



# **NON-CONFIDENTIAL SUBMISSION**

**APPLICATION TO AMEND THE  
LICENCE CONDITIONS OF AN  
INDIVIDUAL SOUND BROADCASTING  
LICENCE IN TERMS OF SECTION 10 OF  
THE ELECTRONIC COMMUNICATIONS  
ACT 36 OF 2005 (ECA)**

**APPLICANT: YOU FM PTY LTD**

**REGISTRATION NUMBER:  
2006/000258/07**



214  
Beyers Naude Drive  
Rustenburg



info@youfm.co.za  
(0861) 444 898



.youfm.co.za



Independent Communications Authority of South Africa

Ms Fikile Hlongwane

Executive – Licensing and Compliance

350 Witch-Hazel Avenue

Eco Point Office Park

Eco Park

Centurion

0144

12 December 2025

**APPLICATION TO AMEND THE LICENCE CONDITIONS OF AN  
INDIVIDUAL SOUND BROADCASTING LICENCE**

1. You FM herewith submits this application to amend its service licence conditions.
2. To comply with your requirements, we have attached the following documentation and Forms:
  - 2.1 Proof of payment for the application
  - 2.2 Amendment of the Processes and Procedures Regulations for Individual Licences - Form C;
  - 2.3 Appendix 1.3: YOU FM's Individual Broadcasting Service Licence and amendments thereto marked Appendix 1.3 of Form C;
  - 2.4 Appendix 3.1 of Form C: The proposed amendments;



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- 2.5 Annexure 3.2 of Form C: The Reasons for the Proposed Amendments;
- 2.6 Appendix 3.3 of Form C : Explanation of the Implications of the Proposed Amendments and Reference to Section 10 of the ECA;
- 2.7 Appendix 4.1 of Form C : You FM's Service and Radio Frequency Spectrum Licence;
- 2.8 Appendix 5.2 of Form C : Resolution of Authority

3. We trust that you will find the above to be in order.

Print Name: **TEBOGO SAMUEL POOE**

\_\_\_\_\_

A handwritten signature in black ink, appearing to be 'Tebogo Samuel Pooe', written over a horizontal line.

Signature: \_\_\_\_\_

Date: 12 DECEMBER 2025

\_\_\_\_\_



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**NOTIFICATION OF PAYMENT**

To Whom It May Concern:

First National Bank hereby confirms that the following payment instruction has been received:

Date Actioned	: 2020/06/19
Time Actioned	: 18:04:19
Trace ID	: 962ZJMG
<b>Payer Details</b>	
Payment From	: MOTSWAKO MEDIA GROUP CORP
Cur/Amount	: ZAR86420.00
<b>Payee Details</b>	
Recipient/Account no	: ..249044
Name	: ICASA
Bank	: NEDBANK LIMITED
Branch Code	: 198765
Reference	: NWFMYOU FM

END OF NOTIFICATION

To authenticate this Payment Notification, please visit the First National Bank website at [fnb.co.za](http://fnb.co.za), select the "Verify Payments" link and follow the on-screen instructions

Our customer (the payer) has requested First National Bank Limited to send this notification of payment to you. Should you have any queries regarding the contents of this notice, please contact the payer. First National Bank Limited does not guarantee or warrant the accuracy and integrity of the information and data transmitted electronically and we accept no liability whatsoever for any loss, expense, claim or damage, whether direct, indirect or consequential, arising from the transmission of the information and data.

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The following Form of Schedule 1 is hereby substituted for Form C of the Regulations:



### NOTIFICATION OF PAYMENT

To Whom It May Concern:

First National Bank hereby confirms that the following payment instruction has been received:

Date Actioned	: 2025/12/11
Time Actioned	: 19:28:28
Trace ID	: 7HP6BZKP

**Payer Details**

Payment From	: MOTSWAKO MEDIA GROUP
Cur/Amount	: 15,811.00

**Payee Details**

Recipient/Account No	: . . 249044
Name	: ICASA
Bank	: Nedbank Limited
Branch Code	: 198765
Reference	: Motswako Media Group

END OF NOTIFICATION

To authenticate this Payment Notification, please visit the First National Bank website at [fnb.co.za](http://fnb.co.za), select the "Verify Payments" link and follow the on-screen instructions.

Our customer (the payer) has requested First National Bank Limited to send this notification of payment to you. Should you have any queries regarding the contents of this notice, please contact the payer. First National Bank Limited does not guarantee or warrant the accuracy and integrity of the information and data transmitted electronically and we accept no liability whatsoever for any loss, expense, claim or damage, whether direct, indirect or consequential, arising from the transmission of the information and data.

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The following Form of Schedule 1 is hereby substituted for Form C of the Regulations:

**"FORM C**

**APPLICATION TO AMEND AN INDIVIDUAL LICENCE  
(Regulation 9)**

**INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**

*Note:*

- (a) *Applicants must refer to the Electronic Communications Act, 2005 (Act No. 36 of 2005) ("the Act") and any regulations published under that Act with regard to the requirements to be fulfilled by applicants.*
- (b) *Information required in terms of this Form which does not fit into the space provided may be included in an appendix attached to the Form. Each appendix must be numbered with reference to the relevant part of the Form.*
- (c) *Where any information in this Form does not apply to the applicant, the applicant must indicate that the relevant information is not applicable.*

<b>1. PARTICULARS OF LICENCE</b>	
1.1 Licence number:	No.: 016/Re/Commercial/R/June/2017
1.2 Nature of services authorised to be provided in terms of the Licence: Check the Reasons Document. Confirm the service to be	COMMERCIAL SOUND BROADCASTING SERVICES

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	provided.	
1.3	Attach a copy of the Licence that is the subject of this application. The copy of the Licence must be marked clearly as <b>Appendix 1.3 of FORM C</b> .	
<b>2. PARTICULARS OF APPLICANT (LICENSEE)</b>		
2.1	Full name of applicant:	YOU FM (PTY) LTD
2.2	Designated Contact persons (Maximum of two):	TEBOGO SAMUEL POOE
2.3	Applicant's principal place of business	214 BEYERS NAUDE DRIVE RUSTENBURG 0300
2.4	Applicant's postal address:	SAME AS ABOVE
2.5	Applicant's Telephone number/s:	0861 444 898 011 704 5200
2.6	Applicant's mobile number/s	071 407 3444
2.7	Applicant's Telefax number/s:	N/A
2.8	E-mail address of designated contact persons (maximum of two):	POOET@YOUFM.CO.ZA

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<b>3. PROPOSED AMENDMENT TO THE LICENCE</b>
3.1 Set out the proposed amendment/s (with reference to existing clauses in the licence) to the licence which is/are the subject of this application:
SEE ATTACHED ANNEXURE 3.1
3.2 Set out the reasons for the proposed amendment/s to the Licence. If the amendment is regarding programming, please attach research undertaken supporting the proposed amendment. Please attach research report as Annexure 3.2. The report must indicate what necessitates the proposed amendment/s.
SEE ATTACHED ANNEXURE 3.2
3.3 Explain the implications (if any) of the proposed amendment/s, with specific reference <i>inter alia</i> to the provisions of section 10(1) (a), (b), (c), (d) and (f) of the Act:
SEE ATTACHED ANNEXURE 3.3

<b>4. RADIO FREQUENCY SPECTRUM</b>
4.1 Indicate whether the applicant holds a radio frequency spectrum Licence. If so, provide details thereof and attach a copy of the radio frequency spectrum Licence marked clearly as <b>Appendix 4.1 of FORM C</b> :
SEE ATTACHED APPENDIX 4.1 OF FORM C
4.2 If an amendment to the applicant's radio frequency spectrum Licence is necessary, a separate application to amend the applicant's radio frequency spectrum Licence must be submitted to the Authority in this regard at the same time as this application.

