

**ATTENTION: MS VIOLET MOLETE**

**DOCUMENT: WRITTEN SUBMISSION**

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

**ITEM: DRAFT SPORTS BROADCASTING SERVICES AMMENDMENT REGULATIONS, 2018**

**SUBMISSION PREPARED BY: SANDA MGEDEZI**

**DATE: 15 MARCH 2019**

Dear Ms Molete

I humbly present my submission, thoughts and suggestions on the draft Sports Broadcasting Services Amendment Regulations of 2018 as published. I would like to sincerely thank ICASA for the opportunity and being allowed to make an oral submission as part of the youth and a learner in South Africa.

I am a grade 11 learner at Pretoria Boys High School. I'm very fond of sports and have been from a very young age. I was born in King Williams Town, Eastern Cape where I did my pre-school and primary education at Central Primary. I owe my sporting passion to my late grandfather who was an avid Rugby player, played for Thembu Rugby Union in King Williams and other leagues in the Eastern Cape or then Ciskei or Transkei.

Central Primary is where I would say my sporting career started. I am a very proud former learner of Central Primary as the teachers and coaches there moulded my talent and success in various sports such as Rugby, Cricket, Tennis, Athletics, and Cross Country. While at Central Primary, I was House Captain for the Blue House. I played for the U/13A Cricket Team for the school and I was also the Captain. Since commencing my cricket career in primary school, I have been fortunate to be chosen as Captain for the U/9, U/11 and U/12 A cricket teams. In Rugby I captained the captained the U/9 A team and later played for the U/13A. I must say that the highlight of my primary sporting career was being chosen to represent Border Rugby U/12 and U/13 teams.

My focus in High School has been more towards Rugby although I continue to participate in other sports. In my first year of high school I was chosen for the Blue Bulls U/15 team. I currently play for the 2<sup>nd</sup> and 3<sup>rd</sup> teams. Last year I was part of the team that represented Boys High at a Rugby festival in Krugersdorp.

Apart from active participation in sports, I'm also a fan of many sporting codes. I follow Super Rugby, Currie Cup and international rugby tournaments religiously. As a die-hard supporter of Manchester United I'm often entangled in banter about their performance. My summer holidays are never complete without watching doses and doses of international test matches and T/20 cricket.

As young people we also look up to many sporting heroes. They inspire us and want us to be greater at what we are doing. Watching the spirit and pure passion of Siya Kolisi and his team mates gives me goose bumps, pride, pure joy ! That team is excellence personified! I take the time to also mention Caster Semenya whom I respect greatly as a professional athlete. Her drive for excellence and **CAN DO** attitude has inspired me since age 6. I stand in support!

Having said all of this its clear that I love sport, I live sport and I completely understand the role it plays in young people. In giving them something to do and challenging them for greatness. Sport is a great unifier, for athletes and fans alike. It is a great unifier for our country as we have seen during the 2010 FIFA World Cup and the local soccer derby's. Who wants to miss a Kaizer Chiefs and Orlando pirates showdown ?

In terms on the proposed regulations I humbly submit the following input;

5.1.1 ( k ) Minority population watch subscription network so it could maybe be substituted for another code, unless the national team is playing.

5.2.1 (a) Super Rugby has a number of viewers every weekend and can really get the SABC a lot of viewership/streaming. With DSTV prices rising, people would be delighted if Super Rugby could be on SABC. This includes match build ups and analysis shows such as "PHAKA" that air during the course of the week. This show teaches us young people a lot about the sport, the history of black sport or rugby heroes, which is not documented anywhere else currently. The broadcasting of overseas teams would also be ideal considering the fanbase they have in South Africa.

5.2.1 (h) Premier League soccer is one of the most viewed competitions in the world. Premier Soccer League and Premier league have massive following in South Africa, millions of South Africans watch the matches. This is good for the South Africans wellness; hence it would be beneficial to air such tournaments on the free to air channels.

These sporting codes are main ones that are viewed the most. Together with Crickets and HSBC World Rugby Sevens tournament. They make up most of Super Sports viewers. Broadcasting these on SABC would get more viewers back to SABC especially with the high DSTV prices still rising annually whilst majority of South Africans cannot afford.

5.2.1 (j) Same sentiments expressed in 5.2.1(a) above

5.3.1 (b) A sporting code like Tennis should always be aired live as it has a big fanbase. South Africa has produced many players such as Kevin Anderson who are playing at the highest level. He is currently ranked 6<sup>th</sup> in the World Men's Singles Tennis. In my view, Tennis is a missed opportunity to get more youth to participate in sport and live healthy life styles. Municipalities can partner with schools and other sponsors to get the neglected tennis courts working again. Therefore, live broadcasting of tennis on SABC is good for the country.

5.3.1 (m) Varsity sports such as Soccer and Rugby are important for the youth. To motivate them to do better and provide the much-needed support and patriotism towards our national teams. Increasing the frequency of airing these sports would be good for the country.

### **In Summary**

As children or youth, we watch TV from a young age and we learn a number of things just by watching television. The increase in broadcasting of different sports on television or programming at SABC is a good thing for the country. We as the youth must be exposed to many sporting codes and all elements of sports from a young age so that we can get more people to participate in sport. That way, International players, coaches trainers who are role models are easily made accessible to the youth through broadcasting of the programmes in the free to air SABC channels.

We must remember that Broadcasting goes hand in hand with technology. More and more people are using their smart devices (phones or tablets) to access content. Some broadcasters who are using digital platforms such as Netflix, will find a way sooner or later to broadcast live sport at a lower price or no cost at all. Netflix for an example spends a lot of money is research, research which helps them determine the type of content that their viewers want and when (<https://insidebigdata.com/2018/01/20/netflix-uses-big-data-drive-success/>) . This could leave to less and lesser viewership for SABC. It would therefore help to do more research in the South African public to determine which sports content they want and when so that the SABC can be able to service this demand.

Thank You

Sanda Mgedezi, Mr