
GENERAL NOTICES • ALGEMENE KENNISGEWINGS

INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA**NOTICE 344 OF 2021****ELECTRONIC COMMUNICATIONS ACT, 2005 AS AMENDED (ACT NO. 36 OF 2005)****APPLICATION FOR AMENDMENT OF AN INDIVIDUAL COMMERCIAL SOUND
BROADCASTING SERVICE LICENCE BY PRIMEDIA (PTY) LTD IN RESPECT
OF 94.7 HIGHVELD STEREO**

1. The Independent Communications Authority of South Africa ("the Authority") hereby gives notice that it has received an application from Primedia (Pty) Ltd in respect of 94.7 Highveld Stereo ("the Applicant") for the amendment of its Individual Commercial Sound Broadcasting Service ("I-CSBS") Licence lodged in terms of section 10 of the Electronic Communications Act No. 36 of 2005 as amended ("the EC Act") read with regulation 9 of the Licensing Processes and Procedure Regulations for Individual Licences and Special Temporary Authorizations, 2010 published in Government Gazette No. 33293 of 14 June 2010, as amended by the Amendment Individual Processes and Procedures Regulations 2015 published in Government Gazette No. 39871 of 30 March 2016 ("Processes and Procedures Regulations").
2. 94.7 Highveld Stereo seeks approval from the Authority to amend Clause 5 of its I-CSBS which reads as follows:

"5. Local Content Obligations

The Licensee shall promote at least eight (8) local music concerts per annum and allocate airtime for the broadcasting thereof".

94.7 Highveld Stereo seeks Clause 5 to read as follows:

"5. Local Content Obligations

The station shall operate a Gig Guide that provides South African music (SA music) artists with a free platform to advertise local concerts and other live music events provided these are not events sponsored by competitors.

The Gig Guide shall comprise several aspects, namely:

- 5.1. A free web-based notification platform for SA music artists to provide the station with notifications of upcoming events for inclusion in the Gig Guide.*
 - 5.2 A dedicated email address that is for the exclusive use of SA music artists to provide the station with notifications of upcoming events for inclusion in the Gig Guide.*
 - 5.3 A 45-second live-read promotion of upcoming South African music events taking place within the coverage area to be broadcast twice daily during the performance period from Thursdays to Sundays.*
 - 5.4 A 90-second live-read of the Gig Guide to be broadcast on a regular slot and during the performance period on the weekend.*
 - 5.5 The Gig Guide will be hosted and updated free of charge on the station's website/App to publicise upcoming live SA music events taking place in the coverage area."*
3. Interested parties are invited to lodge written representations in relation to the application within fourteen (14) working days of the date of publication of this notice in the *Government Gazette*. Persons who lodge representations must also indicate whether they wish to make oral submissions should the Authority decide to hold a public hearing in respect of the application.

4. All written representations, responses and other correspondence in terms hereof must be sent by email to Mr Resemate Maswangani, at RMaswangani@icasa.org.za
5. Persons who lodge representations in terms hereof, shall at the time of lodgement furnish proof to the satisfaction of the Authority that a copy of the representation has been emailed to Mr Tebogo Mokoena at this email address: TebogoMo@primedia.co.za
6. The Applicant shall be entitled to respond in writing to written representations made by interested persons on the amendment application, and such written response must be lodged with the Authority within twenty-one (21) working days of the date of publication of this notice in the *Government Gazette*. The Applicant must, at the time of lodging such written response, furnish proof to the Authority's satisfaction that it has delivered a copy of such response by registered mail or by facsimile or by email to the relevant person having made such written representations.
7. The application and any representations received pursuant to this notice, will be made available s on the Authority's website.



DR KEABETSWE MODIMOENG
CHAIRPERSON

Date: 09 / 06 / **2021**