
GENERAL NOTICES • ALGEMENE KENNISGEWINGS

INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**NOTICE 799 OF 2015**

**INVITATION TO APPLY
FOR
INDIVIDUAL COMMERCIAL FREE TO AIR SOUND BROADCASTING
SERVICE LICENCE (Secondary Markets)**

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 (“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 for the provisioning of commercial sound broadcasting service in geographical market of Northern Cape Province (Secondary Market).

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

Katharina Pillay
Acting Chairperson

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

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.
3. The Applicant must provide the original plus all fifteen hard copies and all three soft copies of the completed application form before the closing time indicated in paragraph 18 below.
4. 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 Applicants must submit a separate original plus all fifteen hard copies and all three soft copies of the information which confidentiality is requested and clearly mark it as such before the closing time indicated in paragraph 18 below.
5. All applications, save for confidential information referred above, 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 upon payment of a fee. The applications will also be made available on ICASA's website: www.icasa.org.za
6. Each application must be permanently bound (using either heat binding or spiral binding).

7. Each application must have a cover page with the name of the Applicant, the licence being applied for and year of application on it.
8. 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.
9. 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.
10. 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 indicated above.
11. Applicants must ensure that they apply for the correct frequencies as contained in Schedule B to this ITA.
12. The application must include a percentage of equity ownership held by persons from historically disadvantaged groups (HDGs) that is not less than 30%.
13. In terms of section 52 of the ECA, no broadcasting service licence may be granted to any party, movement, organization, body or alliance which is of a party-political nature.
14. Applicants must take into account the limitations provided in terms of sections 64, 65, 66 ECA, amongst others.
15. The Authority may conduct a public hearing in relation to any application for an individual licence.

16. Every application must be accompanied by a proof of payment of 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 via a direct deposit into following ICASA bank account:

BANK: Nedbank Limited

BRANCH: Nedbank Corporate

BRANCH CODE: 198765

ACCOUNT NO: 1080249044

REFERENCE: Name of your radio station

17. Applications must be addressed for the attention of the General Manager: Licensing and be submitted at Block A, Pinmill Farm, 164 Katherine Street, Sandton, Johannesburg.
18. The closing date for the submission of applications shall be no later than 16:00 pm, South African time, on or before **11 December 2015**.
19. Failure to comply with any of the above requirements will render the application liable for disqualification.
20. One licence will be issued to the successful applicant in Northern Cape Province.
21. Applications are made at the cost of the Applicants and the Authority will not be held liable.
22. The Authority reserves the right not to issue any licence in terms of this ITA if none of the Applicants are suitable.

23. The following evaluation criteria will be used in determining the successful Applicant:

| Item | Criteria Description | Weight |
|--------------|--|------------|
| | | |
| | Phase 1: Prequalification | - |
| 1. | Compliance with ITA requirements | |
| | | |
| | The minimum points required is 60. The licence may be awarded to the Applicant/s who score the highest points. | |
| | Phase 2: Functionality | |
| 1. | Market research: Demand, Need and Support of the proposed service | 30 |
| 2. | Viability, efficacy and quality of the Applicant's technical plan | 20 |
| 3. | Viability of the business plan and financial means of the Applicant | 30 |
| 4. | Capability, expertise and experience of the Applicant and its employees in business in general and in broadcasting in particular | 20 |
| | | |
| Total | | 100 |

SCHEDULE B: FREQUENCIES

NORTHERN CAPE

| Transmitter | Frequency (MHz) | ERP (kW) | Category |
|-------------|-----------------|----------|------------|
| KIMBERLEY | 95.4 | 10 | Commercial |
| UPINGTON | 93.5 | 8 | Commercial |

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

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2. PROPOSED STATION NAME(S)

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3. LICENCE APPLIED FOR

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Commercial Sound Broadcasting Licence

| | |
|--------------|--|
| LICENCE AREA | |
| BAND | |
| FREQUENCY | |
| ERP | |

| | |
|----------------------------------|--|
| MAXIMUM EMRP | |
| MAXIMUM EFFECTIVE ANTENNA HEIGHT | |

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 |
| | |
| 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 |
| | |

| | |
|------------------------------------|--|
| | |
| | |
| SECTION 2: CORPORATE STATUS | |

5. CORPORATE STATUS

| | |
|--|--|
| Demonstrate if the Applicant, in the case of: | |
| Natural person, is a citizen of South Africa | |
| If the Applicant is a juristic person: | |
| 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. | |
| ATTACH AS APPENDIX 5.1 | |
| 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. | |
| ATTACH AS APPENDIX 5.2 | |
| 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. | |
| ATTACH AS APPENDIX 5.3 | |
| 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.

