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GOVERNMENT NOTICES • GOEWERMENTSKENNISGEWINGS

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## INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA

NO. 543

18 June 2021

**Independent Communications Authority of South Africa**

350 Witch-Hazel Avenue, Eco Point Office Park

Eco Park, Centurion

Private Bag X10, Highveld Park 0169

Ref No.: 15/3/1/2

**NOTICE OF PUBLIC HEARINGS: DISCUSSION DOCUMENT ON THE REVIEW OF THE INDEPENDENT BROADCASTING AUTHORITY (ADVERTISING, INFOMERCIALS AND PROGRAMME SPONSORSHIP) REGULATIONS, 1999**

The Independent Communications Authority of South Africa ("the Authority") hereby gives notice to conduct oral hearings on 14 July 2021, on the Review of the Independent Broadcasting Authority (Advertising, Infomercials and Programme Sponsorship) Regulations, 1999 ("the Regulations"), in terms of section 4B of the Independent Communications Authority of South Africa Act, 2000 (Act No. 13 of 2000) ("ICASA Act"), as amended, read with section 55 (1) of the Electronic Communications Act, Act No.36 of 2005 as amended.

The Authority published the Discussion Document on the Review of the Regulations, in Government Gazette 44333 of 26 March 2021. The closing date for written submissions was 07 June 2021.

By the closing date, the Authority had received written comments from seven (7) stakeholders, namely eMedia Investments, MultiChoice, Media Monitoring Africa (MMA), National Association of Broadcasters (NAB), OUTsurance, South African Broadcasting Corporation (SABC) and South African Screen Federation (SASFED). Four (4) stakeholders indicated that they are interested in making oral presentations at the public hearings.

**The hearings will be held virtually on the 14<sup>th</sup> of July 2021.****The virtual link will be forwarded to all parties closer to the day of the hearings. Interested members of the public may request the link to the hearings from [SHill@icasa.org.za](mailto:SHill@icasa.org.za).**

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Dr. K Modimoeng (Chairperson), P Kadi, Y Kedama, Dr. C Lewis, Adv. LS Mkwatela,  
Adv. D Qocha, T Semane, PJ Zimri, (Councillors), WA Ngwepe (CEO)

**SCHEDULE:14 July 2021**

<b>TIME</b>	<b>ITEM</b>	<b>PRESENTER</b>
09h00 – 09h15	Opening Address	ICASA: Chairperson of the Committee
09h15 – 10h00	Presentation by eMedia	eMedia
10h00 – 10h30	Question & Answer	ICASA Panel
10h30 – 11h15	Presentation by MMA	MMA
11h15 – 11h45	Question & Answer	ICASA Panel
11h45 – 12h00	<b>TEA BREAK</b>	
12h00 – 12h45	Presentation by MultiChoice	MultiChoice
12h45 – 13h15	Question & Answer	ICASA Panel
13h15 – 14h00	<b>LUNCH BREAK</b>	
14h00 – 14h45	Presentation by SABC	SABC
14h45 – 15h15	Question & Answer	ICASA Panel
15h15 – 15h30	Closure	ICASA: Deputy Chairperson of the Committee

Presenters are requested to make available **soft copies** of the presentation to [SHill@icasa.org.za](mailto:SHill@icasa.org.za) before the date of the public hearings.

Any enquiries in relation to this notice must be submitted in writing (e-mail) to:

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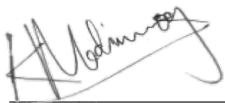
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**Dr Keabetswe Modimoeng**

Chairperson

Date: 17 June 2021