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**GENERAL NOTICES • ALGEMENE KENNISGEWINGS**

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**INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**

NO. 55

22 February 2021



**INVITATION TO APPLY  
FOR  
INDIVIDUAL COMMERCIAL FREE TO AIR SOUND BROADCASTING SERVICE  
(SECONDARY MARKETS)  
AND RADIO FREQUENCY SPECTRUM LICENCES**

**1. INTRODUCTION**

The Independent Communications Authority of South Africa hereby, in terms of section 9 of the Electronic Communications Act, Act No. 36 of 2005 ("ECA") read with the Position Paper on The Review of Ownership and Control of Broadcasting Services and Existing Commercial Sound Broadcasting Licences of 13 January 2004, invites applications for Individual Broadcasting Licence and Radio Frequency Spectrum Licence for the provisioning of commercial sound broadcasting services in the geographical market of Northern Cape Province (Secondary Market).

All applications will be considered based on the requirements of this Invitation To Apply, the ECA, and applicable regulations developed by the Authority.

A handwritten signature in black ink, appearing to read 'Keabetswe Modimoeng', written over a horizontal dashed line.

**DR. KEABETSWE MODIMOENG  
CHAIRPERSON**

**SCHEDULE A****BEFORE COMPLETING THE APPLICATION FORM, APPLICANTS MUST CAREFULLY READ THE NOTES UNDER SCHEDULE A AND ALSO REFER TO ALL RELEVANT PROVISIONS OF THE ECA AND APPLICABLE REGULATIONS**

1. Applications must be in writing.
2. Applicants must answer all questions set out in this application form in full. If an applicant considers any question not applicable, please mark it N/A and provide an explanation as to why it does not apply.
3. The Applicant must submit one (1) soft copy of its application via e-mail – clearly marked as such in the subject line, which must be received by the Authority by the closing date and time indicated in paragraph 16 below.
4. Section 4D of the Independent Communications Authority of South Africa Act, Act 13 of 2000 (“ICASA Act”), provides the framework for the application and consideration of requests for confidentiality. Requests for confidentiality will be considered in accordance with the provisions of section 4D of the ICASA Act. Applicants are required to familiarise themselves with the Authority’s Guidelines for Confidentiality Request published in Government Notice No. 849 of 17 August 2018 (Government Gazette No. 41839). Applicants are further requested to complete Appendix “A”: Request for Confidentiality Form attached to this Notice.
5. The Authority will make a determination on the request for confidentiality within fourteen (14) working days of receiving the request and will communicate its decision to each respective Applicant. In the event that the request for confidentiality is refused, the Applicant may choose to withdraw the information in respect of which confidentiality is requested
6. A soft copy of the confidential information should be clearly marked as such and submitted as a separate folder in the same e-mail in which the original application is submitted.

7. All applications made pursuant to this ITA - save for information granted confidentiality in terms of Section 4D of the ICASA Act - will be made available for inspection by interested persons and copies of the applications will be obtainable at the Authority's library upon payment of a fee. The applications will also be made available on ICASA's website: [www.icasa.org.za](http://www.icasa.org.za). The Authority may elect to conduct a public hearing in relation to any application for an individual licence.
8. Each application must have a cover page with the name of the Applicant, the licence being applied for and year of application on it.
9. The page(s) immediately following the cover page must be the contents page(s) which details each section of the application and corresponding page numbers.
10. The entire application - including the appendices - must be paginated and numbered sequentially starting with the page immediately following the contents page(s) as page 1 and ending with the very last page of the application.
11. In the event that the Applicant submits its application in more than one part or volume, each part or volume must have a cover page. In this case the cover page must specify the number of the part or volume (i.e. Part One, Part Two or Volume One, Volume Two). Each volume must also have the full set of contents page(s) and be paginated and sequentially numbered as indicated above.
12. Applicants must ensure that they apply for the correct frequencies as contained in Schedule B to this ITA.
13. The application must include details of the percentage of equity ownership held by persons from historically disadvantaged groups (HDGs) which percentage must not be less than 30%.
14. Every application must be accompanied by proof of payment of the non-refundable application fee of R 70 000.00 (Seventy Thousand Rands only). The payment shall

be in the form of an electronic transfer or direct deposit into the following ICASA bank account:

BANK: Nedbank Limited

BRANCH: Nedbank Corporate

BRANCH CODE: 198765

ACCOUNT NO: 1080249044

SWIFT CODE: NEDSZAJJ

REFERENCE: Name of your radio station

15. Applications must be addressed for the attention of the General Manager: Licensing and must be submitted electronically to the following e-mail [NC.secondarymarketslicensingApplications@icasa.org.za](mailto:NC.secondarymarketslicensingApplications@icasa.org.za) Notification will be provided within three (3) working days confirming that the application has been successfully delivered.
16. The closing date for the submission of applications shall be no later than 12:00 noon, South African time, on or before **30 September 2021**.
17. **An application received after the closing date and time will neither be accepted nor considered by the Authority.**
18. Failure to comply with any of the above requirements, the provisions of the Act and/or relevant regulations will render the application subject to disqualification.
19. One licence will be issued to the successful Applicant in Northern Cape Province.
20. Applications are made at the cost of the Applicants and the Authority will not be held liable.
21. The Authority reserves the right not to issue any licence in terms of this ITA if none of the Applicants meet the requirements as set out in this ITA.