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<b>5. UNDERTAKINGS</b>
5.1 Provide details of undertakings (if any) and other matters which, in the applicant's view, the Authority may need to take into consideration:
YOU FM undertakes to broadcast a minimum of 10% of gospel music per week
5.2. Attach a resolution signed by the majority of the members of the board of directors authorising the person signing and submitting this application marked clearly as Appendix 5.2 of FORM C.

The person signing the application on behalf of the applicant must acknowledge as follows:

I acknowledge that the Authority reserves the right to have any Licence amended pursuant to this application set aside, should any material statement made herein, at any time, be found to be false.

Signed  .....

(APPLICANT)

I certify that this declaration was signed and sworn to before me at TEBOGO SAMUEL POOE on the 06 day of OCTOBER 2025 by the deponent who acknowledged that he/she:

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

**COMMISSIONER OF OATHS**

**BONGI MCHUNU**  
 Commissioner of Oaths  
 Practising Attorney R.S.A.  
 233 Columbine Avenue  
 Mondeor Johannesburg  
 Tel: 011 433 0755 Fax: 011 433 0744

Name:  
 Address:  
 Capacity:  
 (...end of substitution)"

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## Appendix 1.3 of FORM C Copy of Service Licence



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**Independent Communications Authority of South Africa**  
350 Witch-Hazel Avenue, Eco Point Office Park  
Eco Park, Centurion  
Private Bag X10, Highveld Park 0169

**INDIVIDUAL BROADCASTING SERVICE LICENCE**

**No.: 016/Re/Commercial/R/JUNE/2017**

**GRANTED AND ISSUED**

**TO**

**NORTH WEST FM (PTY) LTD**

**FOR THE PROVISION OF  
COMMERCIAL SOUND BROADCASTING SERVICE TO BE KNOWN AS**

**YOU FM**

**SIGNED FOR AND ON BEHALF OF THE INDEPENDENT COMMUNICATIONS  
AUTHORITY OF SOUTH AFRICA**

**EFFECTIVE FROM 01 NOVEMBER 2017**

**YOLISA KEDAMA**  
**ACTING CHAIRPERSON**  
**UPDATED ON: 29 / 11 /2023**

Y Kedama (Acting Chairperson), T Faye, Dr. C Lewis, Adv. LS Mkumtela, C Mushi, N Nontombana,  
N Sithole, P Zimri (Councillors), T Maluleka-Disemelo (CEO)



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## 1. LICENSEE

The Licence is issued to:

- 1.1. Name of Company/Entity: North West FM (Pty) Ltd
- 1.2. Name of the Station: You FM
- 1.3. Shareholders:

Motswako Media Group (Pty) Ltd: 100%

- 1.4. Ownership held by persons from historically disadvantaged groups: 100%

## 2. Licence Period

- 2.1. The effective date of the Licence is 01 November 2017.
- 2.2. The Licence shall expire on 31 October 2027.

## 3. Geographic Coverage Area

North West Province, as defined in the coverage map attached to the Licence's radio frequency spectrum licence from time to time.

## 4. Broadcast Language

- 4.1 Principal language of broadcast: Setswana: 80%
- 4.2 Other languages (including) English): 20%

## 5. Format

- 5.1 The Licensee shall have a programming format predominantly of inspirational and gospel music.

*yy*  
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5.2 **South African music content:** In accordance with the South African music Regulations of 2016, the Licensee shall broadcast a minimum of 35% local music to be spread evenly throughout the performance period.

5.3 **General Programming obligations:**

5.3.1 The Licensee broadcast a minimum of fifty (50) minutes of news per day, of which 80% will be broadcast in Setswana and 20% in other official languages.

5.3.2 The Licensee shall broadcast a current affairs programming during weekdays within the performance period. The current affairs programme will be conducted 80% in Setswana and 20% other official languages.

5.3.3 The source(s) of all news material (other than news sourced directly by the Licensee) shall be disclosed during the news broadcast.

5.3.4 The Licensee's general programming will focus on a mix of music and information (including coverage of consumer affairs, sport, culture, education, news, and current affairs).

6. **Training and Skills Development**

6.1 The Licensee shall, over its licence period, allocate one hundred thousand Rand (R100 000) per annum to staff training and development.

6.2 In order to achieve clause 6.1 above, the Licensee shall establish a broadcasting academy in partnership with Media, Information and Communication Technologies Sector Education and Training Authority ("MICT SETA") as to upskill its internal personnel, source and train new talent including the youth and women from the North West province.

*yy*  
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6.3 The Licensee shall employ 50% men and 50% women in its staff complement. The Licensee shall ensure that it appoints the majority of its staff from the North West province.

6.4 The Licensee shall create business opportunities for youth-run companies to host radio station's annual flagship event in conjunction with the radio station.

#### 7. Ownership and Control Obligations

7.1 The Licensee must establish a trust for the benefit of staff members, the trust will hold a 5% shareholding in the licensee.

7.2 In order to further comply with clause 7.1 above the Licensee will submit proof to the Authority that it has established the trust and a full strategy on how this trust will be disbursed to the benefit of the staff.

7.3 The Licensee shall have no less than thirty percent (30%) ownership by one or more persons from historically disadvantaged groups for the duration of the licence.

7.4 Directors of the Licensee shall retain control and responsibility for the running of the Licensee notwithstanding the provisions of any management consultancy services engaged by the Licensee.

#### 8. CONTACT DETAILS

8.1 The contact person for the Licensee shall be:

8.1.1 Name : Tebogo Pooe

8.1.2 Tel : 0861 444 898/ 011 704 5200

8.1.3 Fax : N/A

8.1.4 Cell : 071 407 3444

8.1.5 Email : [Pooet@icloud.com](mailto:Pooet@icloud.com)

*yy*  
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8.2 Should the Licensee propose to replace the person so designated, the Licensee shall notify the Authority in writing within seven (7) days after days after appointing the new designate person.

