



17 July 2026

Mr Resemate Maswanganyi

Licensing Officer: Service Broadcasting

Independent Communications Authority of South Africa

350 Witch-Hazel Avenue,

Eco Point Office Park Eco Park,

Centurion

RESPONSE TO THE REPRESENTATIONS SUBMITTED BY ALGOA FM IN RESPECT OF RHYTHM FM'S LICENCE RENEWAL APPLICATIONS

Dear Sir/Madam

1. We acknowledge receipt of the written representations submitted by Algoa FM in relation to Rhythm FM's ("Rhythm FM/the Licensee") application for the renewal of its Individual Commercial Sound Broadcasting Service and Radio Frequency Spectrum Licences.
2. Rhythm FM acknowledges the delays it has experienced to commence full broadcasting operations. However, the delays must be understood against the following background:
 - 2.1 Following the award of the licence, it became clear to Rhythm FM that the original spectrum allocated would not have provided enough coverage to support a commercially viable regional broadcasting service.
 - 2.2 Rhythm FM then engaged extensively with its signal distributor, Sentech, and thereafter submitted applications to the Independent Communications Authority of South Africa ("ICASA" or "the Authority") for additional radio frequency spectrum. The Authority approved the additional spectrum in two phases, during 2018 and 2019 respectively.
 - 2.3 By the time the additional spectrum had been approved, Rhythm FM had already deployed substantial financial resources towards preparing the station for launch. These resources were invested in, amongst other things:
 - leasing suitable premises;
 - building and furnishing broadcasting studios;



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Directors: B.C.R Shipalana, L. Kepe

- signal distribution infrastructure and related fees;
- appointing key personnel;
- telecommunications infrastructure;
- insurance; and
- other operational expenditure necessary to establish a functioning commercial broadcasting service.

2.4 These investments showed Rhythm FM's commitment to operationalising the licence. However, the spectrum-related delays placed considerable financial strain on the business since the business had expanded capital expenditure and operational expenditure but had not yet begun generating revenue.

2.5 Given the substantial resources expended, by Rhythm FM for the provision of the services, we believe that the renewal of the licence will go a long way towards ensuring the preservation of the resources deployed.

3. The licensee has in place broadcast ready studios, a commencement plan and has identified key personnel to commence broadcasting as soon as reasonably possible upon renewal of the licence.

4. Following the submission of the licence renewal application, ICASA requested further corporate information from Rhythm FM, which the Licensee has furnished. Some of the information was provided with a request for confidentiality, which the Authority has granted.

5. Rhythm FM remains 100% Black-owned. There has not been any change of control in the Licensee that has not been approved by the Authority.

6. Conclusion

6.1 The Licensee remain fully committed to launching the radio station and to providing a commercially sustainable broadcasting service to the people of the Eastern Cape. The Licensee remains firmly committed to contributing meaningfully to diversity, plurality of voices and choice within the provincial broadcasting landscape, and to ensuring that listeners within the licensed coverage area benefit from access to high-quality, locally relevant broadcasting services. The intention has always been to establish a station that is both viable and able to serve its audience effectively, and the steps taken to improve the station's coverage footprint were undertaken with that objective in mind.

6.2 The Licensee further reaffirms its commitment to full compliance with the regulatory framework governing broadcasting services in the Republic of South Africa. The Licensee recognises the important role played by the Authority in safeguarding the integrity of the broadcasting sector and remains committed to engaging constructively with the Authority to ensure that all licence conditions, regulatory requirements and public interest obligations are fully observed.

6.3 The Licensee respectfully requests the Authority's favourable consideration of the renewal applications.

6.4 The Licensee remains available to provide any additional information or clarification that the Authority may require in the course of its consideration of this application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lunga kepe', written over a horizontal line.

Lunga kepe

Director: Rhythm FM

Copy: Alfie Jay

Managing Director: Algoa FM

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Bonke Shipalana

Director: Rhythm FM

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