22. In addition to the terms and conditions set out in this section, Applicants are advised to apprise themselves fully of the provisions of the Act, ICASA Act, Broadcasting Act and all regulations promulgated by the Authority that may be applicable to this ITA.
23. The following evaluation criteria will be used in determining the successful Applicant:

Item	Criteria Description	Weight
	<b>Phase 1: Prequalification</b>	-
<b>1.</b>	Compliance with ITA requirements	
	The minimum points required is 60. The licence may be awarded to the Applicant/s who score the highest points.	
	<b>Phase 2: Functionality</b>	
<b>1.</b>	Market research: Demand, Need and Support of the proposed service	30
<b>2.</b>	Coverage area and technical efficiency: Does the Applicant's proposed coverage area cover the targeted service area, and does it address the maximum potential audience within the minimum amount of spectrum	20
<b>3.</b>	Viability of the business plan and financial means of the Applicant	30
<b>4.</b>	Capability, expertise and experience of the Applicant and its employees in business in general and in broadcasting in particular	20
<b>Total</b>		<b>100</b>

**SCHEDULE B: AMENDMENTS TO THE APPLICATION**

1. Amendments to applications received in terms of this ITA will be considered in terms of the provisions of Regulation 6 of the Processes and Procedures Regulations or, where applicable, Regulation 8 of the Radio Frequency Spectrum Regulations.
2. In instances where the information included in an application changes at any time after submission of the application but before the Authority makes a decision, the Applicant must notify the Authority of such changes and request an amendment to its application in writing within fourteen (14) days of such change<sup>1</sup>.
3. The Authority will, after being notified by an Applicant of any changes to the applications, determine whether the changes;
  - 3.1. unfairly prejudice other interested parties;
  - 3.2. impede the expeditious and proper consideration of the application; or
  - 3.3. materially change the application as to constitute a new application.<sup>2</sup>
4. The Authority will then notify the Applicant of its decision to either grant or refuse the request for amendment. In the event that the request for amendment is granted, the Authority may publish a notice in the Government Gazette inviting interested parties to submit written representations in relation to the amendment within the period stipulated in the notice.
5. Notwithstanding anything in this clause, an Applicant may not change

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<sup>1</sup> Regulation 6(1), Processes and Procedures Regulations

<sup>2</sup> Regulation 6 (2), Processes and Procedures Regulations

its shareholding, resulting in a reduction of equity ownership held by Historically Disadvantaged Groups (HDGs) in the Applicant below the 30% threshold.

**SCHEDULE C – DISQUALIFICATION CRITERIA**

1. An Applicant will be disqualified from the application process where such Applicant has:
  - 1.1. submitted an application but is an affiliate of another Applicant, or possesses an ownership or financial interest in another Applicant within the same application process;
  - 1.2. capacity already assigned to it or its affiliate or related party in Multiplex 1 or 2;
  - 1.3. submitted more than 1 (one) application to the Authority in response to this ITA;
  - 1.4. at any point during the application process, less than 30% equity ownership held by persons from Historically Disadvantaged Groups (HDGs);
  - 1.5. submitted an application which contains false or misleading information;
  - 1.6. colluded or attempted to collude, with another Applicant;
  - 1.7. obtained or acquired confidential information relating to another Applicant without consent from the Authority and/or the owner of such confidential information; or
  - 1.8. has failed to comply with the terms and conditions of the ITA, the provisions of the Act, ICASA Act, Broadcasting Act and/or all relevant Regulations.

**SCHEDULE D: FREQUENCIES  
NORTHERN CAPE**

NO	STATION NAME	GEO. CO-ORDINATES		FREQ (MHZ)	ANTENNA		STA T	CAT
		LAT	LONG		ERP (KW)	POL		
1	CALVINIA	31S23 03	19E46 56	91.5	50	V	SPA	CML
2	CARNARVON	30S54 14	22E22 29	92.5	30	V	SPA	CML
3	COLESBERG	30S42 30	25E03 28	97.0	0.02	V	SPA	CML
4	DE AAR	30S27 50	23E59 13	93.8	10	V	SPA	CML
5	DE AAR	30S27 50	23E59 13	95.2	10	V	SPA	CML
6	DOUGLAS	29S04 09	23E31 43	92.9	10	V	SPA	CML
7	FAANS GROVE	27S05 59	22E24 18	96.2	5	H	SPA	CML
8	GAMOEP	30S04 00	18E49 00	95.6	1	V	SPA	CML
9	KALAHARI	27S21 00	21E40 00	94.5	10	V	SPA	CML
10	KIMBERLEY	28S51 15	24E54 17	95.4	10	V	SPA	CML
11	KURUMAN	27S21 05	23E18 49	98.4	10	H	SPA	CML
12	UPINGTON	28S52 58	21E44 11	93.5	8	V	SPA	CML
13	VICTORIA WEST	31S41 15	23E13 50	91.1	5	V	SPA	CML
14	WILLISTON	31S19 30	20E55 04	99.7	0.02	V	SP	CML

**SECTION 1: GENERAL**

**1. NAME OF THE APPLICANT AND PROPOSED STATION NAME**

1.1. **NAME OF APPLICANT**

1.2. **PROPOSED STATION NAME(S)**

1.3. **LICENCE APPLIED FOR**

1.4. **MAIN CONTACT PERSON(S)**

Provide the details of no more than two individuals designated to deal with any press, public and general enquiries.