**9. NOTICES AND ADDRESSES**

9.1 The Licensee chooses the following as principal addresses:

9.1.1 Postal Address: 214 Regus Business Centre  
Beyers Naude Drive  
Rustenburg  
0300

9.1.2 Physical Address: 214 Regus Business Centre  
Beyers Naude Drive  
Rustenburg  
0300

*yy*  
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# APPENDIX 3.1 OF FORM C PROPOSED AMENDMENT TO THE LICENCE



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Clause No	Current Format	Proposed New Format
4.1 and 4.2 <b>Broadcast Language Format</b>	Principal language of broadcast: 80% Setswana  Other languages (including English: 20%)	<i>Principal language broadcast:</i>  <i>Setswana: 50%</i>  <i>English: 50%</i>
5.1 <b>Music Format</b>	The Licensee shall have a programming format predominantly of inspirational and gospel Music.	<i>The Licensee shall have a predominantly urban and adult contemporary format with gospel music making a minimum of 10% of the overall weekly output.</i>
5.3.1 <b>Newscast Language</b>	The licensee shall broadcast a minimum of fifty (50) minutes of news per day, of which 80% will be broadcast in Setswana and 20% in other official language	<i>The licensee shall broadcast a minimum of three hundred (300) minutes of news per week in accordance with the language of broadcast.</i>
5.3.2 <b>Current Affairs Language</b>	The licensee shall broadcast a current affairs programme during weekdays <i>within the performance</i>	<i>The licensee shall broadcast a current affairs programme during weekdays within the performance period. The</i>





	<p>period. The current affairs programme will be conducted 80% in Setswana and 20% other official languages.</p>	<p><i>current affairs programme will be broadcast in accordance the languages of broadcast</i></p>
<p>6.3 <b>Training and Skills Development</b></p>	<p>The Licensee shall employ 50% men and 50% women in its staff complement. The Licensee shall ensure that it appoints the majority of its staff from the Northwest Province</p>	<p><i>The Licensee shall employ a minimum of 50% women in its staff complement. The Licensee shall ensure that it appoints the majority of its staff from the Northwest Province</i></p>





# **ANNEXURE 3.2 OF FORM C REASONS FOR THE PROPOSED AMENDMENT/S TO THE LICENCE**



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## 1. **Background**

- 1.1. You FM wishes to make amendments to its current licence conditions in terms of Section 10 of the Electronic Communications Act 36 of 2005 (ECA). The amendments will affect the station's programming and in accordance with the requirements set out in Form C and this Appendix 3.2 is submitted in support of You FM's application to amend its current licence conditions.
- 1.2. The licence conditions that You FM wishes to amend are clause 4.1, 4.2, 5.3.1, 5.3.2 and 6.3, which are in respect of the broadcast language, format, current affairs, newscast format and training and development respectively.
- 1.3. Annexure 3.2 includes a discussion of the reasons for You FM's proposed amendments, the impact that the proposed amendments would have on the station if approved by the Authority and the research conducted in support of the proposed amendments.
- 1.4. The main reasons for the proposed amendments to You FM's programming are as follows:
  - 1.4.1. Adjusting to the needs of the target market;
  - 1.4.2. Reach larger audiences and become more attractive to advertisers;
  - 1.4.3. Enhance the station's commercial viability and competitive ability;
  - 1.4.4. Do away with the ambiguities that affect the station's compliance in respect of the current format.





## 2. The History

- 2.1. The history of You FM is relevant in the Authority's consideration of the proposed amendments. The licence was issued to North West FM in 2007 and at that time, its programming shared some resemblance to that of the SABC's Motsweding FM. This apparent resemblance was a recipe for declining audiences and revenue due to Motsweding FM being an established and trusted brand with the backing of the SABC, whilst we were a new entrant in the market.
- 2.2. By the time Motswako Media Group attained majority shareholding in the station, the station was on a revenue downward spiral and had suffered multiple cut-offs by Sentech. With a view to arresting brand and reputational damage an application was also made to change the name of the station from North West FM to You FM. Along with the change in ownership and the name, the station underwent rebranding to adopt a unique and modern identity.
- 2.3. As a result of the rebranding, some listeners migrated to other stations which resulted in further decline in the listenership during the years of 2018 to 2021. The listenership began to increase in 2022 and the latest statistics between February 2022 until January 2023 remains in the same range as the listenership before the rebranding of the station. That stability is the key foundation upon which to build for an upward trajectory in listenership and advertising revenue.
- 2.4. The Radio Audience Measurement Statistics (RAMS) from the Broadcasting Research Council of South Africa (BRC) reflects the data collected from a sample group in order to draw the picture of what which stations have the highest number of listeners.





2.5. The table below is in respect of You FM’s listenership from 2016 until 2022 which was compiled by summarising the data available on the BRC website<sup>1</sup>. The table illustrates You FM’s listenership as compared to the national sample group used to determine the listenership of the commercial and public radio stations across South Africa.

LISTENERSHIP OF YOU FM BY RAMS BRC						
Calculated by determining the mean in respect of the available BRC RAMS statistics						
	Year	Sample period	Sample period	National Sample group number	You FM listeners	Percentage
1	2016	Jan - Dec	12 months	69 569 000	230 000	0,33%
2	2017	Jan - Dec	12 months	61 276 000	259 000	0,42%
3	2018	Jan - Dec	12 months	60 297 000	159 000	0,26%
4	2019	Jan - Dec	12 months	63 042 000	128 000	0,2%
5	2020	Data for 2020 is inconclusive, there is no data for the full year of 2020, it being the COVID-19 year.				
6	2021	Apr - Oct	6 months	42 571 000		0,24
7	2022	Jan - Dec	12 months	42 571 000	128 000	0,3%
8		Feb'22-Jan'23	12 months	42 571 000	135 000	0,32%

2.6. You FM’s listenership has reached a level of stability since the renaming and rebranding. Accordingly, the station is ready to take the necessary steps towards obtaining better numbers and expand its reach. This can be done by attracting a higher number of listeners that would yield an increase in advertising opportunities. Increased advertising opportunities will enhance the You FM’s sustainability as that will lead to an increase in revenue.

2.7. You FM evaluated the market to determine whether it is reaching as many listeners as it could within its target market. The research conducted shows that the station has the potential to cater for a larger

<sup>1</sup> <https://brcsa.org.za/radio-audience-trends/>





audience. However, it would be required to adjust to the current needs of its target market. The purpose of this amendment application is to enable You FM to adjust to the needs of the target market in order to avoid a decline in its listenership.

3. **Broadcast Language Format**

3.1. The Table below reflect the current language provision, pertaining to main language of broadcast in Clause 4.1 and 4.2, whilst Clause 5.3.1 refers to the broadcast languages split in the News cast and Clause 5.3.2 with a percentage of language percentage in the Current Affairs programming.

3.2. The percentages for newscast language and current affairs language percentages are based on the percentage split of the broadcast language and thus the main submission will be to address the main language of broadcast percentage split which in turns would affect the other two clauses. We will address the proposed amendment for Clause 5.3.1 in relation to minutes of news output per day separately from this section accordingly.

