

**ATTENTION: MS VIOLET MOLETE**

**DOCUMENT: WRITTEN SUBMISSION**

**INSTITUTION: INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**

**ITEM: DRAFT SPORTS BROADCASTING SERVICES AMMENDMENT REGULATIONS,  
2020**

**SUBMISSION PREPARED BY: RENDANI PHARAMELA**

**DATE: 12 November 2020**

Dear .Ms Molete.

I would like to thank ICASA for allowing us ordinary South Africans citizen's opportunity to make inputs on the draft sports broadcasting services amendment regulations published on the 5<sup>th</sup> November 2020.

As an ordinary South African from previously disadvantaged communities, I find it very imperative to make my suggestions and inputs knowing that it is a reflection of what the majority feels about sports broadcasting in South Africa. I consider myself privileged that I can be able to make my submission which many of my fellow citizens couldn't make due to information not available or not having access to the internet. Many of which faces a dilemma of whether to buy data or post stamp to make submissions to ICASA or to use that little cents they have to buy food .I consider this a privilege.

Growing up in the village of Ngwenani ha Mapholi Venda we used to watch our favourite sports at taverns, bar lounge and even at homes of those more fortunate than us. It was always not safe to watch sport at those establishments. The status quo changed when most households in our village could afford a television set. We were able to enjoy all our favourite sport at the comfort of our homes on SABC.

Things suddenly changed when money and the influence of pay per view television took over. South African national teams as well as the Premier Soccer League took decisions to sell their products to pay TV broadcaster. This was highly influenced by money more than the interest of the supporters of those sporting codes. The pay TV put all the matches under

exclusivity meaning that other broadcaster has to show games as delayed live or show highlights. This also makes it impossible for any youngster growing in township who has ambitions to play in the so called sports of the elite to have access to it. This also have an impact in the transformation of sport such as rugby and cricket which are predominately white for a black kid to have interest. How can you have interest or have role models in a sport where you have no access. The pay TV also put different sporting codes on different bouquet which is determined by classism. Rugby Cricket, Formula 1 and Tennis are in the premium package which only the white minority and a few black elites have access, leaving the majority poor black blocked from accessing such sports hence in the black communities such sport are referred as sports of the white people. The federations assisted by pay TV are the gate keepers of such sport.

The springbok made a historic achievement when they clinched the Rob Ellis cup and this was seen as a springboard for social cohesion

It is an open secret that football is enjoyed by every black kid in the communities. Every black kid in the townships and villages dreamt of playing football, that's the only sport we know since others aren't made accessible by the system. I watched the 1994 FIFA world cup in USA. Even today the memory of Roberto Baggio the Italian maestro missing that penalty still lingers in mind. The Brazilian national team mesmerising the world with the likes of Dunga, Bebeto, and Romario. This was made possible by the power of free to air television.

The year 2007 was the turning point when it comes to the South African Premier Soccer league, the league that we enjoyed for so many years. With the PSL we felt at home and we had direct access to it thanks to the power of SABC. The broadcasting rights were sold to pay per view company Multichoice. Although we understood that such deals brings a lot of revenue to the PSL with grant money increasing excessively and teams able to pay their staff well. It was also the beginning of games made exclusive to the pay channel. The majority which is the black child was again blocked to have access to the only sport that he felt the sense of ownership. Soccer was taken away from the black child.

The majority of South African population is struggling to make ends meet due to lack of economic opportunities. It is common knowledge that many households are supported through government grants. The black child has to make a decision on whether to pay the TV subscription to watch their favourite sport or to put food on the table. The black child will then be subjected to delayed live broadcast. I wonder who coined that term "Delayed live", did they want the less fortunate to feel like they are watching something live which in actual fact was not live?.

According to the Broadcast Research Council of South Africa (BRCSA) free to air TV average more than two million (2 000 000) viewers per soccer game in south Africa as compared to less than five hundred thousand(500 000) on pay TV channel. This means that making games exclusive to pay TV, about One million five hundred thousand viewers are deprived of their favourite sport. Numbers also shows that those that watch delayed live broadcast exceed the number of those that watch it live on pay TV. In this day and age of technology delayed live broadcast has been rendered impractical. Delayed live coverage should not be considered at all.

It is therefore my view that listed national sporting codes under amendment of regulation 5 including the South African Premier league (PSL) which is not listed under this amendment must be shown live on free to air television.

The sporting bodies should also sell broadcast rights in different packages and avoid the successful bidder takes all situation. This will ensure that free to air TV can also bid forth free to air rights in cases where they are unable to acquire full rights due to exorbitant fees.

In the End

**Never undermine the power of free to air television**

**I would require an opportunity to make oral presentations.**