeat
20:30	The Break-through Generation premiere	1000 Words premier	The Break-through Generation premiere	1000 Words premier	The Break-through Generation repeat
21:00	Featured Documentary premier	Featured Documentary premier	Featured Documentary premier	Featured Documentary premier	Featured Documentary Repeat
21:30					
22:00					
22:30	Featured Documentary Repeat	Featured Documentary Repeat	Featured Documentary Repeat	Featured Documentary Repeat	Featured Documentary Repeat
23:00					
23:30					

## Channel - The 99 (Typical Weekend)

	Saturday	Sunday
	Saturday	Sunday
06:00	The Debaters Best of last week premiere ( compilation edit)	The Debaters Sunday's best live premier
06:30		
07:00	Self Expressions: Fashion repeat	Self Expressions: Trends repeat
07:30	Self Expressions: Art repeat	Self Expressions: Trends repeat
08:00	Self Expressions: Trends repeat	Self Expressions: Art repeat
08:30	Self Expressions: Trends repeat	Self Expressions: Fashion repeat
09:00	#MusicDoccieBinge repeat	#ComedyBinge repeat
09:30		
10:00		
10:30		
11:00		
11:30		
12:00	The Debaters Best of last week repeat	The Debaters Sunday's best live premier continue
12:30		
13:00	Chain Camera Repeat	Self Expressions: Fashion repeat
13:30	Chain Camera Repeat	Self Expressions: Art repeat
14:00	Chain Camera Repeat	Self Expressions: Trends repeat
14:30	Chain Camera Repeat	Self Expressions: Issues repeat
15:00	Self Expressions: Fashion repeat	1000 Words repeat
15:30	Self Expressions: Art repeat	1000 Words repeat
16:00	Self Expressions: Trends repeat	The Break-through Generation repeat
16:30	Self Expressions: Issues repeat	The Break-through Generation repeat
17:00	1000 Words repeat	Chain Camera Repeat
17:30	1000 Words repeat	Chain Camera Repeat
18:00	The Break-through Generation repeat	Chain Camera Repeat
18:30	The Break-through Generation repeat	Chain Camera Repeat
19:00	Featured Documentary premier	The Debaters Sunday's best live premier
19:30		
20:00	Featured Documentary premier	Featured Documentary Premier
20:30		
21:00	Featured Documentary premier	Featured Documentary Premier
21:30		
22:00	Featured Documentary Repeat	Featured Documentary Premier
22:30		
23:00	Featured Documentary repeat continue	Featured Documentary repeat continue
23:30		

27.2 Summaries of each programme sequence, the main type(s) of music and/or speech content, style of presentation. Indicate duration and scheduling any national/international and/or local/regional news output. These should be consistent with responses to other questions in this section or Application.

### Channel - oMama (Summary of Programme Sequence)

Program Title	Genre	Description	Language
Fit Moms and Tots	Magazine Show	This is a mind and wellness studio based show. It is presenter driven, where we have a fitness instructor leading fun & exciting home workouts primarily for pregnant mothers. The keep-fit routines will incorporate yoga, stretching, breathing exercises and exercises mothers can do with their small kids.	60% English / 40% Vernac
Deeelishious / Full Little Bellies	Reality Game Show	South African TV cookery competition in which nine- to twelve-year-olds and their mothers compete to be crowned the "Deeelishious duo".	60% English / 40% Vernac
Edutoons	Edutainment	Educational cartoons for kids between the ages of 5-12 years old.	20% English / 80% Vernac
Mum's Voice	Talk Show	Studio based talk show that addresses social issues that face South African mothers.	50% English / 50% Vernac
Ndimithi	Reality Show	This is reality show follows the stories of pregnant teenage girls in South Africa dealing with the hardships of teenage pregnancy.	20% English / 80% Vernac

Program Title	Genre	Description	Language
Hush little Baby	Talk Show	If you're a new mother then is the show for you. This reality tale show gives you all the secrets of calming, connecting, and communicate with your baby.	30% English / 70% Vernac
Ndimithi Talk	Talk Show	This is a studio based talk show, a panel of experts address issues of being a new mother.	50% English / 50% Vernac
Eduteens	Edutainment	Educational content for teenagers between the ages of 13-18years old.	30% English / 70% Vernac
Mothers vs medicine	Reality	Mothers vs medicine is a reality show that follows mothers who are in the health sciences, we witness their busy lives and see how they jungle it all.	20% English / 80% Vernac
Mothers vs monies	Talk Show	Presenter-driven - two presenters who know exactly how to make a mums budget stretch, escort a mum who is due to give birth on her main pre-birth shopping spree.	30% English / 70% Vernac
Little Big Shots with Steve Harvey	Sitcom	This pint-sized variety show is larger than life, even if its performers are still in elementary school. You'll see jaw-dropping talents and astounding feats performed by youngsters from all over the globe. Host Steve Harvey then goes toe-to-toe in hilarious conversations with these mighty wonders. These amazing kiddos impress with mature worldviews, witty comebacks and unexpected hijinks.	100% English
My childs got Talent	Game Show	This is a reality talent show competition.	50% English / 50% Vernac

Program Title	Genre	Description	Language
Date my mom	Reality Show	The Dating show sends singles on dates with three moms who try to convince them to pick their son or daughter to go on a final date with. The dater only meets the mother and makes his/her decision solely on the mother's descriptions of their child.	60% English / 40% Vernac
Tyler Perry's For Better or Worse	Sitcom	Featuring expanded themes and characters introduced in writer-director-producer Tyler Perry's "Why Did I Get Married?" movies, this adult-oriented sitcom focuses on three couples at various stages of their relationships. It centers on successful beauty salon owner Angela and her longtime husband, Marcus, a former pro football player who produces and anchors a highly rated sports TV show. His business partners are Richard and Joseph, but it's a tangled relationship in that Richard has dated -- and later marries, then divorces -- Keisha, Marcus' ex-girlfriend and the mother of his teenage daughter. And if that isn't awkward enough, Joseph's sometime-girlfriend, Leslie, is Angela's best friend. It all adds up to a potent mix of business and pleasure... for better or worse.	100% English
Greenleaf	Sitcom	The Greenleaf family, which runs sprawling Memphis megachurch Calvary Fellowship World Ministries, appears to be a loving and caring clan. Beneath the surface, though, exists scandalous secrets and lies. Greed, adultery and sibling rivalry are among the issues that threaten to test the family's faith and tear the group apart.	100% English
A+ Moms	Talk Show	Each week we show case the story of a mother either searching for work, looking for a scholarship to study, starting her own business, climbing the corporate ladder, we witness how she manages juggling life and the advice she can give to others.	80% English / 20% Vernac

Program Title	Genre	Description	Language
When Parenting styles clash	Reality Show	Cameras follow two mothers from different backgrounds as they trade homes and families for two weeks. The mothers spend the first week following each other's detailed instructions on how to parent, socialize and run the household. Things change on the second week, when they are allowed to impose their own rules and run things as they please. At the end of the two weeks, the women and their families meet for an often-heated discussion, assessing each other's life choices and the effect the experiences had on their families.	50% English / 50% Vernac
Bringing Up Ballers	Reality Show	Since there are millions of dollars to be made by becoming an NBA player, parents are getting their children involved in the sport at increasingly younger ages, hoping they can gain the skills necessary to make it to the big time. This series follows several Chicago-area women who are entrepreneurs and mothers of young basketball stars. The feisty ladies do whatever it takes to make sure their businesses succeed, and they have the same mindset with their hoop prodigies. It's not easy to balance their businesses with their family lives and basketball, but the women are determined to make sure it all works out -- even if it means fighting with the other moms to ensure that their own kids reach the top of the ladder.	100% English
Pay your PapGeld	Investigative	In this original investigative reality format, the show goes looking for fathers who don't pay their maintenance. Our crews are on a mission to find and confront the perpetrators and to try and resolve the matter on behalf of the affected parties.	30% English / 70% Vernac

## Channel – Babenze Kuhle (Summary of Programme Sequence)

Program Title	Genre	Description	Language
This day in our History	Daily talk/ studio/ presenters/ inserts	Presenter driven program featuring guests discussing and showcasing important moments, people, cultural happenings and events with meaning, relevance and significance for South Africans.	50% English / 50% Vernac
My Roots	Investigative journalism, documentary. Reality	Series that goes on a journey of discovery to uncover our roots, where we as a collection of individuals fit into our rainbow nation.	80% English /20% Vernac
In memoriam	Documentary	Program celebrating a life. In depth look at the lives of people that made a significant contribution to our world.	70% English / 30% Vernac
My bucket list	Interview show, studio, inserts/ magazine	Persons of interest sharing their personal Bucket list with viewers.	80% English / 20% Vernac
Going Home celebrations	On location Reality	Reality show following a funeral home as they plan for funerals.	100% Vernac



Program Title	Genre	Description	Language
Features Funerals	Live or recorded reality event	Live or recorded broadcast of a featured funeral. Either of a well-known personality or of a prominent person who enjoyed great standing in his community.	90% English / 10% Vernac
Biographies	Documentaries	Acquired international documentaries of renowned personalities with a strong link to Africa.	100% English
Legends	Feature Documentaries	Acquired international feature length documentaries of renowned personalities with a strong link to Africa.	100% English

## Channel – The 99

Program Title	Genre	Description	Language
The Debaters	Live Talk	Presenter driven program featuring South Africa’s most influential social commentators, opinionistas, radicals and loud mouths. Debating the issues of the day, giving a voice to the voiceless.	80% English / 20% Vernac
Student Radio Live	Live Radio Talk	Filming popular radio talk shows from our biggest universities , discussing latest issues relevant to their communities	70% English / 30% Vernac
Self Expressions	Magazines	The youth expressing themselves through fashion, art and current issues.	30% English / 70% Vernac
Featured documentaries	Documentaries	The best local and international documentaries about real issues.	50% English / 50% Vernac
Music99	Music	Cutting edge music currently happening in the local and global scene.	80% English / 20% Vernac
Chain Camera	Reality	Students get asked to record their lives for one week before passing the cameras on a new student. The program’s subjects represent diverse backgrounds in terms of race, religion, socio-economic background, gender, and sexual orientation.	50% English / 50% Vernac

Program Title	Genre	Description	Language
The Break-through Generation	Magazine	This encompasses the youth of South Africa pitching their ground-breaking ideas for a better life. From careers, technology to relationships.	90% English / 10% Vernac
1000 Words	Magazine	A thousand words / viral pictures – This program showcases pictures that were taken by ordinary citizens at a live event. Their called onto the show to share their experience while the event was taking place.	70% English / 30% Vernac
Binge Documentary Blocks	Documentaries	Themed block of documentaries scheduled for Binge watching.	100% English

## Channel – Dololo (Summary of Programme Sequence)

Program Title	Genre	Description	Language
Stand Up! For Yourself	Reality	Finding SA next big comedian. Reality TV talent search. Auditions across SA, to whittle it down to 20 hopefuls. Judging panel made up of SA celebrities and comedians. Local comedian presenter and social media / app integration for viewer engagement and voting.	50% English / 50% Vernac
Black twitter talk show	Talk Show	This is a late-night talk. It is generally structured around humorous monologues about the day's news, guest interviews, comedy sketches and referencing the South African black community known as <i>Black Twitter</i> .	20% Sata'frikan English/ 80% Vernac
African comedy: EXAMPLE: Ogas At The Top	Comedy	This is Naijas best ever puppet onslaught. Ogas At The Top will take an unflinching and hilarious look at Nigeria's political elite and the other ogas ruling contemporary naija society.	100% English
Community Comedy series, EXAMPLE: The White Folk	Comedy	The White Folks' is a mock-reality web series set in South Africa. It follows the lives of two families from Platteklouf in Cape Town who think their suburban lives are very tough...	100% English
African comedy series 2 , EXAMPLE: The XYZ Show	Comedy	The XYZ Show is Africa's hilarious and controversial political satire show produced by Buni in Nairobi, Kenya	100% English

Program Title	Genre	Description	Language
International comedy series 1: EXAMPLE: Moesha	Sitcom	Moesha Mitchell is a teenager juggling school, friendships and romance. Previously the female head of the household, she is learning to love and trust her father's new wife. While at home, she does her best to be the "glue" that helps hold her family together.	100% English
International comedy series 2: EXAMPLE: The Bernie Mac Show	Sitcom	Bernie and his wife, Wanda, reluctantly step into the role of parents when his sister drops off her three kids -- naive Bryanna, nerdy Jordan and teenager Vanessa -- en route to rehab. His views on child rearing are hardly politically correct, but Bernie tries his best.	100% English
Clip Show	Talk show	Try not to laugh while watching this show. This is IMPOSSIBLE version of try not to laugh challenge includes funny pranks, funny vines and funny fails.	100% Vernac
Copy Cat	Talk show	This show takes the phrase "audience participation" literally. Members of the studio audience suggest ideas for the games and skits that four actors, usually improvisational comics, perform.	100% Vernac
Movie: EXAMPLE Tell Me Something Sweet	Comedy	Tell Me Sweet Something is a 2015 South African romantic comedy film starring Nomzamo Mbatha, Maps Maponyane and Thishiwe Ziqubu. The film was directed by Akin Omotoso and produced by Robbie Thorpe.	100% English (some vernac)

Program Title	Genre	Description	Language
Movie International: EXAMPLE Dan In Real Life	Dramedy	Dan Burns (Steve Carell), a widower and advice columnist, meets a beautiful stranger (Juliette Binoche) in a bookstore and is instantly smitten. Unfortunately, the woman, named Marie, is already involved with Dan's charismatic brother (Dane Cook). As a weekend family gathering gets underway, Dan and Marie try to hide their mutual attraction, but fall in love anyway.	100% English
LOL/ Wtf, EXAMPLE: Pure monate show		Skit comedy show	100% Vernac
Live Stand Up Comedy	Stand-up comedy	The best of South African comedians performs for their fans	80% Vernac / 20% English

## Section 6 – Appendix 28 – News Output

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### 28.1 Details of the total daily time proposed for local, national and international news output:

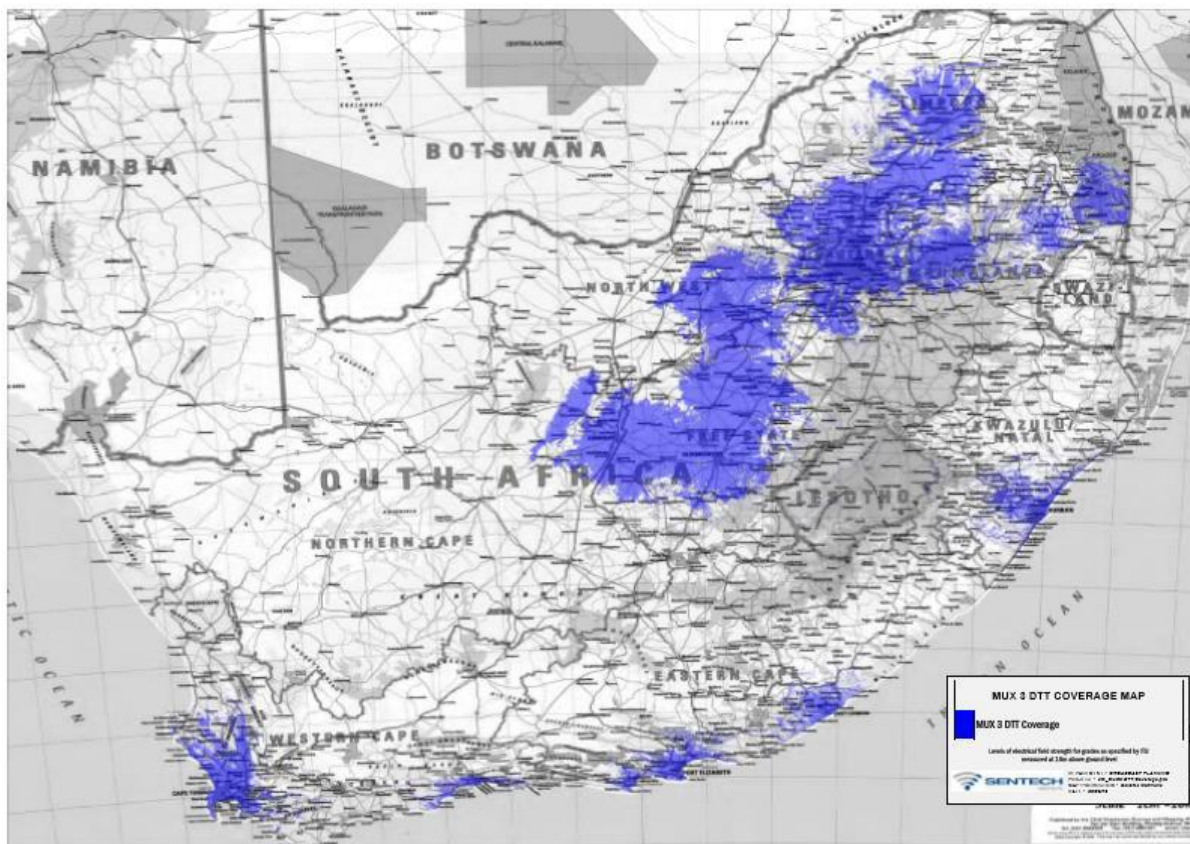
Free to Air Television will not have any news output. This section is thus not applicable.