1. NAME	1. NAME
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
2. TELEPHONE NUMBER/S	2. TELEPHONE NUMBER/S
(W)	(W)
(H)	(H)
CELL	CELL
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>

E-MAIL	E-MAIL
3. FAX NUMBER/S	3. FAX NUMBER/S
4. POSTAL ADDRESS	4. POSTAL ADDRESS
POSTAL CODE	POSTAL CODE
5. PHYSICAL ADDRESS	5. PHYSICAL ADDRESS

## SECTION 2: CORPORATE STATUS

- I. Applications will be reviewed in terms of Applicants' corporate status as at the time of application.
- II. Applicants are required to be compliant with the provisions of the Act, the Broadcasting Act, the ITA and relevant regulations at the time of submission.
- III. Only changes made in terms of Regulation 6 (1) and (2) of the Processes and Procedures Regulations will be considered and, if compliant with Regulation 6, permitted and accepted by the Authority.
- IV. All Applicants are required to have a minimum of 30% equity ownership held by persons from historically disadvantaged groups (HDGs).<sup>3</sup>

Applicants are required to take into account the prohibitions or limitations provided in the following sections of the Act, amongst others:

Section 52 - Prohibition on granting of broadcasting service licence to any party, movement, organisation, body or alliance which is of a party-political nature;

Section 64 – Limitations on foreign control of commercial broadcasting services;

Section 65 – Limitations on control of commercial broadcasting services; and

Section 66 – Limitations on cross-media control of commercial broadcasting services.

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<sup>3</sup> Section 9(2)(b) of the Act

**2. CORPORATE STATUS**

<b>If the Applicant is a natural person, he/she must indicate whether he/she is:</b>	
A citizen of South Africa:	I.D Number:
Permanent Resident:	I.D Number:
Foreign Citizen	Passport Number: Nationality:
<b>If the Applicant is a juristic person:</b>	
Indicate the legal form of the Applicant (e.g. private company incorporated in terms of the Companies Act):	
Registration number of the Applicant:	
Attach certified copies of the Applicant's certificate of incorporation and memorandum and Memorandum of Incorporation or other constitutive documents of the Applicant (e.g. memorandum and Memorandum of Incorporation, association agreement, constitution) indicating the Applicant's compliance with the requirements of section 5(8) (b) of the ECA.	
<b>ATTACH AS APPENDIX 2.1</b>	
Provide a resolution authorizing the signatory to this application to sign this application and/or to represent the Applicant at the Authority's hearings in respect of this application.	
<b>ATTACH AS APPENDIX 2.2</b>	
Indicate how the percentage of equity ownership to be held by persons from historically disadvantaged groups which must not be less than 30% in the Applicant is calculated.	
<b>ATTACH AS APPENDIX 2.3</b>	
Indicate whether, pursuant to the memorandum and Memorandum of Incorporation or any other similar document, any person is in a position to appoint, or veto the appointment of at least half the directors of the board or in any other way to direct or restrain the company on substantial management or other issues.	
<b>ATTACH AS APPENDIX 2.4</b>	

### **3. MANAGEMENT**

- 3.1. Full details must be provided of each member of Applicant's senior management including all directors, trustees as the case may be. The information should be submitted in the format provided in Annexure A and should not exceed 3 pages per person. - **ATTACH AS APPENDIX 3.1**
- 3.2. Describe briefly the personal background and relevant previous experience, and state which post the individual would occupy - **ATTACH AS APPENDIX 3.2**
- 3.3. Demonstrate whether each individual has confirmed his or her willingness to accept the post, if offered. Please submit signed confirmation from the proposed employee in this regard. - **ATTACH AS APPENDIX 3.3**
- 3.4. Indicate whether any of the individuals is an office bearer or employee of any political party. Please submit a signed affidavit to this effect. - **ATTACH AS APPENDIX 3.4**
- 3.5. If the person(s) concerned has any shares in the Applicant, indicate the number and class of those shares. Please submit share certificates confirming this. - **ATTACH AS APPENDIX 3.5**
- 3.6. Indicate whether any of the persons referred to above will be in a position to control the Applicant's operations either in an individual capacity, or directly/indirectly in relation to management or corporate structure. - **ATTACH AS APPENDIX 3.6**
- 3.7. Provide a full and complete business record of the Applicant. In providing the business record, it must be stated, whether the senior management member(s) or Applicant concerned has any other media interests. Full details must be given of all management positions held during the past five (5) years. The record must also indicate whether the person concerned has any particular experience

relating to the management of a Commercial Sound Broadcasting Service.  
Please submit supporting documentation. - **ATTACH AS APPENDIX 3.7**