Clause No	Current Format	Proposed New Format
4.1 and 4.2 <b>Broadcast Language Format</b>	<i>Principal language of broadcast: <b>80% Setswana</b></i>  <i>Other languages (including English): <b>20%</b></i>	Principal language broadcast:  <b>Setswana: 50%</b>  <b>English language: 50%</b>





<p>5.3.1 <b>Newscast Language</b></p>	<p><i>The licensee shall broadcast a minimum of fifty (50) minutes of news per day, <b>of which 80% will be broadcast in Setswana and 20% in other official language</b></i></p>	<p><i>The licensee shall broadcast a minimum of three hundred (300) minutes of news per week in accordance with the <b>language of broadcast.</b></i></p>
<p>5.3.2 <b>Current Affairs Language</b></p>	<p><i>The licensee shall broadcast a current affairs programme during weekdays within the performance period. The current affairs programme will be conducted <b>80% in Setswana and 20% other official languages.</b></i></p>	<p><i>The licensee shall broadcast a current affairs programme during weekdays within the performance period. <b>The current affairs programme will be broadcast in accordance the languages of broadcast</b></i></p>

3.3. The proposed amendments are made on the basis that times have changed and the demographic in the North West is not what it was 18 years ago when the licence was issued. Factors such as population growth, migration and technological development necessitate that You FM considers how it can cater for the demographic in the best way possible. There can be no doubt that to survive, every station must adapt to its listeners and the times they are in. Remaining steeped in what used to work ages ago and failing to adapt, is a guarantee of irrelevance and ruination.





3.4. The proposed amendments will enable You FM to adjust to the changing needs of its target market and reach larger audiences by adapting to their preferences. The current licence conditions limit You FM's ability to adapt its programming to meet the needs of its listenership without encountering compliance issues with the Authority.

### **Increase in population and migration – English as a Second Language**

3.5. The population in the North West has increased over the years which has led to an increase in the diversity within the population. According to Stats SA, the North West Province population was 3 509 953 in 2011 which grew to 3 804 548 by 2022<sup>2</sup>.

3.6. According to Stats SA's migration statistics, 306 934 individuals migrated to the North West Province between 2011 and 2016. The migration to North West between 2016 and 2021 is 336 180 individuals. This shows a migration growth of approximately 9,5% between 2016 and 2021. Amongst the 9,5% of individuals who migrated to the North West between 2016-2021, 13,4% migrants are from outside the borders of South Africa.

3.7. South Africa is rich with its linguistic diversity with 12 official languages. At a national scale, English is the 4<sup>th</sup> most spoken language in the household. However, according to the census statistics in 2011 it is a dominant Second language as 11 million individuals were accounted for as English users as a Second language. English is the language for media and governmental communication; it is also the *lingua franca* for many South Africans and international immigrants.

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<sup>2</sup> <https://census.statssa.gov.za/#/province/6/2>





3.8. The table below demonstrates the Census Statistics in 2011 and the share percentage of each language. The table was sourced from the article: The 11 languages of South Africa – South African Gateway<sup>3</sup>.

Language	1st language share	1st language users	2 <sup>nd</sup> language share	2 <sup>nd</sup> language users
<b>Afrikaans</b>	13.5%	6.9 million	12,6%	10.3 million
<b>English</b>	9.6%	4.9 million	13,5%	11.0 million
<b>isiNdebele</b>	2.1%	1.1 million	1,7%	1.4 million
<b>isiXhosa</b>	16%	8.1 million	13,5%	11.0 million
<b>isiZulu</b>	22.7%	11.6 million	19,2%	15.7 million
<b>Sesotho</b>	7.6%	3.8 million	9,7%	7.9 million
<b>Sesotho sa Leboa (Sepedi)</b>	9.1%	4.6 million	11,2%	9.1 million
<b>Setswana</b>	8%	4.1 million	9,4%	7.7 million
<b>siSwati</b>	2.5%	1.3 million	2,9%	2.4 million
<b>Tshivenda</b>	2.4%	1.2 million	2,1%	1.7 million
<b>Xitsonga</b>	4.5%	2.3 million	4,2%	3.4-million

3.9. As a result of the growth in population and migration, the North West has become more cosmopolitan with the predominance of English in education, work and social intercourse. Migration from other provinces and other countries has changed the landscape in the North West as far as language is concerned. Even though Setswana retains dominance as the most spoken language in the household, that is not the case in respect of work, educational and social intercourse. To accommodate the effects of the migration, individuals are found to speak the English more frequently in educational, commercial and social spheres.

<sup>3</sup> <https://southafrica-info.com/arts-culture/11-languages-south-africa/>





- 3.10. According to the BRC RAM May/June 2020 Release Presentation 12 Month Rolling, You FM's share of an audience of 2.4 million listeners in the North West was 4% which amounts to 96 000 listeners.
- 3.11. Motsweding FM captured a listenership of 47% amounting to 1 128 000 listeners. Its Setswana programming will continue to cater for the exclusively Setswana speaking audience. Metro FM with its English broadcast captured 5% of the listenership amounting 120 000 listeners. You FM wishes to tap into the marginalised market of individuals who speak English as a second language and would prefer to listen to programming that incorporates both English and Setswana. These individuals are marginalised through You FM's predominant use of Setswana.
- 3.12. You FM's competitors include Motsweding FM, Lesedi FM and Metro FM who have a national geographical footprint. The result of the competitors' national coverage is that they do not necessarily focus on catering to the North West Province listenership in the same vein as You FM does. They have a national focus, and their content is not as acutely focused on the North West Province as that of You FM. Accordingly, You FM is in the best position to tap into the marginalised markets, and the proposed amendments will allow it to do so.
- 3.13. If it is to continue broadcasting within the parameters of the licence conditions at clause 4, 5.3.1 and 5.3.2, it is not competitive against the other commercial or public radio stations licenced to broadcast in the North West, amongst other provinces. If the proposed amendments were approved, You FM will be able to stand toe to toe with its competitors in the North West. As the station licenced to cater to the North West market exclusively, this will be beneficial to the listeners.





3.14. Furthermore, You FM (then North West FM) as mentioned in the previous paragraphs above was issued with a licence during the Authority licensing of the three commercial sound broadcasting services in the secondary markets of Mpumalanga, North West and Limpopo provinces in 2007. There has been further Licensing for new entrants in Gauteng, Cape Town and Durban in 2012 respectively.

3.15. The same clause pertaining to broadcast languages for Capricorn FM licensed for Limpopo Province and Rise Fm (then M Power) licensed for Mpumalanga reads as follows:

*Capricorn FM - Clause 4 of the service licence stipulates that:*

*“Principal Language: English (minimum of 70% and a maximum of 90% English); Sepedi, Tshivenda and Xitsonga (minimum of 10% and maximum 30% to be equally shared amongst the languages)”.*

*Rise FM - Clause 3 of the schedule to the licence stipulates that Rise FM’s languages of broadcast are:*

*“English – 70%; isiSwati - 10%; isiNdebele - 5%; isiZulu - 5%; xiTsonga - 5%; and Sepedi - 5%”.*

3.16. The above reflects that both stations broadcast predominantly at a minimum of 70% of English language with the indigenous languages sharing the balance of the 30%. You FM is currently licensed with predominantly an indigenous language i.e. Setswana is 80% and English (and other languages) making up only 20% of such broadcast. This indicates a clear departure in the Authority’s licensing framework pertaining to ensuring that there all





Licensees within the same tier of broadcasting are licensed in a similar manner to ensure sustainability and not be licensed for failure.