### 28.2 Details of the total daily time proposed for current affairs:

Free to Air Television will not have any current affairs. This section is thus not applicable.

## Section 6 – Appendix 29 – Proposed Languages

The service will be a national service. The coverage area of the service as per the Sentech proposal are as follows:



Population coverage	25 331 788
% Population coverage	51%
Number of sites	34



The language distribution will therefore follow the national distribution for spoken languages. See the table drawn from the Stats SA: General Household Survey for 2016:

PROVINCES	WC	EC	NC	FS	KZN	NW	GP	MP	LP	Total
Afrikaans	46%	6%	51%	8%	0%	7%	1%	0%	0%	8%
English	33%	7%	11%	7%	12%	8%	26%	7%	5%	16%
Isindebele/South Ndebele/North Ndebele	0%	0%	0%	0%	0%	0%	1%	10%	1%	1%
IsiXhosa/Xhosa	20%	85%	3%	1%	1%	3%	2%	0%	0%	14%
IsiZulu/Zulu	0%	0%	0%	2%	85%	1%	28%	34%	1%	26%
Sepedi/Northern Sotho	0%	0%	0%	0%	0%	2%	9%	9%	57%	9%
Sesotho/Southern Sotho/Sotho	0%	1%	1%	78%	0%	2%	15%	1%	2%	8%
Setswana/Tswana	0%	0%	34%	3%	0%	76%	14%	3%	2%	10%
Siswati/Swazi	0%	0%	0%	0%	0%	1%	1%	28%	0%	2%
Tshivenda/Venda	0%	0%	0%	0%	0%	0%	0%	0%	20%	2%
Xitsonga/Tsonga	0%	0%	0%	0%	0%	0%	1%	7%	11%	2%
Unspecified	1%	1%	0%	0%	1%	1%	2%	0%	1%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The Proposed Languages for the Channels that will launch over the investment horizon are:

The 99 Perspective		
Languages	% of Programming	Time of Scheduling
English	68.9%	Peak and shoulder time
Vernacular	31.1%	Peak and shoulder time

Dololo		
Languages	% of Programming	Time of Scheduling
English	60.8%	Peak and shoulder time
Vernacular	39.2%	Peak and shoulder time

Babenze Kahle		
Languages	% of Programming	Time of Scheduling
English	83.8%	Peak and shoulder time
Vernacular	16.3%	Peak and shoulder time

Omama		
Languages	% of Programming	Time of Scheduling
English	54.5%	Peak and shoulder time
Vernacular	45.5%	Peak and shoulder time

## Section 6 – Appendix 30 – Authorization of channels

### 30.1 Details of the channels that must be authorized:

<b>Channel</b>	<b>Differentiated Positioning</b>	<b>Local Original Content</b>	<b>Acquired Content</b>	<b>Peak Time</b>	<b>English</b>	<b>Vernacular</b>
<i>oMama</i>	<p>A unique channel for single and expectant mothers. The research identified the dissatisfaction they felt with various aspects of their lives e.g. work and career situation, health, fitness and social life. This channel will aim to:</p> <ul style="list-style-type: none"> <li>Enhance self-esteem, self-confidence and self-worth;</li> <li>Inform and educate with respect to health and fitness;</li> <li>Reduce isolation through interactive, relevant and engaging content; and</li> <li>Inspire with stories from others in a similar situation that have managed to overcome.</li> </ul>	59.6%	40.4%	18h00 – 23h30	54.5%	45.0%
<i>Babenze Kahle</i>	<p>A channel for viewers wanting to express themselves in terms of their heritage, and viewers that want to explore and understand the cultural diversity of South Africa. This channel will aim to:</p> <ul style="list-style-type: none"> <li>Showcase diverse South African cultures and how they interact;</li> <li>Highlight special moments in South Africa's history;</li> <li>Explore South Africa's past through documentaries, biopics and docu-dramas; and</li> <li>Celebrate the lives of heroes that have gone before us and those that are still here.</li> </ul>	54.4%	45.6%	18h00 – 22h30	83.8%	16.3%

<b>Channel</b>	<b>Differentiated Positioning</b>	<b>Local Original Content</b>	<b>Acquired Content</b>	<b>Peak Time</b>	<b>English</b>	<b>Vernacular</b>
<i>Dololo</i>	A fully local comedy channel. The channel will feature content developed by South Africans for South Africans. The content will express our unique brand of humour often in the vernacular.	67.7%	32.3%	18h00 – 22h30	60.8%	39.2%
<i>The 99 Perspective</i>	This channel that truly reflects the perspective of the so-called millennial, giving a voice to opinionated South Africans that don't have a platform to express themselves, whilst provoking conversation and debate on the topics that matter.	55.9%	44.1%	19h00 – 23h30	68.9%	31.1%

## Section 6 – Appendix 31 – Programming Supply Agreements

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31.1 Please see details of the Programming supply agreements attached.

## **CHANNEL PARTNERSHIP AGREEMENT**

between

**Africa Television Networks**

5<sup>th</sup> Floor, Ebene Esplanade,  
24 Banks Street,  
Cybercity, Ebene,  
Mauritius

Reg Number: 125902 C2/GBL  
a private company registered  
according the laws of Mauritius  
represented herein by **Craig Kelly**  
(herein after referred to as **ATN**)

and

**The Parties to the License Application Consortium, Free to Air Television (Pty) Ltd**  
(herein listed below who are jointly and severally bound by the terms of this  
agreement)

(herein after referred to as **FREE TO AIR TELEVISION (PTY) LTD**)

NAMEC (PTY) LTD  
LEKOETE JOSEPH THABO  
NADINE KISTEN  
AMOS MOHUHLATSI

M.M

nl nl

## WHEREAS

- I. ATN is a designer, compiler and distributor of themed television channels and TV content for sale to broadcast operators globally.
- II. FREE TO AIR TELEVISION (PTY) LTD is a group of people/companies/entities who intend to respond to the RFP issued by ICASA in South Africa in respect of issuing license/s to broadcast channels on the third DTT MUX in South Africa, which has as its deadline for submission the date of 16<sup>th</sup> November 2017.
- III. FREE TO AIR TELEVISION (PTY) LTD wishes ATN to support its application through:
  - a) the provision of a letter of confirmation that ATN is willing to supply the agreed channels to FREE TO AIR TELEVISION (PTY) LTD should FREE TO AIR TELEVISION (PTY) LTD be successfully awarded the license/s to be applied for.
  - b) the provision of channel proposals that outline the scope and nature of the channels to be supplied.
- IV. ATN is willing to assist FREE TO AIR TELEVISION (PTY) LTD in its application through the provision of the aforementioned documentation subject to the terms and conditions of this Agreement.

## 1. INTERPRETATION

- 1.1. In this agreement, the following words and phrases shall have the meanings ascribed to them as follows:
  - 1.1.1. "This Agreement" shall mean this agreement together with any annexes or schedules thereto;
  - 1.1.2. "Confidential Information" means without limiting the generality of the term, any:
    - 1.1.2.1. commercial, contractual financial or market information, know-how or trade secrets;
    - 1.1.2.2. data concerning business relationships with suppliers, customers and Broadcasters; and
    - 1.1.2.3. all other information in whatever form, whether or not subject to or protected by common law or statutory laws in any Territory;
- 1.2. The headings used herein are for convenience only, and in no way affect the liabilities, obligations or responsibilities of the parties hereto.
- 1.3. The Definitions set out in this agreement shall have the same meanings ascribed to them in the schedules as in the main body of this agreement together with those additional definitions contained within any such schedule which shall have the same meanings ascribed to them in the balance of the schedules.
- 1.4. This Agreement may be executed in several counterparts, each of which is an original, but all of which together constitute one and the same agreement.

## 2. UNDERTAKINGS



- 2.1. ATN shall provide a letter stating that should FREE TO AIR TELEVISION (PTY) LTD be successful in its license/s application, ATN is willing to provide FREE TO AIR TELEVISION (PTY) LTD the channels listed below in accordance with details of the attached channel outlines and on the terms outlined herein below.
- 2.2. Channels:
  - 2.2.1. Romanza – international and African telenovela channel
  - 2.2.2. True African – mixed genre 100% African general entertainment channel
  - 2.2.3. Sports Connect – international and African sports channel
- 2.3. Should FREE TO AIR TELEVISION (PTY) LTD's license application be successful FREE TO AIR TELEVISION (PTY) LTD hereby irrevocably agrees and commits to at its own expense, allocate three licenses and corresponding HD MUX channels and pay for carriage (i.e. broadcast) of such three channels to be provided by ATN on the following terms and conditions:
  - 2.3.1. FREE TO AIR TELEVISION (PTY) LTD will pay ATN monthly in advance a recoverable minimum guarantee amount of \$15 000 per channel.
  - 2.3.2. ATN shall sell advertising into the channels at a mutually agreed rate and FREE TO AIR TELEVISION (PTY) LTD shall be paid 100% of all advertising revenue until it has recovered the minimum guarantee amount paid to ATN whereafter all advertising revenue shall be shared equally 50/50 between both Parties.
  - 2.3.3. MG's and Recovery thereof shall be calculated on a per channel basis for each channel independently.
- 2.4. In the event that any channel is not profitable after 2 years the parties shall discuss changes to the channel's content and mutually agree to amend and if necessary to apply to change the license conditions or channel content or theme and the terms of this agreement shall continue to apply.
- 2.5. For clarity:
  - 2.5.1. FREE TO AIR TELEVISION (PTY) LTD shall be considered the Broadcaster of the channel and shall be responsible for carrying all licensing and regulatory fees and costs and all technical distribution fees and costs associated with the distribution of the channel/s on the South Africa national DTT platform from the point of provision of the signal to Sentech or any other appointed signal distributor.
  - 2.5.2. ANT shall only be responsible for content and playout costs and the delivery of the signal to Sentech.

### **3. TRANSPARENCY AND AUDIT**

- 3.1. Both parties agree to share all documentation relating to any contracts, sales agreements, fees, costs and invoices in relation to any service provided or revenue in respect of any co-production.
- 3.2. Both parties shall be entitled to audit the other at their own cost by appointing an internationally recognised accounting firm to do an audit, no more than twice a year, which audit shall be in respect only of any matter pertaining to this agreement.

### **4. COMMENCEMENT AND DURATION**

MMA

- 4.1. This agreement shall come into effect on the Signature Date and endure for a period of five (5) years, and shall be renewable in respect of each channel individually subject to the relevant channel being profitable at term end, and, validity of its respective license which FREE TO AIR TELEVISION (PTY) LTD commits to making best endeavour to renew as is necessary to continue broadcasting the channels indefinitely.

## 5. **EARLY TERMINATION**

- 5.1. Should either party to this agreement commit or suffer, or permit, the commission of any breach of any of the conditions of this agreement, and fail to remedy such breach within 14 (fourteen) days after delivery by hand, facsimile or registered post of written notice by the aggrieved party to the defaulting party, requiring the defaulting party to remedy such breach, the innocent party shall be entitled, but not obliged, to cancel this agreement.
- 5.2. Either of the parties to this agreement shall be entitled, but not obliged, to cancel this agreement by written notice to the other if the other party enters into insolvency or assigns for the benefit of its creditors or the other party ceases or threatens to cease carrying on business or if for any reason, the operation of this agreement is not permitted.

## 6. **INJUNCTIVE RELIEF**

- 6.1. The parties hereto agree that irreparable damage would occur in the event that any of the provisions of this Agreement were not performed in accordance with their specific intent or were otherwise breached.
- 6.2. It is accordingly agreed that the parties shall be entitled to an injunction or injunctions to prevent or cure breaches of the provisions of this Agreement and to enforce specifically the terms and provisions hereof, in addition to any other remedy to which they may be entitled by law or equity.

## 7. **CONFIDENTIALITY**

By virtue of the terms of this agreement, the parties may become aware or be informed about each other's confidential information. Accordingly, the party receiving any such confidential information agrees:

- 7.1. not to disclose the confidential information to any third party for any reason or purpose whatsoever without the prior written consent of the disclosing party, save in accordance with the provisions of this agreement;
- 7.2. not to utilise, employ, exploit or any other manner whatsoever use the confidential information disclosed pursuant to the provision of this agreement for any purpose whatsoever;
- 7.3. that the unauthorised or unlawful use or disclosure of the confidential information may cause irreparable loss, harm and damage to the disclosing party.

## 8. **INTELLECTUAL PROPERTY RIGHTS**

It is hereby recorded that all intellectual property rights to the channels, the channel names and branding, formats and other distinguishing features are owned by and vested in ATN and nothing in this Agreement or in the execution thereof shall effect any transfer of rights or confer any rights ownership or co-ownership to FREE TO AIR TELEVISION (PTY) LTD or any other Party.

*M. M.*

## 9. **GOVERNING LAW**

- 9.1. This agreement shall be governed by and construed and interpreted in accordance with the laws of the Republic of South Africa.
- 9.2. Any notice given in terms of this Agreement shall be in writing and shall:
  - 9.2.1. If delivered by hand be deemed to have been duly received by the addressee on the date of delivery;
  - 9.2.2. If transmitted by telefacsimile, be deemed to have been received by the addressee one day after transmission thereof.
  - 9.2.3. be copied to the respective email address.
- 9.3. Notwithstanding anything to the contrary contained in this agreement, a written notice or communication actually received by one of the Party from another including by way of telefacsimile or email shall be adequate written notice or communication to such Party.

## 10. **WHOLE AGREEMENT**

- 10.1. This agreement constitutes a binding agreement between the parties in regard to the subject matter thereof and no party shall be bound by any representation, express or implied, term, warranty, promise or the like, not recorded herein or reduced to writing and signed by the parties or their representatives.
- 10.2. This Agreement is to be read in conjunction with the Inventory Schedule and Terms Sheet to be attached and signed.

## 11. **VARIATION**

No addition or variation, consensual cancellation or novation of this Agreement shall be of any force and effect unless reduced to writing and signed by both Party or by their duly authorised representatives and no waiver of any right of any Party arising from this Agreement or its breach or termination shall be of any force or effect unless reduced to writing and signed by the Party waiving its right.