#### **4. STAFFING**

- 4.1. Provide a staff organizational chart showing all proposed station management and staff posts, and clearly indicate the planned reporting structure. - **ATTACH AS APPENDIX 4.1**
- 4.2. Indicate the proposed number of full-time and part-time staff per department (e.g. programming, news, sales, technical, etc.) as appropriate to Applicant's proposal. Also provide the total number of staff that will be employed or are employed by the Applicant. - **ATTACH AS APPENDIX 4.2**
- 4.3. Indicate clearly any management or staff positions which will be shared, within a group operating structure, between the radio service proposed for this licence area and any existing broadcasting service. - **ATTACH AS APPENDIX 4.3**
- 4.4. List any activities which will be contracted-out to agencies, consultants, etc. Please submit supporting documentation e.g. templates/samples of agreements to be entered into. - **ATTACH AS APPENDIX 4.4**
- 4.5. Provide details of the qualifications and competency of above-mentioned staff. - **ATTACH AS APPENDIX 4.5**

**5. APPLICANT'S GENERAL HISTORY AND DEVELOPMENT STRATEGY**

- 5.1. Describe how, and when, the Applicant was formed, and how it has developed since then.
- 5.2. If the Applicant is, or includes an existing licensee of the Authority, give details of its history and current media operations.
- 5.3. Describe the principles upon which the Applicant's future development strategy is based, and its general objectives in applying for this licence.

**ATTACH AS APPENDIX 5**

**6. EXTERNAL ASSISTANCE**

- 6.1. Provide particulars of any individual or corporate entity, other than directors or executives of the Applicant's juristic person, that is providing assistance to the Applicant (e.g. legal or financial advisers, research consultants, etc.) in respect of its application pursuant to this ITA. State their roles in assisting the Applicant's application and/or operations. - **ATTACH AS APPENDIX 6**

**7. OTHER INTERESTS**

Provide details (e.g. share certificates, agreements etc.) of the involvement of the Applicant (including shareholders and senior management) in any of the activities listed below, and the extent of the interest:

- 7.1. Advertising agencies - **ATTACH AS APPENDIX 7.1**
- 7.2. Non-RSA broadcasting interests - **ATTACH AS APPENDIX 7.2**
- 7.3. Newspapers (including holdings in a group having substantial control over one or more newspapers) - **ATTACH AS APPENDIX 7.3**

- 
- 7.4. Other broadcasting interests (including radio, television, satellite and cable broadcasting, and allied activities) - **ATTACH AS APPENDIX 7.4**
- 7.5. Other publicly funded bodies - **ATTACH AS APPENDIX 7.5**
- 7.6. Confirm the Applicant's compliance with the following provisions of the Act, and indicate how the Applicant complies therewith:
- 7.6.1. Section 52 – Prohibition on granting of broadcasting service licence to party-political entities;
  - 7.6.2. Section 64 – Limitations on foreign control of commercial broadcasting services;
  - 7.6.3. Section 65 – Limitations on control of commercial broadcasting services; and
  - 7.6.4. Section 66 – Limitations on cross media control of commercial broadcasting services.

**ATTACH AS APPENDIX 7.6**

**SECTION 3: PROGRAMMING**

Responses to this section of the application will form the basis of the successful Applicant's undertakings and obligations/ "Promise of Performance" to be incorporated in the licence issued for the licence period.

**8. PROPOSED PROGRAMME SERVICE**

8.1. Outline, briefly and in general terms, the approach and objectives of the proposed programme service, and the format and content to be provided.

8.1.1. Indicate when your peak-time will be.

8.1.2. Whether you propose to be a 'full service', or more specialized in appeal; whether predominantly music-led or speech-based; and

8.1.3. The extent to which output would be locally produced or part of a wider externally sourced service.

**ATTACH AS APPENDIX 8****9. PROGRAMME SCHEDULE**

9.1. Using, if necessary, a maximum of two pages for each, provide an outline of the proposed programmes schedule of:

9.1.1. a typical weekday (indicating variations from day to day, as appropriate);

9.1.2. a typical Saturday; and

9.1.3. a typical Sunday.

- 9.2. Summaries, for each programme sequence, the main type(s) of music and/ or speech content, style of presentation, and the proportion of programming airtime devoted to music and speech. Indicate duration and scheduling of any national/international and/or local/regional news output. These should be consistent with responses to other questions in this section or the application.

### **ATTACH AS APPENDIX 9**

Note: The successful Applicant will be permitted to vary the detail and timings of this outline Schedule, provided that the format of the service proposed is maintained within the undertakings made in this application.

### **10. BALANCE BETWEEN MUSIC AND SPEECH**

- 10.1. Of all programming airtime (i.e. excluding any advertising or other commercial mintage, promotional trails and sponsor credits), what proportion will be devoted to speech? Enter, in the following table, the minimum and the maximum percentages of programming airtime that 'speech' output would form, in each of the period specified.

