

National Soccer League *t/a* Premier Soccer League (PSL)

Presentation on the Supplementary Discussion Document on the

Inquiry into Subscription Television Broadcasting Services

10 July 2025



INTRODUCING THE PSL PANEL



**DR IRVIN
KHOZA**

Chairman of the PSL



**DR KAIZER
MOTAUNG**

Executive Member of the PSL and
Convenor of Finance Committee



**MS MATO
MADLALA**

Executive Member and
Acting CEO of the PSL



Chairperson, before I begin, I would like to play a short video which highlights the important role that the DStv Diski Challenge, which is the PSL Reserve League, plays in football in our country.

In ten years, more than 340 young players came through this competition and are now professional soccer players, making a living from football for themselves and their families.



It is important to keep in mind that initiatives such as the Diski Challenge is only possible because we, as rights owners, have been afforded the flexibility within the regulatory framework to determine the most appropriate manner in which to structure and offer our broadcasting rights for sale to broadcasters. This flexibility that we have is crucial for us as rights owners in this fast-changing environment.

With your permission, we will now play the video.



INTRODUCTION

APPRECIATION

The PSL extends its appreciation to the Authority for permitting us the opportunity to participate in these public hearings on the Supplementary Discussion Document relating to the Inquiry into Subscription Television Broadcasting Services



INTRODUCTION

REFLECTION

We have consistently participated in this process and it is noteworthy that exactly a day short of nine years, the Authority first published its intentions to conduct an inquiry into the state of competition in Subscription Television Broadcasting Services



INTRODUCTION

CULMINATION

The process has been long and arduous and it is our sincere hope that these hearings will finally lead to the closing of this chapter and that all parties will accept the preliminary view of the Authority on the state of competition in the sector



PRELIMINARY VIEWS OF THE AUTHORITY

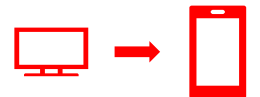


PRELIMINARY VIEWS OF THE AUTHORITY



COMPETITION LANDSCAPE

The PSL is appreciative that the Authority recognises that the competition landscape and related markets in audio-visual services have substantially changed from almost a decade ago



PRELIMINARY VIEWS OF THE AUTHORITY



ACKNOWLEDGEMENT

Whilst there may be a need to relook the markets defined by the Authority, we acknowledge and support the Authority's conclusion that both wholesale and retail markets in the sector are dynamic and competitive

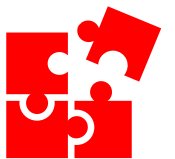


PRELIMINARY VIEWS OF THE AUTHORITY



CONSENSUS

In general, the factual assessment by the Authority is in line with what the PSL has consistently argued in this Inquiry, that markets are competitive, inclusive and flexible



PRELIMINARY VIEWS OF THE AUTHORITY



NO BARRIERS

As we have previously stated, there are no barriers to any party contesting for our assets through the competitive tender processes that we consistently and regularly embark on



**THE PSL AGREES WITH THE
AUTHORITY THAT THERE IS
NO INDICATION OF
INEFFECTIVE COMPETITION**



THE PSL AGREES WITH THE AUTHORITY THAT THERE IS **NO** INDICATION OF **INEFFECTIVE** COMPETITION

We want to sincerely commend the Authority for its view that there is NO indication of ineffective competition in the sector



COMMENDATION

THE PSL AGREES WITH THE AUTHORITY THAT THERE IS **NO** INDICATION OF **INEFFECTIVE** COMPETITION

The PSL has been consistent in our assertion that the process for the sale of our broadcasting rights is competitive



CONSISTENCY

THE PSL AGREES WITH THE AUTHORITY THAT THERE IS **NO** INDICATION OF **INEFFECTIVE** COMPETITION

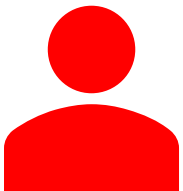
It is a process that encourages all
broadcasters and interested parties to
participate in the PSL's tender processes for
our rights



PARTICIPATION

THE PSL AGREES WITH THE AUTHORITY THAT THERE IS **NO** INDICATION OF **INEFFECTIVE** COMPETITION

The fact that some chose not to do so, and after the completion of the processes, to then cry foul, was disingenuous



ACCOUNTABILITY

THE PSL AGREES WITH THE AUTHORITY THAT THERE IS **NO** INDICATION OF **INEFFECTIVE** COMPETITION

We welcome the Authority's recognition in the Supplementary Discussion Document that any provider interested in the PSL's rights had the opportunity to bid for the rights when we issued the tenders



