



On Digital Media (Pty) Ltd
Adult Content Channels
Presentation to ICASA
14 March 2013

On Digital Media panel



Eddie Mbalo
CEO
On Digital Media



Joanne R Katz
Exceptional Marks!



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CFO
On Digital Media



Steven Budlender
Advocate
Victoria Mxenge



Marlene Wasserman
Clinical Sexologist
Dr Eve



Sonti Lurayi
Vice President OD
On Digital Media



Musa Sishange
Company Secretary/Legal
On Digital Media



Dario Milo
Partner
Webber Wentzel

ODM has a Board mandate to apply for new adult-oriented channels

- On 17th October 2012 the ODM Board made a decision to approve a new application to ICASA for the introduction of three adult entertainment channels.
- On 18th October 2012 ODM CEO Eddie Mbalo wrote to shareholders asking for their comments.
- By the deadline of 26th October 2012 no disapprovals had been received.



Agenda

- Executive summary
- ODM business imperatives
- Legal compliance
- Evidence-based research
- Response to objections



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Executive summary

Channel application

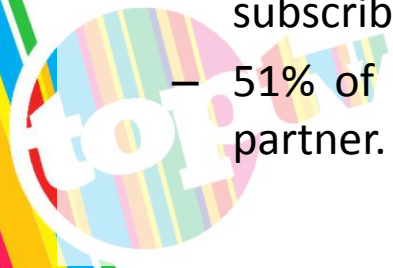
- ODM is applying to ICASA to launch three new channels, which will be packaged into a premium, subscription-based bouquet.
- Content is provided by Playboy TV, and consists of sexual-oriented entertainment and educational programmes tailored to a male and female audience.
- We emphasise that this is an application for new channels not for a specific type of content. There are no legal restrictions on the scheduling of adult content in South Africa provided it complies with the law and the Code Of Conduct For Subscription Broadcasting Service Licensees, of which ODM is a signatory.



Executive summary

Business imperatives

- ODM provides vital competition in the Pay-TV market – important for suppliers, customers and the regulator. The business employs around 250 people and indirectly supports several thousand more.
- ODM sees adult content as a key competitive driver, which will boost its subscriber base and boost revenues and play an important part in the company's financial turnaround.
- ODM research shows there is majority support and demand for these channels:
 - 71% of 501 respondents agree that “an adult has a right to watch pornography in the privacy of his/her home.”
 - 51% of respondents (of which 60% male; 43% female) are likely/highly likely to subscribe to an adult content channel.
 - 51% of respondents who have watched an adult channel did so with their partner.



Executive summary

Legal compliance

- In launching these channels ODM asserts its constitutional right to freedom of expression and choice. The content does not contravene the law on hate speech or incitement to violence, nor does it discriminate against or demean women or risk harm to children.
- There is no law prohibiting the proposed adult content. In fact we will show that refusal of channel authorisation would be unlawful and unconstitutional.
- Clauses 12 and 13 of the Code for Subscription Broadcasting Licensees of the Broadcasting Complaints Commission of South Africa provides for a “watershed period” (between 20h00 and 05h00), outside of which the broadcast of certain types of material unsuitable for children must be avoided. In light of these clauses, and cognisant of the relevant submissions made to ICASA by the public, Top TV has taken the decision to narrow its application to ICASA to the effect that it will broadcast adult content only during the watershed period. TopTV does not seek to broadcast adult content outside of the watershed period.

Executive summary

Response to objections

- ODM acknowledges that some people find sexually explicit content offensive on the grounds of moral or religious beliefs. We respect and fully defend the rights of people to hold these beliefs.
- In a democracy, however, adult citizens are free to make the choices that suit them within the rule of law. It is not the role of the state, church or any other body to dictate to people how to behave, as long as no one is harmed in the process.
- ODM puts strict mechanisms in place so that only over-18's can subscribe, and that parents who choose to subscribe are able to prevent their children viewing the content.
- Adult content of almost any nature is freely available today to anyone with an Internet-connected device. In contrast, a licensed broadcaster can be seen to be setting a quality standard for adult content, upholding the constitutional right of adults to consume such content, while maintaining the dignity of men and women and protecting children.