	Speech as % of programme airtime			
	'peak-time'		Non-'peak-time'	
	Min. %	Max. %	Min. %	Max. %
On a typical weekday (Monday to Friday)				
On a typical Saturday				
On a typical Sunday				

### **ATTACH AS APPENDIX 10**

**11. SOUTH AFRICAN MUSIC OUTPUT**

11.1. Indicate the percentage of South African music you intend to broadcast.

11.2. Illustrate how you intend complying with ICASA's 35% South African music quota or proposed South African music percentage.

11.3. Give details of the type of South African music of the proposed service.

Type/genre of music	Illustrative tracks and artists	Music type as % of total music	
		Min. %	Max. %

**ATTACH AS APPENDIX 11**

**12. NEWS OUTPUT**

12.1. Provide details of the total daily time proposed for local, national and international news output, percentage breakdown of the different languages that news will be broadcast in and the sources of news in each category.

**ATTACH AS APPENDIX 12.1**

12.2. Provide details of the total daily time proposed for current affairs, the duration of each broadcast, and a percentage breakdown of different languages current affairs will be broadcast in. Further provide the percentage of the current affairs that will be generated from the coverage area.

**ATTACH AS APPENDIX 12.2**

**13. BROADCASTING HOURS**

- 13.1. State which hours of the day you intend to broadcast a programme service. (Please state if broadcasting hours will differ on weekdays, Saturday and Sunday).

<b>DAY</b>	<b>PROGRAMMES</b>
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

**ATTACH AS APPENDIX 13**

**14. NON-LOCAL ORIGINATION**

- 14.1. If it is proposed that part or the entire programme service will be provided other than by 'live' programme originating from a studio (or outside broadcasting facility) within this licence area, provide details of this, indicating the nature and source of such material, and its scheduling and duration. Include each of the following, as appropriate:

- 14.1.1. Programming that is part of a wider regional or network service originating from a studio outside this licence area. (Programming integrating material originating from a studio outside this licence area with locally-originated items by means of digital or other technology should be described under this heading, with a full explanation of the means of compilation and presentation of such programming);

- 14.1.2. Other than national and international news, all syndicated programming (e.g. any concerts, chart shows, interviews, drama, etc.

**ATTACH AS APPENDIX 14**

**15. AUTOMATED LOCAL OUTPUT**

- 15.1. If it is proposed service seeks to provide locally-compiled programming which involves no presentation at all, or pre-recorded rather than 'live' presentation (excluding commercials, sponsor credits, networked news and pre-recorded promotional items), please give details, indicating scheduling and duration. Also give details of automated remote operations.

**ATTACH AS APPENDIX 15**

**16. PROPOSED LANGUAGE(S)**

- 16.1. With regards to programming, state which language(s) will be used, give details of the expected amounts of such programming and its time of scheduling, and estimate the number of persons living in the area who are able to understand the language(s) to be used, and the percentage of the total population of the licence area which they represent:

<b>Language</b>	<b>% of programming</b>	<b>Time of scheduling</b>	<b>People living in the area who can understand the language</b>	<b>% of the total people or the total population of the licence area which they represent</b>

**ATTACH AS APPENDIX 16**

**SECTION 4:**  
**DEMAND, NEED AND SUPPORT FOR THE PROPOSED SERVICE**

**17. APPEAL OF PROGRAMME SERVICE**

- 17.1. To what extent, and in what way, is the proposed programme service designed to “cater for the tastes and interests of persons living in the area”, either in general or in particular? Kindly motivate fully for your reasons.
- 17.2. Is the service aimed to appeal especially to particular groups within the population, either in terms of tastes and interests, or demographic characteristics (e.g. certain age-groups)? If so, state the groups with supporting evidence, and provide estimates of reach and average weekly listening hours among these groups?
- 17.3. To what extent, and in what way, will the proposed service cater for tastes and interests different from those catered for by any other existing broadcasting service within part or all of the licence area?

**ATTACH AS APPENDIX 17**

**18. EVIDENCE OF NEED, DEMAND AND SUPPORT FOR PROPOSED SERVICE**

- 18.1. Having regard to the broadcasting services already existing in the proposed licence area, is there a need for the proposed service?
- 18.2. Summarize the main findings of a primary market research undertaken as proof that the proposed service will cater for tastes and interests of people living in the area.
- 18.3. Attach a copy of the primary market research in line with the following requirements:

- 18.3.1. Research must be geographically and demographically representative of the licence area.
- 18.3.2. The sample size of the research must be statistically representative with a confidence level of 95% and margin of error (degree of accuracy) of 5%.
- 18.3.3. The primary research must be conducted by an independent party with demonstrated credibility or accreditation.

Note: Primary research is considered to be the research you generate by asking questions, conducting trials and collating results. This research can take the form of quantitative or qualitative research. Further, focus group must be conducted. Applicants must make use of the latest secondary data for market analysis as well as presenting technical coverage information indicating the target market.

