
GENERAL NOTICE

NOTICE 330 OF 2009



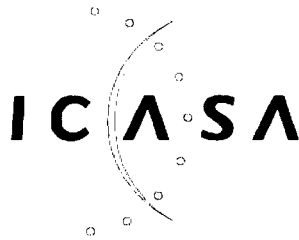
Independent Communications Authority of South Africa

**INDIVIDUAL COMMERCIAL FREE TO AIR SOUND BROADCASTING SERVICE
LICENCE (I-BS) FOR THE PROVISIONING OF BROADCASTING SERVICES**

I, Paris Mashile, Chairperson of the Independent Communications Authority of South Africa ("the Authority") acting on behalf of the Council of the Authority, hereby approve and publish the Invitation to Apply for Individual Commercial Free to Air Sound Broadcasting Service Licences (I-BS) for the provisioning of broadcasting services, in terms of sections 9(1) and 9(2) of the Electronic Communications Act, Act No: 36 of 2005 ("ECA").

A handwritten signature in black ink, appearing to read 'Paris Mashile', written over a horizontal line.

**PARIS MASHILE
CHAIRPERSON**



**INVITATION TO APPLY
FOR
INDIVIDUAL COMMERCIAL FREE TO AIR SOUND BROADCASTING
SERVICE LICENCE**

1. INTRODUCTION

The Independent Communications Authority of South Africa ("the Authority") hereby, in terms of section 9 of the Electronic Communications Act, Act No. 36 of 2005 ("Act"), invites applications for Individual Commercial free to air Sound Broadcasting Service Licences in Gauteng, KwaZulu-Natal and Western Cape Provinces.

In terms of The Review of Ownership and Control of Broadcasting Services and Existing Commercial Sound Broadcasting Licences Position Paper of 13 January 2004 ("the Position Paper"), the Authority made a commitment to grant at least three new commercial licences in primary markets. The Position Paper defined the primary markets as the geographical markets of Gauteng and the metropolitan areas of and around Cape Town and Durban. Accordingly the Authority invites applicants to apply for individual commercial sound broadcasting service licences.

All applications will be considered based on this ITA, the Act and applicable regulations.

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

Schedule A

1. Applications must be in writing.
2. Applicants must answer all questions set out in this application form in full. If any question is considered not applicable, please mark N/A with further explanation if necessary.
3. The applicant must provide the original plus twenty-five copies of the completed application form.
4. All applications made pursuant to this ITA will be made available for inspection by interested persons and copies of the applications will be obtainable at the Authority's library.
5. Each application must be permanently bound (using either heat binding or spiral binding).
6. Each application must have a cover page with the name of the applicant, the licence being applied for and year of application on it.
7. The page(s) immediately following the cover page must be the contents page(s) which detail each section of the application and corresponding page numbers.
8. Pages including the appendices must be 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.

9. In the event that the applicant has to submit 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 sequentially numbered as noted above.
10. In terms of section 4D of the Independent Communications Authority of South Africa Act, Act 13 of 2000 ("ICASA Act"), Applicants may request that any part of the application be treated as confidential. The Authority may determine that an application or portions thereof are confidential and the Authority will inform applicants accordingly. If the request for confidentiality is refused, the Applicant making the request will be allowed to withdraw such applicable portions or waive the confidentiality as appropriate. .
11. Applicants must ensure that they apply for the correct frequencies as contained in Schedule B to this ITA.
12. Every application must be accompanied by a non-refundable application fee of R 50 000.00 (Fifty Thousand Rands).
13. Applications must be addressed for the attention of the Chairperson and submitted to the General Manager: Licensing and Compliance at Block D, Pinmill Farm, 164 Katherine Street, Sandton, Johannesburg.
14. The closing date for the submission of applications shall be no later than 16h00, South African time, on or before 31 September 2009.
15. Failure to comply with any of these requirements may render the application liable to disqualification.

SECTION 1: GENERAL**1. NAME OF APPLICANT**

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2. PROPOSED STATION NAME(S)

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3. LICENCE APPLIED FOR

(A separate application form must be completed for each licence applied for).

