

2 Media in South Africa

2.1 Historical overview

The media in South Africa has always reflected the fissures and inequities of society. The effect has been to marginalise the voices of the majority whether through repression or, in recent years, hostile market conditions shaped by the historical legacy.

South Africa's mainstream media has historically largely been owned and controlled by the white minority establishment, in particular big business and, in the case of broadcasting, the apartheid state. The views and perspectives, languages, and values of people in these groups were mirrored in most of their newspapers, and radio and television programmes. A small number of commercial and community media emerged as part of the resistance to colonial and apartheid rule.

2.1.1 Broadcasting during apartheid

During the apartheid era, the South African Broadcasting Corporation (SABC) owned and controlled almost all public and commercial broadcasting stations, as well as signal distribution services and infrastructure. Apart from distorting information available over radio and television, the history of services provided by the SABC reflected the ruling party's policies of separate and unequal development. FM services in eleven different languages were developed in a manner that served the ideology of apartheid.

The "homeland" system offered some loopholes in the broadcasting sphere, and two English language commercial radio stations were set up in Bophuthatswana (Radio 702) and Transkei (Capital 604) to broadcast to the PWV and Durban areas respectively.

The launch of television in 1975 gave rise to the fear that newspapers would lose advertising revenue. The apartheid government sought to offset this by allowing newspaper ownership of a pay television service aimed at up-market viewers, on condition that it did not carry any news services. Consequently, the dominant newspaper groups Argus, Naspers, Perskor and Times Media Limited launched M-Net in 1986.

2.1.2 The newspaper industry

The mainstream newspaper industry has been dominated by two main groups: the Afrikaans press, owned by Nasionale Pers and Perskor, which supported the apartheid government, and the English press owned in the main by the mining and industrial conglomerate the Anglo-American Corporation (AAC), and supportive of white opposition parties. The AAC controlled two companies, which dominated the English market for many years, namely the Argus Group and the SAAssociated Newspapers (Saan, later Times Media Limited).

As indicated in a report to Comtask, this duopoly was vertically integrated at the level of print, distribution and product (including specific publication forms to allow for market targeting), with restrictive practices existing to ensure that distribution and to a lesser extent printing was contained within the duopoly.

A few family-owned newspapers independent of those media houses existed, most notably the Daily Dispatch in East London and the Natal Witness in Pietermaritzburg. For news outside their areas, how-

ever, they relied heavily on the news service provided by the South African Press Association (Sapa), which was owned by the duopoly.

Whilst broadly supportive of the establishment, a few of the English language newspapers, particularly the Rand Daily Mail and Daily Dispatch during the 1960s, 1970s and early 1980s, were outspoken against certain human rights abuses, and gave some coverage to liberation politics. This incurred the wrath of the establishment, leading to the banning of the Daily Dispatch editor in 1977. During this time it also banned the outspoken World and Weekend World which, while owned by the Argus Group, were run by black editors. The Rand Daily Mail was eventually closed by its owners in 1985, giving rise to the alternative newspaper Weekly Mail.

2.1.3 The alternative media

Dissenting voices, particularly that of the democratic movement, faced the might of the state's repressive machinery. The alternative press was a state target. People involved in it were harassed, and publications were sometimes banned. The apartheid government used censorship laws to limit what newspapers could write about. During the 1950s the government banned New Age and its various re-incarnations and, subsequent to the banning of the ANC and PAC in 1960, it continuously banned all publications associated with or seen to be supportive of the liberation movement.

During the 1980s the "struggle press" re-emerged. Newspapers, magazines, journals, pamphlets and newsletters sprouted up to give platform to the voices of the resistance movement, including women, workers, students, the youth, rural people and local communities. Sympathetic foreign donors financially supported many publications.

Some of these were published in African languages and Afrikaans, but most were in English. For much of the period these publishers undertook to distribute their publications through their own channels, given the reluctance of mainstream distributors to provide this service (with some exceptions). Various methods were used, amongst others: selling door-to-door in communities, visits and drop-offs at factories, selling at meetings, postal and using volunteer sellers.