## 12. **RELAXATION**

No latitude, extension of time or other indulgences which may be given or allowed by any Party to the others in respect of the performance of any obligation hereunder or the enforcement of any right arising from this Agreement and no single or partial exercise of any right by any Party shall under any circumstances be construed to be an implied consent by such Party or operate as a waiver or a novation of, or otherwise affect any of that Party's rights in terms of or arising from this Agreement or estop such Party from enforcing, at any time without notice, strict and punctual compliance with each and every provision hereof.

## 13. **SEVERABILITY**

If any provision in this Agreement is found by any court of competent jurisdiction to be invalid, unlawful or unenforceable, such provision shall not invalidate the remaining provisions of this agreement.

## 14. **ASSIGNMENT**

- 14.1. Either Party is entitled to assign and or transfer its rights and obligations under this agreement (i) to any company which has acquired all or part of the

business; (ii) to a parent company, a subsidiary or affiliate of ATN; or (iii) in any other instance where the Party obtains the other Parties prior written approval.

## 15. GENERAL

- 15.1. The provisions of this agreement shall be binding upon the successors-in-title and assigns of the parties. Accordingly, the rights and obligations of each party arising out of this agreement, shall devolve upon and bind its successors-in-title and permitted assigns.
- 15.2. Save as otherwise expressly provided for in this agreement, this agreement is personal to the parties and no party shall be entitled to cede, assign, transfer or otherwise make over, any of its rights or obligations set out in this agreement, without the prior written consent of the other party.

This agreement shall be governed and interpreted according to the laws of South Africa.

SIGNED AT \_\_\_\_\_ ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2017.

NAME: \_\_\_\_\_

For and on behalf of Africa Television Networks

SIGNED AT pp. [Signature] ON THIS 17 DAY OF November 2017

NAME: Mr. Amos Mohuhlatsi

For and on behalf of Free to Air Television (Pty) Ltd as duly authorised by the Board of Directors of Free to Air Television (Pty) Ltd

15 November 2017

**TO WHOM IT MAY CONCERN**

**RE: Broadcasters License Application in Response to the Composite Invitation to Apply for Individual Commercial Free to Air Television Broadcasting Service & Radio Frequency Spectrum License for MUX 3 Frequencies. Notice 162 of 2017 as submitted by the Free to Air Television (Pty) Ltd Consortium**

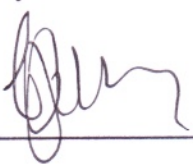
This serves to confirm that AfricaXP is willing and able to supply the channels listed below to the Free to Air Television (Pty) Ltd Consortium should their license application be successful; and that AfricaXP and Free to Air Television (Pty) Ltd have agreed commercial terms to our mutual satisfaction.

The channels to be supplied are:

1. Romanza – international and African telenovela channel
2. True African – mixed genre 100% African general entertainment channel
3. Sports Connect – international and African sports channel

Specifications of the channels are as per the attached channel documents.

Yours Faithfully  
Craig Kelly

A handwritten signature in black ink, appearing to be "Craig Kelly", written over a horizontal line.

**CEO  
AfricaXP**



*CUSTOM CHANNELS . MADE FOR AFRICA*

# SPORTS CONNECT

## Sports Channel Offer

May 2017





## OVERVIEW:

- Deliver 5 hours of fresh content, plus 2 hours of archive content, to the platform Monday to Friday.
- This could be further supplemented by acquiring sports match/event archive footage to fill up the blocks during weekdays and weekends.
- The Sports News Connect daily studio show would be the anchor program for the daily content block.
- On the weekends the channel will fill up airtime with a combination of live sports content that can be acquired, programme repeats from the week and archive/classic sports content.



## SPORTS CONNECT EXCLUSIVE PROGRAMMING :

### ❑ ***Sports News connect*** (Monday - Friday)

A daily half-hour presenter lead sports news show for viewers in Africa, featuring the key sports stories of the day from Africa and around the world.

### ❑ ***The Conversation*** (Tuesday and Thursday)

Studio chat-show, with presenter and guests looking at issues and events from the world of African sport.

### ❑ ***Weekend Football Review*** (Monday)

A weekly studio discussion show with anchor and guest reviewing football from Europe, Africa and around the world. Key to this will be the use of the Opta Sports data and graphics for analysis.

### ❑ ***Sports Connects African Football Weekend Preview*** (Thursday)

A weekly studio discussion show with anchor and guest previewing football from Europe and around the world. Key to this will be the use of the Opta Sports data and graphics for analysis.

## SPORTS CONNECT EXCLUSIVE PROGRAMMING :

### ❑ ***The Weekend Conversation Live*** (Saturday and Sunday editions)

A four-hour **live studio presentation** where an anchor and a team of guests come together in the studio to follow the unfolding sports events across Saturday and Sunday afternoon, updating viewers with the latest scores, results and news stories and linking up with journalists and sports personalities live via Skype. The show will also offer viewers the chance to tweet or SMS questions for the studio team to respond to as the day events happen, so that our conversation extends beyond the studio to include our TV audience as well.

Live sports events broadcasts will also form part of the show.

### ❑ ***Sports Connect Late Night Update*** (Saturday and Sunday)

A late night half-hour wrap-up of all the results and information from the day. Presenter lead, this will be made up of still and graphics to focus entirely on results, facts and information from all the sports events that have taken place across Africa and the world during that day.

### ❑ ***Sports Connect – Africa Weekly Review*** (Weekend)

A weekly round-up of the best African sports news stories of the week from the Sports News Connect show.

## SPORTS CONNECT EXCLUSIVE PROGRAMMING :

### ❑ ***Sports Connect Friday Night Football***

UK-based studio show previewing the upcoming European football weekend with analysis, feature stories and big match profiles.

### ❑ ***African Stars in Europe***

A weekly show featuring stories, interviews, profiles and updates on all of the top African stars playing in European football.

### ❑ ***African Sports Connection***

A weekly half-hour show looking at the key sports stories from those regions, featuring analysis and interviews with key sports people and journalists from the respective regions.

### ❑ ***Sports Connect's Up Close & Personal***

Weekly show featuring a one-on-one interview with an African sports star/legend/personality.

## ADDITIONAL MAGAZINE & HIGHLIGHTS PROGRAMMING:

- **Omnisport News** - A daily round-up of international sports news stories.
- **Gillette World Sports Special** - A weekly look at sports stories from around the world.
- **Goal!** - A weekly half-hour show round-up results, highlights and stories from world football.
- **The Football Review** - a weekly half hour reviewing the games and the main stories from world football.
- **KOTV** - A weekly half hour boxing show with highlights, news and interviews from the world of boxing.
- **FIBA Basketball** - covering the games and stories from basketball leagues around the world.

## ADDITIONAL MAGAZINE AND HIGHLIGHTS PROGRAMMING:

- **IAAF Athletix** - Weekly highlights and magazine show from international athletics from the IAAF.
- **Action Sports World** - Weekly Extreme Sports magazine show
- **Mobile 1 The Grid** - Formula 1 weekly update show
- **Auto Mundial** - Weekly motorsports show
- **Continental Drift** - Weekly motorsports show featuring 'drift' racing.
- **ATP Universe Show (Men's Tennis)** - Weekly Highlights from the ATP Tour.
- **Club Channels** - Barcelona, AC Milan, Bayern Munich and Ajax Amsterdam Club TV shows (including delayed matches)

## LIIVE SPORTS- AVAILABLE AND POSSIBLE:

### Football:

- Bundesliga, Serie A, La Liga, Chinese Super League, International Champions Cup, UEFA Champions League, Russian Football Championship, SA 2<sup>nd</sup> Division, Nigerian Premier Football League, Ghanaian Premier League, Egyptian Football League, Professional Football League of Cameroon.

### Fight Sports:

- - World Series of Boxing (10 live events per year)*
  - World Series of Fighting (10 live events per year)*
  - Octopixx/ Protocol Fight series*

### Other Sports:

- - ATP 250 tour (Tennis)*
  - Street Fighter (e-sports – live events May to July each year)*



## ARCHIVE MATERIAL:

### **Football:**

English Premier League: Greatest Goals; Golden Moments; Legends

Copa America

Bundesliga 1963 – 2015

Dutch Eredivisie

### **Tennis:**

Wimbledon, Australian Open, ATP World Tour & WTA Tour

### **Golf:**

PGA of America

Ryder Cup

The Open Film Archive

### **Cricket:**

Cricket SA & Cricket Australia

### **Other Sports:**

Klitchko Archives (boxing)

IAAF Diamond League (international athletics)

FIVB (international volleyball)

## PROPOSED 24-HOUR CHANNEL CYCLE BREAKDOWN:

### Weekdays:

17:00 – 22:00: Highlights, news and magazine show block

22:00 – 23:00: Late Night Fights fight sport slot

23:00 – 01:00: Sports Connections: Archive content block

01:00 – 09:00: Repeat entire evening block.

Including Late Night Fights and Sports Connections Archive blocks

09:00 – 14:00: Repeat highlights, news and magazine show block from previous day

14:00 – 17:00: Club Channel block

### Weekends:

#### Saturday

01:00 – 09:00: Repeat entire evening block, including Late Night Fights and Archive blocks

09:00 – 10:00: Repeat news from previous day

10:00 – 12:00: Repeat best shows from the week

12.00 – 13.00: Sports News Connect Africa weekly review



## PROPOSED 24-HOUR CHANNEL CYCLE BREAKDOWN:

### Weekends:

#### Saturday

13.00 – 14.00: Repeat of Sports Connect's Friday Night Football Weekend preview show.

**14:00 – 19:00: The Weekend Conversation – In studio discussion, with results updates, interviews, features etc. as well as live sports material and/or repeat of best shows from the week and/or classic/archive sports matches/events.**

19:00 – 19:30: Global sports news update

19.30 – 20:00: Repeat of Tuesday episode of The Conversation

20:00 – 22:00: Sports Connect's Late Night Update - Sports studio chat show wrapping up the results and stories of the day

22:00 – 00:00: Best live event or classic/archive event from earlier in the day repeat

#### Sunday

As Per Saturday schedule – except 19.30-20.00 repeat of Thursday episode of The Conversation

## SPORTS CONNECT : POSSIBLE WEEKDAY SCHEDULE

*Please note: content in bold refers to new daily content. Content in plain text is a same-week repeat.*

GMT	Mon	Tues	Wed	Thur	Fri
17.00	Omnisport -world sports news	Omnisport -world sports news	Omnisport -world sports news	Omnisport -world sports news	Omnisport -world sports news
17.30	Auto Mundial	La Liga H/L's (repeat)	Bundesliga H/L's (repeat)	Serie A H/L's (repeat)	Chinese SL H/L's (repeat)
18.00	Africa XP Sports News	Africa XP Sports News	Africa XP Sports News	Africa XP Sports News	Africa XP Sports News
18.30	African Sportsline	The Conversation	Up Close & Personal (repeat)	The Conversation	Continental Drift
19.00	Up Close & Personal	Gillette World Sport Special	African Sportsline (repeat)	Action Sports World	Mobile 1: The Grid (repeat)
19.30	ATP Universe	Mobile 1: The Grid	FIBA Basketball Show	IAAF Athletix	African Sportsline (repeat)

# SPORTS CONNECT : POSSIBLE WEEKDAY SCHEDULE

20.00	Africa XP's Weekend Football Review - Opta Sports analysis	African Stars in Europe Show	Gillette World Sport Special (repeat)	African Football Weekend Preview	Friday Night Football
20.30		Goal!	The Football Review Show	African Stars in Europe Show (repeat)	
21.00	La Liga H/L's	Bundesliga H/L's	Serie A H/L's	Chinese SL H/L's	KOTV
21.30	Africa XP Sports News (repeat)	Africa XP Sports News (repeat)	Africa XP Sports News (repeat)	Africa XP Sports News (repeat)	Africa XP Sports News (repeat)
22.00	LATE NIGHT FIGHTS: Klitchko Archives	LATE NIGHT FIGHTS: World Series of Fighting (live/delayed)	LATE NIGHT FIGHTS: Protocol events (live/delayed)	LATE NIGHT FIGHTS: World Series of Boxing (live/delayed)	LATE NIGHT FIGHTS: Protocol events (live/delayed)
23.00	TIMELESS SPORT: Archive content	TIMELESS SPORT: Great Bundesliga games	TIMELESS SPORT: Football Archive content	TIMELESS SPORT: Archive content	TIMELESS SPORT: Archive content
01.00	DAILY BLOCK REPEATS				

	News		Archive
	General feature, magazine & chat		Motorsports
	Football		Fight Sports
	Tennis		Athletics
	Extreme Sports		Basketball



TONIGHT









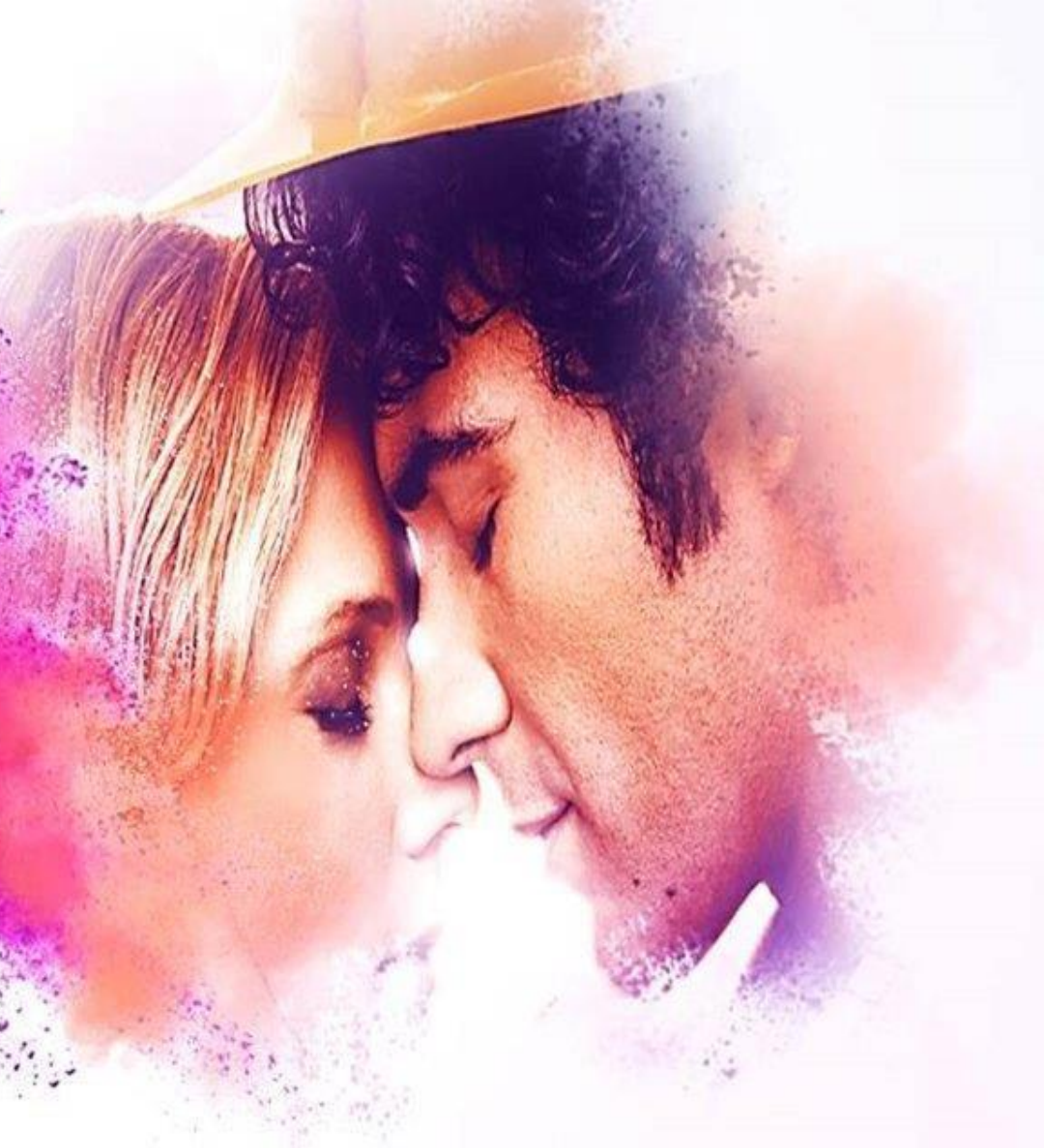




THANK YOU



*CUSTOM CHANNELS . MADE FOR AFRICA*



# INTRODUCTION

- Romanza + Africa is an English dubbed Latino Telenovela channel.
- Romanza was launched by specialist African channel creators AfricaXP with content from AztecaTV and Cisneros (Venevision) - market leaders in Latino telenovela production and pioneers in bringing telenovelas to Africa.
- The channel has strong appeal to both male and female viewers with a 60/40 female bias.
- The channel has made **strong inroads on broadcast platforms very quickly after launch and generated passionate viewer loyalty** with high levels of viewer interaction on its Facebook page.