Commercial Sound Broadcasting Licence

LICENCE AREA	
BAND	
FREQUENCY	
MAXIMUM ERP	
MAXIMUM EFFECTIVE ANTENNA HEIGHT	

4. MAIN CONTACT PERSONS

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

1. NAME	1. NAME
2. TELEPHONE NUMBER/S	2. TELEPHONE NUMBER/S
(W)	(W)
(H)	(H)
CELL	CELL
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

5. SPECIALIST CONTACT PERSONS

Provide details of individuals authorised by the applicant to respond to enquiries from the Authority about matters covered in this application, as follows:

I. Legal

1.Name
2.Telephone Number/s
(W)
(H)
CELL
E-MAIL
3.Fax Numbers

II. Programming

1.Name
2.Telephone Number/s
(W)
(H)
CELL
E-MAIL
3.Fax Numbers

III. Technical

1.Name
2.Telephone Number/s
(W)
(H)
CELL
E-MAIL
3.Fax Numbers

SECTION 2: CORPORATE STATUS

6. CORPORATE STATUS

- 6.1 What is the applicant's legal form? Certified copies of all relevant founding documentation must be provided; including share certificates and the percentage of equity ownership to be held by persons from historically disadvantaged groups must not be less than 30% in the applicant.

ATTACH AS APPENDIX 6.1

- 6.2 Is the applicant formed by a consortium? If so, a full description of the consortium members together with relevant share holdings must be provided. The legal status of each consortium member must be specified and certified copies of all relevant founding documentation provided.

ATTACH AS APPENDIX 6.2

- 6.3 Applicants must provide a resolution authorizing the signatory to this application to sign this application and/or to represent applicant at the hearing of ICASA in respect of this application.

ATTACH AS APPENDIX 6.3

- 6.4 Indicate whether, pursuant to the memorandum and articles of association 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.

ATTACH AS APPENDIX 6.4

- 6.5. Provide copies of all formal documentation relating to the operational activities of applicant. By formal documentation is meant but not limited to the applicant's shareholders agreement, annual company report, prospectus and similar such documentation.

ATTACH AS APPENDIX 6.5

7. MANAGEMENT

- 7.1 Full details must be provided of each member of applicant's senior management including all directors, members, trustees as the case may be. The following information must be provided.

Name, identity number, address, nationality and occupation.

ATTACH AS APPENDIX 7.1

- 7.2 Describe briefly the personal background and relevant previous experience, and state which post the individual would occupy.

ATTACH AS APPENDIX 7.2

- 7.3 State whether each individual has actually confirmed his or her willingness to accept the post, if offered.

ATTACH AS APPENDIX 7.3

- 7.4 Indicate whether any of the individuals is an office bearer or employee of any political party.

ATTACH AS APPENDIX 7.4

- 7.5 If the person concerned has any shares in the applicant, the number and class of those shares.

ATTACH AS APPENDIX 7.5

- 7.6 Will any of the persons referred to above, if a licence were granted to the applicant, be in a position to control the operations of the applicant. If so, in addition to the information required above:

- 7.6.1 A full and complete business record of such person must be provided; and

ATTACH AS APPENDIX 7.6.1

- 7.6.2 A full and complete record of such person in situations requiring trust and candour must be provided.

ATTACH AS APPENDIX 7.6.2

- 7.7 In providing the business record referred to above, it must be stated, whether the person concerned has any other media interests. Full details must be given of all management positions held during the past five years. The record must also indicate whether the person concerned has any particular experience

relating to the management of a Commercial Sound Broadcasting Service.

ATTACH AS APPENDIX 7.7

8. STAFFING

- 8.1 Provide a staff organizational chart showing all proposed station management and staff posts, and indicate clearly the planned reporting structure.

ATTACH AS APPENDIX 8.1

- 8.2 Give 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, and in total.

ATTACH AS APPENDIX 8.2

- 8.3 If appropriate, 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 8.3

- 8.4 List any activities which will be contracted-out to agencies, consultants, etc.

ATTACH AS APPENDIX 8.4

- 8.5 Give details of the technical qualifications and competency of persons responsible for technical matters.

ATTACH AS APPENDIX 8.5

9. APPLICANT'S GENERAL HISTORY AND DEVELOPMENT STRATEGY

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

ATTACH AS APPENDIX 9

Note: It is recognized that, in answering this and previous questions, applicants may wish not to disclose publicly the identity of certain individuals whose current employment may be jeopardized if their involvement became known. Details of such individuals should be provided separately which the Authority will regard as being confidential in terms of section 4D of the ICASA Act.

10. EXTERNAL ASSISTANCE

Provide particulars of any individual corporate entity, other than directors or executives of the applicant's company, who are assisting the applicant (e.g. legal or financial advisers, research consultants, etc.) State their roles in assisting the applicant's operation.

