

15th December 2020

TO WHOM IT MAY CONCERN

Please find below comments from Ms Jennifer Sawyer, the President and the Executive of Squash South Africa regarding the Drafts Sports Broadcasting Services Amendment Regulations 2020.

Section 2 Amendment of Regulation 1 (c)

“ Confederation sporting event means an official sporting event awarded by a recognised international sport governing body to a recognised South African sport governing body that administers a particular sport which involves two or more National Federations in addition to the South African National Federation and does not include friendly games.”

Reason: The International Federation does not arrange events, but it awards the event to a National Federation to organise in their country. Also to clarify that it is National Federations which are not South African, otherwise it may be interpreted as a multi-sport event only.

A concern remains “Confederation” in sport has a different interpretation from ICASA’s. Confederation is usually used for African Confederations e.g. Confederation of African Football, Confederations of Swimming Associations (CANA) etc. Ideally this definition should be “international” rather than “Confederation.”

1 (f) “ of national interest organised by the South African National Federation in the Republic and includes the South Africa Senior or Junior National Team or National Sporting Representative/s.”

Reason: to encourage broadcasters to cover National championships.

1 (g): "... representing South Africa in a Confederation sporting event or an event of national interest."

Reason: to encourage broadcasters to cover National Championships.

1 (h) "...Senior or Junior National Team"

Reason: senior is senior and junior reflects the age groups for clarity.

Section 4: amendment of Regulation 4 (a)".... involving South African Senior or Junior National Team or National Sporting Representative/s."

Reason : to be consistent with amended regulation above and to clarify it is also junior.

Section 5: amendment of regulation 5

Listed national sporting events

- a) Summer and Winter Olympic Games
- b) Summer and winter Paralympic Games

Reason : to be consistent with the official titles and include winter sports.

Add a new "v) other international events, including world championships, world cups and test matches of other sports after consultations with the South African National Federation."

"w) international events hosted in the republic by the South African National Federation.

Reasons: The vast majority of listed events are male dominated and there needs to be greater gender sensitivity to promote women's sports - this is no longer acceptable particularly if we want to get more women involved in sports and physical activity. It also overly promotes football, rugby and cricket at the expense of other sports. In some instances National Federations may be able to get broadcast rights at no charge or cheaply and this helps to promote sport in general. One of the major problems we have is that we are not able to showcase sports on free-to-air channels which inhibits our ability to promote sport in general and increase numbers of participants and ultimately change the demographic makeup of national teams. Some sports like gymnastics inspire young



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children to get active; swimming is a popular sport as well as a life skill; golf is highly popular as is boxing. Promoting the so called Cinderella sports is something that the national broadcaster should do, and it may increase viewer numbers. Currently the approach of free-to-air entrenches popular sports simply because the other sports are not given any airtime.

In covering events hosted by South Africa, this promotes South Africa's host broadcast capability and is a potential income generator. It will enhance South Africa's approach to promoting sports tourism and tourism in general as well as South Africa's ability to host major events successfully. South Africa is hosting the 2023 World Rowing Masters Regatta, the ITTF World Table Tennis Championships Finals and the Netball World Cup.

Finally, an additional provision should be included to give effect to a subscription channel, perhaps after 14 days, to allow the public broadcaster to show footage of an event it has already aired so that the general public is not deprived of being able to see such events. The issue of fees would need to be negotiated but should be considered a public service by the subscription channel rather than a cost recuperation exercise. This would contribute to the further development of sport. This should include international and national events.

Should there be any query please do not hesitate to contact me.

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