

South African media system in template

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1. Socio-political context and Media System

Population: 54 million (51% female)

GDP: \$350.1 billion per year, \$6484 per capita.

Socio-political context: Parliamentary democracy, colonial history and apartheid, deep social inequality

Media system: Commercial, Strong public-service with community media, multi-lingual (over 11 languages)

Number of newspapers/magazines: 1000

Internet penetration: 49% of the population

Main industrial sectors: Mining, Agriculture, Tourism, Manufacturing

Population Growth: 1.58% (2013-2014)

Political Parties: African National Congress (ANC), Democratic Alliance (DA), Economic Freedom Fighters (EFF), Inkatha Freedom Party (IFP)

Main religions: Christianity, Islam, Judaism, Hinduism

Main languages: English, Afrikaans, Setswana, IsiZulu, IsiXhosa, Pedi, Sesotho, Venda, IsiNdebele, Siswati, Tsonga, (11 official)

Literacy rate: 92.9%

Phone penetration: 90% (34% Smart phones)

2. Media Structure

Dailies: 23 (12 million urban dailies purchased, 5.5 million community newspapers purchased)

Die Burger (Readers: 490 000), Beeld (Readers: 506 000), Volksblad (162 000), The Star (574 000), The Cape Argus (349 000), The Cape Times (268 000), The Daily Sun (5 023 000), Business Day (76 000), Business Report, The Citizen (370 000), Daily Dispatch (269 000), Daily Voice (585 000), The Herald (22 390), Isolezwe (696 000), The Mercury (275 000), The New Age, Pretoria News (105 000), Die Son (1 039 000), Sowetan (1 522 000), The Times (331 000), The Witness (152 000)

Weeklies: 28

Rapport (1 396 000), City Press (1 867 000), The Sunday Times (3 800 000), Sunday Tribune (624 000), Independent on Saturday (KZN) (280 000), Isolezwe NgeSonto (755 000), Mail & Guardian (428 000), Soccer Laduma (2 925 000), Son (389 000), Sunday Independent (243 000), Sunday Sun (2 371 000), Sunday World (1 680 000)

Magazines: 600

AA Traveller, Africa's Bowhunter, Bike SA, CAR, Destiny Magazine, Equinox, Financial Mail, Forbes Africa, Fitness Magazine, Inside Mining, JSE, Leisure, Longevity, Men's Health, Press Play Digital Magazine, Reader's Digest South Africa, Rooi Rose, SA Rugby Magazine, Sarie, Stuff Magazine, Taxi Magazine, Wild & Jag Magazine, WEG

Online Media: Independent Online, News24 (largest readership), Mail & Guardian Online, Business Day, SABC News.com, Die Burger, The Times, Business Report, Fin24, Moneyweb, Financial Mail, BizCommunity, Daily Maverick

Television Stations: 556

SABC (1,2,3 and Africa), Multichoice (DSTv: includes Channel O, KykNet, News24), etv, Top TV

Satellite subscribers: 390 000

Radio stations: 362, Access to about 10 million radios

Public: SABC: 5FM, Metro FM, Ukhozi FM, Lotus FM, RSG

Commercial: Highveld Stereo, Radio Jacaranda, East Coast Radio, KFM, Radio Algoa, OFM, Heart 104.9FM, Igagasi, YFM, Kaya FM, Cape Talk, Classic FM,

News wires: Bloomberg (international), Reuters (international), BBC Africa, CNBC Africa

Media Companies: Naspers, the Times Media Group (TMG), Independent News and Media SA (INMSA), Caxton-CTP, The New Age, Mail & Guardian, Daily Maverick, Isolezwe, MultiChoice Satellite Network, SABC, E-tv, Primedia, New Africa Investments Ltd (NAIL), the Independent Producers Organisation (IPOSA)

TMG: Business Day

INMSA: Cape Argus, The Star, Cape Times: BBBEE company Sekunjalo (African Equity Empowerment Investments Limited) has acquired 55% of INMSA whilst the Public Investment Corporation (PIC) owns 25% and Interacom (Chinese company) owns 20%.