# SOCIAL MEDIA AND MARKETING SUPPORT

**THROUGH MAJOR AUDIENCE ENGAGEMENT, ROMANZA+ AFRICA MAKES TELENOVELAS A LIFESTYLE, NOT JUST A CHANNEL!**

The Channel is **supported by Digital and Social media** including:

- ❖ Web
- ❖ Facebook
- ❖ Twitter - which carries:
  - news and interactivity with the stars
  - viewer interaction
  - Competitions
  - Previews
  - upcoming attractions.

**Our content partners are willing to arrange to trips for viewers to visit their production sets and meet the stars!**

# INTRODUCTION

## Why is Romanza a winning proposition?

1. **CUSTOMISATION:** AfricaXP can customise the channel include local loyalty competitions.
2. **AFRICAN EXPERIENCE:** Azteca and Cisneros have the most experience in knowing what the best novellas are to dub into English for African audiences.
3. **SUSTAINABILITY:** AfricaXP's content partners have among the biggest libraries of novelas dubbed into English and AfricaXP now has relationships with all major Spanish language novella producers as well as those in Asia.
4. **AUDIENCE ENGAGEMENT:** In addition to social media support, our content partners are committed to developing novelas in Africa are **willing to arrange “shout outs and vox pops” for Africa and to send novela stars to Africa for channel marketing.**

## POSITIONING

The Positioning Statement for Romanza + Africa is “ Love, Passion and Betrayal”.

AfricaXP has learned that stories that focus on “taboo” love across the socio-economic divide draw large loyal audiences.

## STANDARD SCHEDULING AND CUSTOMISATION

### Standard Schedule:

- 4 x First Run 1 hour Titles per Weekday as a block that repeats for 24 hours.
- 4 omnibus blocks - one for each of the novelas on Weekends.

### Full Customization:

The channel can be fully customized to include extra novelas that broadcast partners may own or have bought which will be seamlessly included in the schedule by AfricaXP.

**IN THIS WAY THE CHANNEL CAN SERVE AS A LOW COST BASE ON WHICH TO BUILD A PREMIUM AND EXCLUSIVE TELENOVELA CHANNEL.**

# SCHEDULE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
00h00	Mientras Haya Vida Ep 1	Mientras Haya Vida Ep 2	Mientras Haya Vida Ep 3	Mientras Haya Vida Ep 4	Mientras Haya Vida Ep 5	Mientras Haya Vida Ep1	Mientras Haya Vida Ep 5
00h50	La Hija Del Jadinera Ep 1	La Hija Del Jadinera Ep 2	La Hija Del Jadinera Ep 3	La Hija Del Jadinera Ep 4	La Hija Del Jadinera Ep 5	Mientras Haya Vida Ep 2	Secreto de Amor Ep 1
01h40	Catalina and Sebastian Ep 1	Catalina and Sebastian Ep 2	Catalina and Sebastian Ep 3	Catalina and Sebastian Ep 4	Catalina and Sebastian Ep 5	Mientras Haya Vida Ep 3	Secreto de Amor Ep 2
02h50	La Mujer De Mi Vida Ep 1	La Mujer De Mi Vida Ep 2	La Mujer De Mi Vida Ep 3	La Mujer De Mi Vida Ep 4	La Mujer De Mi Vida Ep 5	Mientras Haya Vida Ep 4	Secreto de Amor Ep 3
03h20	Secreto de Amor E1	Secreto de Amor E2	Secreto de Amor E3	Secreto de Amor E4	Secreto de Amor E5	Mientras Haya Vida Ep 5	Secreto de Amor Ep 4
04h10	Mientras Haya Vida Ep 1	Mientras Haya Vida Ep 2	Mientras Haya Vida Ep 3	Mientras Haya Vida Ep 4	Mientras Haya Vida Ep 5	La Hija Del Jadinera Ep1	Secreto de Amor Ep 5
05h00	La Hija Del Jadinera Ep1	La Hija Del Jadinera Ep2	La Hija Del Jadinera Ep3	La Hija Del Jadinera Ep4	La Hija Del Jadinera Ep5	La Hija Del Jadinera Ep 2	La Hija Del Jadinera Ep1
05h50	Catalina and Sebastian Ep1	Catalina and Sebastian Ep2	Catalina and Sebastian Ep3	Catalina and Sebastian Ep4	Catalina and Sebastian Ep5	La Hija Del Jadinera Ep 3	La Hija Del Jadinera Ep 2
06h40	La Mujer De Mi Vida Ep1	La Mujer De Mi Vida Ep2	La Mujer De Mi Vida Ep3	La Mujer De Mi Vida Ep4	La Mujer De Mi Vida Ep5	La Hija Del Jadinera Ep 4	La Hija Del Jadinera Ep 3
07h50	Secreto de Amor E1	Secreto de Amor E2	Secreto de Amor E3	Secreto de Amor E4	Secreto de Amor E5	La Hija Del Jadinera Ep 5	La Hija Del Jadinera Ep 4
08h20	Mientras Haya Vida Ep 1	Mientras Haya Vida Ep 2	Mientras Haya Vida Ep 3	Mientras Haya Vida Ep 4	Mientras Haya Vida Ep 5	Catalina and Sebastian Ep1	La Hija Del Jadinera Ep 5
09h10	La Hija Del Jadinera Ep1	La Hija Del Jadinera Ep2	La Hija Del Jadinera Ep3	La Hija Del Jadinera Ep4	La Hija Del Jadinera Ep5	Catalina and Sebastian Ep 2	Mientras Haya Vida Ep1
10h00	Catalina and Sebastian Ep1	Catalina and Sebastian Ep2	Catalina and Sebastian Ep3	Catalina and Sebastian Ep4	Catalina and Sebastian Ep5	Catalina and Sebastian Ep 3	Mientras Haya Vida Ep 2
10h50	La Mujer De Mi Vida Ep1	La Mujer De Mi Vida Ep2	La Mujer De Mi Vida Ep3	La Mujer De Mi Vida Ep4	La Mujer De Mi Vida Ep5	Catalina and Sebastian Ep 4	Mientras Haya Vida Ep 3
11h40	Secreto de Amor E1	Secreto de Amor E2	Secreto de Amor E3	Secreto de Amor E4	Secreto de Amor E5	Catalina and Sebastian Ep 5	Mientras Haya Vida Ep 4
12h50	Mientras Haya Vida Ep 1	Mientras Haya Vida Ep 2	Mientras Haya Vida Ep 3	Mientras Haya Vida Ep 4	Mientras Haya Vida Ep 5	La Mujer De Mi Vida Ep 1	Mientras Haya Vida Ep 5
13h20	La Hija Del Jadinera Ep 1	La Hija Del Jadinera Ep 2	La Hija Del Jadinera Ep 3	La Hija Del Jadinera Ep 4	La Hija Del Jadinera Ep 5	La Mujer De Mi Vida Ep 2	La Hija Del Jadinera Ep1
14h10	Catalina and Sebastian Ep1	Catalina and Sebastian Ep2	Catalina and Sebastian Ep3	Catalina and Sebastian Ep4	Catalina and Sebastian Ep5	La Mujer De Mi Vida Ep 3	La Hija Del Jadinera Ep 2
15h00	La Mujer De Mi Vida Ep 1	La Mujer De Mi Vida Ep 2	La Mujer De Mi Vida Ep 3	La Mujer De Mi Vida Ep 4	La Mujer De Mi Vida Ep 5	La Mujer De Mi Vida Ep 4	La Hija Del Jadinera Ep 3
15h50	Secreto de Amor E1	Secreto de Amor E2	Secreto de Amor E3	Secreto de Amor E4	Secreto de Amor E5	La Mujer De Mi Vida Ep 5	La Hija Del Jadinera Ep 4
16h40	Mientras Haya Vida Ep 1	Mientras Haya Vida Ep 2	Mientras Haya Vida Ep 3	Mientras Haya Vida Ep 4	Mientras Haya Vida Ep 5	Secreto de Amor Ep 1	La Hija Del Jadinera Ep 5
17h50	La Hija Del Jadinera Ep1	La Hija Del Jadinera Ep2	La Hija Del Jadinera Ep3	La Hija Del Jadinera Ep4	La Hija Del Jadinera Ep5	Secreto de Amor Ep 2	Catalina and Sebastian Ep1
18h20	Catalina and Sebastian Ep 2	Catalina and Sebastian Ep 3	Catalina and Sebastian Ep 4	Catalina and Sebastian Ep 5	Catalina and Sebastian Ep 6	Secreto de Amor Ep 3	Catalina and Sebastian Ep 2
19h10	La Mujer De Mi Vida Ep 2	La Mujer De Mi Vida Ep 3	La Mujer De Mi Vida Ep 4	La Mujer De Mi Vida Ep 5	La Mujer De Mi Vida Ep 6	Secreto de Amor Ep 4	Catalina and Sebastian Ep 3
20h00	Secreto de Amor E2	Secreto de Amor E3	Secreto de Amor E4	Secreto de Amor E5	Secreto de Amor E6	Secreto de Amor Ep 5	Catalina and Sebastian Ep 4
20h50	Mientras Haya Vida Ep 2	Mientras Haya Vida Ep 3	Mientras Haya Vida Ep 4	Mientras Haya Vida Ep 5	Mientras Haya Vida Ep 6	Mientras Haya Vida Ep1	Catalina and Sebastian Ep 5
21h40	La Hija Del Jadinera Ep 2	La Hija Del Jadinera Ep 3	La Hija Del Jadinera Ep 4	La Hija Del Jadinera Ep 5	La Hija Del Jadinera Ep 6	Mientras Haya Vida Ep 2	La Mujer De Mi Vida Ep 1
22h50	Catalina and Sebastian Ep 2	Catalina and Sebastian Ep 3	Catalina and Sebastian Ep 4	Catalina and Sebastian Ep 5	Catalina and Sebastian Ep 6	Mientras Haya Vida Ep 3	La Mujer De Mi Vida Ep 2
23h20	La Mujer De Mi Vida Ep 2	La Mujer De Mi Vida Ep 3	La Mujer De Mi Vida Ep 4	La Mujer De Mi Vida Ep 5	La Mujer De Mi Vida Ep 6	Mientras Haya Vida Ep 4	La Mujer De Mi Vida Ep 3
	Prime Time First Run Slot	Weekend Omnibuses					



## FEEDBACK FROM SOCIAL MEDIA



**Francis Karanja** ▶ Romanza+ Africa

13 hrs · 🌐

I Salute Romanza Africa Team; Am very grateful to tell you that out of thousands and thousands existing channels, Romanza Africa is my number one channel.





## FEEDBACK FROM SOCIAL MEDIA



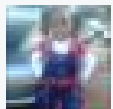
**Emmanuel Brightz** i love this channel #rebecca

Unlike · Reply · Message · 1 · November 29, 2015 at 11:11am



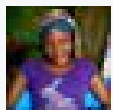
**Mariah Stacey** i love the channel

Unlike · Reply · Message · 1 · November 28, 2015 at 5:43pm



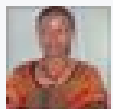
**Dorcas Chiku** I love Romanza big

Unlike · Reply · Message · 1 · November 28, 2015 at 8:01pm



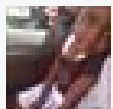
**Elsie Kathure** my favorite

Unlike · Reply · Message · 1 · November 28, 2015 at 5:24pm



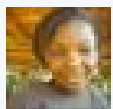
**Mary Kaimuri** I love Romanza+ very much, simply this channel is my best

Like · Reply · Message · February 18 at 12:31pm



**Caroline Kote** @ what time is luutenant aired

Like · Reply · Message · November 28, 2015 at 8:45pm

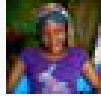


**Daisy Mwaniki Kami** i lov tz channel it my favorite

Like · Reply · Message · March 3 at 4:36pm

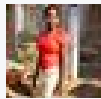
Write a comment...

## FEEDBACK FROM SOCIAL MEDIA



**Elsie Kathure** la hija del jardinero is my favourite but sincerely speaking i enjoy every soap opera in Romanza + africa, the channel is my best ever.

Unlike · Reply · Message · 1 · November 17, 2015 at 4:21pm · Edited



**Elizabeth Cheyech** all the Soaps are wonderful, but REBECCA is my favorite, always I dream about even at work.

Unlike · Reply · Message · 1 · December 2, 2015 at 9:03pm



**Maryann Kimotho** Rebecca and now the new one...untamed beauties. Can you imagine av even downloaded that theme song for untamed beauty by yahir...



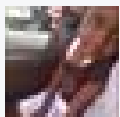
**Rauhiya Haruob** Wow i cant wait

Unlike · Reply · Message · 1 · November 10, 2015 at 7:02pm



**Victor Watila** Am just proud of you ROMANZA+ what you are doing is great , how can get this beautiful love songs that keep playing every soup

Unlike · Reply · Message · 1 · November 11, 2015 at 8:12pm · Edited



**Caroline Kote** With these kind of soaps no one can get bored

Unlike · Reply · Message · 1 · November 10, 2015 at 11:12pm

## REACTION WHEN BAMBA DROPPED ROMANZA

Bamba bought Romanza exclusively for Kenya and after a year could no longer afford the MG and dropped the channel for Nina (renamed “Classic” on Bamba) which was much cheaper.

This was the viewers response:

Like · Reply · Message ·  1 · April 7 at 7:12pm · Edited



**Beverly Soni** Hey please come back soon this new channel called classic is just sooo classless...Brazilian telenovelas?? I mean come on that's just so unprofessional... Bring the Mexicans and Venezuelans back they set the TV on hot flames... The Brazilians can't keep up  
Do it quick... I'm legitimately disappointed

Like · Reply · Message · April 17 at 8:23pm



**Judith Nzisa** Plz return back our romanza+africa channel we miss u

Like · Reply · Message · April 10 at 5:24pm



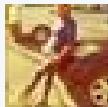
**Shish Cyndie** wen r yu airing back....i miss seeing  
murphy,manuel,souledad,ignacio...nd cute rosita...plz come bak soon

## REACTION WHEN BAMBA DROPPED ROMANZA



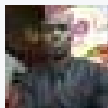
**Damaries Nanjala** pliz come back soonest, my house has been boring ever since you disappeared abruptly...