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- Legal compliance
- Evidence-based research
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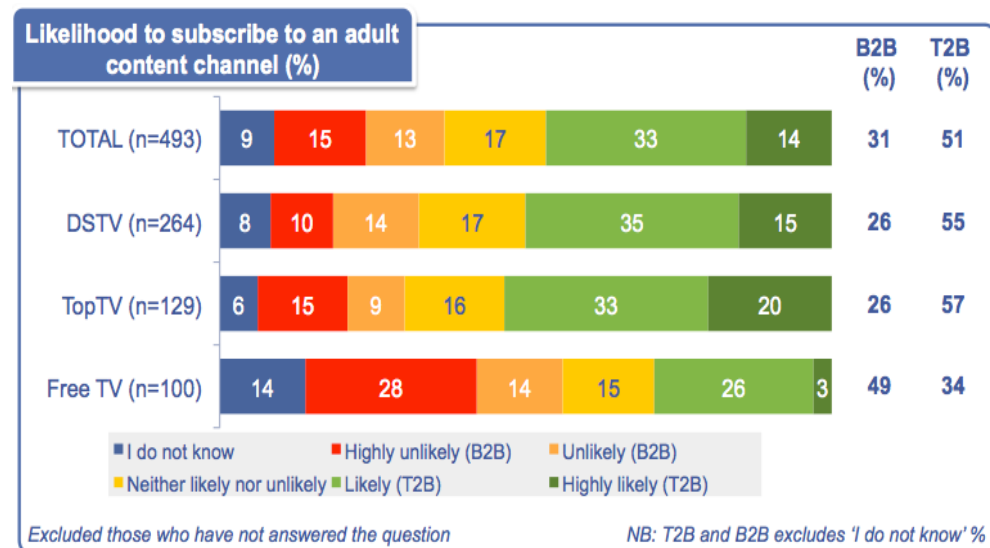


ODM drives competition and employment in the pay-TV market

- Out of the five pay-TV licences issued in 2008 ODM was the only one to actually launch commercial services. ODM provides vital competition in the Pay-TV market – important for suppliers, customers and the regulator.
- The business employs around 250 people and indirectly supports several thousand more through its installer base.
- As a commercial broadcaster ODM is required to operate as a sustainable and profitable business. Two of the key drivers of subscriber take-up in the Pay-TV business are sport and adult content. ODM's competitors currently have the rights to the majority of premium sport content; ODM therefore sees adult content as a key competitive driver which will boost its subscriber base and grow revenues.
- ODM is in business rescue. Adult content is by no means the panacea to solving ODM's financial difficulties (plans to launch these channels were in fact started long before the company filed for business rescue) but it is a potentially lucrative segment that could kick-start ODM's recovery.

More than 50% of TV owners would be likely to subscribe to adult channels

- Adult content is already available in SA but only on eTV on Friday and Saturday; DSTV does not currently provide regular adult content. ODM thus believes it has an excellent prospect of bring fresh new content to a currently underserved segment.
- Research performed by ODM in 2011 shows:
 - 71% of 501 respondents agree that “an adult has a right to watch pornography in the privacy of his/her home.”
 - 51% of respondents (of which 60% male; 43% female) are likely/highly likely to subscribe to an adult content channel.
 - 51% of respondents who have watched an adult channel did so with their partner.
 - A previous DSTV poll of 172 people on whether DSTV should have a porn channel indicated –
Yes: 66.5%; No: 33.5%



Social media results indicate strong support

Total comments	572
Pro porn	358 (63%)
Anti porn	109 (19%)
Off-topic/not relevant	105 (18%)

