

# Government Gazette Staatskoerant

REPUBLIC OF SOUTH AFRICA  
REPUBLIEK VAN SUID-AFRIKA

Vol. 527

Pretoria, 14 <sup>May</sup>  
Mei 2009

No. 32136

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## GENERAL NOTICE

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### NOTICE 511 OF 2009



Independent Communications Authority of South Africa  
Pinmill Farm, 164 Katherine Street, Sandton  
Private Bag X10002, Sandton, 2146

#### **NOTICE OF PUBLIC HEARINGS: ADVERTISING, INFOMERCIALS AND PROGRAMME SPONSORSHIP FOR BROADCASTING SERVICE LICENSEES**

The Independent Communications Authority of South Africa ("the Authority") hereby gives notice to convene public hearings on Advertising, Infomercials and Programme Sponsorship for Broadcasting Service Licensees in terms of Section 4(6) of the Electronic Communications Act of 2005.

The Authority published draft Code and Regulations on Advertising, Infomercials and Programme Sponsorship in Notice No 31903 on the 13<sup>th</sup> of February 2009. The closing date for submissions was the 27<sup>th</sup> of March 2009, subsequently extended to the 28<sup>th</sup> of April 2009 in order to accommodate workshops and publish an Explanatory Memorandum as per the requests from the stakeholders. The Authority received seventeen (17) submissions and seven (7) indicated that they are interested in making oral presentations. **The hearings will be held with respect to the draft Regulations and not the Code.**

The hearings will be held as follows;

**Date: 4 June 2009**

**Venue: ICASA BLOCK C PRESENTATION ROOM**

**164 KATHERINE STREET**

**PINMILL FARM**

**SANDTON**

**Duration: 40 minutes for each presentation with 20 minutes allocated to presentation and 20 minutes for questions.**

**ICASA PANEL:**

Mr Fungai Sibanda	Councilor (Chairperson)
Mr Robert Nkuna	Councilor
Ms Mamedupe Kgatshe	Manager: Projects
Ms Refilwe Ramatlo	Manager: Policy
Ms Ndondo Dube	Licensing Officer
Mr Siphwiwe Hlongwane	Researcher
Mr Victor Grootboom	Licensing Officer
Mr Fumani Baloyi	Legal Officer
Ms Shelley Majola	Consumer Officer

**SCHEDULE: 04 JUNE 2009**

<b>Registrations</b>	08:30 – 09:00
<b>Chairperson's opening address</b>	09:00 – 09:30
1. e.TV	09:30 – 10:10
2. eSat	10:10 – 10:50
3. Mnet and Multichoice	10:50 – 11:30
4. ODM	11:30 – 12:10
<b>LUNCH</b>	<b>12:10 – 13:10</b>
5. SABC	13:10 – 13:50
1. WOW	13:50 – 14:30
2. YFM	14:30 – 15:10

Presenters are requested to make available **10 copies** of the presentation to panel members.

Any enquiries in relation to this notice must be submitted in writing (e-mail or fax) to:

**Ms Mamedupe Kgatshe**

Project Leader

Tel: (011) 566 3259

Fax: (011) 566 3260

[mkgatshe@icasa.org.za](mailto:mkgatshe@icasa.org.za)