Some lasted a decade or so, but were closed by the mid-1990s primarily due to a lack of funds. By the time of the 1994 general elections, there was a less diverse press landscape than five to ten years before. The irony is that the liberation movement - the social forces that brought about democracy - was left with fewer platforms for self-expression.

Community radio, however, started slowly nudging onto the stage as the Independent Broadcasting Authority (IBA) began its task of licensing new stations. The Jabulani - Freedom of the Airwaves conference held in Amsterdam in 1990 developed a framework for the broadcast media environment in the new dispensation. The 1994 IBAA Act was in part informed by recommendations from this conference, including the need to change the SABC from a state broadcaster to a public broadcaster, the need for an independent regulator and a three-tier broadcasting system including community, public and private broadcasting.

2.2 Ownership of the media today

During the past few years, there have been significant changes in the ownership, control and staffing of the mainstream media industry, albeit within definite limits. The industry experienced unbundling, black empowerment and foreign acquisitions, public broadcaster sales, and new entrants in print, radio and TV. Some media boards' racial and gender profiles have changed, along with significant changes in newsrooms. Many journalists and editors from the alternative press occupy leading positions in the mainstream media.

Nevertheless, despite these changes, there is still considerable concentration of ownership and control. The media diet is still too narrowly focussed for a country as diverse as South Africa. While those with means can now access a wider variety of media, the majority, particularly people living outside the metropolitan areas, have experienced little change. The legacy of apartheid remains, and significant schools of thought, including that of the democratic movement, remain marginalised.

2.2.1 Broadcasting

The SABC owns 21 radio stations, two of which are former "homeland" stations now managed by the SABC pending a decision on their future. In addition, it also owns four TV stations: SABC1, SABC2, SABC3 and BopTV, pending a decision on the future of the latter.

Six former SABC radio stations, Highveld Stereo, Jacaranda, East Coast Radio, Kfm (previously Radio Kontrei), Ofm (previously Radio Oranje) and Radio Algoa, are now owned by private groups - including various black economic empowerment groups. The eight new greenfield commercial stations -Yfm, Classic FM, Kaya FM, Cape Talk, P4 Cape Town, P4 Durban and Punt Gesels (one in Cape Town and another in Gauteng) - were licensed in 1997 and are also owned by diverse interests. Many new media owners have emerged through the licensing process, with strong black economic empowerment participation.

MIDI-TV, owners of e-TV, the first commercial free-to-air TV station, is 80% owned by local company Sabido Investments. Sabido is dominated by the investment vehicles of the National Union of Mineworkers and the SA Textile Workers Union, through Hosken Consolidated Investments Limited. Disabled and youth groups have not been able to sustain their shares within the empowerment consortium, and these may go to the Rembrandt Group. The American conglomerate Time-Warner owns the remaining 20% - the maximum that the Icasa Act allows for foreign ownership of broadcast media.

Legislation also limits cross-media ownership, and does not allow one media group to own more than two AM and two FM stations. While e-TV is an English language station, it has to include other official languages in its broadcasts. None of the private radio stations broadcast in languages other than English and Afrikaans.

Graph 1 shows that SABC radio and TV stations command over three times more listeners and viewers (approx 48,6m) than all the other broadcasters combined (approx 13,4m). Total listenership and viewership exceed the population of the country, because most people listen to and view more than one radio and/or TV station during the course of a day. All figures are from the SAAAdvertising Research Foundation, which publishes a report twice a year on consumer trends.

Graph 1: Listenership - Public and private broadcast [\(Click to view graph\)](#)

There are more than 80 community radio stations in South Africa. As required by law, these are meant to be non-profit and owned and controlled by the communities they serve. Most of the community radio stations serving geographic communities are based in disadvantaged areas, while most of the stations serving communities of interest target well-resourced communities. A majority of these stations are located in urban areas and broadcast predominantly in English.

Icasa is currently continuing with the process of assessing four-year community radio applications. There were 232 applications for this category of licence, but many of these applicants are competing for the same frequencies in the urban areas.