#### **ATTACH AS APPENDIX 18**

### **19. SIZE AND COMPOSITION OF AUDIENCE**

- 19.1. Indicate the size of your expected weekly audience.
- 19.2. Provide estimates of actual number of listeners, and/or 'weekly reach' as a percentage of the adult population of the licence area, together with the anticipated average weekly hours of listening.

#### **ATTACH AS APPENDIX 19**

### **20. OTHER SERVICES**

- 20.1. List the existing radio services available in the proposed coverage area and indicate how the proposed service can be differentiated from existing services and promotes diversity and a plurality of views in the licence area.

#### **ATTACH AS APPENDIX 20**

Page 21 of 21

**21. LOCAL SUPPORT FOR THE APPLICANT**

21.1. Provide details, if any, of local support for the proposed service e.g. from Advertisers and/or Signatures of supporters /potential viewers

**ATTACH AS APPENDIX 21**

**22. COMPLAINTS AND CODES OF OPERATION**

22.1. Describe how you propose to handle and consider comments and complaints about the service.

**ATTACH AS APPENDIX 22.1**

22.2. Describe the procedures to be adopted to ensure compliance by employees and others associated with the service, with the Act, applicable regulations, licence conditions, and Code of Conduct for Broadcasting Service.

**ATTACH AS APPENDIX 22.2**

22.3. Indicate whether the Applicant is a member of or intends to become a member of any broadcasting organization (e.g. National Association of Broadcasters (NAB), Broadcasting Complaints Commission of South Africa (BCCSA), etc.)?

**ATTACH AS APPENDIX 22.3**

**SECTION 5: FINANCE****23. BUSINESS PLAN**

23.1. Submit the Applicants Business Plan and provide a summary of the main assumptions underpinning the Applicant's business plan e.g. trends in audience share and advertising revenue (and the relationship between them), taking into account expected radio developments and competition from other media; radio marketing policies; radio ownership and control patterns, and the Applicant's own business development strategy, etc. At a minimum, the Business Plan should include the following:

- 23.1.1. An indication of all the cost elements of the applicant;
- 23.1.2. An indication of the applicant's revenue streams;
- 23.1.3. An indication of the applicant's breakeven point and period;
- 23.1.4. A sensitivity analysis showing three scenarios (Best, middle and worst cases);
- 23.1.5. An Indication of how finances will be raised accompanied by proof of support for financing the project; and
- 23.1.6. An indication that all shareholders are able to stand surety for raising project financing.

**ATTACH AS APPENDIX 23****24. PRO FORMA FINANCIAL STATEMENT**

24.1. Financial Reporting and Presentation must be in compliance with the International Financial Reporting Standards ("IFRS").

- 24.1.1. The financial statements must reflect the following financial ratios;
- 24.1.2. Turnover/total assets;
- 24.1.3. Contribution/turnover;
- 24.1.4. Return on assets;

- 24.1.5. Return on shareholder's funds;
- 24.1.6. External funds/cash flow;
- 24.1.7. Income security;
- 24.1.8. Price break-even; and
- 24.1.9. Volume Break-even.

#### **ATTACH AS APPENDIX 24.1**

#### 24.2. **Projected Cash Flow Statement**

Provide cash flow projections, estimating financing and operating activities for each of the first ten (10) years of operation. Provide explanatory notes and a full listing of the underlying assumptions on which the financial projections are based. These projections may be provided either as part of the main application document, or on separate schedules as an appendix to it; whichever approach is preferred. **ATTACH AS APPENDIX 24.2**

#### 24.3. **Projected Income Statement**

Provide projected Income Statement estimating annual Revenue and Expenditure for each of the first ten (10) years of operation. **ATTACH AS APPENDIX 24.3**

#### 24.4. **Projected Annual Operating Expenses**

Provide projected annual operating expenses, estimating annual operating expenses for the first ten (10) years of broadcasting. Provide explanatory notes and a full listing of the underlying assumptions on which the financial projections are based. **ATTACH AS APPENDIX 24.4**

#### 24.5. **Balance sheet**

Provide projected balance sheet. **ATTACH AS APPENDIX 24.5**

## **25. FINANCIAL REQUIREMENTS AND SOURCES**

- 25.1. Submit details of the Applicant's total funding requirements, i.e. what are the total funds available to finance the proposed broadcasting venture (including details of Equity and Debt) and what are the individual sources of these funds e.g. Bank loan(s), share capital, other loans, etc.
- 25.2. Further, submit letter/s of financial support from each of the funders, stipulating the amount of such funding as well as the terms and conditions thereof.
- 25.3. Submit, where applicable, signed copies of all funding agreements concluded with the prospective funders.
- 25.4. Funding terms and conditions from foreign sources **MUST NOT** contradict or contravene any requirements of the Act including the limitations on foreign control of commercial broadcasting services (section 64) and the requirement for a minimum of 30% equity ownership to be held by persons from historically disadvantaged groups (section 9 (2)(b)).

