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**GENERAL NOTICE**

**Independent Communications Authority of South Africa**

*General Notice*

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**GENERAL NOTICE**

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**NOTICE 1682 OF 2006****NOTICE OF APPLICATIONS RECEIVED FOR COMMERCIAL SATELLITE AND CABLE SUBSCRIPTION BROADCASTING SERVICES**

1. The Independent Communications Authority of South Africa ("the Authority") hereby gives notice in terms of section 9 of the Electronic Communications Act, Act 36 of 2005 ("the EC Act"), that it has received 18 applications in response to an Invitation to Apply for Commercial Satellite and Cable Subscription Broadcasting Services licences as published in Government Gazette No. 28455 dated 31 January 2006. Material particulars of the applications are as per the schedule below.
2. All applications will be available in CD formats and hard copies for inspection by any interested persons at the ICASA library, Block D, Pinmill Farm, 164 Katherine Street, Sandton as from 20 November 2006.
3. The CD's will be available upon request and payment of R 15, 00 per CD to the Authority.
4. Interested parties intending to lodge written representations in respect of these applications must furnish their written submission to the Authority and relevant applicants on or before 16H00, 10 January 2007.

**APPLICANTS SCHEDULE****APPLICANT: BLACK EARTH COMMUNICATIONS**

- |                             |                   |
|-----------------------------|-------------------|
| 1.1. Proposed station name: | BESTv             |
| 1.2. Corporate status:      | Close Corporation |
| 1.3. Coverage Area:         | National          |
| 1.4. Multi/Single Channel:  | Multi-channel     |
| 1.5. Radio/ TV/ Composite:  | Composite         |
| 1.6. Satellite/Cable:       | Satellite         |

- 1.7. Target Market:** Public and Niche Market
- 1.8. Generic Programming:** Sports, entertainment, reality, documentaries, business, lifestyle and music.

**APPLICANT: WALKING ON WATER (PTY) LTD**

- 2.1. Proposed station name:** WoW TV
- 2.2. Corporate status:** Proprietary Limited Company
- 2.3. Coverage Area** National
- 2.4. Multi/Single Channel** Single Channel
- 2.5. Radio/ TV/ Composite:** Television
- 2.6. Satellite/Cable** Satellite
- 2.7. Target Market:** Niche Market, Christian based.
- 2.8. Generic Programming:** Christian based television intending to broadcast educational and informative programmes such as music, devotion, youth programmes, sport, magazine, sopies and talk or current affairs.

**APPLICANT: MULTICHOICE AFRICA (PTY) LTD**

- 3.1. Proposed station name:** DStv
- 3.2. Corporate status:** Proprietary Limited Company
- 3.3. Coverage Area:** National
- 3.4. Multi/Single Channel:** Multi-channel
- 3.5. Radio/ TV/ Composite:** Composite
- 3.6. Satellite/Cable:** Satellite
- 3.7. Target Market:** Both Public and Niche
- 3.8. Generic Programming:** Entertaining, educational and informative programming such as sports, movies, music, sports news, children programming, news, documentaries, reality shows.

**APPLICANT: SENTECH LIMITED**

- 4.1. Proposed station name:** VIEWSAT
- 4.2. Corporate status:** Public Company
- 4.3. Coverage Area:** National
- 4.4. Multi/Single Channel:** Multi-channel
- 4.5. Radio/ TV/ Composite:** Composite
- 4.6. Satellite/Cable:** Satellite
- 4.7. Target Market** Public and Niche
- 4.8. Generic Programming:** Movies, music, drama, sports, talk, educational programming, science and technology programming.

**APPLICANT: DEUKOM (Pty) Ltd**

- 5.1. Proposed station name:** Deukom
- 5.2. Corporate status:** Proprietary Limited Company
- 5.3. Coverage Area:** National
- 5.4. Multi/Single Channel:** Multi-channel
- 5.5. Radio/ TV/ Composite:** Composite
- 5.6. Satellite/Cable:** Satellite
- 5.7. Target Market:** German speaking audience in South Africa
- 5.8. Generic Programming:** General entertainment, news and information.

