



PREMIER SOCCER LEAGUE

PSL Place, 2 Winchester Road, Cnr Jan Smuts Avenue, Parktown, 2193
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Tel: +27 11 715 2500 E-mail: info@psl.co.za Website: www.psl.co.za

04 August 2025

**The Chairperson & Deputy Chairperson
Inquiry into Subscription Television Broadcasting Services
Independent Communications Authority of SA
Block B
350 Witch-Hazel Avenue
Eco Point Office Park
Eco Park
Centurion**

By E-mail: subscriptioninquiry@icasa.org.za
smolefe@icasa.org.za

Dear Councillors Nontombana and Mushi,

**PUBLIC HEARINGS RELATING TO THE INQUIRY INTO SUBSCRIPTION TELEVISION
BROADCASTING SERVICES**

1. I wish to express my personal thanks and that of my colleagues of the Executive Committee of the Premier Soccer League (PSL) to you and your Committee Members for the opportunity granted to us to participate in the public hearings on the 10th July 2025 relating to the Inquiry into Subscription Television Broadcasting Services.
2. It was an illuminating experience for us and gave us the opportunity to engage directly with you on the functioning and funding of the PSL, which is responsible for professional football in the country.
3. During the course of our presentation, one of the panel members of your esteemed Committee raised the matter of Substitutes for PSL content in the audio-visual market.
4. Whilst we have not received any written request to respond to follow-up questions relating to our presentation at the public hearings, we would like, with your indulgence, to use this opportunity to respond specifically to the matter of substitute content as well as to highlight some of the critical points we made in our presentation.

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5. At various times, the PSL has stated that football is about conversations, football keeps people talking and we dare say, football contributes to the happiness index of our country.
6. What do we mean by this? It simply means that football is the vehicle of entertainment and conversations for the football-loving public. It is a product that is powerful and keeps people talking.
7. However, the public have access to a wide range of other forms of content. We do not need to spell out how the internet has disrupted how the public had previously consumed content.
8. In its latest year-end annual reporting, eMedia demonstrates through its performance that they have significant access to high-end quality content other than football and still delivers positive results to their shareholders.
9. However, the PSL is restricted to football as its only and primary content, and unlike media houses, we have no substitute for football.
10. It is, therefore, critical to our business, as recognised by ICASA, that as a content owner, we have legitimate reasons to ensure that our content is produced and broadcast in the highest quality.
11. It is the quality of productions and broadcasts that enhances the appeal of our content, thus raising value for us and future demand for such content.
12. The historical imbalance of the under-valuation of PSL broadcasting rights have been corrected by market forces and any audio-visual provider wanting access to our content has the opportunity to bid for it as long as it is on competitive terms.
13. We fully support ICASA's view that there is no indication of ineffective competition in the audio-visual sector, and this is amplified by the processes of the PSL in how we sell our broadcast rights.
14. No broadcaster is excluded from our processes; there are those to choose to exclude themselves.

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15. We are fully supportive of the view of ICASA that both the wholesale and retail markets in the audio-visual sector are dynamic and competitive.
16. In conclusion, we want to encourage ICASA to finalise this Inquiry, based on its preliminary view of there being effective competition in the sector.

Sincerely,

Dr Irvin Khoza
Chairman

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