ATTACH AS APPENDIX 10

11. OTHER INTERESTS

Details are required of the involvement of the applicant and its participants (including shareholders or other subscribers of more than 5% of the applicant's total funding requirements) in any of the activities listed below, and the extent of the interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies).

11.1 Advertising agencies;

ATTACH AS APPENDIX 11.1

11.2 Non-RSA interests;

ATTACH AS APPENDIX 11.2

11.3 Newspapers (including holdings in a group having substantial control over one or more newspapers);

ATTACH AS APPENDIX 11.3

11.4 Other broadcasting interests (including radio, television, satellite and cable broadcasting, and allied activities);

ATTACH AS APPENDIX 11.4

11.5 Party, movement, organisation, body or alliance whose objects are wholly or mainly of a political nature;

ATTACH AS APPENDIX 11.5

11.6 Local authorities;

ATTACH AS APPENDIX 11.6

11.7 Other publicly-funded bodies.

ATTACH AS APPENDIX 11.7

SECTION 3: PROGRAMMING

IMPORTANT NOTES:

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

12. PROPOSED PROGRAMME SERVICE

12.1 Indicate frequency band (AM and/or FM), and name of proposed programme service on that frequency band.

12.2 Outline, briefly and in general terms, the approach and objectives of the proposed programme service, and the format and content to be provided. Also indicate when your peak-time will be: e.g. whether a 'full service', or more specialized in appeal; whether predominantly music-led or speech-based; the extent to which output would be locally-originated or part of a wider, externally-sourced service.

ATTACH AS APPENDIX 12

13. PROGRAMME SCHEDULE

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

- 13.1 a typical weekday (indicating variations from day to day, as appropriate);
- 13.2 a typical Saturday; and
- 13.3 a typical Sunday.

Summarize, 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 13

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.

14. BALANCE BETWEEN MUSIC AND SPEECH

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 (including presentation of music)? 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. %
i. On a typical weekday (Monday to Friday)				
ii. On a typical Saturday				
iii. On a typical Sunday				

ATTACH AS APPENDIX 14

15. SOUTH AFRICAN MUSIC OUTPUT

15.1 How do you intend complying with ICASA's 25% South African music quota?

15.2 Give details of the type of South African music on the proposed service.

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

ATTACH AS APPENDIX 15

16. NEWS OUTPUT

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

ATTACH AS APPENDIX 16.1

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

ATTACH AS APPENDIX 16.2**17. BROADCASTING HOURS**

17.1 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).

DAY	PROGRAMMES
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

- 17.2 Provide date on which the applicant proposes to commence broadcasting.

ATTACH AS APPENDIX 17

18. NON-LOCAL ORIENTATION

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:

- 18.1 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);
- 18.2 Other than national and international news, all syndicated programming (e.g. any concerts, chart shows, interviews, drama, etc.

ATTACH AS APPENDIX 18

19. AUTOMATED LOCAL OUTPUT

If it is proposed 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 19

20. PROPOSED LANGUAGE(S)

In 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:

Language	% of programming	Time scheduling	of	People living in the area who are able to understand the language	% of the total people or the total population of the licence area which they represent

ATTACH AS APPENDIX 20

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

21. APPEAL OF PROGRAMME SERVICE

21.1 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 your reasons.

21.2 If the programme service is designed to appeal especially to particular sections of demographic groups (e.g. certain age group) within the population, state which.

21.3 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 21

22. EVIDENCE OF NEED, DEMAND AND SUPPORT FOR PROPOSED SERVICE

What need is there for the proposed service within the licence area, having regard to the broadcasting services already existing therein? Summarise the main findings of a primary market research and any other research undertaken as proof that the proposed service will cater for tastes and interests of people living in the area.

ATTACH AS APPENDIX 22**23. SIZE AND COMPOSITION OF AUDIENCE**

23.1 What size of audience is expected, over the course of one week?

23.2 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.

23.3 Will the service aim 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.

23.4 Attach a copy of this research.

ATTACH AS APPENDIX 23**24. LOCAL SUPPORT FOR THE APPLICANT**

Provide details, if any, of local support for the proposed service.

ATTACH AS APPENDIX 24

25. OTHER SERVICE

- 25.1 List existing radio services available in the proposed coverage area.
- 25.2 In view of the existing services motivate why there is a need for this proposed service.