The former IBA noted in a submission to Parliament in 1999 that "already advantaged audiences have benefited most from the democratisation of the airwaves". They stated that, for example, up until the four year licensing process, there was only one community radio station in the vast province of the Northern Cape. While there are now three four-year licences in that province - one in Kimberley, one covering Upington and the surrounding areas and one in the Calvinia area - there are still huge areas in this province where, as the IBA noted, "there are no alternatives to the public broadcaster. These communities are thus often denied access to for example news about their local community".

The IBA noted that they could not on their own address the need to promote community radio licensing in under-serviced areas.

2.2.2 Print media

Mandla-Matla, a black empowerment group, bought the bi-weekly Zulu-language Ilanga newspaper from the Argus Group in April 1987. Ilanga is the only mainstream newspaper published in an African language. The Argus Group unbundled in 1994, leading to the black empowerment group New Africa Investment Limited (Nail) acquiring the Sowetan, South Africa's largest daily newspaper.

On the eve of the first democratic elections, the Argus Group sold its remaining titles to the Irish-based Independent Newspapers Group (ING). The ING acquired full ownership and control of Cape Times from Times Media Limited and added new titles to increase their ownership to 14 titles. Sixty-three per cent of readers of the paid (rather than free) English-language market in KwaZulu-Natal, Gauteng, and the Western Cape read ING newspapers. The ING also commands more than 40% of the total newspaper adspend.

In 1996 the National Empowerment Consortium (NEC), comprised of black business and trade union investment vehicles, acquired a controlling stake in Anglo-American's Johnnic, owners of Times Media Limited (TML). TML owns the biggest circulation Sunday newspaper, the Sunday Times, and two provincial newspapers in the Eastern Cape, EP Herald and Evening Post. In addition, it owns 70% of Dispatch Media, the publishers of the Daily Dispatch in the Eastern Cape and 50% of Business Day Financial Mail (BDFM), the publishers of Business Day and the Financial Mail. In 1999 Nail and Times Media Limited started a new weekly, Sowetan Sunday World, aimed at urban black readers.

During 1996 another black empowerment group, Kagiso Trust Investments (KTI), took over Perskor, publishers of the English daily the Citizen. However, they soon relinquished this and Perskor merged with Caxton. Similarly, in 1997 Naspers divested itself of the Sunday paper City Press to a black owned group, Dynamo Investments. However, after two years Naspers resumed ownership. Naspers has also acquired full ownership of Rapport, leaving it as the sole owner of mainstream Afrikaans newspapers. Naspers also recently made a bid for the last family-owned paper, the Natal Witness.

Graph 2 below shows current ownership patterns in the daily newspaper market. Times Media Limited includes Business Day and Daily Dispatch. The black-owned TML and NAP combined command 38% of the daily newspaper readership. However, this represents only 29% of the total number of daily titles (or 5 out of 17).

Graph 2: Readership - daily newspapers [{Click to view the graph}](#)

The other 50% of BDFM is owned by the UK-based Pearson Group, the publishers of the Financial Times. The Mail and Guardian is 72% owned by the UK-based Guardian, with a further 11% owned by the UK-based Sainsbury Trust. Graph 3 shows the foreign ownership of daily newspapers in terms of the readership of all ING dailies and Business Day (50% owned by Pearson). It currently rests at 33%. Unlike broadcasting, there is no regulation or policy limiting foreign ownership of print media.

Graph 3: Foreign vs local ownership - daily readership [\(click to view graph\)](#)

Most local commercial newspapers (knock and drops) are distributed in various metropolitan areas, and target predominantly white residential areas. They are in the main owned and controlled by the big media houses. There are currently 147 titles affiliated to the Community Press Association. Naspers owns 38 English and Afrikaans local newspapers in Gauteng, Free State, Western Cape and Eastern Cape. Caxton directly and indirectly owns around 40 local newspapers in 6 provinces. Independent Newspapers owns 12 local newspapers in the Western Cape through its subsidiary, Cape Community Newspapers, while Times Media Limited owns 4 titles in the Eastern Cape.

The mainstream groups also own more than 50% of magazines published in the country. Because of cross media ownership regulations, there are few mainstream print media investments in broadcasting. City Press and Independent Newspapers Gauteng own 19% each of Kaya FM. Classic FM is partly owned by Times Media Limited. Naspers and Johnnic Communications own effectively 28.63% and 24.72% of M-Net respectively.