Like · Reply · Message · 1 · May 10 at 10:46pm



**Cedella Milly** How soon is your soon guyz? Pliiiiiz... It is getting boring on here without romanza

Like · Reply · Message · June 8 at 12:08pm



**George Oyala** Or do collaboration with Gotv, I will rather pay to watch Romanza than to miss it completely!

Like · Reply · Message · May 10 at 7:58pm



do you know how boring it is these days without romanza plus we really need back



I'm much bored! I was used to watch my favourite Romanza channels on Bamba tv. Where can I get Romanza+? Days are NOT moving without it!!!! I miss the movies!!!!!!

## REACTION WHEN BAMBA DROPPED ROMANZA

  Edina Mainda, Doris Mwambua and 97 others

Top Comments ▾

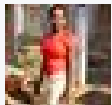


Write a comment...



**Francis Karanja** We want you to know that Tv without Romanza+Africa Channel is ever boring, we are waiting for your comeback and we hope its soon.

Unlike · Reply · Message ·  1 · April 7 at 1:44am



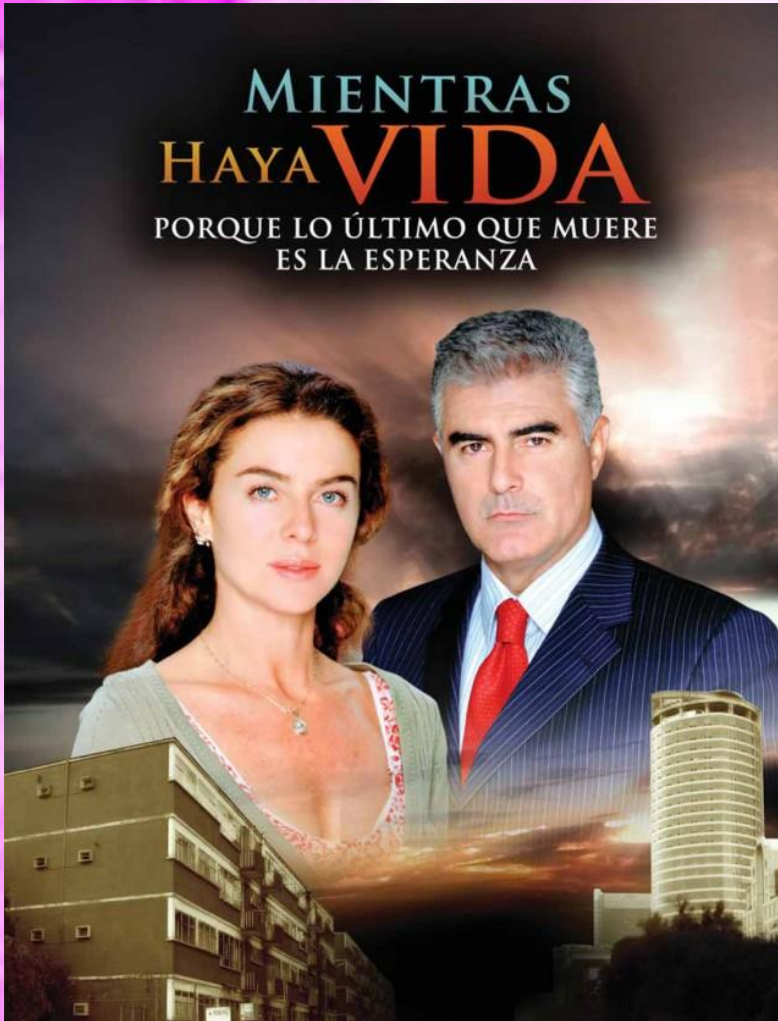
**Elizabeth Cheyech** I feel that you not gone away forever, I was one of the craziest Romanza fun, I could make sure am home early and when am tired and stress from work Romanza was my best relaxer ever. When I woke up and find romanza gone I felt like never to switch on my TV any more, but now am soo happy knowing soon it will be back. I hope very soon.

Unlike · Reply · Message ·  1 · April 6 at 8:23pm

[View more comments](#)

2 of 103

# TITLES



## Mientras Haya Vida

Elisa is a young architecture student who lives in a housing project with Maria, her mother and her two sisters. Sergio has always been close to her. Elisa had a relation with him until she realized that he chased after every skirt. Her mother Maria is a fighter who has worked herself off to provide for them after Elisa's father walked out on them. Elisa and Maria have faced up everything, from poverty to nearly losing their house to Hector Cervantes and his son Alejandro. Together, father and son intend to build an important business center and shopping mall right where the housing project is.

Hector is the powerful owner of the country's leading building company. A man haunted down by the past and dashing into an even more complicated future meant to complicate his life. Hector and his son, Alejandro meet Maria and Elisa. With time and its own pace, the love between each couple evolves. However Romina, a wicked international agent infiltrated in the company to lure Hector into selling it, but it is love that draws her to Alejandro. Romina is not one willing to fall into this mission.

**Format:** 1hr x 188



# TITLES



## La Hija Del Jardinero

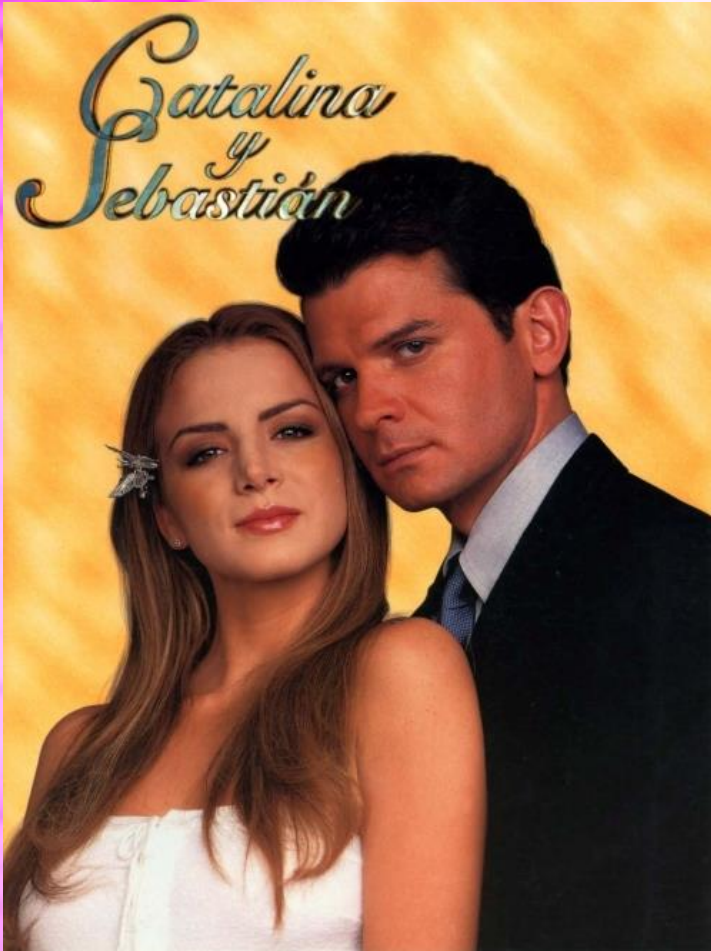
Luisa Fernanda is a talented and beautiful girl from a family that hides a secret. She fell in love with her stepbrother, where none of them knows the truth of their past.

Years ago, Luisa Fernanda's mother, Amelia, fell in love with Luis Alejandro Montero and got pregnant. Amelia's father, Fernando, got so mad that he never let her come back home, thinking that the gardener was the father. The fact is that the real father Luis Alejandro Montero whose first action was to recognized his daughter and soon get married to an older lady named Marisa Gomez Ruiz. She had a son, who fell in love years later with Amelia's daughter, Luisa Fernanda.

When Montero married Marisa, the owner of the bank, he wanted to ruin her and her son Carlos Eduardo when she goes to a coma but he fails. Consuela, Amelia's sister, who hated her niece Luisa and was in love with Montero later dies in a car accident trying to reach her niece to tell her father the truth.

**Format:** 1hr x 180

# TITLES



## Catalina and Sebastian

Ambition, money, love, intrigue and deceit forge the life of Catalina, a young woman struggling after a huge romantic disappointment. Forced by her parents to marry Sebastian, the son of powerful landholder, is the ideal solution to the economic problems of her ambitious family.

Sebastian is deeply in love with Catalina, and decides to test her love after the wedding by impersonating the foreman of the estate. This only brings to light Catalina's parents real interests, money. After being greatly disappointed, Catalina's parents force her to get divorced as soon as possible.

Sebastian wants revenge and denies her the divorce, forcing her to live the simple life of a foreman. Time makes Catalina fall passionately in love with Sebastian, who cannot forgive and forget the reason why she married him. After fulfilling his revenge, it is him who wants to break the bonds of marriage.

.

**Format:** 1hr x 120



# TITLES



## Secreto De Amor

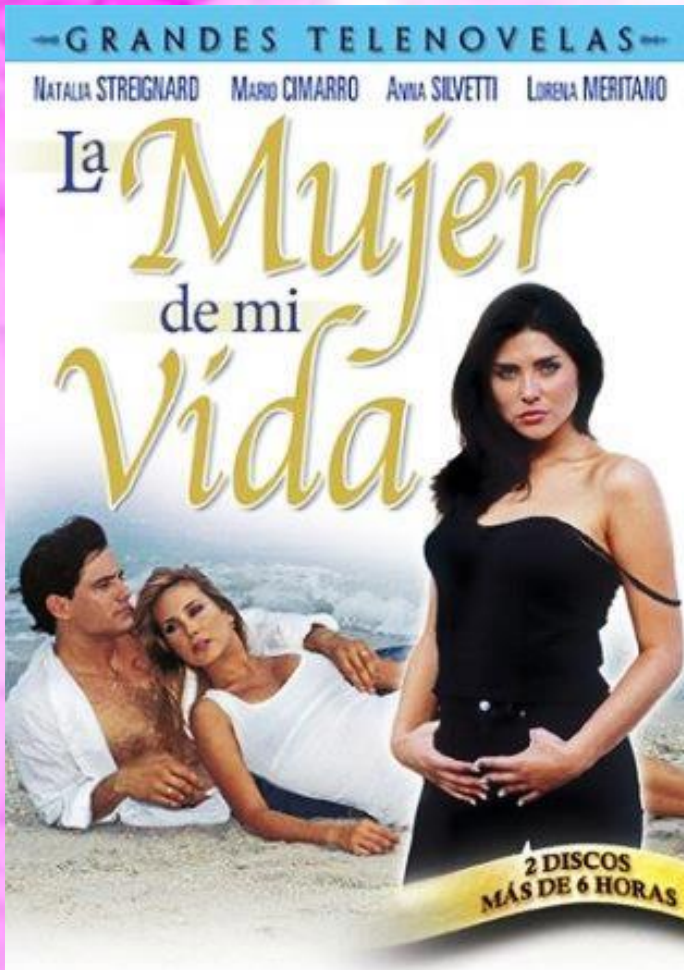
María Clara is a sweet, good-hearted and hardworking young woman who lives in Caracas with her mother and younger sister, Andrea. María Clara is in a relationship with Carlos Raúl, a sensitive young mechanic who dreams of becoming a concert pianist. Despite their poor financial situation, the couple is preparing for their wedding... but fate has other plans for them.

Carlos Raúl loses his job and eager to have a better life to share with his beloved María Clara, he decides to move to Miami in search of work as so many immigrants have done. As difficult as it may be, María Clara understands his position and promises to wait for him.

In Miami, Carlos Raúl meets Barbara, the rich heir to the Serrano Zulbarán family. Instantly attracted to the handsome young man, she gives him a job at her family's luxury hotel and decides to pursue Carlos Raúl. Carlos Raúl is captured by Barbara's beauty... but most of all by her millions. Their relationship benefits him and within a year he is promoted to manager of the hotel.

**Format:** 1hr x 151

# TITLES



## La Mujer De Mi Vida

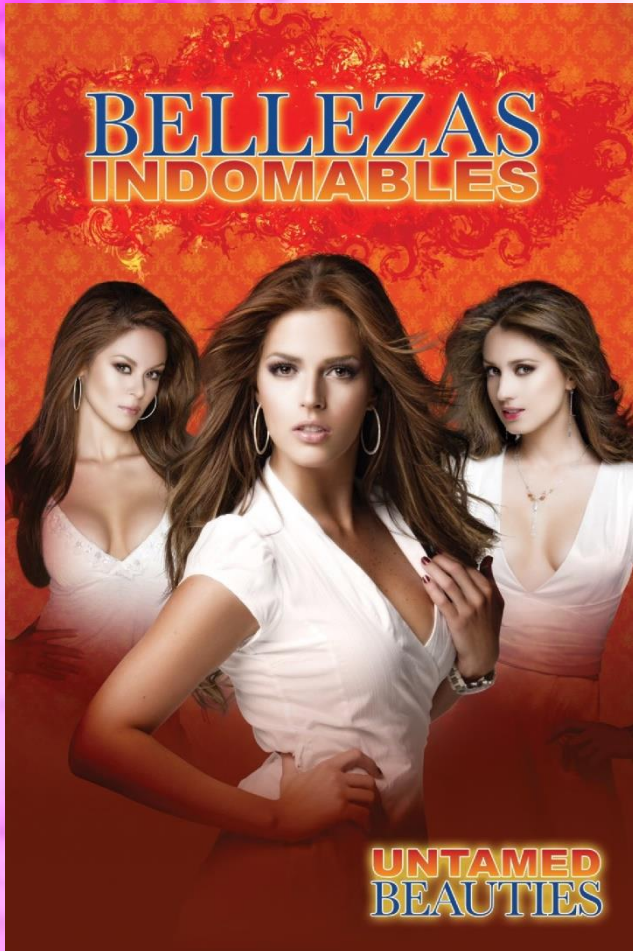
Barbarita is a sweet and modest young woman who works as a seamstress at a renowned fashion boutique in Miami. When she is asked to do a fitting for the well-known society widow Ricarda Thomson, Barbarita has no clue that this will be the beginning of a tortuous relationship between her and this millionaire family.

At the estate, she fortuitously meets Valentino, Ricarda's oldest son. Single, dishonest, spoiled and accustomed to always getting his way, Valentino decides to seduce the beautiful Barbarita, who soon succumbs to his charms. However, for the first time in his life, Valentino feels more than physical attraction and discovers that he has fallen in love for real. Going against the wishes of his arrogant mother, who considers the poor seamstress beneath his son in every way, Valentino and Barbarita are married in a quiet, intimate ceremony. However, happiness disappears as quickly as it came for Barbarita. On their wedding night, when the couple set out on their honeymoon trip, they have a terrible car accident that takes Valentino's life and leaves Barbarita merely bruised. This twist of fate is something that Ricarda Thompson will never forgive

**Format:** 1hr x 150



# TITLES



## Untamed Beauties

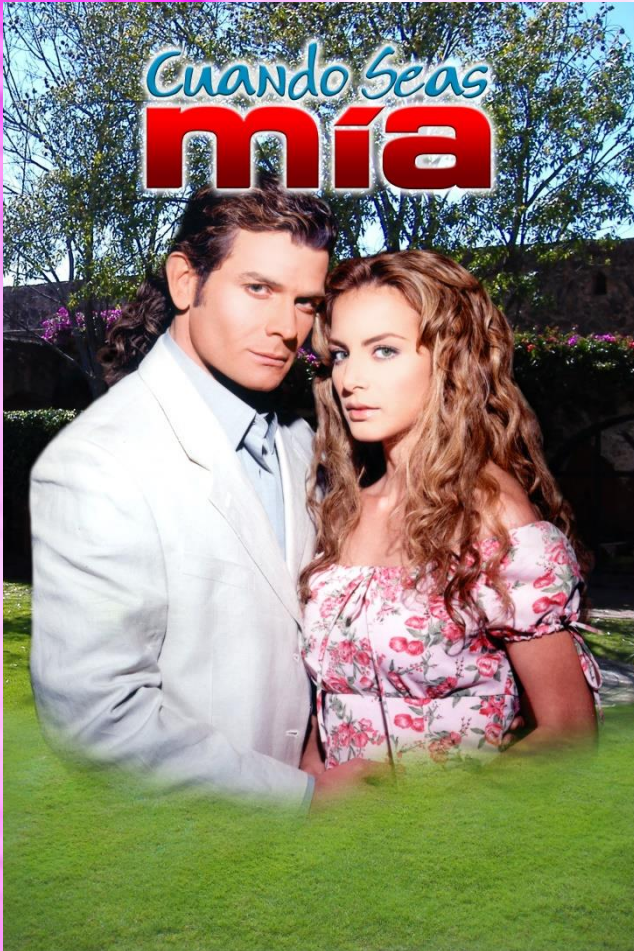
Three beautiful and courageous sisters who dash into a slippery and dangerous future... with only their hearts as weapons. Fernanda, Angeles and Soledad are although different from one another they all compete for the love of their father, Rodrigo, a successful businessman who fulfils their every wish.

