



Fikile Hlongwane

Licensing Department,

ICASA

Email: FHlongwane@icasa.org.za

4 May 2021

Dear Ms Hlongwane

**CORRESPONDENCE REGARDING THE LICENCE AMENDMENT APPLICATIONS IN RESPECT OF KFM AND 94.7 HIGHVELD STEREO.**

1. We act on behalf of Primedia (Pty) Ltd, the licensee in respect of four licensed commercial sound broadcasting services, including KFM and 94.7 Highveld Stereo.
2. KFM LICENCE AMENDMENT APPLICATION
  - 2.1 As you are aware, Primedia made application on 19 April 2018 for an amendment to KFM's licence.
  - 2.2 Primedia thanks ICASA for the opportunity of reconsidering the application in the light of the length of time taken to adjudicate upon it by ICASA.
  - 2.3 Primedia has decided to withdraw its application to amend the KFM licence.
  - 2.4 Consequently, the relevant licence condition will remain as is.
  - 2.5 Primedia trusts that ICASA finds this to be in order.
3. 94.7 LICENCE AMENDMENT APPLICATION
  - 3.1 As you are aware, Primedia made application on or about 20 April 2018 for an amendment to 94.7 Highveld Stereo's licence.
  - 3.2 Primedia thanks ICASA for the opportunity of reconsidering the application in the light of the length of time taken to adjudicate upon it by ICASA.

3.3 Primedia has decided to further refine its amendment application and thanks ICASA for the opportunity of doing so.

3.4 Primedia hereby applies for clause 5 of 94.7 Highveld Stereo's licence to be amended such that clause **5, Local Content Obligations** is to read as follows:

#### **5. Local Content Obligations**

**The station shall operate a Gig Guide that provides South African music (SA music) artists with a free platform to advertise local concerts and other live music events provided these are not events sponsored by competitors.**

**The Gig Guide shall comprise several aspects, namely:**

**5.1 A free web-based notification platform for SA music artists to provide the station with notifications of upcoming events for inclusion in the Gig Guide.**

**5.2 A dedicated email address that is for the exclusive use of SA music artists to provide the station with notifications of upcoming events for inclusion in the Gig Guide.**

**5.3 A 45-second live-read promotion of upcoming South African music events taking place within the coverage area to be broadcast twice daily during the performance period from Thursdays to Sundays.**

**5.4 A 90-second live-read of the Gig Guide to be broadcast on a regular slot and during the performance period on the weekend.**

**5.5 The Gig Guide will be hosted and updated free of charge on the station's website/App to publicise upcoming live SA music events taking place in the coverage area.**

3.5 Primedia wishes to place on record, as is set out below, its amended justification/rationale for the amendment, namely:

3.5.1 The station has a proud history of supporting live local music over the decades it has been in operation, in accordance with its licence conditions, in particular in accordance with the wording of clause 5 of its licence as it is currently worded.

3.5.2 Primedia wishes to continue to provide live South Africa music do this in a meaningful way by providing free advertising/promotion of South African music events that take place within the station's coverage area.

- 3.5.3 The use of interactive Internet-based technologies will offer SA music artists an opportunity to benefit from this free advertising/promotion by ensuring that their upcoming live events are publicised on Johannesburg's premier adult contemporary-formatted music station.
- 3.5.4 The proposed Gig Guide will also, we believe, become the go-to guide for local live music for the public and will be available free of charge on the station's website and App.
- 3.5.5 Playing South African music on the station is only one of the ways that the station can and does support and popularize South African music. But Primedia wants to do more to root SA music in the broader Johannesburg community. The Gig Guide will be 94.7 Highveld Stereo's way of ensuring that South African music is enjoyed live by audiences in venues large and small within the coverage area.
- 3.5.6 Primedia trusts that ICASA finds this updated proposed amendment to clause 5 of its licence, and the justifications therefor, to be in order.
4. We look forward to being of assistance to ICASA during the amendment application process.
5. Please do not hesitate to contact us should you have any queries or require any further information.

**Yours sincerely,**

A handwritten signature in black ink, appearing to read 'Justine Limpitlaw', written in a cursive style.

**Justine Limpitlaw**