3.17. This anomaly brings about another element that goes against the provision of the ECA in terms of diversity of views and languages. Motsweding FM broadcast predominantly is Setswana, and one of the listened community radio stations in the North West province as per the latest BRC RAMS figures is Mahikeng FM<sup>4</sup> which predominantly broadcast with Setswana at 60%, with the 20% going to English and the other 20% to Afrikaans.

3.18. Sec 2 (s) of the ECA provides that the object of the Act is to ensure that ensure that broadcasting services, viewed collectively- *(i) Promote the provision and development of a diverse range of sound and TV broadcasting services on a national, regional and local level, cater for all language and cultural groups and provide entertainment and information.*

3.19. Currently, Motsweding FM as part of the SABC, the regional services which is You FM and at local level a station like Mafikeng currently have almost identical language percentage output, which means that there is no distinction in terms of that particular aspect of broadcast language outside of the difference in other programming aspect and coverage. The brand that is sound broadcast is dominated by its language of broadcast and music format, and currently the three (3) stations mentioned herein carry a similar language of broadcast output.

3.20. It is You FM's respectful submission that a case has been made for the adjustment of the English and Setswana ratios going forward, bearing in mind the language trends in respect of these two languages in the province of the North West. The corollary is that the news and current affairs content would also follow these amended ratios for which the station seeks approval.

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<sup>4</sup> <https://brcsa.org.za/rams-amplify-radio-listenership-report-jan22-dec23/>





We have, however, submitted a rewording of the said clauses to refer to languages of broadcast instead of a particular percentage as per the current licence.

3.21. We further submit an amendment to the wording pertaining to the news output. The current our provides for a daily output which includes Saturday and Sunday. The Regulations on South African Music Content as published on 23 March 2016 defines performance period a meaning the period 126 hours in ne week measured between the hours of 05H00 and 23H00 each day. We therefore submit that our news output should be measured over a weekly basis in order to ensure flexibility in the programming for the station.

#### 4. **MUSIC FORMAT**

4.1. The BRC conducts regular research to determine the most listened to content on radio. According to the table provided on page 22 of the BRC RAMS Apr'19-Mar'20, Main Respondents, Music was the most listened to content on South African radio stations for the research period. See table 3.1.1 below. This is still the case according to research conducted by PWC's<sup>5</sup>.

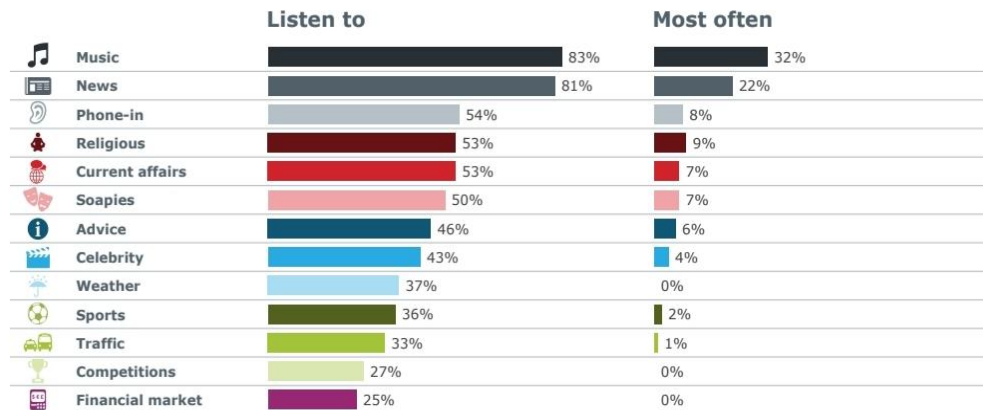
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<sup>5</sup> PwC's Insights from the Entertainment & Media Outlook: 2019–2023 - An African Perspective, Getting personal: Putting the me in the entertainment & media. 10<sup>th</sup> annual edition, October 2019, page 155.





## Programmes listen to / most often



4.2. Music plays an instrumental role in attracting listeners to a radio station. Accordingly, a station's rise or downfall can be influenced by the music it plays. Music is an ever-changing art, fluid in its categorisation and subjective in its impact. With that in mind, it is critical for a radio station to have the ability to adapt to music in relation to what is attractive at a certain point in time.

4.3. The current music format that You FM is required to play is ambiguous and that has led to issues of compliance. Along with the issue of ambiguity, it is also narrow in a way that limits You FM's ability to keep up with the changing demands of the music scene and the listener's tastes. This limitation is unique to You FM as the commercial licensed in the same period as You FM and public radio stations licensed to broadcast in the North West are not subject to conditions of a similarly stringent nature.





### The ambiguity of You FM's music genre

- 4.4. You FM's music format is "*predominantly inspirational and gospel music format*", and this format has been subject to scrutiny and debate between the station and the Authority. This has been an ongoing engagement with the Authority since You FM's compliance report of 2018/2019<sup>6</sup> until currently where the option of applying for an amendment to clarify this ambiguity was mentioned as a matter of priority.
- 4.5. The unfortunate result of the unresolved debate in respect of how the phrase is interpreted is that it brings about issues of You FM's compliance with its licence conditions in question. Subsequently, there is uncertainty for You FM on whether it is broadcasting within the limits of its licence conditions where music is concerned.
- 4.6. You FM has resolved to approach the Authority with the proposed amendment to its music format to bring an end to this interrogation into the meaning of the music format. It is worth noting that You FM understands that gospel is an integral feature of the station's identity and the importance of retaining gospel in its music format, and thus gospel is still being retained as part of the music format with measurable percentage output. You FM is cognisant that the station needs to continue to play gospel music and other music that appeals to those listeners who do not prefer the religious based genre.
- 4.7. Unlike the phrase '*inspirational music*', that brings about the question as to what constitutes "*inspirational music*", urban and adult contemporary music are well defined for the station and the Authority to easily determine which

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<sup>6</sup> 2018/2019 Annual Compliance Report North West FM (Pty) Ltd Broadcasting as North West FM page 3 at para 3.3.





music the station is licensed to include in its programming. In other words, simplicity will be brought to the music format for the purposes of the compliance monitoring and to the listeners. Gospel remains in the format while 'inspirational music' gives way to a clearly defined phrase that is urban and adult contemporary music.