**APPLICANT: WORLD SPACE SOUTHERN AFRICA**

- 6.1. Proposed station name:** World Space Southern Africa
- 6.2. Corporate status:** Proprietary Limited Company
- 6.3. Coverage Area:** National
- 6.4. Multi/Single Channel:** Multi-channel

- 6.5. Radio/ TV/ Composite:** Radio
- 6.6. Satellite:** Satellite
- 6.7. Target Market:** General Public
- 6.8. Generic Programming:** World Space Branded Channels, Non-World Space Branded Channels, Music Radio Stations, Talk Service Stations, Spiritual and Sport channels.

**APPLICANT: MULTICHANNEL TV (PTY) LTD**

- 7.1. Proposed station name:** Multichannel TV
- 7.2. Corporate status:** Proprietary Limited Company
- 7.3. Coverage Area:** National
- 7.4. Multi/Single Channel:** Multi-channel
- 7.5. Radio/ TV/ Composite:** Composite
- 7.6. Satellite/Cable:** Cable
- 7.7. Target Market:** General public
- 7.8. Generic Programming:** Movies, Films from DVD and videos, comedies, drama, sports, news, live shows, Serials, music, cartoons, educational.

**APPLICANT: Q DIGITAL CABLE VISION (Pty) Ltd**

- 8.1. Proposed station name:** Q Digital Cable Vision
- 8.2. Corporate status:** Proprietary Limited Company
- 8.3. Coverage Area:** National
- 8.4. Multi/Single Channel:** Multi-channel
- 8.5. Radio/ TV/ Composite:** Television
- 8.6. Satellite/Cable:** Cable
- 8.7. Target Market:** General Public
- 8.8. Generic Programming:** Children's programming, entertainment, Game shows, infomercials, news, magazine shows, movie channels, reality shows,

sitcoms, soap operas, sports and talk shows.

**APPLICANT: GOAL TECHNOLOGY SOLUTIONS (Pty) Ltd:**

- 9.1. Proposed station name:** Goal Technology Television
- 9.2. Corporate status:** Proprietary Limited Company
- 9.3. Coverage Area:** National
- 9.4. Multi/Single Channel:** Multi-channel
- 9.5. Radio/ TV/ Composite:** Composite
- 9.6. Satellite/Cable:** Satellite and cable
- 9.7. Target Market:** General Public
- 9.8. Generic Programming:** Children's programming , educational, sports, animation, music and drama.

**APPLICANT: ON DIGITAL MEDIA**

- 10.1. Proposed station name:** ODM TV
- 10.2. Corporate status:** Proprietary Limited Company
- 10.3. Coverage Area:** National
- 10.4. Multi/Single Channel:** Multi-channel
- 10.5. Radio/ TV/ Composite:** Composite
- 10.6. Satellite/cable:** Satellite
- 10.7. Target Market:** Both General Public and Niche
- 10.8. Generic Programming:** Youth, children, sport, family entertainment, women, drama, movies, news, business, music, knowledge building, lifestyle and variety of other programmes.

**APPLICANT: KHETHA MEDIA (Pty) Ltd**

- 11.1. Proposed station name:** Khetha
- 11.2. Corporate status:** Proprietary Limited Company
- 11.3. Coverage Area:** National
- 11.4. Multi/Single Channel:** Multi-channel
- 11.5. Radio/ TV/ Composite:** Television
- 11.6. Satellite/cable:** Satellite
- 11.7. Target Market:** General Public
- 11.8. Generic Programming:** Children, youth and women's programmes, movies, series, documentaries, music, drama, leadership programmes, lifestyle, animation, reality, education, comedies, games, and sports.