TNA media owns The New Age Daily, and is part of Infinity Media Ltd, which also owns ANN7 (Africa News Network) – owned by India's Gupta family. Infinity

shareholders include Essel Media (35%), Oakbay Investments, the Gupta family's investment vehicle (35%), Mabengela Investments, a South Africa BBBEE company (21%) and a further 9% is reserved for staff and management. The biggest shareholder in Mabengela Investments is Duduzane Zuma, son of President Jacob Zuma, who holds a 45% stake, with other shareholders including Rajesh Kumar Gupta (25%), Aerohaven Trading (15%), Fidelity Investments (10%), Mfazi Investments (3%), and Ashu Chawla (2%) (Parker, 2014).

Naspers: The Daily Sun, City Press, Beeld, Die Burger, News24: Naspers's media interests are housed in a separate company, called Media24. Naspers went into Internet service provision with the launch of M-Web in 1997, but its acquisition of a 47 percent interest in May 2001 in Tencent Holding Limited, the operator of what has become the leading instant messaging platform in China (called QQ), has been enormously profitable for the group.

Caxton: Controlled by media mogul Terry Moolman. Formerly known as Perskor.

SABC: State-controlled institutions such as the South African Broadcasting Corporation (SABC) have been restructured, made formally independent of the state, and provided with clear public interest mandates.

Recent figures show that there are currently over 160 community radio stations with close to 8.3 million listeners – compared to the 65 licensed stations that existed in 2001, but SABC, the public broadcaster, still dominates the airwaves with its three prominent radio stations: Ukhozi FM, Metro FM, and 5FM. The SABC currently has four television channels and 18 radio stations, and a privately-owned commercial sector

E-tv is the second largest broadcaster. Hosken Consolidated Investments (HCI).

Primedia: Radio 702.

Community Radio Stations: In 2014, community radio stations had expanded and command over 25% of listenership; 570 media projects had been supported; and over 2000 people had been trained (Media Landscape 2014, 2014; Mtimde, 2014). There are 204 stations broken up by provinces as follows: Eastern Cape (27), Free State (15), Gauteng (39), KwaZulu-Natal (23), Limpopo (25), Mpumalanga (18), NC (10), North West (17), and Western Cape (30). There are more than 218 community radio stations in the country, broadcasting mostly in indigenous languages and licensed since 1995. Many rural communities are now exposed to more information in their own languages through community radio than ever before. In fact, the National

Community Radio Forum (NCRF) says there are about 8.7 million listeners throughout the country (Madlala, 2014). Ukhozi FM, which mainly targets the Nguni languages market, currently has more than seven million listeners.

ICTs: An increase in the use of smartphones in South Africa has contributed towards bringing people online. Today the mobile phone penetration rate is about 136 % of the South African population. In 2012 the cellular market grew by around 9.41 million subscribers to reach a total user base of 66.56 million (Mtimde, 2014). According to Sisulu (2014), in South Africa Facebook (9.4 million users) now has more users than Ukhozi FM, the largest radio station in Africa, has listeners.

Circulation: 40 per 1000 people

3. Media regulation

Legislation: Freedom of Expression: section 16(1) of the Constitution, Right of Access to Information: 32(1) of the Constitution, Privacy: Section 14 of the Constitution, Freedom of Religion, Belief and Opinion: Section 15(1) of the Constitution, Promotion of Access to Information Act, Act 2 of 2000.

Legislative regulation: Broadcasting Act, Act 4 of 1999; Independent Communications Authority of South Africa (ICASA) Act, Act 13 of 2000; Electronic Communications Act, Act 36 of 2005; Media Development and Diversity Agency (MDDA) Act, Act 14 of 2002.