Social Media Comment Analysis				
TITLE OF ARTICLE AND SOURCE	total comments	pro porn	against porn	Off Topic/ unclear/not relevant
Porn TV	120	75	11	34
Gareth Cliff Blog	100%	63%	9%	28%
Don't PIN your freedoms to Icasa's apron strings	5	5	0	0
JACQUES ROUSSEAU - The Daily Maverick 14 Mar 12	100%	100%	0%	0%
Freedom of (Multi)choice	9	5	3	1
JACQUES ROUSSEAU - The Daily Maverick 09 Mar 10	100%	56%	13%	11%
Rape, pornography, and hell's grannies	42	15	3	24
IVO VEGTER - The Daily Maverick 23 Jan 12	100%	36%	7%	57%
Boycott against TopTV porn channels	20	17	2	1
lol - December 13 2011 at 04:04pm	100%	85%	10%	5%
TopTV porn draws vast feedback	5	2	2	1
By Bonnie Tubbs, ITWeb journalist - 7 Feb 2013	100%	40%	40%	20%
TopTV porn channel application by SABA	14	8	4	2
www.m.broadband.co.za January 18, 2013	100%	57%	29%	14%
Launch of TopTV's porn channels threatened	6	2	4	0
www.mg.co.za 14 JAN 2012 14:59 - NICKOLAUS BAUER	100%	33%	67%	0%
How Icasa is stealing our freedom	7	6	0	1
www.techcentral.co.za 29 February 2012.	100%	86%	0%	14%
TopTV boss lashes Icasa over 'censorship'	15	4	7	4
www.techcentral.co.za on Feb 21st, 2012	100%	27%	47%	27%
TopTV porn channel denial explanation delayed	6	3	1	2
Jan Vermeulen (www.mybroadband.co.za) 1 Mar 2012	100%	50%	17%	33%
TopTV still considering Playboy TV options	6	5	1	0
www.mybroadband.co.za May 27, 2012	100%	83%	17%	0%
TopTV under pressure over adult channels	19	12	1	6
www.techcentral.co.za Dec 13th, 2011	100%	63%	5%	32%
How Icasa has failed us	17	7	5	5
www.mg.co.za March 19m 2012	100%	41%	29%	29%
Slippery slope to repression	13	9	4	0
www.techcentral.co.za 5 August 2010	100%	69%	31%	0%
Boycott looming if TopTV porn goes ahead	108	82	16	10
www.channel24.co.za Jan 14, 2013	100%	76%	15%	9%
TopTV pursues plan to launch 24/7 porn	18	12	5	1
www.wetanlive.co.za JAN 16, 2012	100%	67%	28%	6%
Blocked TopTV adult channels	13	9	3	1
www.mg.co.za 8 March 2012	100%	69%	23%	8%
Cosatu backs TopTV porn	15	9	6	0
zalebs.howzit.com	100%	60%	40%	0%
Does TopTV porn signal cooperation?	8	7	1	0
www.lol.co.za January 22 2013	100%	88%	13%	0%
Many South Africans welcome TopTV porn	51	33	17	1
m.news24.com January 18, 2013	100%	65%	33%	2%
TopTV porn plan elicits record response	28	16	7	5
http://m.news24.com/channel24/01 Feb 2013	100%	57%	25%	18%
The naked truth about TopTV and porn	27	15	6	6
www.news24.com 11 March 2013	100%	56%	22%	22%
Dr Eve Facebook Page as at 18:11 12/03/13	100%	63%	22%	16%
http://www.facebook.com/DrEveSA/posts/10151487223780141	100%	63%	22%	16%
TOTALS	572	358	109	105
		63%	19%	18%