ATTACH AS APPENDIX 5.4

6. MANAGEMENT

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

Name, identity number, gender, address, nationality, occupation, qualifications and management competencies.

ATTACH AS APPENDIX 6.1

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

ATTACH AS APPENDIX 6.2

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

ATTACH AS APPENDIX 6.3

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

ATTACH AS APPENDIX 6.4

- 6.5 If the person(s) concerned has any shares in the Applicant, indicate the number and class of those shares.

ATTACH AS APPENDIX 6.5

- 6.6 Will any of the persons referred to above, if a licence was granted to the Applicant, be in a position to control the operations of the Applicant? Submit the business record of any such persons in a position to control the operations of the Licensee, either in an individual capacity or directly or indirectly in relation to management or corporate structure.

- 6.6.1 Provide a full and complete business record of the Applicant. In providing the business record referred to above, 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 6.6.1

- 6.6.2 Provide a full and complete business record of the Applicant.

ATTACH AS APPENDIX 6.6.2

6.7 In providing the business record referred to above:

- 6.7.1 It must be stated, whether the person(s) concerned or Applicant has any other media interests.
- 6.7.2 Full details must be given of all management positions held during the past five years.
- 6.7.3 The record must also indicate whether the person(s) concerned or Applicant has any particular experience relating to the management of a Commercial Sound Broadcasting Service.

ATTACH AS APPENDIX 6.7

7. STAFFING

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

ATTACH AS APPENDIX 7.1

- 7.2 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 the total number of staff.

ATTACH AS APPENDIX 7.2

- 7.3 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 7.3

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

ATTACH AS APPENDIX 7.4

- 7.5 Give details of the qualifications and competency of above mentioned staff.

ATTACH AS APPENDIX 7.5**8. APPLICANT'S GENERAL HISTORY AND DEVELOPMENT STRATEGY**

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

ATTACH AS APPENDIX 8

9. EXTERNAL ASSISTANCE

Provide particulars of any individual or corporate entity, who/that is assisting the Applicant (e.g. legal or financial advisers, research consultants, etc.). State their role(s) in assisting the Applicant's operation.

ATTACH AS APPENDIX 9

10. OTHER INTERESTS

Details are required of the involvement of the Applicant (including shareholders and senior management) in any of the activities listed below, and the extent of the interest.

10.1 Advertising agencies;

ATTACH AS APPENDIX 10.1

10.2 Non-RSA broadcasting interests;

ATTACH AS APPENDIX 10.2

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

ATTACH AS APPENDIX 10.3

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

ATTACH AS APPENDIX 10.4

10.5 Other publicly-funded bodies.

ATTACH AS APPENDIX 10.5**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.

11. PROPOSED PROGRAMME SERVICE

- 11.1 Outline, briefly and in general terms, the approach and objectives of the proposed programme service, and the format and content to be provided.
- 11.2 Indicate when your peak-time will be.
- 11.3 Whether you propose to be a 'full service', or more specialized in appeal; whether predominantly music-led or speech-based;
- 11.4 The extent to which output would be locally-originated or part of a wider externally-sourced service.

ATTACH AS APPENDIX 11

12. PROGRAMME SCHEDULE

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

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

12.2 a typical Saturday; and

12.3 a typical Sunday.

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 12

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.

13. 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? 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 13

14. SOUTH AFRICAN MUSIC OUTPUT

- 14.1 Indicate the percentage of South African music you intend to broadcast.
- 14.2 Illustrate how you intend complying with ICASA's 25% South African music quota or proposed South African music percentage.
- 14.3 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 14**15. NEWS OUTPUT**

15.1 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 15.1

15.2 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 15.2**16. BROADCASTING HOURS**

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 | |

ATTACH AS APPENDIX 16**17. NON-LOCAL ORIGINATION**

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:

- 17.1 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);
- 17.2 Other than national and international news, all syndicated programming (e.g. any concerts, chart shows, interviews, drama, etc.

