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**SUBSCRIPTION BROADCASTING SERVICES INQUIRY QUESTIONNAIRE 2023**

**Annexure A**

Questionnaire for Broadcasters, OTT Providers, and other relevant Stakeholders

**Instructions**

Participants are required to complete the questionnaire in full and must provide accurate information. All data should be provided electronically in Microsoft Excel. When providing written responses, as well as supporting evidence and data, indicate clearly to which question the information pertains to.

**The information requested is to be provided within forty-five (45) working days from the date of the publication of the *Notice of Further Consultation with Stakeholders with respect to the Inquiry Into Subscription Television Broadcasting Services* as published in the Government *Gazette* on 10 November 2023.**

Kindly address all enquiries and questions of clarification to the Chairperson: Subscription Inquiry into Television Broadcasting Services Council Committee via email at [subscriptioninquiry@icasa.org.za](mailto:subscriptioninquiry@icasa.org.za).

**Confidential information**

Should a participant be of the view that the information submitted is confidential, the participant must apply for confidentiality in terms of section 4D of the Independent Communications Authority of South Africa Act, 2000 (Act No. 13 of 2000).

**Contact Details of the Participant**

Please complete the table below. Where there is more than one contact person, please include the full details of the additional contact person/s in the format provided below.

|  |  |
| --- | --- |
| First Name |  |
| Last Name |  |
| Title |  |
| Organisation |  |
| Department |  |
| Address Line 1 |  |
| Address Line 2 |  |
| Address Line 3 |  |
| Postal Code |  |
| City |  |
| Telephone (Switchboard) |  |
| Telephone (Direct Line) |  |
| Mobile |  |
| Email |  |

**Glossary of Terms**

|  |  |
| --- | --- |
| Audio-visual content | electronic media with or without sound and a visual component of moving images, such as, films or television programs, which in the case of an audiovisual media service, constitutes an individual item, irrespective of its length, within a programme schedule or a catalogue. |
| Video on Demand | Electronic audio-visual media wherein the user selects when to view the content |
| OTT | the delivery of audio-visual content to viewers over the Internet |

1. **Company Profile**
   1. Describe your company's ownership structure. If your company is a subsidiary, provide details of the parent company and its ownership structure.
   2. Provide a detailed explanation of your company’s activities. Provide a comprehensive list and explanation of all your business activities.
2. **Product market**
   1. Describe your company’s entire value chain from content production/acquisition to customer billing etc.
      1. Indicate your role in each stage of the value chain.
   2. Provide a full breakdown of the products and services that you provide and indicate whether they are provided at a wholesale or retail level.
   3. Indicate the proportional contribution of each product or service mentioned above to your overall revenue.
   4. Are there any exclusivity agreements with advertisers or sponsors? If yes, how do these agreements work?
      1. Kindly provide copies of all agreements mentioned.
   5. Apart from advertising and/or subscription fees does your company receive any other form of operational funds?
   6. How many packages and/or channels do you provide?
      1. At what prices are the packages and/or channels provided?
      2. Provide a list of the packages, dates of launch and corresponding prices for the period 2019 to date.
      3. What is the rationale behind providing different packages at different prices? Please elaborate.
   7. How do you determine pricing for your services?
   8. Have you implemented any price increases for the period 2019 to date?
      1. If so, provide a full breakdown of the reason(s) for each year were there was an increase.
   9. Have your lost or gained on the overall total number of subscribers/viewers for the period 2019 to date?
      1. If so, please provide the main reasons for the loss or gain in subscribers/viewers over the period above. Please substantiate your answer with evidence.
   10. Do you provide subscribers/viewers with the ability to design their own packages? Please provide detailed reasons for your answer.
   11. Describe your target market in terms of the following:
       1. Viewers/subscribers; and
       2. Advertising.
   12. Who do you consider to be your competitors in terms of the products and services that you provide? Provide reasons for the response.
   13. What are the main competitive dynamics in terms of the products and services you provide?
   14. Do you view your service as competing with all types of audio-visual services?
       1. Or do you believe competition depends on the type of service, i.e., subscription tv, free-to-air, or OTT? Please provide a detailed answer with reasons and evidence where available.
   15. How do you differentiate your services from those of your competitors?
   16. Indicate the type of technology your customers use to access your services, i.e., set-top boxes, Internet, Digital TV, Analogue TV. Please provide the information for the period 2019 to date.
       1. If your customers utilise more than one type of technology to access your services, kindly indicate and provide the proportion between the different technologies for the period specified above.
   17. Are the prices different depending on the type of platform or technology type (i.e., satellite, Internet, etc.) used by customers to access content?
       1. If so, please provide the main reasons for the price differences.
       2. Do the different sets of customers (streaming-only, set-top box, free to air etc) customers get the same number of package and/or channel choices? If not, please provide reasons.
   18. What proportion of your subscribers/viewers watch linear live TV as compared to video on demand? Provide a breakdown for both set-top box viewers and streaming-only subscribers/viewers.
   19. For services provided through the Internet: What is the recommended speed and quality of broadband services to ensure uninterrupted viewing for both linear live TV and VOD content?
   20. Provide a description of the various categories of content provided on your service.
   21. Do different content providers charge the same fee for the same category of content? i.e., would EPL rights cost the same as La Liga rights? Please elaborate.
       1. If not, provide reasons for the differences in prices for similar content from different content providers.
   22. How is the value/cost of content determined by your company? i.e., why is certain content found in more expensive packages than others?
   23. Does possible advertising revenue determine your choice of content? Please elaborate.
       1. Provide information on other possible drivers of advertising revenue, if any.
   24. Of the overall content provided to your subscribers/viewers for the period 2019 to date, indicate what proportion is made up of:
       1. Own local production;
       2. Commissioned local content;
       3. Third-party content on a non-exclusive contract local;
       4. Third-party content on non-exclusive contracts international;
       5. Third-party exclusive contracts. Please submit copies of exclusive contracts where applicable.
   25. Provide your total content spend for the period 2019 to date, broken-down as follows:
       1. Per category of content;
       2. Local content; and
       3. International content.
   26. Provide your total content budget for the period 2024 to 2028, broken down as follows:
       1. Per category of content;
       2. Local content; and
       3. International content
   27. Do you purchase any packaged channels from any international/ local wholesale players? Please provide details.
   28. What do you consider to be premium content?
   29. Do you offer premium content? If so, how?