RECOGNITION

THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES



THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES



It is market forces that have corrected the historical problem of the under-valuation of PSL broadcasting rights

CORRECTED

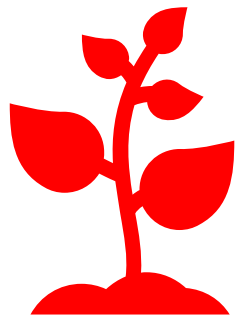


THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES



We have since been able to grow our content, and through this we are able to support a multitude of stakeholders in South African soccer

GROWING



THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES

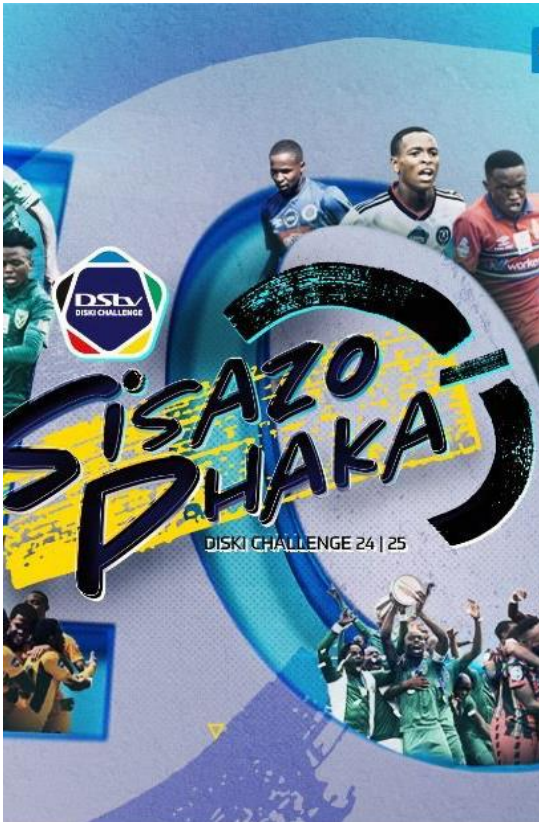


We have found the correct formula that works for South Africa and for the footballing community

WINNING

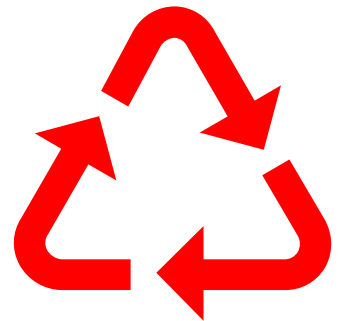


THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES



The PSL is more competitive and sustainable than we have ever been, with the promotion of youth development at the forefront as illustrated by the Video you have watched earlier of the DStv Diski Challenge

SUSTAINING



THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES



We welcome the Authority's recognition that content owners across the world have legitimate reasons to ensure that their content is produced and broadcast in the highest possible quality

RECOGNISED 

THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES



Such quality of productions and broadcasts enhances the appeal of the content, raising future demand and value to the owner

THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES



As further recognised by the Authority, this allows sports bodies such as the PSL to use the funds generated to grow the sport and ensure grassroots development

ENABLING



THE PSL ECOSYSTEM HAS GROWN THROUGH MARKET FORCES



This is what the PSL does, to the benefit of football and our many stakeholders, and especially the youth who strive to reach the highest levels in football

INSPIRING



CONCLUSION



IN CONCLUSION

- As previously stated, the PSL wants as **many bidders as possible** in our tender processes and we have invested significant resources and effort to improve the quality of our content.
- **Any bidder** is at liberty to acquire our rights, if they consider the rights valuable to them and are able to meet the **PSL requirements**.
- Football is a **commercial business**, which carries **significant risk** and should generate **sustainable returns** for its investors.
- Like any other business, football responds to **changes in market conditions** as long as it is commercially viable.

IN CONCLUSION

We again, welcome the Authority's recognition that:

- Both wholesale and retail markets in the sector are **dynamic** and **competitive**
- There is **no indication** of ineffective competition

It is our **sincere hope** that these Hearings will finally lead to the **closing of this chapter** on the basis of the preliminary view of the Authority on the state of competition in the sector





SNAPSHOT

OF DISKI WINNERS





THERE IS NO PRODUCT TO REGULATE

THANK YOU