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GOVERNMENT NOTICES • GOEWERMENTSKENNISGEWINGS

INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA

NO. 2148

10 June 2022

**Independent Communications Authority of South Africa****NOTICE OF PUBLIC HEARINGS ON THE DRAFT REGULATIONS REGARDING ADVERTISING, INFOMERCIALS AND PROGRAMME SPONSORSHIP 2022**

The Independent Communications Authority of South Africa (“ICASA / the Authority”) hereby gives notice of public hearings to be held on 11 July 2022, in relation to the Draft Regulations on Advertising, Infomercials and Programme Sponsorship 2022 (“the Draft Regulations”), in terms of section 4(6), read with section 55 (1) of the Electronic Communications Act, 2005 (Act No. 36 of 2005), as amended.

On 26 March 2021, the Authority published the Discussion Document on the Review of the Independent Broadcasting Authority (IBA) Advertising, Infomercials and Programme Sponsorship Regulations, 1999, in Government Gazette No. 44333. The closing date for written submissions was 7 June 2021. Subsequently, the Authority held public hearings on the Discussion Document. On 8 April 2022 in Government Gazette No. 46211, the Authority published the Findings Document and Draft Regulations, inviting written representations on the Draft Regulations. The closing date for written submissions was 1 June 2022.

The Authority received five (5) written submissions from stakeholders, namely the South African Broadcasting Corporation (SABC), MultiChoice, eMedia, African Media Entertainment Limited (AME) and the National Association of Broadcasters. Four (4) stakeholders being SABC, MultiChoice, AME and eMedia, indicated that they are interested in making oral presentations at the public hearings.

The public hearings will be held virtually on the 11th of July 2022. 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 CNkosi@icasa.org.za.

Dr. K Modimoeng (Chairperson), Y Kedama, Dr. C Lewis, Adv. LS Mkumatela,
PJ Zimri, (Councillors), WA Ngwepe (CEO)

SCHEDULE: 11 July 2022

TIME	ITEM	PRESENTER
09h00 – 09h15	Opening Address	ICASA: Chairperson of the Committee
09h15 – 10h00	Presentation by SABC	SABC
10h00 – 10h30	Question & Answer	ICASA Panel
10h30 – 11h15	Presentation by MultiChoice	MultiChoice
11h15 – 11h45	Question & Answer	ICASA Panel
11h45 – 12h45	BREAK	
12h45 – 13h30	Presentation by eMedia	eMedia
13h30 – 14h00	Question & Answer	ICASA Panel
14h00 – 14h45	Presentation by AME	AME
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 CNkosi@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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Dr. Keabetswe Modimoeng
ICASA Chairperson
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