2.2.3 New Media

South African on-line news and current affairs services are dominated by existing media players. Naspers owns M-web, M-web owns the on-line Daily Mail & Guardian and News 24.com, Johnnic Communications owns INet-Bridge and Ananzi and ING owns Independent On-Line (IOL). Primedia owns iafrica.com. Other on-line versions of newspapers include Business Day, Sunday Times, Business Times and City Press. Sowetan, Sowetan Sunday World, Citizen and Ilanga have not yet established on-line editions.

2.2.4 Control of the media

Control rests at three levels: policy-making, management and editorial. Policy-making occurs at the level of boards of directors. Changes in the profile of boards of directors of various media houses have mainly been in terms of racial composition, with little or no inclusion of women.

Black people, particularly African males make up the majority of board members in Johnnic Communications, New Africa Media and Dispatch Media. The boards of Naspers, Caxton and ING's International Advisory Board are still predominantly White and male.

Primedia is a major player in the broadcast industry, with shares in successful radio stations like Highveld Stereo, KFM, Cape Talk and Radio 702. It recently acquired an empowerment partner, the Mineworkers Investment Company, and its board is 64% White, 29% African, and 7% Indian.

The SABC board's composition is 42% African, 33% White, 17% Indian, and 8% Coloured, with women comprising 42%. The SABC board is appointed by the President on the basis of nominations by Parliament, to which it is accountable.

With the exception of New Africa Publications and Mandla-Matla, senior business management posts in the print sector remain largely in the hands of white males. For example, nearly all of the senior managers in the black-owned Times Media Limited (TML) are white males. While the number of black senior managers at ING has increased, it is still mainly white and male. Naspers and Caxton senior management is also predominantly white male.

The demographic profile of editors has changed significantly in recent years. Before 1994 most editors of mainstream newspapers were white males. By June 2000 there were twelve black editors out of 30 of the country's major daily and weekly mainstream newspapers, of which two were women (see Graph 4 and Annexure 3). Since then one of the women editors has left the industry. There are more women - mainly white - who occupy editor positions in the magazine sector.

Graph 4: Demographic profile: Mainstream newspaper editors [\(Click to view graph\)](#)

There have been significant demographic changes in broadcasting. Previously, almost all news editors were white and male. Today SABC news editors at regional and national levels are predominately black male, with one woman regional editor. The proportion of black news editors in the private broadcasting stations is 56%, while the number of women editors stands at 44% (see Graphs 5 and 6)

Graph 5: Racial demographics: Private broadcasting editors [\(Click to view graph\)](#)

Graph 6: Gender demographics: Private broadcasting editors [\(Click to view graph\)](#)

While changes in ownership, management and the newsroom have had some impact on the editorial content of newspapers and radio stations, in many cases little has changed. Black and trade union investors have been cautious about broadening or altering the market orientation of profit-making ventures.

2.3 Distribution and accessibility of media in South Africa

2.3.1 Printing and distribution infrastructure

The Comtask Report identified ownership and control of the distribution and printing infrastructure as critical areas that need to be addressed in order to promote media diversity.

The mainstream media own and control the bulk of printing and distribution infrastructure. Times Media Limited and Independent Newspapers jointly own the Johannesburg-based The Newspaper Printing Company; and together with New Africa Publications they own Allied Distribution Limited. Naspers owns National News Distributors (NND) and printing presses in Johannesburg, Bloemfontein, Cape Town and Port Elizabeth. Caxton/CTP owns Johannesburg Newspaper Printers, Cape & Transvaal Printers (CTP) as well as various smaller printing outfits across the country. New Africa Publications uses the Caxton printing press and Allied Distribution Limited to print and distribute the Sowetan and Sowetan Sunday World.

While there has been collaboration amongst various publishers around distribution, they continue to own and run different distribution networks. Newspapers in SA are distributed to retailers who sell them on a commission basis.

Print and distribution infrastructure is concentrated in metropolitan centres, where they serve mainly wealthier communities. This has further cost implications, as newspapers must be transported from town to rural areas before they are distributed. Local independent newspapers are usually dependent on printing presses owned by their competitors.

