

**SUBSCRIPTION BROADCASTING SERVICES INQUIRY QUESTIONNAIRE 2023**

**Annexure B** – Questionnaire for Content Holders

**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 *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 |

**Questions**

1. Describe your company's ownership structure. If your company is a subsidiary, please provide details of the parent company and its ownership structure.
2. Describe your company's value chain from content production to final broadcast/release. Indicate your role in each stage.
   1. List all the role players along the value chain and describe your relationship with them.
3. Do you consider the content production market to be competitive? If so, provide reasons.

3.1 If not, what are some of the impediments to competition in this market?

1. Provide a list of the firms that you consider to be your main competitors in content production.
2. Provide your estimated market share in the production of content for the period 2019 to date. Provide the market share based on:
   1. Annual Turnover
   2. Any other measurement with a full explanation of the unit of measurement.
3. What is the impact of the OTT services on your business over the period 2019 to date?
4. Does the OTT service provide a viable alternative route to reach consumers if you are unable to get full value for your rights from traditional broadcasters?
   1. If so, please provide examples of when OTT has been a viable alternative for the period 2019 to date.
5. What kind of content do you provide?
6. Do you own the content you supply? If not, who owns it and what is the nature of your rights to the content?
7. What method do you use to supply content e.g. bidding, beauty contest, 1st come 1st served, etc.
8. Provide a list of broadcasters and OTTs that you have supplied with content over the period 2019 to date. Please provide copies of the contracts.
9. Do you have partnerships or agreements with specific broadcasters or platforms for content distribution?
10. Are there any exclusive content agreements that limit the availability of your content to specific platforms?
11. Do you allow the sub-licensing of your content?
12. Do you sell your content on an exclusive basis?
    1. If so, please provide reasons for exclusivity.
    2. What is the average length of the exclusive contract?
13. Is there competition between purchasers to license your content?
14. Please explain the concepts of channel exclusivity vs platform exclusivity and indicate the model you use.
15. Would you give access to your content to a new entrant in the market? Please fully elaborate on your answer.
16. How do you determine the value of content produced? For instance, why would one 45-minute show be cheaper/more expensive than another.
17. How do you determine the type of content to produce in any certain point in time?
    1. Do you consider consumer viewing patterns?
18. What barriers to entry do you envisage new entrants would encounter when entering your market? Describe the type of barrier, including but not limited to:
    1. legal/regulatory,
    2. Cost of capital and Sunk Costs,
    3. Customer behavioural
    4. Economies of scale or scope
    5. market dynamics. Share your own experience if applicable.
19. Does your company have any concerns or comments regarding the subscription TV market? Give a detailed explanation of your concerns/comments?