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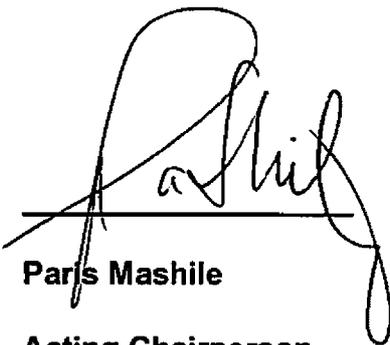
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GENERAL NOTICES • ALGEMENE KENNISGEWINGS

**INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA
NOTICE 707 OF 2017****INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA
INQUIRY INTO SUBSCRIPTION TELEVISION BROADCASTING SERVICES
ERRATUM OF A MISSING PAGE**

The Independent Communications Authority of South Africa (hereinafter referred to as the Authority) hereby issues an erratum with respect to the General Notice published in Government Gazette No. 41070 on 25 August 2017 ("the Notice").

The Authority would like to amend the Notice by inserting page 62 of the Discussion Document as this was a missing page thereto. The said page is to be placed between pages 65 and 66 of the Notice.



Paris Mashile

Acting Chairperson

attached to the programme/channel, although these are usually purchased as part of a bouquet.

- 5.9.3 At the upstream level, the broadcaster's or channel provider's demand can be thought of as a derived demand, because it arises from the need to satisfy both advertisers' and viewers' needs. Thus, in order for two or more types of content to be interchangeable they must be seen as such by advertisers or viewers.
- 5.9.4 The starting point is to determine whether all forms of television content are interchangeable. In practice, content differ in terms of appeal to viewers and therefore to broadcasters and channel providers. What is important for a broadcaster or channel provider is whether particular content is able to generate demand or attract lucrative advertising. Naturally, there would be differences between types of content. A distinction has already been drawn between premium and non-premium content.
- 5.9.5 This notwithstanding, all broadcasters, free-to-air and subscription television broadcasting, view themselves as competing in the same market for the acquisition of content.
- 5.9.6 Content also has different appeal depending on the characteristics of particular audiences. For instance, whilst blockbuster movies would appeal to a lot of people across different countries, the same cannot be said about sporting events, which tend to depend on a nation's culture, taste and preferences. Not all sporting events that are popular in the UK or Kenya, for instance, would necessarily be popular in South Africa. In the South African context, live PSL matches, rugby and cricket can be categorised as premium sporting events. Similarly, local content programmes such as Date My Family and Our Perfect Wedding as well as local soapies are drawing large viewership ratings.
- 5.9.7 The European Commission (EC) has considered a number of television broadcasting cases where a distinction has been drawn between a market for premium content and a market for non-premium content. In