**APPLICANT: TELKOM MEDIA (Pty) Ltd**

- 12.1. Proposed station name:** IC Entertainment
- 12.2. Corporate status:** Proprietary Limited Company
- 12.3. Coverage Area:** National
- 12.4. Multi/Single Channel:** Multi-channel
- 12.5. Radio/ TV/ Composite:** Composite
- 12.6. Satellite/cable:** Cable and Satellite
- 12.7. Target Market:** Both General Public and Niche
- 12.8. Generic Programming:** Children, Kids, drama, soaps, game shows, reality, religion, business, sports, music, knowledge, movies, lifestyle, education, and culture, entertainment and news, plus a la carte

**APPLICANT: MAX TV (Pty) Ltd**

- 13.1. Proposed station name:** Max TV
- 13.2. Corporate status:** Proprietary Limited Company

- 13.3. Coverage Area:** National
- 13.4. Multi/Single Channel:** Multi-channel
- 13.5. Radio/ TV/ Composite:** Composite
- 13.6. Satellite/cable:** Satellite
- 13.7. Target Market:** Both General Public and Niche
- 13.8. Generic Programming:** Movies, drama, talk shows, education, sport, science and technology, music and soap operas and religion.

**APPLICANT: LAEGOMA DIGITAL (Pty) Ltd**

- 14.1. Proposed station name:** MiDigital
- 14.2. Corporate status:** Proprietary Limited Company
- 14.3. Coverage Area:** National
- 14.4. Multi/Single Channel:** Multi-channel
- 14.5. Radio/ TV/ Composite:** Composite
- 14.6. Satellite/cable:** Satellite
- 14.7. Target Market:** General Public
- 14.8. Generic Programming** Local content, cultural, social, youth and children programming.

**APPLICANT: QUANTIC TELEVISION NETWORK (Pty) Ltd**

- 15.1. Proposed station name:** Quantic Television Network
- 15.2. Corporate status:** Proprietary Limited Company
- 15.3. Coverage Area:** National
- 15.4. Multi/Single Channel:** Multi-channel
- 15.5. Radio/ TV/ Composite:** Composite
- 15.6. Satellite/cable:** Satellite
- 15.7. Target Market:** Niche market aimed at providing its programming to the members of The Institute of I AM Presence , The St Johns



Church of Prophecy and The St Johns  
Apostolic Faith Mission Church.

**15.8. Generic Programming:** Movies, children, youth and women programming, comedy, live events, news, lifestyle.

**APPLICANT: AFRICAN SPIRIT TRADING 330 (Pty) Ltd**

**16.1. Proposed station name:** Foot Print Media

**16.2. Corporate status:** Proprietary Limited Company

**16.3. Coverage Area:** Regional Channels for Gauteng, KwaZulu Natal and Western Cape

**16.4. Multi/Single Channel:** Multi-channel

**16.5. Radio/ TV/ Composite:** Composite

**16.6. Satellite/cable:** Satellite

**16.7. Target Market:** General Public

**16.8. Generic Programming:** News, sports, reality shows, education, series and entertainment.

**APPLICANT: NDABENHLE GROUP (Pty) Ltd**

**17.1. Proposed station name:** SMTV

**17.2. Corporate status:** Proprietary Limited Company

**17.3. Coverage Area:** National

**17.4. Multi/Single Channel:** Multi-channel

**17.5. Radio/ TV/ Composite:** Composite

**17.6. Satellite/cable:** Satellite

**17.7. Target Market:** General Public

**17.8. Generic Programming:** Video on demand, education, health, news, documentaries, tourism, youth and children programming, lifestyle, reality shows, movies and sitcoms

<b>APPLICANT:</b>	<b>SABIDO (Pty) Ltd</b>
<b>18.1. Proposed station name:</b>	E-Sat
<b>18.2. Corporate status:</b>	Proprietary Limited Company
<b>18.3. Coverage Area:</b>	National
<b>18.4. Multi/Single Channel:</b>	Multi-channel
<b>18.5. Radio/ TV/ Composite:</b>	Composite
<b>18.6. Satellite/cable:</b>	Satellite
<b>18.7. Target Market:</b>	General Public
<b>18.8. Generic Programming:</b>	National and international news, sports, movies, documentaries, lifestyle and educational programming.