Innovative ways to distribute newspapers to disadvantaged communities have yet to emerge.

2.3.2 Signal distribution

The IBA and now Icasa Act allows for three different tiers of signal distribution (namely public, private and community). Sentech is licensed as a common carrier - and cannot refuse to carry the signal of any licensee. This requirement is seen as necessary to ensure access to distribution. However, because of concern that the tariffs charged by Sentech prohibit small stations from using this service, the Broadcasting Act requires that Icasa perform an inquiry into tariffs. The majority of public, private and community radio stations use Sentech.

Signal distributors can also apply for a licence, which does not carry the obligations of the common carrier. The Johnnic-owned commercial operator, Orbicom, is the only distributor currently licensed under this section of the Act. Orbicom provides signal distribution services to M-Net and DSTV.

In addition, stations can apply to distribute their own signal. Through donor funding some community radio stations opted to buy their own transmission equipment. However, they still face additional costs for maintenance, and cannot afford equipment needed to analyse and monitor the spectrum to avoid destructive wave interference.

There are millions of South Africans who cannot receive television and radio signals. In addition, where signals do exist, they are not always used, given the lack of means of many communities to access them.

As Table 1 shows, on 1 June 2000, 18.6% of the national population, or 7 781 114 people, did not receive Grade B FM radio reception (which is the standard reception available on portable radios). KwaZulu Natal, Mpumalanga, Northern Province and Eastern Cape each have more than 1 million people with no access to any FM radio service. These provinces also have the poorest newspaper distribution.

Table 1: Population without Grade B (i.e. standard) FM Reception from any service as at 1 June 2000

Province	Population	Provincial population without Grade B fm radio signal	Percentage of provincial population with out Grade B signal
Mpumalanga	3 033 1000	1 103 571	36.4 %
Northern Province	5 332 3000	1 067 945	20 %
Eastern Cape	6 621 5000	1 650 001	24.9 %
Western Cape	3 732 6000	331 965	8.9 %
Gauteng	7 090 8000	256 890	3.6 %
North West	3 469 4000	392 756	11.3 %
Free State	2 851 3000	601 258	21.1 %
Northern Cape	760 6000	206 845	27.2 %
KwaZulu Natal	8 870 9000	2 169 883	24.9 %

Source: Sentech

2.3.3 Language

The Constitution promotes the use of all 11 official languages. The challenge for South Africa is to implement the new language policy in an environment characterised by a legacy of the marginalisation of African languages on the one hand, and resource constraints.

While there are a variety of languages available on radio, *Ilanga* is the only mainstream newspaper published in an African language, Zulu. Its readership has been growing over the years, from approximately 750 000 in January 1998 to approximately 1 350 000 in June 2000.

SABC research done in 1996 indicates that English as a television language enjoys "high aspirational value" among African language speakers. While South Africans seem to prefer watching television in their home language, English is their second choice. This partly explains the predominance of English on the SABC. However, the public broadcaster recognises that there is space for more unique language programming, but has found it difficult to implement this because of huge resource constraints.

The IBA's 1995 Triple Enquiry Report recommended that the SABC language services be extended to cover 80% of the target audiences. This is very nearly completed and extends the right of access to broadcasting in listeners' home languages. This, however, refers to national or regional languages, and not local languages.

The SABC has recently launched a Khoi and San language public service in the Northern Cape, and one of the new community radio licensees in the Northern Cape will also produce programming in these languages.

2.3.4 Socio-economic conditions

There are approximately 3,5 million illiterate adults in South Africa with the majority based in rural areas. Besides word-of-mouth and community theatre, the only means of accessing information for these adults is through radio and television.

The situation in the Northern Province illustrates the extent of the problem. According to the 1996 Census, the Northern Province had 4 929 368 people which constituted 12.1 % of the national population. The province had a very large rural population (89%) as opposed to a national figure of 46.3% people in rural areas. This very rural population also had a low level of education with 36% not having been to school. The Census also shows the province had a high level of unemployment, namely 46.3% of people between the ages of 15 and 65 years. Of the employed people, 41,4 % earned less than R500 per month. The population also had a higher proportion of women (54,3%) than other provinces.