ATTACH AS APPENDIX 25

26. COMPLAINTS AND CODES OF OPERATION

- 26.1 Describe the way you propose to handle and consider comments and complaints about the service.

ATTACH AS APPENDIX 26.1

- 26.2 Describe the procedures to be adopted to ensure compliance by employees and others associated with the service, with the Act, applicable regulations, licence conditions, Code of Conduct for Broadcasting Service and the Code of Advertising Practice of the Advertising Standards Authority of South Africa.

ATTACH AS APPENDIX 26.2

- 26.3 Are you a member of or intend becoming a member of any broadcasting organization (e.g. NAB, BCCSA, IBC, etc)

ATTACH AS APPENDIX 26.3

- 26.4 Are you a member of the Advertising Standards Authority of South Africa?

SECTION 5: FINANCE

27. SUMMARY OF BUSINESS PLAN

Summarise the main assumption 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 company's own business development strategy, etc.

ATTACH AS APPENDIX 27

28. PRO FORMA FINANCIAL STATEMENT

28.1 Projected Cash Flow Statement

Provide cash flow projections, estimating financing and operating activities for each of the first 5-9 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 28.1

28.2 Projected Income Statement

Provide projected Income Statement estimating annual Revenue and Expenditure for each of the first 5-9 years of operation.

ATTACH AS APPENDIX 28.2

28.3 Projected Annual Operating Expenses

Provide projected annual operating expenses, estimating annual operating expenses for the first five years of broadcasting.

ATTACH AS APPENDIX 28.3

29. FINANCIAL REQUIREMENTS AND SOURCES

Provide details of total funding requirements, i.e. what are the total funds available to finance the proposed broadcasting venture (Equity and Debt details) and what are the individual sources of these funds e.g. Bank loan(s), share capital, other loans, etc.

ATTACH AS APPENDIX 29

30. FIXED ASSETS

Provide a summary of tangible assets, as at the proposed on-air date, categorized under the heading of fixtures and fittings, studio equipment, transmitter equipments, 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 30

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

31. SHARE CAPITAL

Classes of share capital:

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

ATTACH AS APPENDIX 31**32. PROPOSED INVESTORS**

32.1 Provide a copy of all shareholders' agreements.

ATTACH AS APPENDIX 32.1

32.2 Set out details of all voting shareholding (excluding any nominated membership shares), and holders of non-voting shares and loans stock, distinguishing clearly between these categories, and also showing beneficial owner(s) if not the same. (Further pages may be added, or the layout altered, if necessary).

Name of investor	Address	Investment R	% of total required

ATTACH AS APPENDIX 32

Note: The Authority would like to be reassured 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 above) 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.

33. METHOD (S) OF RAISING CAPITAL

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.

ATTACH AS APPENDIX 33

Will any funds, credits or other financial assistance for the construction, purchase or operation of the station be provided by foreigners, foreign entities, domestic entities controlled by foreigners, or their agents?

34. OTHER LOANS

If appropriate, give details of lender, interest rate and repayment terms.

ATTACH AS APPENDIX 34

35. BANK FACILITIES

Provide details of bank facilities or other credit arrangements which exists or are planned, including evidence of confirmation from the lender(s) of:

- i Terms of borrowing (repayments, covenants. etc.);
- ii Securities given and /or charges against the company; and
- iii Lenders and any guarantees provided.

ATTACH AS APPENDIX 35

36. GRANTS AND DONATIONS

If it is planned to use alternative or additional sources of funding for capital expenditure (i.e. other than share capital or loan stock) list these below. Mention any preconditions regarding the purpose of use to which these may be put.

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	% of Total required

ATTACH AS APPENDIX 36

Note: Written confirmation of agreements in principle should wherever possible be submitted from proposed sources (as listed above) of more than 3% of the applicant's total financing.

37. ADVERTISING REVENUE

Provide forecasts of net advertising revenue (showing gross revenue, less agency commission and discounts) for each of the first five years of the licence period, including the anticipated split between local and national revenue.

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 37

38. REVENUE FROM SPONSORSHIP CO-FUNDING FOR OR OTHER SOURCES

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 five years of the licence period.

ATTACH AS APPENDIX 38

SECTION 6: TECHNICAL**39. SIGNAL DISTRIBUTION**

Who will provide signal distribution services to the applicant? Should the applicant intend subcontracting the signal distribution function, provide the name, address and contact person of the licensed signal distributor.