After the death of their mother in what they believe was a car crash, they were left under the protection of Nanny Guadalupe, who raised them along with Manuel, her son. Fernanda has always been attracted to him yet insists on denying her real feelings because he has no fortune. Berenice, Rodrigo's young and manipulative assistant, is able to talk Rodrigo into marrying her in spite of the huge age difference. And thus she becomes the businessman's wife and stepmother to the three young women. The newlyweds move into a new manor.

Soon enough Rodrigo becomes an elusive shadow for his daughters. But Berenice is still unsatisfied; little by little she poisons him until he is left in a terrible condition

**Format:** 1hr x 180

# TITLES



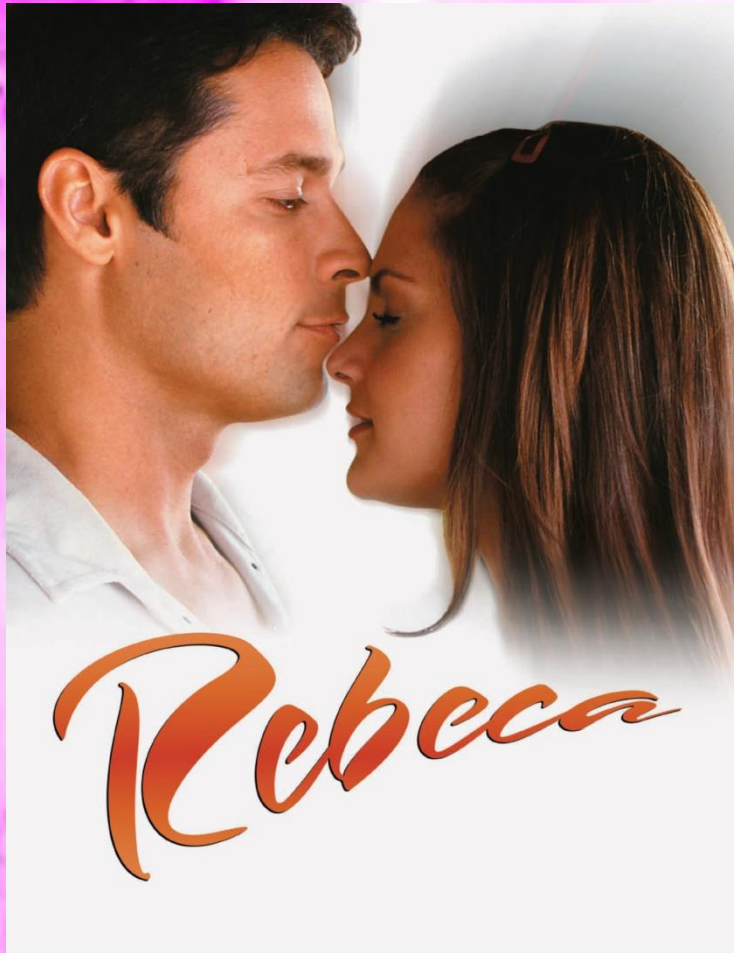
## When You Are Mine

Paloma is a migrant worker at a coffee plantation, but she doesn't plan to stay one forever. In her spare time, she reads and dreams about the day her Prince Charming will arrive.

Upon the death of Don Lorenzo, the well-known coffee magnate, his heirs descend on the "Casa Blanca." Among them is Diego, Don Lorenzo's grandson, who is expected to take over the plantation after he finishes his studies. Diego and Paloma believe they have found true love, but first they must surmount a world of obstacles.

**Format:** 1hr x 193

# TITLES



## Rebeca

Rebeca Linares is a young, hard-working woman who lives in Miami with Matilde, her mother and her two sisters, Niurka and Patty. In order to be able to support her family and her ailing mother, she has two jobs working at a food delivery shop at the local market and a cleaner at a car dealership. At night, she studies in order to achieve her dream of becoming a teacher.

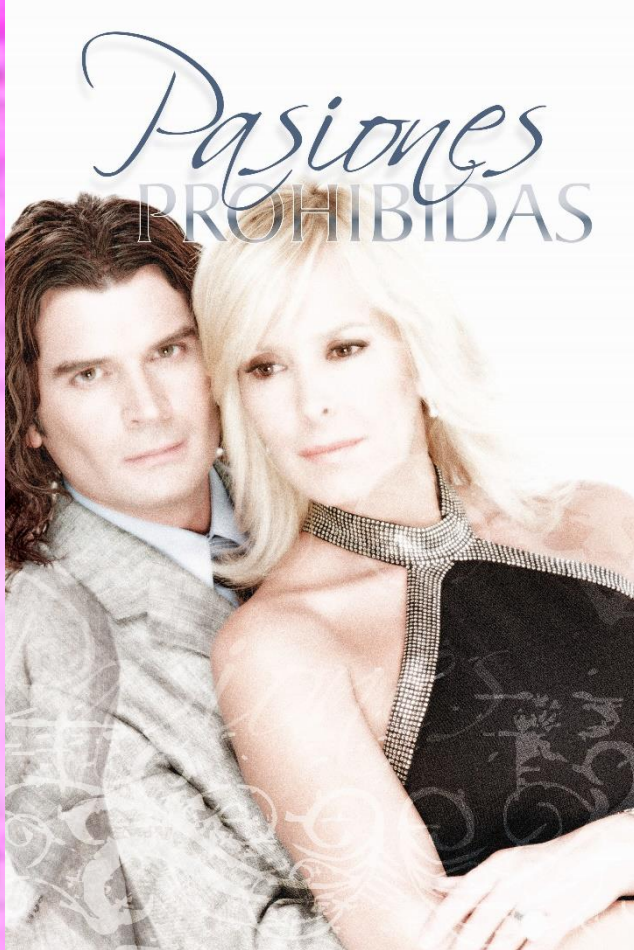
One day while in a hurry to make a delivery, she has an accident where she crashes her delivery truck against the car of rich billionaire playboy Eduardo Montalban. It is through this chance encounter that a romance develops between them, although Eduardo is being pressured to marry his rich girlfriend Princesa, though he isn't serious about settling down.

But Rebeca will also meet Sergio, an older, rich and attractive man who will also fall in love with her. Little does she know that Sergio is Eduardo's father. From this point on, father and son will become enemies to fight for the love of one woman.

**Format:** 1hr x 120



# TITLES



## Forbidden Passions

When Bianca Santillana decided to take revenge against her mother she never imagined it would cause the worst nightmare of her life.

The day Bianca Santillana decided to take revenge against her mother for all the suffering she caused when she killed Bianca's father, the young woman never imagined that this would cause the worst nightmare of her life.

With the best of intentions Bianca decides to marry Ariel Piamonte, a distinguished millionaire who her mother wishes to make moves on, as she considers he is the best solution for maintaining her status in high society.

Bianca's plan was going well; her mother would not get the Piamonte's millions, and Bianca would live a quiet life away from her. But as one's fate cannot be controlled, life surprises Bianca when she discovers true love, a kind of love that is irresistible. Thus Bianca's perfect plan is threatened, caught between the loyalty she owes her good husband and giving in to the passion she feels for Bruno, Ariel's nephew.

**Format:** 1hr x 140

# TITLES



## Sueno Con Tu Amor

Fe Quintero is a humble, traditional and religious girl. She is the daughter of the wealthy family chauffeur Miralles. Thus Fe has initiated a friendship with Gloria Miralles, despite the differences that separate classes.

Faith knows that Gloria is your friend just because her mother forces her to be. Gloria is a bitter, hard woman who contrasts with the generosity and optimism of his amiga Fe is professor of literature, but has powers that let you see the future of others in the cards.

The powers of Fe not reach him for their own future and therefore have had many emotional problems. Valentín Alcántara, the lawyer who fell in love out of your life unexpectedly. Faith believes he has found love in Sergio; at least that's what they announce the letters, but Valentín his way back to the same untimely way it came out. To make matters worse, Gloria envious look Fe destroy the opportunity to find what is missing to her friend, a true love.

**Format:** 1hr x 186

# TITLES



## Saborati

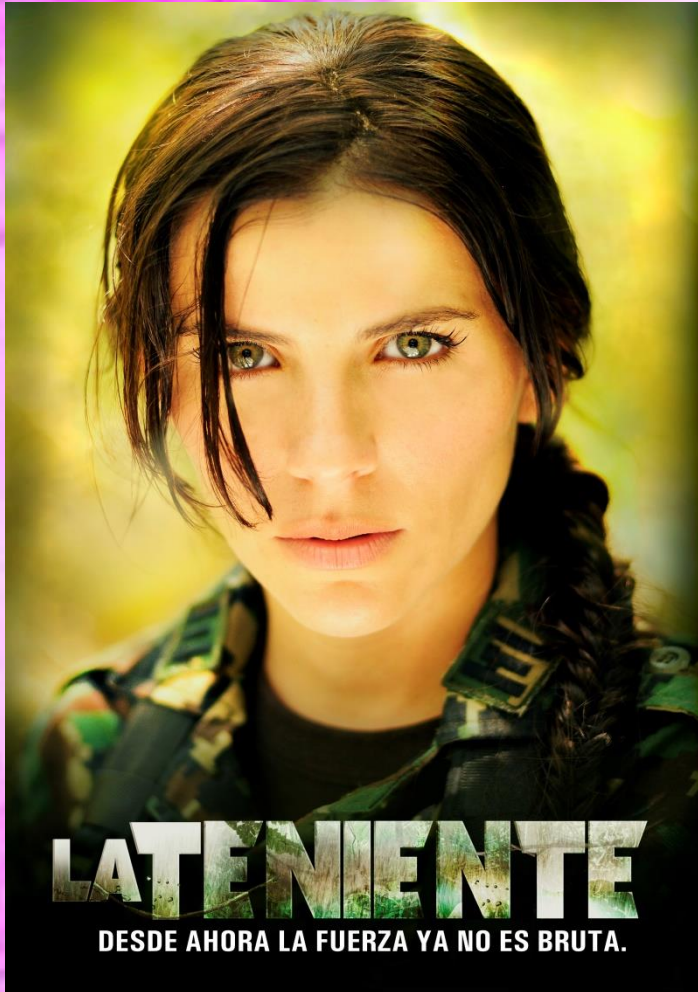
Leonardo Lombardi is a successful engineer who returns from a business trip only to find his beloved wife Raiza in bed with his best friend Federico (Juan Carlos Vivas). This breaks Leonardo's heart, making him become a bitter man who is distrustful of women.

Meanwhile, Miranda is a medical student who is forced to give up her medical paediatrician studies in order to help out her family which is experiencing economic problems, to the point that they are about to be evicted from the building where they live. It is through this way that she meets Leonardo, whose wealthy family owns the building where Miranda lives. Leonardo offers Miranda a job in his house as the caretaker of his two children and ailing grandfather.

Life for Miranda at the Lombardi mansion becomes difficult as she has to deal with Leonardo's bitterness, his sister-in-law's Fabiana's cruelty towards her, and the insults of Raiza, who returns to her matrimonial home to manipulate Leonardo by using their daughter's emotional problems in order to try and win him back. The only support and care she receives while in the mansion are from Salvador, Leonardo's grandfather and his two children, Carlitos and Karina. After a while, Leonardo begins to fall in love with Miranda after seeing her sweet, caring nature. However in order for them to be happy, they will have to face the wrath of Raiza who sees Miranda as an obstacle to regaining her previous former happiness.



# TITLES



## La Teniente

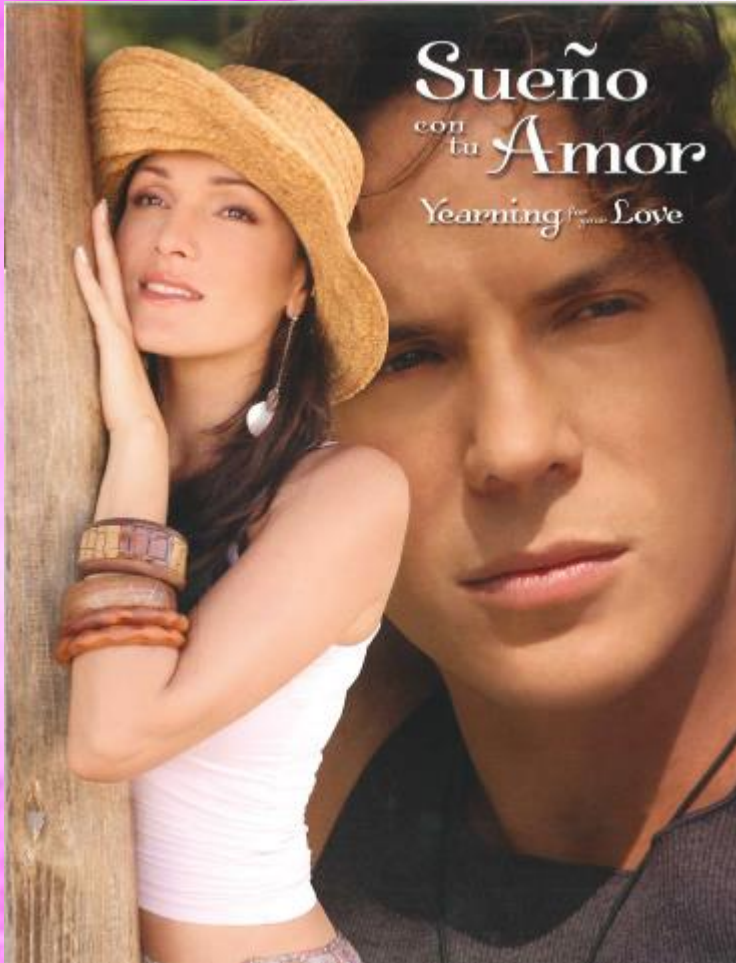
“The Lieutenant” tells the story of a 21st Century woman – strong, tenacious, and disciplined but at the same time sentimental – who has to face up to a man’s world, a world packed with danger and action.

Roberta Ballesteros winner of the Medal of Honour at the Naval Academy’s Special Forces School joins an elite Platoon at the Special Operations Base becoming the first woman to rise up the ranks to a high level at this prestigious and elite institution. Roberta has to show why she is the best but the toughest test since her arrival is to gain the squad’s trust and break down the image her colleagues have that she lacks resilience.

Using an array of helicopters, boats and planes and working in some spectacular locations (the jungle, the city and the ocean) the Platoon is appointed to carry out missions and resolve problems in the constant struggle between good and evil in order to make the country a safer place to live...

but nothing is over until the final shot is fired.