### **ATTACH AS APPENDIX 25**

## **26. FIXED ASSETS**

- 26.1. Provide a summary of tangible assets, as at the proposed on-air date, categorized under the heading of fixtures and fittings, studio equipment, transmitter equipment, vehicle and other assets. Show the level of assets financed by leasing (or similar) arrangement within a category, and indicate any assets brought in at nil cost. **ATTACH AS APPENDIX 26.1**
- 26.2. Give a detailed breakdown for signal distribution costs. **ATTACH AS APPENDIX 26.2**

Note: For the following questions, complete only those which are appropriate to the Applicant's chosen method(s) of funding: if not applicable, mark 'N/A'.

## 27. SHARE CAPITAL

Classes of share capital:

	Class	Number	Par value	Issue price (if different)
Voting				
Non-voting				
Preference				
Other (Specify)				

**ATTACH AS APPENDIX 27**

## 28. PROPOSED INVESTORS

Note: The Authority would like assurance that reasonable evidence can be provided of bona fide investors, before granting a licence. Written confirmation of agreements in principle should be submitted from all proposed investors (as stated in the application) of more than 3% of the Applicant's total financing, covering in particular the amount to be invested, the percentage shareholding, and any preconditions to making this investment.

28.1. Provide copies of legally binding shareholders' agreements as signed by all shareholders. **ATTACH AS APPENDIX 28.1**

28.2. Set out details of all voting shares and holders of non-voting shares and loan stock, distinguishing clearly between these categories, also showing details of beneficial owner(s) if not the same as the registered holders of such shares.

(Further pages may be added, or the layout altered, if necessary).

Name of investor	Address	Investment Rand Value

**ATTACH AS APPENDIX 28.2**

**29. METHOD(S) OF RAISING CAPITAL**

- 29.1. Describe briefly the method(s) by which share/loan capital is to be raised (e.g. whether a prospectus will be issued, and the timescale involved). Give details of any proposal to have share capital publicly quoted ,if applicable.
- 29.2. Indicate whether any funds, credits or other financial assistance for the construction, purchase or operation of the station will be provided by foreigners, foreign entities, domestic entities controlled by foreigners, or their agents? If yes, please specify the amount and disclose the agreements or terms and conditions for providing such funds.

**ATTACH AS APPENDIX 29**

**30. OTHER LOANS**

- 30.1. Provide details of lender, interest rate and repayment terms as applicable.

**ATTACH AS APPENDIX 30**

**31. BANK FACILITIES**

- 31.1. Provide details of bank facilities or other credit arrangements which exist and/or are planned, including evidence of confirmation from the lender(s) of:
- 31.1.1. Terms of borrowing (repayments, covenants. etc.);
  - 31.1.2. Securities given and /or charges against the company;
  - 31.1.3. The identity of lenders and any guarantees provided.

**ATTACH AS APPENDIX 31**

**32. GRANTS AND DONATIONS**

- 32.1. If the Applicant plans to use alternative or additional sources of funding for capital expenditure (i.e. other than share capital or loan stock) list these below.

Indicate any preconditions regarding the purpose of use to which the funds will be used.

Note: Applicant's attention is drawn to guidelines on funding by public bodies.

Source of funds	Type of funding agency (e.g. charitable trust)	Amount

Note: Written confirmation from the proposed sources should be submitted for agreements for funding of more than 3% of the Applicant's total financing.

### **ATTACH AS APPENDIX 32**

### **33. ADVERTISING REVENUE**

- 33.1. Provide forecasts of net advertising revenue (showing gross revenue, less agency commission and discounts) for each of the first ten (10) years of the licence period, including the anticipated split between local and national revenue.
- 33.2. Detail the arrangements proposed for the sale of advertising airtime, and how annual revenue from advertising has been calculated. In particular, detail the population coverage assumed, audience reach and average weekly listening hours for each year, percentage of air-time sold, rate card tariffs etc. If advice has been obtained from sales agencies, consultants, etc., please state source(s). A draft advertising rate card should be included.

### **ATTACH AS APPENDIX 33**

**34. REVENUE FROM SPONSORSHIP CO-FUNDING FOR OR OTHER SOURCES**

- 34.1. Provide forecasts of net income (showing gross income, less deductions for commission, etc.), and basis on which it has been calculated, from sources other than the sale of advertising airtime, for each of the first ten (10) years of the licence period.

**ATTACH AS APPENDIX 34**

**SECTION 6: TECHNICAL****35. SIGNAL DISTRIBUTION**

35.1. Who will provide signal distribution services to the Applicant? Should the Applicant intend subcontracting the signal distribution function, provide the name, address, contact person of the licensed signal distributor and attach a copy of their ECNS licence.

**ATTACH AS APPENDIX 35**

Note: Licensees with appropriate ECNS licence (s) may be appointed to do signal distribution on behalf of the Applicant.

**36. TRANSMISSION SITES**

36.1. Does the Applicant intent to locate the transmitter and the mast/antenna at the same site as used by an existing licensee? If yes, please answer question 36.3 below. If the Applicant proposes to use a site other than one that is presently being used please answer 36.4 below.

36.2. Will the studio and transmitter be co-sited? If not, provide full details of the linking arrangements between the studio and transmitter site.