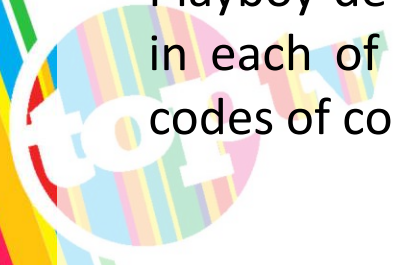


Proposed channel content

Playboy TV	Desire TV	Private Spice
<ul style="list-style-type: none">• Playboy TV is available in more than 70 million homes in the US and more than 70 countries throughout Europe, Latin America and Asia.• Playboy TV consists of series tailored to <i>both</i> the male and female audience.• The essence of the Playboy brand is based around the celebration of beautiful women. They are never degraded and the images are a reflection of each woman's sexuality and unique personality.• TVfor2 is particularly popular genre of content with couples who, in research, say it promoted more openness and communications about sex.	<ul style="list-style-type: none">• Desire TV is a new adult service designed to appeal to men, women and couples.• The service showcases sensitive erotic and sensual plot-driven scenes alongside evocative educational programmes and entertaining parodies.• Content is derived from studios and directors focused on providing cutting-edge, couples-friendly content, including Babes.com, Viv Thomas, Joybear and Kendo• Desire TV will air informative sexual education and advice shows examining issues relating to reproductive rights, birth control, and other aspects of human sexual health.	<ul style="list-style-type: none">• Private Spice features a blend of episodic and feature-length content.• Private Spice is Europe's biggest adult service broadcasting in 25 countries. The majority of the content is produced by one of the world's largest adult studios, Private, famous for its high end, story-led features including <i>Gladiator</i> and <i>Millionaire</i>.• Private Spice is already available in the African region (and has been since 2008) – on "CanalSat Reunion" – Reunion, Comoros, Mauritius, Madagascar and the Seychelles.• Many of Private Spice titles have been cleared in South Africa by the Film and Publications Board and are currently on sale as DVDs in adult stores with a single X rating.

Playboy is strongly committed to equality and the rights of women

- Since its launch nearly 60 years ago Playboy has been at the forefront on freedom of speech, civil rights and reproductive rights for women.
- In 1959 'Playboys Penthouse' TV series was the first example of racial integration on TV in the USA and Playboy is widely acclaimed to have helped break down racial barriers on American Television.
- The company's philanthropic arm supports local and national non-profit organisations that protect civil liberties and promote social justice.
- Playboy was the only corporate-giving programme in the US to fight successfully for widespread condom distribution and gave millions of dollars in grants to regional and national organisations to promote women's rights.
- Playboy develops good relationships with regulators, directly or indirectly in each of its markets in order to ensure compliance to local laws and codes of conduct.



ODM's commitment to driving sexual education and health

- In parallel with the adult content channels ODM commits to a strong social responsibility programme. This includes:
 - Comprehensive sexuality programmes
 - Healthy relationship programmes
 - Sexual health programmes which include lifestyle health programmes
 - Teaching aids, including downloadable resources for web-based educational support on either PBTv, TopTV or both websites, and be part of a push implementation
 - Radio platforms
 - Extensive cross-pollination with social media platforms
 - Ongoing sexual health campaigns
 - Ongoing activism around pertinent issues of the day
 - Sponsoring (subject to cost) relevant causes that fit in with this vision/mission and philosophy
 - Aligning itself with appropriate sexual health and sexual rights organisations.
- ODM also undertakes to incorporate the Playboy Activist Philosophy of the Playboy Foundation, namely: “protection of civil liberties, combating censorship, promoting education and research in human sexuality.”

Strict safeguards are in place to protect children from viewing the content

- This is a subscription service. Households that do not subscribe cannot receive the channels.
- Subscribers must first provide proof that they are over 18 before they are permitted to register.
- A mandatory 4-digit PIN must be entered every time a subscribers wishes to unlock the channels for viewing. It is not possible to disable this PIN under any circumstances (see next slide for more details).
- Ultimately it is parents' responsibility to protect their children, to keep the PIN code secret and to take steps to ensure children do not view unsuitable content when their parents are watching.



Strict safeguards are in place to protect children from viewing the content

- Over-18 check
 - ODM has systems in place in order to verify that all new subscribers to these channels are over 18. All prospective subscribers are required to fax/email a copy of their ID to ODM, who verifies it as a valid ID with Home Affairs. Customers must then also provide their full banking details, which ODM also verifies.
 - These channels are not available to prepaid customers.
- PIN Mechanism
 - ODM's PIN system goes beyond the parental controls for similar content implemented by its competitors, in that it is *automatically* triggered whenever a programme or movie is aired that has a R18 rating or above. This already applies to all TopTV channels. Each time a user navigates away from an adult channel to a channel with an event with a lower rating (i.e. A, PG, 13, etc.) and back to the adult channel the PIN request will be re-invoked. All Playboy channels will be configured with a preset time-out period (e.g. 30 minutes) after which the PIN must be re-entered. This prevents channels being left playing unattended for longer than the preset period.



