



**RIGHT2KNOW**

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**14 December 2012**

**Attention: Mr Collin Dimakatso Mashile**  
**Per email: [regulatoryreview@icasa.orgaa](mailto:regulatoryreview@icasa.orgaa)**

**RE: Written representation from the Right2Know (R2K) Campaign on the ICASA preliminary report on the public consultation processes: Issues Paper on the Review of the Broadcasting Regulatory Framework towards a Digitally Converged Environment**

### **1) Introduction to the Right2Know Campaign**

- The R2K Campaign was formed in late 2010 in opposition to the Protection of State Information Bill /Secrecy Bill. To date the Campaign represents over 400 organisations.
- R2K resolved in early 2011 to broaden its focus to threats to the free flow of information. The Campaign resolved to work towards a free and diverse media to serve the information needs of all South Africans. It was at this point that R2K decided to take on board the issues of digital terrestrial television (DTT).

### **2) R2K's involvement on DTT issues**

- To date the R2K Campaign has submitted two written submissions and has presented once to ICASA on 21 August 2012 on its Draft Digital Terrestrial Television Regulations.
- The Campaign will be reiterating a number of principles covered in these written and oral submissions.

### **3) R2K's understanding of the central purpose of the Broadcasting Regulatory Framework Review**

- On 31 October 2012 the Independent Communications Authority of South Africa released its "Preliminary Report on the Public Consultation Processes: the Review of the Broadcasting Regulatory Framework Towards a Digitally Converged Environment" with a deadline for written comment of 14 December 2012.
- The Campaign notes that the central purpose of this document is to capture the comments made to date by stakeholders and further to set a timetable for the review of ICASA's Regulations. At this point ICASA is not putting forward particular solutions to the individual sets of Regulations.

#### **4) R2K 's purpose re: this submission**

- The R2K Campaign does not want to put forward specific comments on sequencing issues. However, it would like to comment on two important issues: 1) the need for meaningful public consultations on DTT issues and, 2) its vision for digital broadcasting environment during and post the dual illumination period.

#### **5) The need for meaningful consultations**

- R2K notes the consultations organised by ICASA to date. The Campaign thanks the Authority for pursuing this strategy. However, the Campaign still believes that there needs to be more of lead time before consultations begin. R2K believes that this is essential for meaningful consultations.
- The migration process is a complex multi-stakeholder one: the South African public are the end-users of ICASA policy on DTT, so public participation can't be downplayed.
- R2K wants to reiterate a point that it has made previously - the public may object to the process if a general sentiment develops that indicates that the public was not involved
- Short lead-in times disadvantages constituency-based organisations like R2K, which has a sizeable working class support base & needs time to consult and develop bottom-up positions
- Generally R2K believes that the DTT process should be more inclusive – all stakeholders including the Department of Communications should hold hearings on what people really want out of the process. A national conversation on the entire process of DTT needs to be initiated – at the moment this is lacking
- Therefore, we strongly recommend that ICASA initiates broader public engagement
- The Right2Know Campaign would be happy to work with ICASA to ensure that wide-ranging public consultations can take place

#### **6) R2K's vision for the digital broadcasting environment**

- R2K is debating its vision for the future digital broadcasting environment. Please find our draft vision document attached (APPENDIX A).
- R2K believes that it is essential for all stakeholders have a vision for the environment that we are collectively trying to create. This is R2K's contribution to the debate.

Regards,

**Mark Weinberg**  
**Right2Know Campaign**  
**Media Freedom & Diversity Working Group**

## APPENDIX A:



### CREATING A VISION FOR THE DIGITAL BROADCASTING ERA

**To ensure strong, public, citizen-orientated programming in the digital broadcasting age**

**The vision of the R2K Campaign is to have a vibrant and diverse broadcasting landscape that enshrines freedom of expression at its core and nurtures citizen-orientated broadcasters, citizen-orientated programming and active viewers and listeners.**

The R2K Campaign believes that the following principles need to underpin this landscape:

- A distinctive three-tier broadcasting system including public, community and commercial tiers
- Fifty percent capacity on the digital multiplexes specifically set aside for public and community broadcasters
- Public funding earmarked for public and community broadcasters and public-interest programme makers.
- The implementation of strong anti-competitive measures to create an enabling environment for new players
- Regulations that ensure that all broadcasters broadcast a certain percentage of local content
- The creation of public spaces, channels and programming that allow citizens to talk to one another across the boundaries of race, class and gender
- A diversity of content within the broadcast media (television and radio) in the interest of fostering an informed citizenry
- The protection and promotion of broadcast content which is delivered in local and indigenous languages
- Support for citizen journalism
- Support for strong media literacy campaigns
- Support for the creation of programming that includes at its centre the possibility for citizens to talk back and to shape content.

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