

5 Who will benefit from the MDDA?

South Africans and South Africa as a whole will benefit from the broadening media spectrum available to them. Direct beneficiaries of the MDDA will include individuals, organisations, institutions and businesses whose work will deepen media diversity.

Increased consumption and production of media will benefit existing media players by expanding local markets and developing a critical mass of content for export.

Those citizens who have been historically and geographically disadvantaged will be specifically targeted as beneficiaries, both as media producers and consumers.

The MDDA will use up to date research in making decisions around funding priorities.

The MDDA will support:

- ◆ Community and other non-profit media.
- ◆ Small commercial media (primarily by facilitating access to loan finance).
- ◆ Empowerment groups (by facilitating access to loan finance).
- ◆ Diversity projects such as special reading broadcasts, indigenous language promotion, easy reading editions, and non-governmental organisations that produce easy access media in various formats, such as Braille and broadcasts for the deaf.
- ◆ Training programmes.
- ◆ Individuals who qualify for bursaries in media-related studies.