### The Changing Times

4.8. You FM's music format is narrow in a way that has restricted it to playing inspirational music or gospel music more than any other genre. However, music is an ever-changing art where different styles and genres of music gain popularity with the effluxion of time. New genres can enter the scene and gain exponential support over a short period of time such as *Amapiano*, which originated in South Africa as a sub-genre to house music according to Butchie Seroto, a writer for music in Africa. It is influenced by the 90's house, jazz and church music<sup>7</sup> and has gained international traction and taken the world by storm to a point that you can't afford to ignore it nor exclude in your stations playlist. There are similar genres as well such as those that have been developed through drawing influence from two or more genres, merged to form a new sound such as *Trap Music* which is categorised as a sub-hip hop genre that drew influence from *Rap* and *Electronic Dance Music*<sup>8</sup>.

4.9. Along with the developments in music comes the need for radio stations to adapt to the musical tastes of the urban and adult target markets they cater to. As a result of music being the leading content consumed on radio, the narrow music format results in You FM being unable to attract a bigger

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<sup>7</sup> <https://www.musicinafrica.net/magazine/amapiano-what-it-all-about>

<sup>8</sup> [https://www.dictionary.com/browse/trap-music#google\\_vignette](https://www.dictionary.com/browse/trap-music#google_vignette) : "EDM artists are mixing trap music with techno in a genre-bending new sound."





listenership which the proposed changes are meant to address pending the Authority's approval.

4.10. The BRC's May/June 2020, Release Presentation 12 Month Rolling: Apr'19-Mar'20 shows that 70% of listeners only listen to one station. Considered along with the fact that music is the most frequently listened to content, You FM may find its listenership reverting to a decline if it does not make the relevant changes to its programming to attract more listeners. Even the current listeners may abandon the station because of its limited music offering.

4.11. A change to the narrow music format is bound to attract more listeners because as indicated in the table below, stations with the most listenership have a versatile music offering. For instance, Motsweding FM, Radio 2000 and Metro FM to mention a few have a broad and clearly defined music format. It is worth noting that according to BRC RAMS report between February 2022 until January 2023 the three radio stations mentioned above are also in the Top Ten radio stations, with a high number of listeners across the country<sup>9</sup> with Motsweding FM and Metro FM being in the top three stations in the North West. The link between these stations' support and the versatility they enjoy in their music offering cannot be denied.

4.12. You FM's music format limits its ability to adapt to the changing times, while other radio stations with coverage in the North West are not subjected to similar stringent licence conditions. Their music formats allow for flexibility, versatility and the ability to adopt their music offering to the changing times. None of the music formats of the stations listed below are limited to providing a music offering of only two genres predominantly. These stringent conditions are prejudicial to You FM.

<sup>9</sup> <https://brcsa.org.za/rams-amplify-radio-listenership-report-feb22-jan23/>





4.13. The table below details the stations licensed to broadcast in the secondary Markets and some of stations that broadcast to North West and their music formats as obtained from their respective latest service licences:

	Station	Geographical Coverage	Music Format
1.	Metro FM	National	Urban Contemporary format
2.	OFM	Free State, Northern Cape, and parts of the North West Provinces	Adult contemporary Format
3.	Vuma FM	KwaZulu Natal Province	“Of the music broadcast, more than 50% of the music featured on the music playlist shall be gospel.”
4.	Motsweding FM	North-West, Northern Cape, Free State, Gauteng and Limpopo	Different genres- The radio station plays a wide variety of music genres from Amapiano, Kwaito, House, RnB, Rock, Gospel and Afro Jazz
5.	Capricorn FM	Limpopo Province	The Licensee shall broadcast Soul, R&B, Afro Jazz, Afro-Pop, and dance music such as Kwaito and Hip-Hop
6.	Algoa	Eastern Cape Province	The Licensee shall have a programming format of talk and music in an adult contemporary format, providing a mix of music and information”.
7.	Rise FM	Mpumalanga Province	The Licensee shall have a programming format of talk and music in an adult contemporary format, which will be supplemented with a mixture of urban and contemporary pop music targeting adults within the LSM 5 to 10





4.14. You FM submits that it will be able to adapt to the needs of its listenership in respect of music offering if the proposed amendments were approved by the authority. This is crucial to the station's sustainability as music is the leading content for listeners to tune into radio. The proposed amendments will retain the gospel genre and maintain the station's identity while allowing it the flexibility enjoyed by other stations.

4.15. It is for this reason, along with the ambiguities that the current music format is laden with that You FM submits the proposed amendment to its music format.

### **Competing Platforms**

4.16. Even after 100 years since 1923 when radio was first introduced in South Africa, it still holds firm ground as a way of communicating and connecting with the masses. However, the change in times have introduced alternative platforms that also pose a threat to radio's popularity. You FM's and other radio stations' need to stay relevant and move with the times is created by the need for the stations to combat the competition posed by the fast-growing digital audio and audiovisual world.

4.17. According to PWC's research, the podcast market is going from strength to strength and with listenership growing apace the podcast advertising revenue segment was projected to be R302 million by 2023<sup>10</sup>.

4.18. Advertisers follow the listenership, and listeners are tapping into the digital world such as podcasts in great numbers. To ignore the effects that the new

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<sup>10</sup> PwC's Insights from the Entertainment & Media Outlook: 2019–2023 - An African Perspective, Getting personal: Putting the me in the entertainment & media. 10<sup>th</sup> annual edition, October 2019, page 155.





media platforms and the digital world continues to have on traditional radio would be a disservice to radio's ability to remain relevant. It is also crucial for traditional radio stations to adapt to the times, and You FM cannot achieve this adaptation effectively if it remains bound to its current licence conditions. Adoption to the changing radio milieu will be enhanced by a clearer music format.

## 5. Training and Skills Development

- 5.1 The current clause reads that: Licensee shall employ 50% men and 50% women in its staff complement. The Licensee shall ensure that it appoints the majority of its staff from the Northwest Province. The proposed amendment for the wording of the above-mentioned clause is: The Licensee shall employ a minimum of 50% women in its staff complement. The Licensee shall ensure that it appoints the majority of its staff from the Northwest Province.
- 5.2 You FM currently has in its employment a majority of staff compliment being women, which in the current reading of the licence condition is no compliant. The reason being that the 50% even split between men and women should always be always maintained, and any tilt of the percentage to either of the gender would results in non-compliance with the said clause.
- 5.3 Furthermore, the clause is not practically applicable when the total number of staff is an odd number, meaning that the percentage split will have a decimal place or tilt to or the other of the genders which will be a non-compliance to the said clause. The clause is only practical applicable when the total number of staff is an even number which is not always guaranteed.