ATTACH AS APPENDIX 39

Note: Only signal distributors licensed by the Authority may be appointed to do signal distribution on behalf of the applicant. If the applicant intends providing its own signal distribution, an application for Individual Electronic Communications Network Service Licence must be lodged in accordance with the Act.

40. TRANSMISSION SITES

Is it proposed to locate the transmitter and the mast/antenna at the same site as used by an existing licensee? If yes, please answer 40.1 below. If the applicant proposes to use a site other than one used at present please answer 40.2 below.

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 40

40.1 Existing Sites

Provide an outline description of the existing transmission site. 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. Give details of methods and results of EMC studies conducted to ensure interference-free operation.

ATTACH AS APPENDIX 40.1**40.2 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 been obtained?

ATTACH AS APPENDIX 40.2

41. TRANSMISSION EQUIPMENT

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. 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 41

42. TRANSMITTER MAINTENANCE

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 42

43. STUDIO LOCATION

What is the proposed location of the studio(s)? Provide the actual address.

ATTACH AS APPENDIX 43

44. STUDIO LAYOUT

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.

ATTACH AS APPENDIX 44

45. STUDIO MAINTANANCE

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 45

46. COVERAGE OF TARGET AREA

Provide particulars of the geographic target area including a map showing predicted 66, 60 and 48dBuV/m coverage contours. State the prediction model used.

ATTACH AS APPENDIX 46

47. RADIO DATA SYSTEM

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 47**48. HOURS OF OPERATION AND PROPOSED ON AIR DATE**

Provide details of the intended hours of operation and date on which it is proposed to commence broadcasting.

ATTACH AS APPENDIX 48

49. TRANSMITTERS AND TRANSMISSION		
49.1	Name of Transmitting Station	
49.2	Name of Site	
49.3	Address of Site	
49.4	Geographical co-ordinates (degrees, minutes, seconds)	
49.5	Site Height above sea level	
49.6	Mast Height	
49.7	Mid antenna height above ground level	
49.8	Effective antenna height in different Azimuths every 10o	
49.9	Assigned Frequency	

49.10	Transmitter output power	
49.11	Frequency Stability	
49.12	RF Bandwidth	
49.13	Designation of emission	
49.14	Spurious and out of band Emission power levels	
49.15	Feeder type and length	
49.16	Feeder losses	
49.17	Other system losses	
49.18	Antenna gain	
49.19	Maximum ERP	
49.20	Directivity	
49.21	ERP in dBW in different Azimuths every 10o	
49.22	Vertical radiation pattern	
49.23	Null Fill	

49.24	Beam Tilt	
49.25.	Polarisation	

ATTACH AS APPENDIX 49

CONCLUDING SECTION

50. OTHER MATTERS

State briefly why the ICASA should grant you the licence, and give details of any other matters which you consider the ICASA should be aware.

ATTACH AS APPENDIX 50

51. AFFIDAVIT

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

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

Signed -----

APPLICANT

I certify that on the Day of2009,
in my presence atthe 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

SCHEDULE B**AVAILABLE PRIMARY MARKETS FREQUENCIES****GAUTENG PROVINCE**

SITE NAME	FREQ (MHz)	ERP (kW)
Pretoria	98.9	11
MW		
SITE NAME	FREQ (kHz)	EMRP (kW)
Maraisburg	729	1
Maraisburg	828	1
Pretoria	1332	5
Pretoria	1440	350

KWAZULU-NATAL PROVINCE

SITE NAME	FREQ (MHz)	ERP (kW)
Durban	103	25
Greytown	88.6	10
Kokstad	91	0.1
Louwsburg	101.5	30
Nqutu	107.1	10
Ubombo	89.3	4.5
MW		
SITE NAME	FREQ (kHz)	EMRP (kW)
Durban	567	50
Pietermaritzburg	666	5
Umzimkulu	603	10

WESTERN CAPE PROVINCE

SITE NAME	FREQ (MHz)	ERP (kW)
Cape Town	90.4	10
Hexrivier	98.5	0.01
Ladismith (Cape)	91.4	2.5
Ladismith (Cape)	97.9	2.5
Matjiesfontein	99.3	10
Napier	98.9	10
Outdshoorn	96.8	1
Riversdale	97.4	13
Simonstown	89.3	0.08
Tygerberg	91.3	1.3
Uniondale	93.4	0.8
Van Rhynsdorp	90.3	50