# TITLES



## Sueno con tu Amor

Fe Quintero is a humble, traditional and religious girl. She is the daughter of the wealthy family chauffeur Miralles. Thus Fe has initiated a friendship with Gloria Miralles, despite the differences that separate classes. Faith knows that Gloria is your friend just because her mother forces her to be. Gloria is a bitter, hard woman who contrasts with the generosity and optimism of his amiga Fe is professor of literature, but has powers that let you see the future of others in the cards.

The powers of Fe not reach him for their own future and therefore have had many emotional problems. Valentín Alcántara, the lawyer who fell in love out of your life unexpectedly. Faith believes he has found love in Sergio; at least that's what they announce the letters, but Valentín his way back to the same untimely way it came out. To make matters worse, Gloria envious look Fe destroy the opportunity to find what is missing to her friend, a true love.



**SEE ROMANZA+ AFRICA ON SOCIAL MEDIA**

Web: [www.romanzaplus.tv](http://www.romanzaplus.tv)

Facebook: Romanza+Africa





AFRICA'S AUTHENTIC HEARTBEAT



# BRAND POSITIONING

True African embodies being “the Contemporary African.” The channel showcases Africa’s sons and daughters delivering stories, in their finest ensembles. From different cultures and regions dwell into a world of the True African that is living unapologetically.

Catch a snapshot of contemporary Africa alive on True African.

Africa’s Authentic Heartbeat.





# SCHEDULE PLAN

	MON	TUE	WED	THU	FRI
16:00:00	Movie	Movie	Movie	Movie	Movie
16:30:00	Movie	Movie	Movie	Movie	Movie
17:00:00	Movie	Movie	Movie	Movie	Movie
17:30:00	Movie	Movie	Movie	Movie	Movie
18:00:00	Series	Series	Series	Series	Series
18:30:00	Lifestyle	Lifestyle	Lifestyle	Lifestyle	Lifestyle
19:00:00	Lifestyle	Lifestyle	Lifestyle	Lifestyle	Lifestyle
19:30:00	Series	Series	Series	Series	Series
20:00:00	Movie	Movie	Movie	Movie	Movie
20:30:00	Movie	Movie	Movie	Movie	Movie
21:00:00	Movie	Movie	Movie	Movie	Movie
21:30:00	Movie	Movie	Movie	Movie	Movie

# True African Prime Time Schedule \*

fresh hours

	MON	TUE	WED	THU	FRI
16:00:00	Sekai	My Potomanto	My Cross	Bachelors Game	Kamaras Tree
16:30:00	Love Is Not Money	My Potomanto	My Cross	Bachelors Game	Kamaras Tree
17:00:00	Love Is Not Money	My Potomanto	My Cross	Bachelors Game	Kamaras Tree
17:30:00	Love Is Not Money	My Potomanto	My Cross	Bachelors Game	Kamaras Tree
18:00:00	Kumpali	Classmates	Behind Her Veil	Oasis	Dreamerz
18:30:00	Wine & Dine	Krystn Enem Show	My Big Nigerian Wedding	All Stars	Med Help
19:00:00	Med Help*	Wine & Dine*	Krystn Enem Show*	My Big Nigerian Wedding	All Stars*
19:30:00	Dreamerz*	Kumpali*	Classmates*	Behind Her Veil*	Oasis*
20:00:00	Saul*	Don't Cry For Me*	Something Nice From Lo	School Girls*	After School*
20:30:00	Saul*	Don't Cry For Me*	Something Nice From Lo	School Girls*	After School*
21:00:00	The Purse*	Don't Cry For Me*	IMA*	School Girls*	After School*
21:30:00	The Purse*	Don't Cry For Me*	IMA*	School Girls*	After School*

# PROMOTING TRUE AFRICAN

## Interactive Media:

- Social Media: Facebook page <https://www.facebook.com/trueafricanchannel.tv/>
- AfricaXP website [www.africaxp.com](http://www.africaxp.com)
- True African website [www.trueafrican.tv](http://www.trueafrican.tv)

## Mass Media:

- On Air Promos: Up Next (s); Generic Promos & Cross Promos
- An IPI/animation sequence to celebrate: African Independence Days & South Africa's Public Holidays
- Banners with African Quotes and/or Proverbs





▲  
TRUE  
AFRICAN  
—



THANK YOU



*CUSTOM CHANNELS . MADE FOR AFRICA*

## **Section 6 – Appendix 32 – Compliance with the South African Content regulations**

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### **Policy, Regulation and Acts associated and relevant to the Free to Air ITA**

The National Development Plan (NDP) 2030 explains the importance for South Africa to tell a new story which is written by its people. This story can come from different sources and can mean a lot of different things to different people. However it is important to note that in a culturally diverse environment like ours here in South Africa an opportunity needs to be given to our youth, women, in particular the previously disadvantaged people of our country to be given a platform that belongs to them and affords them the liberty to tell their stories without fear or favor.

These stories will encompass the township or loxion and urban culture experienced by our young people in both urban and peri-urban areas and also provides a platform for people in our rural areas to tell their own stories.

The Constitution, and in particular, the Bill of Rights enshrines the principle that South Africa belongs to all who live in it and masses of our people should be the direct benefactors of the produce of this country.

How do we as this channel change the narrative of South Africa and that of the SADEC region? By letting the world that SA is wonderful and safe place to be in, showcase the diverse cultures let the world know that we truly believe in freedom of speech and of association. Our multi-culturism defines who we are and our indigenous nature.

### **Electronic Communications Act 2014 of South Africa (ECA)**

The ECA 36 of 2005 role is “To promote convergence in the broadcasting, broadcasting signal distribution and telecommunications sectors and to provide the legal framework for convergence of these sectors; to make new provision for the regulation of electronic communications services, electronic communications network services and broadcasting services; to provide for the granting of new licences and new social obligations; to provide for the control of the radio frequency spectrum; to provide for the continued existence of the Universal Service Agency and the Universal Service Fund; and to provide for matters incidental thereto”.

Section 5 of Act 36 paragraph (h) “(b) promote [the empowerment of historically disadvantaged persons] broad-based black economic empowerment including the empowerment of women and the youth and [people] persons with disabilities, in accordance with the requirements of the ICT

charter.”The company in its setup adheres to this section of the Act and encourages the telling of South African stories by its indigenous people.

### **Promotion of Diversity and Competition on Digital Terrestrial Television Regulation 2014**

The purpose of the Promotion of diversity and competition on digital terrestrial television regulation is to (a) promote diversity and competition on the DTI platform; (b) prescribe conditions for the assignment of channel capacity in Multiplex 3; (c) prescribe conditions for the assignment of excess channel capacity in Multiplex 1; and (d) prescribe the procedure for the authorisation of digital television channels on Multiplex 3.

According to the ICASA regulation on the promotion of diversity and competition on the digital terrestrial television of 2014 up to fifty-five per cent (55%) of the available capacity on Multiplex 3 shall be assigned to one or more commercial free-to-air television broadcasting service licensees pursuant to one or more invitations to apply for a radio frequency spectrum licence issued in terms of regulation 7 of the Radio Frequency Spectrum Regulations.

The regulation also highlighted the following critical factors, (a) “the digital broadcast of television broadcasting services in terms of these regulations may be in Standard Definition Television (SDTV) mode or High Definition Television (HDTV) mode, or both”; (b) “Capacity on Multiplex 1 and Multiplex 3 shall be assigned to television broadcasting service licensees by the Authority in order to promote diversity and competition on the DTT platform”; (c) “where any capacity in Multiplex 1 and Multiplex 3 which is assigned in terms of these Regulations to be used by a television broadcasting service licensee, is not being fully utilised for content provision by that licensee on the date thirty-six (36) months after the issue of the radio frequency spectrum licence in respect of the capacity in question, the unutilised capacity shall be forfeited”.

It is also critical to note that “an application in terms of sub-regulation (1) by a television broadcasting service licensee which provides a free-to-air broadcasting service for authorisation to broadcast a channel in Multiplex 3 must include - (a) the name of the proposed channel; (b) the primary language(s) of the channel; (c) a programming plan, including local content, where applicable; (d) the country where the channel was packaged; (e) the full name of the channel supplier; and (f) any other related information as may be required by the Authority”

### **BROADCASTING ACT 4 OF 1999**

**Preamble.**—NOTING that the South African broadcasting system comprises public, commercial and community elements, and the system makes use of radio frequencies that are public property and provides, through its programming, a public service necessary for the maintenance of a South African identity, universal access, equality, unity and diversity;

**ACKNOWLEDGING** that the South African broadcasting services are owned and controlled by South Africans;

**REALISING** that the broadcasting system must reflect the identity and diverse nature of South Africa, is controlled and managed by persons or groups of persons from a diverse range of communities, including persons from previously disadvantaged groups, and must reflect the multilingual and diverse nature of South Africa by promoting the entire spectrum of cultural backgrounds, religious backgrounds and official languages in the Republic;

**ENCOURAGING** the development of South African expression by providing a wide range of programming that refers to South African opinions, ideas, values and artistic creativity by displaying South African talent in radio and television programming and by making use of radio frequencies that are public property and that provide a public service necessary for the maintenance of national identity, universal access, equality, unity and diversity; and

**RESOLVING** to align the broadcasting system with the democratic values of the Constitution and to enhance and protect the fundamental rights of citizens:

Section II of the South African Broadcasting Act (1999) articulates that the act (a) serves to safeguard, enrich and strengthen the cultural, political, social and economic fabric of South Africa; (b) operates in the public interest and strengthens the spiritual and moral fibre of society; (c) ensures that the broadcasting system is controlled by persons or groups of persons from a diverse range of communities in South Africa and within each element promotes ownership, control and management of broadcasting services by persons from historically disadvantaged groups; (d) encourages fair competition in the provision of programmes and services”.

## Section 6 – Appendix 33 – Promise of Performance

### 33.1 Indicate how, through the diversity of its service the Applicant intends to reflect the diverse nature of the South African society. Give details of any provincial programming.

The service consists of 5 channels of which the following will be launched in the investment horizon of the Business Plan:

- Babenze Kahle – Long Live
- Dololo – There is nothing like Us...
- oMama – Mothers and Self-Love
- The 99 Perspective – We are the 99%

Each of these channels are focused on a specific (and as yet underserved and “silenced”) community. This is the key manner in which the service will contribute to the diversity of broadcasting in South Africa.

#### Channel // BABENZE KAHLE – Long Live!

<i>Viewer</i>	If you want to live with no regrets, be inspired by those that lived every moment like it was their last, then join us to reflect on, and celebrate their lives, heritage, legacy and their role in, and impact on, South Africa’s history.
<i>Content</i>	The content will focus on life-enhancing programming that will inform and share our rich history and heritage – Long Live! – featuring the life stories of people that made a difference in the lives of others...stories that will touch and enlighten people and take them on a journey into South Africa’s past. Programming will take a holistic view of lives lived and lives coming to an end – celebrating all that is good, all that is unique to us as South Africans, in life and death, and worth remembering.
<i>The Wrap</i>	BABENZE KAHLE is that channel that remembers, honors, celebrates and shares the achievements and contributions of all those that unselfishly shared their knowledge, creativity, strength, skills and passion with others to make a difference to individuals, communities and the nation as a whole.

Every life is filled with highs, lows and individual experiences that weave together to form the unique tapestry of one's life. Some are known legends whose stories need to be shared, and others are unsung heroes who have made an impact through their contribution to the lives of others in ways big and small. The lives of these people will tell us stories that are inseparable from South Africa's history, our struggles, our greatest moments, our places seeped in culture and influential happenings. These lives are a doorway into our past, what made South Africa, and what makes us who we are now.

### **BRAND POSITIONING - Brand Goals**

What we aim to achieve with the brand:

- To be the go-to channel for inspiring life-enhancing stories.
- To commemorate the magnificent lives of South Africa's great local legends, and everyday role-models, and through telling the stories of their lives we take a historical and cultural journey through South Africa's rich heritage.
- Documenting South African people, moments and inspirations for future generations,
- To provide an informative source of information pertaining to the lead up, and processes around passing away, and protecting those left behind.

### **BRAND POSITIONING - VISION**

BABENZE KAHLE strives to become the South African channel dedicated to remembering and honouring the magnificent lives of people passed, and through their stories, we immerse ourselves in South Africa's rich past, landscape, heritage, development and culture.

### **BRAND POSITIONING – BRAND DEFINITION**

"Long Live!" – South Africa's first 24-hour commemorative channel that explores and honours the life stories of those that have passed, and their impact and influence on South Africa's heritage and history.

### **BRAND POSITIONING - POSITIONING STATEMENT**

BABENZE KAHLE is a 24/7, commemorative channel, that seeks to inspire South Africans to live their lives to the fullest, and learn more about the history and heritage of SA through these lives lived - great legends and everyday heroes/role-models that have shaped, and played a role in, our past, present and even our future.

## Channel // DOLOLO - THERE IS NOTHING LIKE US:

*“South Africa is more than a cultural melting pot, it’s a big warm potjie of culture, full of different ingredients and yummy surprises, and developing its rich flavour over centuries. Get a taste of cultural alphabet soup from archaeology to Zulu, with a dash of Corne, jukskei, kwaito and quagga on the way.”*

BRAND SOUTH AFRICA

### WHY THIS CHANNEL IS A MUST

#### IT’S A LONG TIME COMING ...

South African comedy took on a new life after the heavy cloak of apartheid oppression lifted in 1994, creating a multitude of diverse comedic personalities, styles and lingo’s. Comedy in South Africa is now in hot demand, filling out venues and putting the country’s comedy acts on an international level. South Africa often depicts its various cultures, interesting history and assortment of colourful characters through humour, so it’s not surprising that it makes for some excellent and often satirical material for truly indigenous comedy.

South African comedy culture is alive and well and is, in fact, showing significant growth across all the different disciplines including television, stand-up, satirical/comic theatre and even print media, where columnists showcase their pertinently witty points-of-views. Whether from the country’s dramatic political past and present, or from the people of a multitude of different cultures and backgrounds; comedy in South Africa has more than enough material to draw from.

Most South African comedians mix up their acts with various different stories, lingo’s and representations, yet still manage to express themselves with their own distinctive styles. Among them are commentators, satirists and witty observationists, impersonators and physical expressionists.

Most of the major cities will have a comedy event being performed somewhere and even a few quirky small towns. Cartoons and comic strips play an important role in South African comedy culture. Famous cartoonist Zapiro has controversially poked fun at the country’s politics through the years of apartheid to its current post-apartheid era, often provoking politicians.

Thanks to the country’s turbulent past and integrated present, comedy in South Africa is an authentic experience of a truly multicultural nation.

#### A COMEDIC REVOLUTION: THE TIPPING POINT HAS ARRIVED

A fully local comedy channel needs to happen, and never has there been so much inspiration to draw on than ever before. When people have had it ‘up-to-here’ they resort to humour here in SA. It’s our escape, our sounding box, our chance to make it all make sense through laughter – right now, our appetite for comedic relief has never been so pronounced. The last few years have been a tumultuous one for South Africa, and we are a nation ready for laughs. The “*Noah phenomenon*” speaks to an influential comedic revolution that is happening in South Africa.



Late-night talk shows and comedy clubs are increasing in popularity in South Africa. They involve a montage of humorous skits, jokes and amusing anecdotes often underpinned by incisive, satirical commentary. This comedic revolution is dominated by a growing number of young, black comedians. Like their peers worldwide, they are pushing the boundaries on controversial issues.

They search for material drawing from the messy business of “real” life, wrestling with topics relating to racism, sexism, prejudice, abuse and religiosity. Public and even iconic figures are considered fair game and there are no sacred cows.

Young, black, stand-up comedians such as Tumi Morake, Loyisa Gola, David Kau, Kagiso Lediga, Tats Nkonzo and many others are performing increasingly to black, middle-class audiences. Kau jokes that he no longer has to rely on white patronage because black South Africans have money and attend his shows.