**ATTACH AS APPENDIX 36****36.3. Existing Sites**

Has the Applicant entered into negotiations with the owner/operator of the site (state who this is) regarding arrangements for sharing the site should this application be successful? If so provide details; if not state what arrangements are anticipated. When is it expected that these negotiations will be concluded? State which facilities will be shared and which will be exclusive..

**ATTACH AS APPENDIX 36.3****36.4. New Sites**

Provide full details of the proposed site including its location given in degrees, minutes and seconds, its ownership and present use, actual antenna pattern and proposed effective radiated power. State reason(s) for selecting this site. Provide information on investigations that have been made regarding the suitability of this site to accommodate the proposed service. Has local authority and civil aviation planning permission and the environment impact assessment approval been obtained?

**ATTACH AS APPENDIX 36.4****37. TRANSMISSION EQUIPMENT**

37.1. List the principal items and configurations of the proposed transmitter equipment, including antenna systems (with their associated gain). Give the maximum power output of the transmitter and antenna. State who will be responsible for ensuring compliance with the Authority's technical specifications. Give full details of the person's technical competence to undertake this task.

**ATTACH AS APPENDIX 37****38. TRANSMITTER MAINTENANCE**

38.1. Describe the proposed arrangements for transmitter maintenance and repair. Who will be responsible for this? Give full details of the person's technical competence to perform this task. Indicate all test equipment available and show how important signal parameters will be monitored and controlled. Describe the procedures in place for the calibration of test equipment.

**ATTACH AS APPENDIX 38**

### **39. STUDIO LAYOUT, LOCATION, AND MAINTENANCE**

- 39.1. What is the proposed location of the studio(s)? Provide the actual address.
- 39.2. Provide a rough plan of the studio(s), technical areas and other principal rooms. Provide information on the nature and configuration of the studio equipment to be used.
- 39.3. Describe the proposed arrangements for the maintenance and repair of studio equipment. Indicate all test equipment available and show how important signal parameters will be monitored and controlled.

**ATTACH AS APPENDIX 39**

### **40. COVERAGE OF TARGET AREA**

- 40.1. Provide details of the geographic target area including a map showing predicted 66, 60 and 48dBuV/m coverage contours. State the prediction model used. Furthermore, provide a feasibility and radio frequency interference study report.

**ATTACH AS APPENDIX 40**

### **41. RADIO DATA SYSTEM**

- 41.1. Does the Applicant intend transmitting RDS information? If so, provide details of the information to be transmitted including the intended programme name.

**ATTACH AS APPENDIX 41**

### **42. PROPOSED ON AIR DATE AND HOURS OF OPERATION**

- 42.1. Provide details of the intended hours of operation and date on which it is proposed to commence broadcasting - **ATTACH AS APPENDIX 42**

### 43. PROPOSED TECHNICAL SPECIFICATIONS

43.1. Provide details of the proposed Technical Specification as per Table below:

Name of Transmitting Station	
Name of Site	
Address of Site	
Geographical co-ordinates (degrees, minutes, seconds)	
Site Height above sea level	
Mast Height	
Mid antenna height above ground level	
Effective antenna height in different Azimuths every 10 degrees	
Assigned Frequency	
Transmitter output power	
Frequency Stability	
RF Bandwidth	
Designation of emission	
Spurious and out of band Emission power levels	
Feeder type and length	
Feeder losses	
Other system losses	
Antenna gain	

Maximum EMRP	
Directivity	
ERP in dBW in different Azimuths every 10 degrees	
Vertical radiation pattern	
Null Fill	
Beam Tilt	
Polarization	

**OR**

43.2. Printout of the proposed Technical specification and coverage Map from the signal distributor to be used.

**ATTACH AS APPENDIX 42**

**CONCLUSION**

#### **44. OTHER MATTERS**

State briefly why the Authority should grant the Applicant the licence, and give details of any other matters which the Applicant considers that the Authority should be aware of.

**ATTACH AS APPENDIX 43**

**45. AFFIDAVIT**

Applicants are required to conclude their submission with the following certificate:-

I acknowledge that ICASA could be entitled to have any issued licence set aside should it be found that any material statement is false and has been made by the Applicant or any officer thereof knowing it to be false.

-----

Signed on behalf of the **APPLICANT**

Full name: \_\_\_\_\_

Designation: \_\_\_\_\_

Duly authorised thereto

I certify that on the ..... Day of .....2020, in my presence at .....the Deponent signed this declaration and declared that he/she:

- 1. knows and understands the contents hereof;
- 2. had no objection to taking the prescribed oath; and
- 3. considers the oath to be binding on his/her conscience.

\_\_\_\_\_  
**COMMISSIONER OF OATHS**



Describe below, in a maximum of 250 words, significant highlights of your professional experience and achievements relevant to the proposed position. Indicate particular technical and managerial experience relevant to the proposed position.

--

Briefly describe your experience in the broadcasting sector (maximum 150 words)

--

#### Membership of Professional Bodies

Name of body	Membership Number

Signed \_\_\_\_\_

Name \_\_\_\_\_

For and on behalf of [name of the Applicant]



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