Strict processes are in place to ensure content compliance

- Playboy TV's compliance procedure ensures content is appropriate for each target territory:
 - Every programme is watched prior to transmission by a fully trained compliance viewer.
 - Marginal calls are considered by the Compliance Manager, who in turn may request a third opinion from the Head of Compliance.
 - All material is edited and then checked again before transmission is permitted.
 - A number of safeguards are in place, both human and automated, which prevent any programme going to air which has not gone through this strict compliance procedure.
 - The services are also monitored by a play-out facility.
- ODM also has its own compliance function that constantly checks content on all channels



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The content of the proposed channels is expression guaranteed by s16(1) of the Constitution

- Section 16(1) of the Constitution provides:
“Everyone has the right to freedom of expression, which includes: (a) freedom of the press and other media; (b) freedom to receive or impart information or ideas; (c) freedom of artistic creativity.”
- Section 16(2) of the Constitution provides that this right does not extend to:
“(a) propaganda for war; (b) incitement of imminent violence; or (c) advocacy of hatred that is based on race, ethnicity, gender or religion, and that constitutes incitement to cause harm.”
- ODM’s proposed channels do not fall within the exceptions in section 16(2).
- It follows inevitably as a matter of law that they do fall within the guarantee of freedom of expression in section 16(1). The Constitutional Court has made this clear:

“It necessarily follows that whatever expression does not fall under s 16(2) must do so under the purview of s 16(1). Put differently, any expression, which is not excluded from protection under the Constitution, benefits from the preserve of the right.”

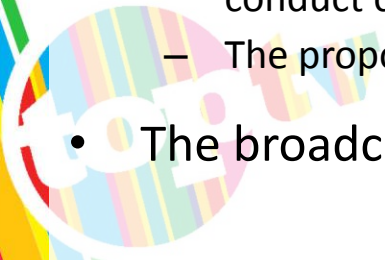
Print Media SA v Minister of Home Affairs 2012 (6) SA 443 (CC) at para 48

- ICASA is required by section 7(2) of the Constitution to “respect, protect, promote and fulfil” the rights in the Bill of Rights, including freedom of expression.



There is no law prohibiting the broadcast of the proposed adult content

- Section 36 of the Constitution allows for rights to be limited by a “law of general application” where this is reasonable and justifiable.
- But here there is no law prohibiting the proposed adult content
 - The ECA and ICASA Act do not prohibit it
 - The Films and Publications Act does not prohibit it
- The broadcast of the proposed adult content would also comply with the Code of Conduct for Subscription Broadcasters:
 - Clause 9 prohibits the broadcast of child pornography, explicit violent sexual conduct and explicit sexual conduct which violates the right to human dignity or constitutes incitement to cause harm
 - The proposed channels will comply with this clause
 - Clauses 12 and 13 provides that programming containing nudity and explicit sexual conduct can be broadcast – but only during the watershed period (20h00 – 05h00)
 - The proposed channels will comply with this clause
- The broadcast of the proposed adult content is therefore lawful



Refusal of channel authorisation would amount to a “prior restraint”

- In the recent matter of *Print Media SA v Minister of Home Affairs* 2012 (6) SA 443 (CC), the Constitutional Court held:
 - Where a regulatory body bans or restricts expression before it sees the light of day, this is a “prior restraint” (para 16)
 - Prior restraints are a “drastic interference” with freedom of expression and are only be permitted in very narrow circumstances (paras 44-45)
 - Prior restraints are not constitutionally permissible when there are alternatives available – such as letting regulatory and other bodies punish publishers after publication has occurred if the publication breaches the relevant laws and codes of conduct (paras 64-71)
 - Prevention through upfront restriction only permissible where conventional approach of prevention through punishment and deterrence is not viable (paras 57 and following)
- In the present case, refusing to authorise the channels would certainly amount to a “prior restraint”
- Moreover, that prior restraint would be patently unlawful and unconstitutional for at least four reasons



Refusal of channel authorisation would be unlawful and unconstitutional

- (1) Refusal of channel authorisation would amount to an absolute ban for a channel as a whole – extraordinarily far-reaching restriction of freedom of expression and ability of adults to make informed choice

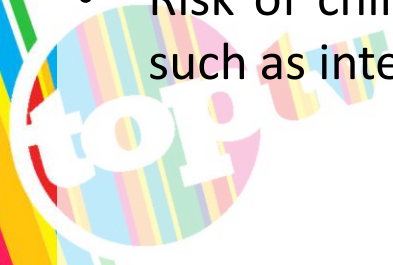
Print Media SA v Minister of Home Affairs 2012 (6) SA 443 (CC) at paras 64-65

