
GENERAL NOTICE

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 13th of February 2009. The closing date for submissions was the 27th of March 2009, subsequently extended to the 28th 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 Sipiwe Hlongwane	Researcher
Mr Victor Grootboom	Licensing Officer
Mr Fumani Baloyi	Legal Officer
Ms Shelley Majola	Consumer Officer

SCHEDULE: 04 JUNE 2009

Registrations	08: 30 – 09:00
Chairperson's opening address	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
LUNCH	12:10 – 13:10
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

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