- 5.4 You FM in its proposed amendment of the clause is meant to address the practicality of the wording so that there is a measurable percentage that is workable in practise. We continue to pride ourselves in having a majority of our staff complement being majority women and we shall continue to ensure that we employ a minimum of the said proposed being women henceforth.
- 5.5 The Authority has in April 2015 published reason for decision signed by the Chairperson of the Authority on 17 June 2015 pertaining to the granting of the application to amend Clause 8 (2) of YFM's service licence condition. The licence condition prior the amendment read that: *The Licensee shall ensure that at least fifty percent (50%) of the station's staff are women.* The new approved clause reads that: *The Licensee shall ensure that its staff compliment is reflective of equitable gender.*
- 5.6 The current application for amendment won't delve much into the rationale for the amendment but address the principle of the previous decision by the Authority pertaining to a similar clause by another Licensee. As much as it may look like a miniscule or inconsequential amendment, we strongly feel that our proposed wording brings about certainty in the measure of our compliance when it comes to the said clause pertaining to training and development.

## 6. CONCLUSION

- 6.1 The amendments proposed by You FM are critical to the sustainability of the station and will also be in the best interests of the station's listeners. Without a drastic improvement to its broadcast language and music format in its programming aspect which will yield an increase of listenership, its numbers will remain low, which has a direct effect on the station's ability to generate revenue. Without the ability to increase its listenership and attract





advertisers, You FM's sustainability is in grave danger. In circumstances where You FM has already detected a market that is ripe for the taking if the proposed amendments were approved, there are no benefits to the station retaining the current licence conditions without adaption.



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## **APPENDIX 3.3 OF FORM C IMPLICATIONS (IF ANY) OF THE PROPOSED AMENDMENT/S TO SECTION 10(1) (a), (b), (c), (d) AND (f) OF THE ECA**

### **7. EXPLANATION OF THE IMPLICATIONS OF THE PROPOSED AMENDMENTS AND REFERENCE TO SECTION 10 10(1) (a), (b), (c), (d) AND (f) OF THE ECA**

#### **7.1. Section 10(1)(a)**



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- 7.1.1. According to Section 10(1)(a), ICASA “*may amend an individual licence after consultation with the licensee, to make terms and conditions of the individual licence consistent with the terms and conditions being imposed generally in respect of all individual licences ... of the same type*”<sup>11</sup> (own emphasis).

### **Music Format and Section 10(1)(a)**

- 7.1.2. You FM’s music format is limited to particular genres, being “*predominantly inspirational and gospel music*”. This limitation sets You FM apart from its counterparts as the music format is dominated by two particular genres that share close similarities. Whilst other commercial sound broadcasting licensees enjoy the advantage of versatility, You FM is bound to the predominance of two particular genres. Clause 5.1 of You FM’s licence conditions is not consistent with those of other commercial sound broadcasting licences.
- 7.1.3. On the other hand, the definition of You FM’s music format has gone through some scrutiny regarding its definite meaning. It is laden with ambiguity which has led to compliance issues for You FM<sup>12</sup>. In some instances, the Authority has flagged non-compliance by confining it to “*inspirational gospel music*”<sup>13</sup> when it is in fact

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<sup>11</sup> Section 10(1)(a) of the ECA

<sup>12</sup> 2019/2020 Annual Compliance Report North West FM (Pty) Ltd Operating as You FM page 3 at para 3.3. - “*The Authority’s monitoring exercise found inspirational and gospel music however the volume of the content is insufficient to determine a favourable average of over fifty percent (50%) at the very least.*”

<sup>13</sup> 2018/2019 Annual Compliance Report North West FM (Pty) Ltd Broadcasting as North West FM page 3 at para 3.3.





*“inspirational music and gospel music”*<sup>14</sup>. This confusion is highly undesirable. The proposed amendment will promote the provisions of Section 10(1)(a) as it will result in You FM having a clearly defined music format, such as other individual sound broadcasting licensees.

- 7.1.4. Approval of You FM’s proposed amendments will also make the licence conditions imposed on You FM consistent with those generally imposed on other commercial sound broadcasting licences by affording it the same clarity and versatility enjoyed by its counterparts, in respect of whom there is no ambiguity when it comes to their music offering (See Hot FM, Metro FM, Jacaranda and OFM) some of which are commercial in bent despite being owned by the public broadcaster. For instance, the music format for Hot FM is “50 % *classic music and 50% old skool and RnB music*”<sup>15</sup>, Metro FM is “*urban contemporary*”<sup>16</sup>, Jacaranda FM is “*adult contemporary/golden oldies*”<sup>17</sup> and OFM is “*adult contemporary*”<sup>18</sup>.

### **Language format and Section 10(1)(a)**

- 7.1.5. At the time when the licence was initially granted in 2007, the target market demographic was catered for by You FM, which was trading as North West FM. However, times have changed and this

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<sup>14</sup>2019/2020 Annual Compliance Report North West FM (Pty) Ltd Operating as You FM page 3 at para 3.3.

<sup>15</sup> Classic 102.7 FM Annual Compliance Report March 2022, page 5 at para 3.4., read together with Reasons for Decision: Application for the Amendment of an Individual Commercial Sound Broadcasting Service Licence by Classic FM South Africa (Pty) Ltd in Terms of Section 10 of the Act at para 13.2.2. With the station rebranding as Hot FM the format has also become classic, old skool and RnB.

<sup>16</sup> Metro FM Annual Compliance Report March 2022, page 4 at para 3.4.

<sup>17</sup> Jacaranda FM 94.2 Annual Compliance Report March 2022, page 4 at para 3.4.

<sup>18</sup> OFM Annual Compliance Report March 2022, page 4 at para 3.4.





necessitates the development of You FM's licence conditions to enable adjustment in line with the public's interest.

- 7.1.6. The research indicates that most of You FM's target market prefers broadcasting in the English language or a combination of English and Setswana. The interests of the public are instrumental to You FM's decision to apply for amendment of its licence conditions. Approval of the application would enable the station to cater to a wider range of listeners.
- 7.1.7. Where other commercial sound broadcasters were faced with a threat to their commercial viability or issues with compliance to their licence conditions, ICASA approved the amendment of those licence conditions<sup>19</sup>. The applications were brought in accordance with Section 10 of the ECA. In its approval of the proposed amendments, the Authority would be consistent with its decisions previously made in respect of other licensees who brought applications to amend their licence conditions in the correct format of Form C and provided sufficient support for the amendment.
- 7.1.8. The approval of You FM's amendment application will result in the development of the licence conditions to facilitate and maintain an environment that caters for all languages and provide preferable entertainment as opposed to the current licence conditions. Approving its mooted amendments would mean that the Authority

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<sup>19</sup> Application for the amendment of an individual commercial sound broadcasting licence by Vuma 103 FM (Pty) Ltd, Reasons for Decision, January 2021; Application for the Amendment of an Individual Commercial Sound Broadcasting Service Licence by Primedia Holdings (Pty) Ltd T/A 94.7 Highveld Stereo in terms of Section 10 of The Electronic Communications Act No. 36 of 2005, Reasons for Decision, August 2022.





is consistent in the terms and conditions imposed generally for similarly placed licensees.

## 7.2. **Section 10(1)(b)**

7.2.1. Section 10(1)(b) provides that “*the Authority may amend an individual licence after consultation with the licensee for the purpose of ensuring fair competition between licensees*” (own emphasis).