2.24.1 If not, provide reasons for not offering premium content.

* 1. Do you buy any content from other broadcasters (local or international) and or OTTs? Elaborate and provide supporting documentation on any agreements or arrangements, if any.
     1. Kindly provide copies of any agreements mentioned.
  2. How have the prices you pay for rights to key content assets increased (sports, movies, high-quality TV drama etc) for the period 2019 to the date?
  3. Do you on-sell content to any broadcaster or OTT streaming and VOD Platforms?
  4. How do you acquire content? Are there exclusive content agreements in place?
  5. Do you distribute your content through multiple platforms, such as traditional broadcasting, streaming, or social media?
  6. How do you adapt to technological advancements and changes in consumer behaviour, such as streaming services?
  7. Are there any technological barriers that could limit competition or consumer choice?

1. **Market Share, Audience And Revenue**
   1. Can you provide an overview of the audience reach and demographics for the services that you provide?
   2. Provide your estimated market share for the period 2019 to 2023? Please provide the market share estimate based on:
      1. Subscriber/viewer numbers; and
      2. Annual turnover
   3. Provide your annual subscriber/viewer numbers from 2019 to 2022/23 financial year, broken down by packages. Provide a copy of supporting documentation for detailed numbers.
   4. What has been your operating profit margin for the period 2019 to date?
2. **General**
   1. Do you consider the markets in which you operate to be competitive? If so, provide reasons for your response.
      1. If not, what are some of the impediments to competition in this market? Please provide a copy of any competition research conducted in this market for the period 2019 to date.
   2. What barriers to entry do you envisage new entrants would encounter when entering the market? Describe the type of barrier, including but not limited to:
      1. Legal/regulatory;
      2. Cost of capital and Sunk Costs;
      3. Customer behaviour;
      4. Access to content;
      5. Economies of scale or scope; and
      6. Market dynamics. Share your own experience if applicable.
   3. Kindly provide you experience in growing your subscriber/viewer numbers over the period 2019 to date. In your response please fully describe any strategies deployed and their success rate.
   4. Does your company have any concerns or comments regarding the overall market? Give a detailed explanation of your concerns/comments.
3. **Internal Document request** 
   1. Kindly provide internally and externally produced strategic documents, including board and company minutes where your provision of broadcasting, streaming, VOD, or any other audio-visual services was discussed or researched for the period 2019 to date. This includes, but not limited to:
      1. customer surveys;
      2. marketing surveys;
      3. growth strategies reports;
      4. content strategies;
      5. pricing strategies;
      6. competitor and/or competition analysis;
      7. customer complaints; and
      8. short to medium business strategy.
   2. Submit copies of audience research conducted prior to price increases or launching new services.