Considering the combination of low levels of education and income as well as high unemployment, services such as newspapers and television are inaccessible and too expensive for a large section of this province's population. This overall trend can also be found in other provinces though each province has its unique features. A strategy to develop diversity of media should take into account the needs and socio-economic conditions of each province.

2.3.5 Media circulation and access to media

South African media has a history of bias towards urban areas. All national newspapers (City Press, Sowetan, The Star, Business Day, Sunday Times) have around 50% of their circulation in the predominantly urbanised Gauteng (population 7 million) which is more than their circulation in the predominantly rural Northern Province, Mpumalanga and North West provinces combined (population 11,8 million). In the Western Cape province, Cape Times, Cape Argus and Saturday Argus have more than 90% of their respective sales in the Cape Town metropolitan area.

The development of community radio has also been uneven. The majority of community radio stations are in urban areas and the more urban provinces. Gauteng alone has around 36% of all community radio stations. Nearly all community radio stations in rural areas have been established through donor support.

Four of the six SABC stations sold to commercial operators in 1997 are based in the metropolitan areas of Gauteng, KwaZulu-Natal and Western Cape. Subsequently, the IBA licensed seven commercial radio stations in the same metropolitan areas. Icasa is committed to conducting viability studies for private stations in "secondary" towns during the 2001-2002 financial year. It should be noted that the majority of the greenfields or new private stations licensed in 1997 are struggling financially.

The fact that mainstream media distribution is primarily informed by commercial factors means that people in disadvantaged communities are left out of the information loop. For example, while the Northern Province has a bigger population than the Western Cape, there are no commercial newspapers and radio stations based in the area. Communities rely on Johannesburg-based newspapers and the SABC African language radio stations - and in some instances community radio.

2.4 The advertising industry

Advertisements represent income generation, the lifeblood in most cases of a media project's survival. Lack of advertising has commonly been a cause of small independent publications closing down.

2.4.1 Adspend - race, class and LSMs

Black and community media practitioners have vehemently protested against perceived bias towards their print and broadcast media (see Enterprise, March 2000). They argue that, because the advertising industry is still predominantly white, there is a lack of understanding of black markets and this results in adspend that is heavily skewed against media that primarily serve black consumers, despite their readership and listenership figures.

Table 2 and Graph 7 show advertising income and listenership figures. Advertising income is skewed in favour of stations that target predominantly white listeners, such as Jacaranda, Highveld and 5fm, even though their listenerships are lower.

Table 2: Advertising income and listenership

Station	Advertising Income Nov 99 R'000s	Rams Nov 99 '000s weekly
Jacaranda	13 760	1 072
Highveld	13 679	797
5fm	10 480	1 264
Metro fm	10 265	4 666
Ukhozi	10 193	5 990
Kfm	5 601	615
RSG	4 256	1 552
Radio 702	4 073	425
Yfm	2 795	1 284
Cape Talk	1 548	65

Source: Sentech

Graph 7: Advertising income and listenership (Click to view graph)

Compare Highveld Stereo's listenership of 797 000, with Ukhozi fm's 5 990 000. Ukhozi fm has the biggest listenership in our country. In November 1999 Highveld received R13, 67-million in advertising income while Ukhozi got R10, 26-million.

Put another way, as Graph 8 shows, in November 1999 each Radio Highveld Stereo listener represented a value of R17.20, whereas each Radio Ukhozi listener represented a value of R1.70 per listener.

Graph 8: Value per listener [\(Click to view graph\)](#)

In Graph 8, the seven radio stations with the top value per listener all have a predominantly white listenership. Graphs 7 and 8 show that radio stations with predominantly white, and smaller listenership enjoy the lion's share of adspend, whilst the predominantly black listener stations (with the bigger listenership) earn proportionately far less in advertising income.

The print media have similar complaints. Sowetan, for example, sells 211 000 copies a day, and has a daily readership of 1 807 000. This is significantly greater than other daily newspapers such as The Star with 537 000 readers, Beeld with 446 000 readers, and Citizen with 605 000 readers.

