



Independent Communications Authority of South Africa

Pinmill Farm, 164 Katherine Street, Sandton
Private Bag X10002, Sandton, 2146

Office of Cllr Pillay

Tel: +27 11 566 3039

Fax: +27 11 566 3040

Email: subscriptioninquiry@icasa.org.za

Ref. no: 12/2/1/2/1/7

Ms Lara Kantor

e.tv (Pty) Ltd
5 Summit Road
Dunkeld West
2196

Per E-mail: Lara.Kantor@etv.co.za

Tanya.Haskins@nortonrosefulbright.com

Dear Ms Kantor

RE: REQUEST FOR ADDITIONAL INFORMATION AND A ONE-ON-ONE MEETING TO CLARIFY SPECIFIC ISSUES ON THE QUESTIONNAIRE SUBMISSION

The Authority welcomes your submission received on the 15th of September 2016 in response to the information gathering process embarked on through the Information Gathering Questionnaire, that was issued on the 11th July 2016 and the subsequent revision of the 2nd September 2016, as part of the Notice of Intention to Conduct an Inquiry into Subscription Television Broadcasting Services (Notice 401 of 2016).

The Authority seeks additional information, in terms of regulation 9 of the Standard Terms and Conditions for Individual Broadcasting Services, 2010¹, to elaborate on your responses, as follows:

1. Q1.3. 3(e) Copy of research or evidence that supports your statement that e.tv audience may not consider more expensive DSTV packages such as compact and premium as close substitutes
2. Q1.3.5 Copy of data that supports your assertion that MultiChoice generates the largest advertising revenue among all broadcasters, overtaking the SABC as the largest advertising revenue generator among television broadcasters.
3. Q2.2 (4) Please provide actual figures of how much is generated from e.tv and ekasi+ channel being carried on St0arSat.
4. Q 1.4 – Copy of research to substantiate your view in Point 1.2 that *“South African audiences still prefer content that works best in a linear broadcast environment Still prefer live premium sports Soccer, rugby and cricket”*.
5. Q3.11. e.tv submits that it does not buy content from other local broadcasters. Is there a reason for that?
6. Please elaborate on whether e.tv receives advertising revenue from the e.tv and eKasi+ channels carried on DStv.

The deadline for submission of the above is the 16th of February 2017.

The Notice of Intention to Conduct an Inquiry into Subscription Television Broadcasting Services (Notice 401 of 2016) further indicated that the information gathering stage might comprise of one-on-one engagements with relevant stakeholders. To this end, the Authority wishes to invite your organisation to one-on-one meetings with a duration of **two hours**, scheduled as follows:

¹ As amended by Government Gazette No. 39875 of 2016

Date: 15th February 2017

Time: 9:00 – 11:00

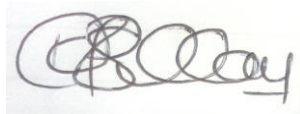
Venue: Council Boardroom, Block B, Pinmill Farm, 164 Katherine Street,
Sandton

The expertise required for engagement at these one-on-one sessions includes: audience understanding, finance, platform, content acquisition, industry dynamics and regulatory.

Kindly forward a maximum list of 5 delegates, their names and roles to subscriptioninquiry@icasa.org.za by the 13th of February 2017.

We hope you find the above in order.

Yours sincerely



COUNCILLOR KATHARINA PILLAY
CHAIRPERSON: INQUIRY INTO SUBSCRIPTION BROADCASTING
COMMITTEE
ICASA
DATE: 8 / 2 / 2017