



PRIMEDIA  
BROADCASTING

**CAH 702 KFM**

CAPE TALK



**PRIMEDIA PRESENTATION ON ICASA'S DISCUSSION DOCUMENT ON  
DIGITAL SOUND BROADCASTING**

**12 JULY 2018**

# OVERVIEW Cont'd



- Throughout the we have been concerned that trials have been ongoing in a policy vacuum, which led to most of the discussions on DSB being focused on the technological advantages and capabilities of DSB.
- There has been no meaningful discussion on the commercial viability of DSB.
- We commend the Authority for finally opening discussions on the future of DSB and believe that these discussions will provide insight into a successful implementation of DSB in South Africa.
- We are further hopeful that the Authority will take lessons from the challenges experienced by the implementation of DTT.

## KEY ISSUES Cont'd

- Dual Illumination ~~Key~~
  - We support a period of dual illumination.
  - Access to and the price of receivers is still a concern.
  - Analogue switch off should only be considered once access to receivers surpasses 90%.
  - We support the Authority's view that DSB should augment and not replace AM and FM.

# CONCLUSION



- Primedia supports the introduction of DSB technology in South Africa:
  - It will provide the much needed spectrum efficiencies;
  - It will create opportunities for new players and competition in the sector; and
  - It will provide consumers with a wider variety of content.
- However, its adoption needs to be well considered:
  - Is it the right type of technology for South Africa, considering convergence of technologies?
  - Is it commercially viable in the current state of the economy? and
  - Will it be accessible to ordinary South Africans?