Interested parties are invited to submit written representations in relation to the applications to the Independent Communications Authority of South Africa (ICASA) for the attention:

Mr. Bruce Mkhize  
Acting Senior Manager: Licensing, Monitoring and Complaints  
Broadcasting Division  
Block D, Pinmill Farm  
164 Katherine Street, Sandton

Private Bag X10002,  
Sandton  
2146

Tel: (011) 321 8442 / 8511  
Cell: 083 493 7477

Fax no. (011) 444 1461

Email: [subscriptiontv@icasa.org.za](mailto:subscriptiontv@icasa.org.za)

Closing date for submissions: **10 January 2007**

Persons who make representations must when making such representations indicate in their written representations whether they require an opportunity to make oral representations to the Authority. Further, persons who submit representations in terms hereof shall, when submitting such representations, provide proof to the satisfaction of the Authority that a copy of the representations submitted has been sent by registered post or delivered to the following persons:

- (i) in respect of African Spirit Trading to Judi Nokwedi at 16, 12<sup>th</sup> Street, Parkhurst, Johannesburg **OR** by fax no. (011) 800 7890.
- (ii) in respect of Black Earth Communications to Andrew Jones at 44 Juno Street, Kensington 2094 **OR** by phone fax no. (011) 614 320 **OR** by email at [bec@mail.ngo.za](mailto:bec@mail.ngo.za) **OR** [kubeshni@juno.com](mailto:kubeshni@juno.com).
- (iii) in respect of Deukom Television to Jochen Weida at 1<sup>st</sup> Floor, 57 Caledon Street, Somerset West 7130 **OR** P O Box 2854 Somerset West 7129 **OR** by fax no. (021) 851 2560 **OR** by email at [kulenam@iafrica.com](mailto:kulenam@iafrica.com)
- (iv) in relation to E-SAT (SABIDO) at 5 Summit Road, Dunkeld West, Johannesburg, 2196 **OR** by fax no. (011) 537 9301 **OR** by email at [darn@rwr.co.za](mailto:darn@rwr.co.za)
- (v) in respect of Goal Technology Solution to Adrian Maguire at 62 Wierda Road East, Sandton **OR** Postnet 128 , Private Bag x025, Lynnwood Ridge 0040 **OR** by fax no. (011) 784 9023 or by email at [erichn@goal.co.za](mailto:erichn@goal.co.za) or [wojtek@goal.co.za](mailto:wojtek@goal.co.za)
- (vi) in respect of Khetha Media to Nkenke Kekana at 75 Grayston Drive, Sandton **OR** P O Box 652261, Benmore, 2010 **OR** by fax no. (011) 523 3031 **OR** by email at [nkenke@khetha.com](mailto:nkenke@khetha.com)
- (vii) in respect of Laegoma Digital to Ken Modise at 2 Skeen Boulevard, Bedfordview, 2007 **OR** P O Box 415, Bedfordview 2006 **OR** by fax no. (011) 723 1806 **OR** by email at [dseokane@tlhalefang.co.za](mailto:dseokane@tlhalefang.co.za)
- (viii) in respect of Max TV to Themba Langa at 423 Jan Smuts Avenue, Blairgowrie, Randburg, 2125 **OR** P O Box 1944, Randburg, 2125 **OR** by fax no. (011) 787 7214 **OR** by email at [jabu@langaattorneys.co.za](mailto:jabu@langaattorneys.co.za)
- (ix) in respect to Multichannel Television to Namichand Maharaj at 10 Terminus Street, Newcastle, 2940 **OR** P O Box 146, Newcastle, 2940 **OR** by fax no. (011) 469 3958 **OR** by email at [mixcable@telkomsa.net](mailto:mixcable@telkomsa.net) or [pkpillay@telkomsa.net](mailto:pkpillay@telkomsa.net)
- (x) in respect to Multichoice Africa to Lehlohonolo Napo Letele at 251 Oak Avenue, Ferndale **OR** P O Box 1502 Randburg 2125 **OR** by fax no. (011) 789 7842 **OR** by email at [nletele@multichoice.co.za](mailto:nletele@multichoice.co.za).
- (xi) in respect to Ndhahenhle Group (Pty) Ltd to Stan Molema at 13 Tamback Road, Omlee Park, Paulshof, Sunninghill **OR** P O Box 1197 Sunninghill 2157 **OR** by fax no. (011) 234 5653 **OR** by email at [dingaan@ndabenhle.co.za](mailto:dingaan@ndabenhle.co.za) or [stan@ndabensle.co.za](mailto:stan@ndabensle.co.za)
- (xii) in respect to On Digital Media to Mergan Moodley at Building 1 Parc Nicol, 3001 William Nicol Drive, Bryanston, 2191 **OR** P O Box 5138 Rivonia 2128 **OR** by fax no. (011) 549 1362 **OR** by email at [mergan.moodley@ondigitalmedia.co.za](mailto:mergan.moodley@ondigitalmedia.co.za)
- (xiii) in respect to Q Digital Cable Vision (Pty) Ltd to Majota Kambule at 2 Chris Street Alrode **OR** by fax no. (011) 861 3700 **OR** by email at [majota@burst.co.za](mailto:majota@burst.co.za)
- (xiv) in respect to Quantic TV Network to John Baloyi at P O Box 2475, Halfway House, Midrand **OR** by fax no. (011) 803 2534 **OR** by email at [a.savant@ocularholdings.com](mailto:a.savant@ocularholdings.com) or [kevinw@supremehealth.co.za](mailto:kevinw@supremehealth.co.za)