### **Music Format and Section 10(1)(b)**

7.2.2. The competitive nature of You FM and any other station is crucial in ensuring its commercial viability. Due to the limitations of its current licence condition at clause 5.1, You FM is less competitive against its counterparts whose music format is not as confusing and ambiguous as its own.

7.2.3. The station is burdened with a higher standard of compliance by clause 5.1 of its licence conditions. Its major competitors such as Metro FM, OFM, Jacaranda FM and Hot 1027FM are not bound to a similar ambiguous and yet stringent music format. A change to You FM’s music format will enable it to be more competitive. The Authority’s approval of the proposed amendment of clause 5.1 will be in line with Section 10(1)(b) of the ECA.

### **Language Format and Section 10(1)(b)**

7.2.4. As a result of the provincial migration that has taken place over the years, there is a change in You FM’s target market demographic. Although the province catered for is still inhabited by Setswana





speaking listeners, there is an increase of individuals that are not Setswana speaking. The target market has become polarised with people of different origin and cultural backgrounds. In addition, this market has become more cosmopolitan with the predominance of English and other languages in their education and social intercourse. These individuals are marginalised through You FM's predominant use of Setswana, rendering the station non-competitive.

- 7.2.5. The polarisation of the Province has introduced a new target market. As the research shows, most of the current target market prefer broadcasting in the English language. It is of no benefit to retain licence conditions that limit the station in a way that renders it unrelatable and far removed from its listeners' tastes. Being detached from its primary target market's needs is only detrimental to You FM whose listeners will inevitably desert the station in droves. If it is to continue broadcasting within the parameters of the licence conditions at clause 4, 5.3.1 and 5.3.2, it is not competitive against the other commercial radio stations with a broadcast reach in the North West.
- 7.2.6. If the Authority approves You FM's proposed amendment of clause 4, 5.3.1 and 5.3.2 of its licence conditions, it would be in line with Section 10(1)(b) of the ECA by ensuring fair competition amongst the commercial radio stations licensed to broadcast in the North West Province.

### 7.3. **Section 10(1)(c)**





7.3.1. The application does not include an amendment of the frequency spectrum licence. Accordingly, it will in no way “*militate against orderly frequency management*”<sup>20</sup>.

#### 7.4. **Section 10(1)(d)**

7.4.1. According to Section 10(1)(d), ICASA “*may amend an individual licence after consultation with the licensee, to the extent necessitated by technological change or in the interest of orderly frequency management*. The application is not necessitated by any technological change, and the above Section is not applicable.

#### 7.5. **Section 10(1)(f)**

7.5.1. According to Section 10(1)(f), the Authority “*may amend an individual licence, where the Authority is satisfied that the amendment is necessary to ensure the achievement of the objectives of this Act*”.

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<sup>20</sup> Section 10(1)(c)





# Appendix 4.1 of FORM C: RADIO FREQUENCY SPECTRUM LICENCE



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**Independent Communications Authority of South Africa**  
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Eco Park, Centurion  
Private Bag X10, Highveld Park 0169

**RADIO FREQUENCY SPECTRUM LICENCE**  
**No.: 016/Re/Commercial/RF/Nov/19**

**GRANTED AND ISSUED**

**TO**

**NORTH WEST FM (PTY) LTD**

**FOR THE PROVISION OF**  
**COMMERCIAL SOUND BROADCASTING SERVICE TO BE KNOWN AS**

**YOU FM**

**SIGNED FOR AND ON BEHALF OF THE INDEPENDENT COMMUNICATIONS**  
**AUTHORITY OF SOUTH AFRICA**

**AT CENTURION ON THIS 29 DAY OF November 2023**

**YOLISA KEDAMA**  
**ACTING CHAIRPERSON**

Y Kedama (Acting Chairperson), T Faye, Dr. C Lewis, Adv. LS Mkatela, C Mushi, N Nontombana,  
N Sithole, P Zimri (Councillors), T Maluleka-Disemelo (CEO)



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### 1. LICENSEE

The Licence is issued to:

- 1.1. Name of Company/Entity: North West FM (Pty) Ltd.
- 1.2. Name of the Station: You FM.
- 1.3. Shareholders:

Motswako Media Group (Pty) Ltd: 100%

- 1.4. Ownership held by persons from historically disadvantaged groups: 100%

### 2. CONTACT DETAILS

2.1. The contact person for the Licensee shall be:

- 2.1.1. Name : Tebogo Pooe
- 2.1.2. Tel : 0861 444 898 / 011 704 5200
- 2.1.3. Fax : N/A
- 2.1.4. Cell : 071 407 3444
- 2.1.5. Email : [Pooet@icloud.com](mailto:Pooet@icloud.com)

2.2. Should the Licensee propose to change the details above, the Licensee must notify the Authority in writing within seven (7) days after effecting such change.

### 3. NOTICES AND ADDRESSES

The Licensee chooses the following as its principal addresses:

3.1. Postal Address : 214 Regus Business Centre  
Beyers Naude Drive  
Rustenburg  
0300

3.2. Physical Address: 214 Regus Business Centre  
Beyers Naude Drive  
Rustenburg  
0300

  
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214  
Beyers Naude Drive  
Rustenburg



[info@youfm.co.za](mailto:info@youfm.co.za)  
(0861) 444 898



[www.youfm.co.za](http://www.youfm.co.za)



## SCHEDULE

### 1. NAME OF STATION

You FM

### 2. LICENCE PERIOD

This spectrum licence expires at the same time as the Individual Broadcasting Service Licence No.: **016/Re/Commercial/R/June/2017**

### 3. GEOGRAPHIC COVERAGE AREA

North West Province and the licensee must comply with the attached technical specification (Schedule B2).

### 4. GENERAL CONDITIONS

The licensee must at all times observe the provisions of international telecommunications conventions, such as those governing the International Telecommunication Union (ITU) and as they apply to the Republic of South Africa.

*yy*

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## **APPENDIX 5.2 OF FORM C RESOLUTION OF AUTHORITY**



**214  
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## RESOLUTION OF AUTHORITY

YOU FM (PTY) LTD

REGISTRATION NUMBER: 2006/000258/07

That:

1. The Directors of You FM (Pty) Ltd hereby authorises M \_\_\_\_\_ in his capacity as the Chief Executive Officer (CEO) to represent the company in relation to this application which is being submitted to the Independent Communications Authority of South Africa ("The Authority");
2. He submits the application to amend the service licence conditions of an individual sound broadcasting licence in terms of Section 10 of the Electronic Communications Act 36 of 2005;
3. The application is submitted in terms of Form C of the Licensing Processes and Procedures for Individual Licences Amendment Regulations, 2023; and
4. Be the contact person for this amendment application in relation to any information that the Authority might require, respond to any queries to the submission until the application is finalised.

  
\_\_\_\_\_  
Nnete Mabitsela

  
\_\_\_\_\_  
Ngcebetsa Zanele

Date: 21/10/2025

Date: 02/10/2025



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