However, the newspaper struggles to attract advertising. In their submission to the Human Rights Commission's hearings on racism in the media, Sowetan reported that some advertisers have told them that it is because 99% of their readers are black, and do not buy their products.

Advertisers argue that they go where their market, or potential market, is, and the readers of publications such as Sowetan do not in general buy high-end products. They deny that race is a factor, and argue that Living Standards Measurements (LSM) is the only measure they use. LSMs divide the population into different groups depending on their ownership of particular appliances and their consumption patterns.

However, Sowetan argues that advertisers do not, in their case, follow LSMs. In their submission they show that of the 1 807 000 Sowetan readers, 1 107 000 are in the coveted middle-to-high income LSM categories of 6,7 and 8. That is, over 60% of Sowetan readers have money to spend and should be a target for advertisers.

2.4.2 Changes in the industry

Whatever the determining factors, there is a correlation between patterns of adspend, race and class. The advertising industry, which includes advertising agencies, marketers, advertising brokers, and production companies, remains unreflective of South African demographics. White middle class men dominate advertising agencies, and young white women dominate as media planners. They influence decisions as to where adverts should be flighted, and therefore where the money is spent - which are often in media that is familiar to media planners.

Marketers and advertising agencies have industry-based organisations. The members of the Association of Marketers (Assom) represent 85% of the adspend in the country. Advertising agencies are represented by the Association of Advertising Agencies (AAA). The AAA and Assom, amongst other stakeholders, refer to the South African Advertising Research Foundation (Saarf) research in making choices and decisions around advertising. Saarf's board of directors, and its audience measurement councils that advise on surveys, are still unrepresentative of the country's population.

There are, however, signs of change in the industry. Saarf, for example, is attempting to widen participation in its structures, and AAA has announced a transformation charter, which requires 40% of agency staff to be "people of colour" within four years.

The MDDA will need to join efforts to encourage the transformation of the industry, such that it meets the needs of all sectors of the media. Diversity promotion in the advertising industry include addressing:

- ◆ Representivity amongst owners and staff, including market researchers, creative directors, planners, and buyers.
- ◆ Media planning practices.

Nevertheless, it is recognised that, even in a transformed environment, advertising and marketing ultimately respond to market factors relating to income and class. This implies that media serving poorer communities will always struggle to attract advertising, and will therefore find it difficult, under 'pure' market conditions, to survive. This market failure reinforces the view that extra-market measures are needed to promote media development and diversity.

2.5 Summary of the context and need for the MDDA

Whilst much has been done in recent years to address problems of media diversity in South Africa, it has clearly not been enough. Experience has shown that, in South Africa, market forces, opportunities for licences and changes in ownership alone cannot achieve this fundamentally important media transformation.

An instrument such as the MDDA will accelerate media development and diversity. The MDDA is needed to find solutions to obstacles to development and diversity, including:

- ◆ The challenge of globalisation of media and communications, including issues such as increased concentration of ownership.
- ◆ The homogenisation of news through reliance on a few news agencies for international and local news.
- ◆ The failure of a number of empowerment groups to acquire and/or sustain their shares in commercial media enterprises.
- ◆ The low density of media infrastructure.

- ◆ The concentration of media in metropolitan areas.
- ◆ Commercial print media ownership concentration, which includes:
 - ◆ Restrictive distribution
 - ◆ Joint newsprint purchase
 - ◆ Ownership of nominally rival publications
 - ◆ Joint ownership of printing plants
 - ◆ Restrictive control of the South African Press Association (Sapa)
 - ◆ Uniform pricing
 - ◆ Co-ordinated policies on advertising
 - ◆ Exchange of information on salaries.
- ◆ Lack of resources to support the growth of community, non-profit and small commercial media.
- ◆ The legacy in media organisations of inadequate education, training and advancement of black South Africans.
- ◆ Challenges of illiteracy and aliteracy.
- ◆ The media's failure to adequately use and promote indigenous languages.
- ◆ The need to encourage framework and environmental conditions conducive to the promotion of development-orientated news and information.
- ◆ Challenges posed by the rapid development of new media, including the need for new skills and greater telecommunications access.