- 
- (xv) in respect to Sentech to Dingane Dube at Augusta House, Fourways Gold Park, Roos Street, Fourways **OR** Private Bag x06, Honeydew, 2040 **OR** by fax no. (011) 691 7121 **OR** by email at [dubed@sentech.co.za](mailto:dubed@sentech.co.za)
- (xvi) in respect to Telkom Media to Chris van Zyl at 61 Oak Avenue, Highveld Park, Centurion **OR** Private Bag x148, Centurion, 0046 **OR** by fax no. (012) 337 0117 **OR** by email at [vzylc2@telkom.co.za](mailto:vzylc2@telkom.co.za)
- (xvii) in respect to Walking on Water Television (Pty) Ltd to Nontokozo Mangquku at The Ambridge, Vrede Avenue, Douglasdale Ext 5, Bryanston, 2021 **OR** P O Box 2026 Sunninghill 2157 **OR** by fax no. (011) 463 8456 **OR** by email at [nontokozo@wowtv.co.za](mailto:nontokozo@wowtv.co.za).
- (xviii) in respect to Worldspace to Hamza Farooqui at 391 Jan Smuts Avenue, Craighall Park, 2196 **OR** P O Box 412466 Craighall 2024 **OR** by fax no. (011) 886 6394 **OR** by email at [mackenzie@cliffedekker.com](mailto:mackenzie@cliffedekker.com)

The applicants shall be entitled to respond in writing to written representations made by interested persons on the applications, and such written response must be lodged with the Authority by **23 February 2007**. The applicants must, at the time of lodging such written response, furnish proof to the Authority's satisfaction that it has delivered a copy of such written response by hand or has sent a copy of such response by registered mail or by facsimile to the relevant person having made such written representations.

**PARIS MASHILE**  
**CHAIRPERSON**  
**ICASA**

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Contact Person: **Montjane M. Z. (Mr)**

Mobile Phone: 083-640 6121.

Telephone: (012) 334-4653.



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