- (2) The channels sought to be broadcast do not involve content that is unlawful. On the contrary the Code expressly envisages the broadcast of nudity and explicit sexual conduct provided that this is done during the watershed period. ICASA cannot bar channels that comply with Code.
- (3) Like all other channels, if any specific broadcast contravenes Code, BCCSA and ICASA have full jurisdiction to impose punishment – including fines, license penalties etc



Refusal of channel authorisation would be unlawful and unconstitutional

- (4) The refusal of channel authorisation cannot be justified on the basis of the protection of children
- Watershed period is already designed to ensure little likelihood of children in the audience. The channels will adhere to the watershed period.
 - Proposed channels have unprecedented level of protection for children:
 - Specific subscription required for these channels – including proof of over 18
 - Mandatory 4 digit Pin – cannot be disabled under any circumstances
 - System automatically requires Pin to be entered each and every time the channel is to be viewed: If viewer changes channels, Pin must be entered again
 - Channels can be configured with pre-set time-period so that Pin has to be re-entered even if channel not changed
 - Risk of child exposure to adult content thus far less than existing media such as internet, DVDs etc



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Dr. Marlene Wasserman

**Evidence-based submissions
for the right of South Africans
to view pay-per-view adult
content**



Family breakdown / effect on marriage

- The most common family in South Africa is a single woman living with children
- Family breakdowns are caused by absence of men, HIV/AIDS deaths, migration and addictions.
- Infidelity, specifically cyber infidelity, has the most impact on modern-day marriages



Health and welfare of the family

- Families most at risk via individual, family and community risk factors:
 - Victim of abuse
 - Witness to familial abuse
 - Addictions
 - Bullying
 - Belonging to a gang
 - Male-on-male violence
 - Entitlement
 - Violence against women
 - Violence seen as “fun”

(Jewkes, R 2011)



Effect on children

Unfavourable socioeconomic conditions experienced at community and family levels contribute to high teen birth rates¹

- Drivers of teen sex:
 - Peer pressure
 - Curiosity
 - To keep a boyfriend/girlfriend
 - Low self esteem
 - Alcohol/drugs
- Markers for sexual behaviour risk taking²:
 - Smoking
 - Tattoos



¹Penman-Agular, A. *Socio economic disadvantage as a social determinant of teen childbearing in the US*. Public Health reports, 2013, Vol. 128

²Tolman D. ISSWSH conference. March 2013

Impact of sexually-explicit material on adolescents

- Sexual material affects individuals differently – just like alcohol
- Males' risk factors of sexual aggression = heavy consumption of certain sexual material + other risk factors = violence
- Adult content on its own does not generate violence in men, it is a confluence of risky behaviours
- Its use is not the primary cause of violent behaviour, there have to have other risk factors present (see above)
- Must have “associative networks”
- ‘Priming’ factors for a negative response to violent sexual content:
 - priming to negative attitudes towards women
 - men who are sociopathic and anti-social personality disorders
 - personality disorders > violence as a result of exposure violent sexual material



Summary

- Images of sex = violence?
 - Evidence supports that sexually VIOLENT images impact certain men under certain circumstances, in men who are prone to violence and primed with negative attitudes towards women.
 - Evidence exists that access to non-violent sexual material actually leads to less sexual violence.
 - Impact on adolescents
 - The vast majority of sexual material is “healthy and natural”
 - Sexual material does not create sexual interest – it helps people create understanding and interest in their own sexuality
- (Ogi Ogas, Sai Gaddam A Billion Wicked Thoughts, 2012)



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Response to objections based on morality and religion

- ODM acknowledges that some people find sexually explicit content offensive on the grounds of moral or religious beliefs, and we respect and fully defend the rights of people to hold these beliefs.
- ‘Morality’, however, is a personal opinion and in today’s South Africa no individual, organisation or the State has a right to impose its moral opinion on others through force or censorship.
- SA broadcasters operate a rating system for all programmes, both within the EPG and displayed during the broadcast, that warns viewers of potentially offensive content.
- The Broadcasting Complaints Commission exists as a means for people to register complaints about offensive material on TV and for the authorities to take action if the law is being breached.
- Research in 2009 by Utah State University suggests that suppressing the desire to view pornography, for example, for moral or religious reasons, might actually strengthen the urge for it and exacerbate sexual problems.