If laughter is the best medicine, then Africa is surely the pharmacy. Over the last decade, African comedy has showed immense growth and gained popularity, producing some of the best comedians the world has ever seen. Comedians have creatively turned normal every day happenings into artistic expressions, thereby inspiring the continent and the world at large.

## **ZERO TO HERO ...**

From Trevor Noah to many other successful local comedians, comedy has been their vehicle out of poverty. This channel will be designed to be everyone’s “zero”. Providing a platform for local wanna be, yet undiscovered, comedians to become local humour heroes. Khanyisa Bunu for example, is a former school teacher turned comedian, who quit the classroom to pursue a career in comedy. In 2008 she left her hometown in Whittlesea in Johannesburg to pursue the funny business. She entered the reality TV contest ‘So You Think You’re Funny’ and has been performing ever since.

*"Being the first one in my family to go to university in 2004 was a highlight, because I was their only hope of breaking the cycle of poverty since we grew up in dire poverty. My single mother struggled to raise four kids on her own,"*

Chris Mapane

## This is DOLOLO

Are you the one that's always full of jokes...the people watcher...the pranker...the comedian in the group? Do you see the humour in everyday South African life...in the good and the bad...the highs and the lows? Are you just waiting to be discovered? If this is you, and you have nothing but laugh-a-minute talent, then you've come to the right place. Welcome. Prepare yourself to be introduced to an audience of millions on South Africa's first channel featuring nothing but local, homegrown comedy, DOLOLO.

Nothing out there compares to us – our diverse cultures are one of a kind, our people are one of a kind...whether they're in the homelands, the townships or the city – we're never short of inspiration. We know you have stories to tell through your own unique style of comedy – and we need to get you out there and on DOLOLO...there's nothing better (it's no joke).

<i>Viewer</i>	Who doesn't like a laugh? No one. Whoever you are, whatever your kind of humour, you need to be watching nothing but DOLOLO - South Africa's first channel featuring only the best of local, homegrown comedy, that will have you in stitches, 24/7.
<i>Content</i>	The content will focus on "CULTURE COMEDY". Original, homegrown comedic content, that will unite our diverse cultures by providing a window into the sub-cultures of our mad, raw, beautiful country – microcosms that introduce us to distinctive humour outside of our own bubbles, and force us to laugh at ourselves. This is programming that will fuse youthful energy and comedy, while paying homage to the generations before.
<i>The Wrap</i>	DOLOLO is the first platform of its kind to give homegrown stars, that have relevance to everyday South African's lives, a platform to shine. There's nothing like it

## BRAND POSITIONING - Brand Goals

What we aim to achieve with the brand:

- To be the go-to channel for local comedy
- To be your daily source of life enhancing, relevant and entertaining comedy in abundance
- To make meaningful connections with our viewers through humour
- To create and showcase South Africa's "homegrown stars"
- To become the channel for "culture comedy"
- To unite our diverse cultures by making us laugh at ourselves.

## **BRAND POSITIONING - VISION**

DOLOLO strives to become THE South African channel that will empower, entertain, unite, enable, and showcase, South Africans through comedy – proving to ourselves, and the rest of the world...There is nothing like us.

## **BRAND POSITIONING – BRAND DEFINITION**

“There is nothing like us” – The authentic, homegrown, South African comedy channel

## **BRAND POSITIONING - POSITIONING STATEMENT**

DOLOLO is a 24/7, South African comedy channel, that empowers, entertains, unites, and enables South Africans through comedy, by seeking out and discovering comedians across our communities, and producing programming that showcases our unique people, cultures and perspectives, whilst appreciating the generations before.

**Channel // The 99 Perspective – “We are the 99%”**

South Africa’s first 24-hour dialogue channel. Making sense of what is happening, and putting it in the 99 Perspective.

The South African Millennial – Who are they?

- According to Statistics South Africa, Mid-Year Population Report 2016 there are approximately 14,5 million millennials in South Africa, or 26,5 % of the population.
- Broadly speaking, a Millennial is someone born between 1980 and 2000. (Cosmopolitan South African Millennials Survey 2016) -
  - 78 per cent are employed, and therefore economically active.
  - 96 per cent have a bank account.
  - 62 per cent have bought something that was out of their budget.
- Most are hyper-connected. Almost half (45%) use a cellphone/smartphone and PC/desktop/laptop on a daily basis. More than half (55 per cent) of South African Millennials check a social media site, browse the web, use an app, and make a call/text on their phone more than 20 times a day.
- Millennials were raised by Baby Boomers, who imparted on them the mentality that they can achieve anything they set their minds to. This upbringing has created a highly ambitious group – locally, 31% expect to be promoted after one to two years in their current position.
- Many still live with their parents due to the economy and crushing student debt.

#### From the Young Independents:

- A South African millennial knows what it feels like to be the product of parents who lived and struggled through apartheid.
- A South African millennial understands the scars of our nation, and the frustration to break that cycle of oppression.
- A millennial sees beyond the conventional, and is compelled to push at these very boundaries.
- A millennial is willing to recreate a new, free, non-judgmental world where the colour of your skin or your gender, no longer determines the heights of success that you can reach.
- Cocky, because we know our worth and sense of selves. By 2018, Millennials will have the most spending power of any generation and by 2025, 3 out of every 4 workers globally will be a millennial.
- A millennial daren't be restricted by poor state leadership, instead they radicalise and strategise, quite capable of voicing their concerns and ideas.

#### The 99

If you are opinionated, passionate, and need to be heard, the 99 will provide you with that platform. We are all about fresh and honest views and stories, and we want you to share, debate, challenge, question, and have your say on the things that matter most to you. Welcome to South Africa's first 24/7 DIALOGUE channel, that cuts through the noise, makes sense of what is happening in our world, and asks you to help us put it in the 99 perspective.

<i>Viewer</i>	If you want to make sense of what is happening around you, hear the views of people like yourself, and get to know some of influential people behind the social media posts you like and share, then the 99 channel is for you. Giving you the 99 perspective.
<i>Content</i>	Authentic South African voices will be the building blocks of the content for the channel. Original, opinionated, real and impassioned. Topical, local and global-oriented content will provoke, engage, spark debate and invite you to contribute. Programmes will focus on making sense on what is happening in the world, and put things into the 99 perspective.
<i>The Wrap</i>	The 99 strives to entertain, empower, enable and provoke opinionated South Africans to get involved and have their say on the things that matter to them.

## **BRAND POSITIONING - Brand Goals**

What we aim to achieve with the brand:

- To be the go-to channel for the 99 perspective.
- Provide a platform for the fearless and authentic voices in our country.
- To answer your questions, and question your answers.
- Build a network of like-minded people.
- To be topical, immediate and relevant.
- To entertain, empower, inspire, enable and provoke.

## **BRAND POSITIONING - VISION**

THE 99 strives to become the only channel that truly reflects the 99 perspective, giving a voice to opinionated South Africans that don't have a platform to express themselves, whilst provoking conversation and debate on the topics that matter.

## **BRAND POSITIONING – BRAND DEFINITION**

The 99 Perspective

## **BRAND POSITIONING - POSITIONING STATEMENT**

THE 99 is a 24/7 channel focused on sourcing and reflecting the opinions of every day South Africans, and seeks to stimulate, motivate and empower those who've previously been silenced to speak their mind, seek answers, and make sense of what is happening around them.

Channel \ oMAMA – Mothers and Self Love

## **WHY THIS CHANNEL IS A MUST**

### **CHALLENGES FACING SOUTH AFRICA'S LOW-INCOME MOTHERS – THE FACTS**

- A world-record-breaking near two thirds of South African children grow up in homes without fathers, and our country has the distinction of having one of the highest global rates of single motherhood.
- Every year, 4,300 mothers die due to complications of pregnancy and childbirth, 20,000 babies are stillborn and another 23,000 die in their first month of life. In total, 75,000 children do not make it to their fifth birthday. National data shows that 61% of under-five deaths are linked to avoidable factors.
- Approximately 30% of South Africa's pregnant women are living with HIV.

- Increase in the number of zero-rated mobile sites dedicated to providing poor/disadvantaged, hard-to-reach mothers with health, and wellbeing information, advice, support and engagement.
- Data gathered by Statistics South Africa for the national General Household Survey (GHS) showed that roughly a quarter of pregnant women reported earning an income or running their own business, compared to about half of all adults in South Africa.
- A quarter of pregnant women lived in households earning under ZAR800 per month.
- Most pregnant women (66.9 %) nationally reside in households receiving a social grant, with a quarter living in households that had experienced food insufficiency in the past year.
- Levels of food insecurity, measured by having missed meals or reduced meal sizes, were also considerably higher in the households of pregnant women than other households.
- Financial and other barriers to accessing antenatal and obstetric services have been documented in South Africa, often reflecting a deep disempowerment created by poverty, whereby women are unable or reluctant to claim their rights to health care.

South Africa's first 24-hour channel dedicated to empowering, entertaining, supporting, inspiring, and honoring South Africa's mothers.

#### About Them (South African Mothers):

- Black South African mothers, with a slant to single mothers - Lower-mid-market (LSM 3-7)
- Age 16+ (epicentre: 20-35)
- Township, rural, urban, peri-urban
- The majority became parents without being financially or emotionally prepared. Owing to their circumstances and rapid life stage shifts, they experience high levels of stress. They cannot just worry about their own wellbeing, but they have their children's wellbeing to worry about as well. The absence of, or the lack of support from a partner is an added stress factor.
- The majority tend to be single parents. As a result, they maintain close links with both close and extended family since they are dependent on family assistance and support to raise their children.
- Church for them is a welcome diversion and source of support and contact with others.
- Struggle to afford and/or access medical support and treatment.
- Concerned about crime, violence, poverty, and the possible effects these have on the future of their children. Are also concerned about the choices their children are going to make regarding typical challenges that most children are faced with when growing up, like peer pressure, drugs, education and so on.

## THE SCRIPT – oMAMA – “With you all the way...”

If you are a mother, married or single, yearning for inspiration, love, support and knowledge from a like-minded community of women just like yourself, then OMama is your home away from home. OMama is a 24/7 channel dedicated solely to motherhood. We will make you laugh, empower you to improve every aspect of your life, motivate you to take care of yourself, and equip you with the knowledge to be the best possible mom, and woman, you can be. OMama...With you all the way.

<i>Viewer</i>	oMama is the channel dedicated to motherhood that you need to tune into for support, inspiration, escape, strength, self-confidence and understanding – and you can do so, day or night, 24/7...because we know a mother never stops, so neither do we. oMama...With you all the way.
<i>Content</i>	Practical, inspiring, empowering, confidence-building programming that takes a holistic approach to exploring the world of South African motherhood, from pregnancy, to relationships, health and finances, self-improvement and parenting skills.
<i>The Wrap</i>	oMama strives to empower, entertain, support, inspire and honour South Africa’s amazing mothers. We’re with you all the way.

## BRAND POSITIONING - Brand Goals

What we aim to achieve with the brand:

- To be the go-to channel for South African mothers, and in particular single mothers, and lower income mothers struggling to manage.
- To empower mothers to improve their situation, minimise stress, and encourage them to look after themselves and seek the care they need to ensure they, and their child, are fit and healthy.
- To provide informed, reliable advice and support.
- To celebrate and honour mothers – their struggles, their strength, their endurance, their love.
- To give mothers and, in particular, single mothers, a place where they feel understood, accepted and confident in themselves and their potential.

## BRAND POSITIONING - VISION

oMAMA strives to become the only channel dedicated to providing educational, motivational, entertaining and inspirational, 24/7, programming, that speaks to South Africa’s underprivileged, under-equipped, and under-appreciated mothers who often move through life under the radar.

## **BRAND POSITIONING – BRAND DEFINITION**

oMama – We're with you all the way (being a mother is a 24/7 job, so we need to be there for them 24/7, ensuring they have a 'friend' to rely on all the way)

## **BRAND POSITIONING - POSITIONING STATEMENT**

OMAMA is a 24/7 channel dedicated to providing credible educational, motivational, entertaining and inspirational, programming, that speaks to South Africa's underprivileged, under-equipped, and under-appreciated mothers, giving them the confidence to improve not only their role as a mother, but their confidence in themselves as women.



### 33.2 Summarise how this service will contribute to the broadcasting field as a whole.

The service consists of 5 channels of which the following will be launched in the investment horizon of the Business Plan:

- Babenze Kahle – Long Live
- Dololo – There is nothing like Us...
- oMama – Mothers and Self-Love
- The 99 Perspective – We are the 99%

All five of the channels will have a significant amount of locally created content. This will generate opportunities for local content producers and for new and emerging artists in different domains represented by the channels.

The introduction of these channels will create an environment of innovation where creativity will flourish if one bears in mind that all of these channels have not yet been introduced on any platform on either free to air and pay tv.

## Section 6 – Appendix 34 – Other Matters

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### 34.1 State briefly why the Authority should grant the Applicant the licence and give details of any other matters which the Applicant considers the Authority should be aware of.

The Free to Air Television is unique that as a wholly black owned managed and controlled entity:

- It understands the market that is attempting to serve;
- It has the capacity to produce content itself;
- Owns and controls facilities to produce content at a reduced cost per minute;
- It has the capacity to package, host and deliver the content (channels) that it produces; and
- It has an experienced media sales team that will develop innovative media solutions that will deliver exceptional value to the media buying community in a market that they have not always reached.

Free to Air Television have centered its proposed identity, programming, editorial philosophy and corporate culture, among others around these shared values. The FTA-TV team have developed creative strategies and a bankable case within the confines of the partners' shared values and principles.

Free to Air Television has developed a clearly differentiated and unique offering that provides the full scope of education and entertainment for our target audience. Free to Air Television will offer content packaged in a five (5) channels which include:

- i. a channel targeting women, expectant mothers and young mothers;
- ii. another channel will focus on youth and the current issues that concern them on a daily basis;
- iii. a comedy channel providing a platform for grassroots comedic talent and established comics that predominantly deliver their product in the vernacular;
- iv. a memorial channel celebrating heroes from all walks of life; and
- v. a channel delivering content for children that has its origins in South Africa and the wider content. Tsa Rona will be a platform for the “silenced” and underrepresented communities in the South African society.

Free to Air Television will offer consumers a true digital alternative by leveraging the technological advantages inherent in the Digital Terrestrial Television (DTT) platform.

**35 AFFIDAVIT**

Applicants are required to conclude their submission with the following certificate: -

I acknowledge that the Authority is entitled to have any issued licence set aside should it be found that any material statement in this Application is false and has been made by the Applicant or any officer thereof knowing it to be false.



Signed on behalf of the **APPLICANT**

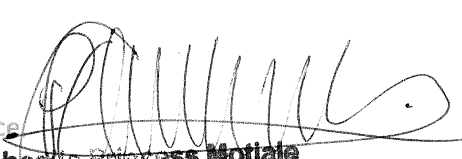
Full name: Amos Mphahlele

Designation: Director

Duly authorised thereto

I certify that on the ..... 11 ..... day of November 2017, in my presence at Johannesburg the Deponent signed this declaration and declared that he/she:

1. knows and understands the contents hereof;
2. had no objection to taking the prescribed oath; and
3. considers the oath to be binding on his/her conscience



**Ms Kelebogile Princess Motjale**  
**COMMISSIONER OF OATHS**  
**EX-OFFICIO: ATTORNEY RSA**  
**C/o FINANCIAL SERVICES BOARD**  
**41 MATROOSBERG ROAD**  
**ASHLEA GARDENS**  
**PRETORIA, 0081, R.S.A.**

**COMMISSIONER OF OATHS**

## Proof of Payment for the application

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