



**DISCUSSION DOCUMENT:  
DIGITAL SOUND BROADCASTING SERVICE  
ICASA BLOCK C PRESENTATION ROOM  
13 JULY 2018**

# OUTLINE

- Introduction
- ECA
- Concerns
- Radio in a digital age
- Benefits of digital radio
- Partnerships
- Conclusion

# THE TEAM

- Mr. Norman Munzhelele: Group Head Regulatory Strategy
- Mr. Lynn Mansfield : Project Coordinator

# INTRODUCTION

- eMedia Investments wishes to thank the Authority for the opportunity to participate in the public hearings.
- eMedia Investments broadly supports the introduction of Digital Sound Broadcasting (DSB).
- The presentation focuses on providing clarity and emphasis on certain areas we feel the Authority must consider on in finalising the process.

# OBJECTIVES OF THE ECA

- The primary object of the Electronic Communications Act (ECA) is to provide for the regulation of electronic communications in South Africa in the public interest and for the purpose to amongst other things -
  - (e) Ensure efficient use of the radio frequency spectrum.

# OUR CONCERNS

- The discussion document has been developed in a policy vacuum
  - Making it difficult to make a meaningful contribution to the discussion document.
- eMedia Investments is of the view that the Authority –
  - should await a policy direction from the Minister before it can finalise the regulatory process to introduce DSB services in the country.

# BENEFITS OF DIGITAL RADIO

- The three main motivators for moving to digital radio:
  - Efficient use of spectrum as it is a scarce and finite resource.
  - More choice, allowing for the introduction of more focused niche services.
  - Improved audio clarity with additional data.
  - Greener technology due to reduced power consumption and less RF radiation.

# RADIO IN A DIGITAL AGE

- Traditional FM analogue Radio remains the most widely accessible form of broadcasting media to the majority of South African citizens.
- Radio has to keep up with technological developments if it is to remain relevant, as it is the only broadcasting or telecommunication network that remains analogue.
- In SA this is compounded by the fact that there is lack of spare FM spectrum, especially in Metros and large cities.
- SA to consider adopting technologies, which are tested and widely available to benefit from economies of scale.
  - eMedia supports the introduction of a single standard, which we recommend should be DAB+, in order to avoid confusion among citizens.



# RADIO IN A DIGITAL AGE

- Technologies adopted must be spectrum efficient.
- It will take time for Internet Radio to catch up with traditional radio in SA.
- eMedia Investments is of the view that –
  - country should aim for a shorter dual-illumination period.
  - No licensing of new broadcasters during dual-illumination
    - Focus is on migrating the incumbent broadcasters.

# PARTNERSHIPS IN SUPPORT OF DIGITAL RADIO

- Government, Regulator, Broadcasters and Civil society must work together to ensure the success of digital radio in SA
  - Government – Policy and Legal framework;
  - Regulator – Regulatory framework;
  - Broadcasters - Programming and consumer Awareness; and
  - Citizens – Acquisition of the digital devices

# CONCLUSION

- Our radio station – YFM participated in the trials.
- More than satisfied with the results of the trial.
- The area that was tested during the trial that was of particular interest was the ability to easily create a Pop Up station during a special short term event.

**Thank you.**