ATTACH AS APPENDIX 17

18. 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 18

19. PROPOSED LANGUAGE(S)

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:

| 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 19

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

20. APPEAL OF PROGRAMME SERVICE

20.1 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.

20.2 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?

20.3 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 20

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

21.1 Having regard to the broadcasting services already existing in the proposed licence area, is there a need for the proposed service?

21.2 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.

21.3 Attach a copy of this research.

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.

The 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 21

22. SIZE AND COMPOSITION OF AUDIENCE

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

22.2 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 22

23. OTHER SERVICE

23.1 List existing radio services available in the proposed coverage area.

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. COMPLAINTS AND CODES OF OPERATION

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

ATTACH AS APPENDIX 25.1

25.2 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 25.2

25.3 Are you a member of or intend becoming a member of any broadcasting organization (e.g. National Association of Broadcasters (NAB), Broadcasting Complaints Commission of South Africa (BCCSA), etc.)?

ATTACH AS APPENDIX 25.3

SECTION 5: FINANCE

26. SUMMARY OF BUSINESS PLAN

The Business Plan should summarize 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:

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

ATTACH AS APPENDIX 26

27. PRO FORMA FINANCIAL STATEMENT**27.1 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 27.1

27.2 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 27.2

27.3 Projected Annual Operating Expenses

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

ATTACH AS APPENDIX 27.3

27.4 Balance sheet

Provide projected balance sheet.

ATTACH AS APPENDIX 27.4**28. FINANCIAL REQUIREMENTS AND SOURCES**

Financials must be submitted in a standard IFRS (International Financial Reporting Standards). They should 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 28**29. 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 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 29

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'.

30. SHARE CAPITAL

Classes of share capital:

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

ATTACH AS APPENDIX 30

31. PROPOSED INVESTORS

Set out details of all loans stock, distinguishing clearly below between these categories

| Name of investor | Address | Investment R |
|------------------|---------|--------------|
| | | |
| | | |
| | | |

ATTACH AS APPENDIX 31

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) the Applicant's total financing, covering in particular the amount to be invested, the percentage shareholding, and any preconditions to making this investment.

32. 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 32

Will any funds, credits or other financial assistance for the construction, purchase or operation of the station be provided by foreign entities, domestic entities or their agents? If yes, please specify the amount.

33. OTHER LOANS

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

ATTACH AS APPENDIX 33**34. BANK FACILITIES**

Provide details of bank facilities or other credit arrangements which exist 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 34

35. 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 |
|-----------------|--|--------|
| | | |
| | | |
| | | |
| | | |

ATTACH AS APPENDIX 35

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.

36. 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 36

37. 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 37

| |
|------------------------------------|
| <p>SECTION 6: TECHNICAL</p> |
|------------------------------------|

38. SIGNAL DISTRIBUTION

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 38

Note: Only I-ECNS licensees may be appointed to do signal distribution on behalf of the Applicant.

39. 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 39

39.1 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 Electromagnetic Compatibility ("EMC") studies conducted to ensure interference-free operation.

ATTACH AS APPENDIX 39.1

39.2 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 and the environment impact assessment approval been obtained?

ATTACH AS APPENDIX 39.2

40. 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 40

41. 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 41

42. STUDIO LOCATION

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

ATTACH AS APPENDIX 42

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 43

43. 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 43

44. 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 44**45. 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. Provide any innovative technology to be used and articulate its benefits.

ATTACH AS APPENDIX 45**46. 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 46

| | |
|---|--|
| 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 10o | |

| | |
|---|--|
| 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 10o | |
| Vertical radiation pattern | |
| Null Fill | |
| Beam Tilt | |
| Polarization | |

OR

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

ATTACH AS APPENDIX 47

| |
|---------------------------|
| CONCLUDING SECTION |
|---------------------------|

48. 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 48

49. 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 -----

APPLICANT

I certify that on the Day of2015,
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