¹Michael P. Twohiga, Jesse M. Crosby & Jared M. Coxa, ‘Viewing Internet Pornography: For Whom is it Problematic, How, and Why?’. Utah State University, 2009

Response to objections based on discrimination against women

- One could certainly find examples of pornography that depict women as sexual objects, as subservient to men or in violent and degrading situations. This is not the case with the channels proposed by ODM, which are designed to appeal to men and women and show consensual sexual interaction between heterosexual couples.
- Playboy, who supplies this content, is renowned for its active support of equality and women's rights. It's brand value depends on depicting men and women in positive and mutually respectful relationships.
- Moreover, 43% of women interviewed in ODM research indicated they would be willing to subscribe to a sexually explicit adult channel.



Response to objections based on propensity to increase rape and other violent crime

- No evidence exists to prove any connection between the provision of non-violent sexual material and violent crime against women/men. In fact research suggests the opposite:
 - Incidences of rape in US since 1970s have fallen by 85% despite exponential increases in availability of adult and pornographic material via literature, TV and Internet. Similar trends have occurred in other countries, including Japan, Denmark, and China.
 - Government commissions in Denmark, England, Israel, Norway, Sweden, and Germany found no connection between the availability of pornography and the incidence of sex crimes.
 - In the 1970s President Nixon's Commission on Obscenity and Pornography, concluded that there was no causal relationship between exposure to sexually explicit materials and delinquent or criminal behavior. This was not the result the President expected or desired.
 - Research in 2009 by Utah State University suggested that suppressing the desire to view pornography, for example, for moral or religious reasons, might actually strengthen the urge for it and exacerbate sexual problems.



Response to objections based on damage to marriages and families

- We question this assertion – there is no research to show that pornography *per se* causes damage to marriages or the family unit. Many people report that their relationships are in fact improved by watching these programmes together.
- Statements from, e.g. the *Family Research Council*, such as:

“Married men who are involved in pornography feel less satisfied with their conjugal relations and less emotionally attached to their wives”

make the classic mistake of equating *correlation* with *causality*. The implication is that pornography is the cause of the dissatisfaction. But isn't it more likely that the sentence should read:

“Married men who feel less satisfied with their conjugal relations and less emotionally attached to their wives are involved in pornography”?

Pornography is far more likely to be a *symptom* of an unsatisfactory sex life. If porn had not been available perhaps the man would have resorted to a prostitute, or worse.

Response to objections based on the protection of children

- As already described, ODM puts strict mechanisms in place so parents that choose to subscribe to these channels are able to prevent their children viewing the content. ODM's automatic PIN system goes beyond the parental controls for similar content implemented by other organisations, including its competitors in South Africa. Parents who fear that their children will be able to 'break' the codes are advised not to subscribe to this bouquet.
- We have to draw the line between the responsibility of the service provider and the responsibility of the individual and the parent to act in an appropriate manner. We are not replacing the role of the parents, who, in all matters, are ultimately responsible for the welfare and safety of their children.



Response to objections based on potential damage to the moral fibre of the nation

- This is an opinion spoken from a conservative perspective. There are those, on the other hand, that would argue that in today's South Africa adult citizens should be free to make the choices that suit them within the rule of law, and that it is not the role of the state, church or any other body to dictate to us what we do or how we behave, as long as no one is harmed in the process.
- There is no freedom that can't be and isn't misused. But it doesn't mean that the freedom of the majority should be restricted to prevent the abuses of the few. When people transgress into illegal behaviour there are laws to punish them, and those act as a deterrent.
- History also shows us that outlawing alcohol, drugs, prostitution or abortion does not eliminate the practice, it forces it underground where criminals then regulate the supply and demand. Legalisation, however, allows these practices to be regulated; citizens are protected from abuse and can receive advice on personal health and safety. ODM believes sexually-explicit material should be treated in the same manner.



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