Self-Regulation: National Association of Broadcasters, The Broadcasting Complaints Commission of South Africa, The South African Press Code (Press Ombudsman), The Code of Advertising Practice (Advertisings Standards Authority)

Other regulation: Independent Broadcasting Authority (IBA), The Independent Broadcasting Authority Act (1993),

The Film and Publications Act (classifications of films), Right 2 Know Organisation (citizen movement against censorship)

The ANC's 2007 Polokwane conference found that the press ombudsman's office was inadequate. In September 2010 the National General Council called upon Parliament to review the current media regulatory system and to set up a system which is accountable to the people through Parliament, which would ensure objective reporting. The Press Freedom Commission, chaired by Judge Pius Langa, was then established by the South African National Editor's Forum (Sanef) and Print Media South Africa.

More recently, with a heightened dissatisfaction with press regulation, the proposal for a Media Appeals Tribunal (MAT) was introduced (Omar, 2014; Right to Know, 2015): essentially a statutory body (reporting to Parliament) evaluating the quality of editorial content and imposing sanctions on journalists. The MAT could extend to pre-publication censorship. Additionally, the Protection of State Information Bill has also been proposed, referred to by many as the Secrecy Bill (Right to Know, 2015). The Secrecy Bill in its current form “criminalises journalists for being in possession of classified information” (Right to Know, 2015, p. 11).

Aside from MAT and the Secrecy Bill, the possibility for Internet censorship has arisen. “The Film & Publications Board (FPB) wants broadly defined powers to police everything published on the internet, including blogs, personal websites and Facebook pages, which amounts to censorship” (p. 11). Furthermore, the Cybercrimes and Cybersecurity Bill criminalises unlawful access to broadly defined data, including personal and financial information. The Bill criminalises “dissemination of data message which advocates, promotes or incites hate, discrimination or violence”. An offence would make it unlawful to distribute, share or broadcast prohibited speech, even for the purposes of analysis, comment or public scrutiny. It would constitute a criminal offence to share a link to an article or video which constitutes prohibited speech” (Right to Know, 2014).

4. Global and regional dimensions

Global reach, mostly entertainment

Naspers: Acquired 49% of Tencent Holdings Limited: operator of QQ, DSTV/MIH
Sekunjalo (rebranded themselves into African Equity Empowerment Investments Limited in 2015): Interacom owns 20% of Sekunjalo. China’s state-owned China International Television Corporation (CITvC) and the China Africa Development Fund (CADFund) through their Mauritius-incorporated investment vehicle Newco, trades under the name Interacom Investment Holdings.

Foreign content: AFP, APA, Xinhua, Bloomberg, Reuters, BBC, Voice of America, CNBC Africa, The New York Times, Christian Science Monitor, the Los Angeles Times and Washington Post, Huffington Post, BuzzFeed, Time, Newsweek

5. Journalistic Community

Estimate: About 2200 journalists in South Africa (people earning more than 50% of their monthly income through journalism, full-time or part-time). (Worlds of Journalism Study)

Unions: Professional Journalists' Association; Media Workers Association of South Africa; the Communication Workers' Union.

Organisations: Southern African Freelancers' Association (SAFREA): 401 Members; South Africa National Editors Forum (Sanef), PEN South Africa, Journalism South Africa

6. Trends and issues under debate in 2010s

Gender: Oscar Pistorius, Marius Fransman, 16 Day of Activism (high stats of rape and child abuse in general – Anene Booysen, House of Horrors), Dewani-murder, Tokai-murder (vs murders in lower-income areas), *Governance:* Zupta, Nkandla, Corruption, SABC Management, Finance Minister debacle, Formation of the Economic Freedom Fighters, DA and Mamphela Ramphela Agang SA-debacle, *Race and Colonialism:* Marikana, Fees must fall, Rhodes must fall, Transformation, Hate Speech (Penny Sparrow) *Environment:* Poaching, climate change, droughts, *Economy:* Instability of the Rand, China-Africa relationship, AGOA chicken (USA), 2010 Soccer World Cup *Rights:* Freedom of Speech

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