



OPENING REMARKS

FOR

FESTUS K. MBANDEKA
CHIEF EXECUTIVE OFFICER

AT THE

**PUBLIC CONSULTATIVE MEETING ON THE CODE OF
CONDUCT FOR BROADCASTING SERVICE LICENSEES**

30 JULY 2018

- **Director of Ceremonies,**
- **Esteemed ICT stakeholders,**
- **CRAN Management,**
- **CRAN colleagues,**
- **Members of the media,**
- **Invited guests,**
- **Ladies and gentlemen,**

Good morning and a warm welcome to the final consultative meeting on this subject matter.

The **first consultative** meeting for the **code of conduct for broadcasting service licensees commenced in April 2015**. The Authority is pleased to note, that the **numerous consultative** meetings in this regard, **resulted in** constructive and critical **feedback** and **input** and the institution of **further research by means of benchmark** studies with other regulators. **This provided useful information for crafting what is believed to be an inclusive and robust broadcasting code of conduct** that will be accepted by our esteemed stakeholders.

The consultative **meeting today marks the final public consultative** hearing on this subject matter. **Therefore your views and comments** today shall provide us a final opportunity for any further views for consideration, as we conclude the broadcasting code.

Director of Ceremonies,

The Code of Conduct for Broadcasters will **ensure the independent regulation of broadcasting services, access to broadcasting services, and broadcasting content** that is in favor of the public.

The provisions of the **Code are intended to achieving the availability of local content, the commitment to public debate and discussion and transparency and accountability.**

Furthermore, the Broadcasting Code **contains provisions that relate to freedom of expression, protection of privacy, children and victims of sexual abuse from inappropriate or harmful broadcast communications.** It further **acknowledges the special susceptibilities (vulnerabilities) of children and will ensure that commercial communications do not exploit these susceptibilities.** The regulation of hate speech and regulation against inequality and discrimination are all **essential for the provision of broadcasting services in a democratic society, which the code aims to achieve.**

Director of Ceremonies,

The Broadcasting Code is applicable to all commercial and community broadcasting service licensees in Namibia. However, **it will not be** applicable to the broadcasting services or to any broadcasting activities carried out by the **Namibian Broadcasting Corporation until such time when the provisions of Section 93 of the Communication Act (No. 8 of 2009) are implemented** accordingly

It is our appeal that Licensees ensure that relevant employees and producers of content, including those from whom they commission programmes, understand the content and significance of this code. A broadcasting licensee must thus have procedures in place for ensuring that producers and channel providers seek understanding of the Code in order to produce content that is in line with the provisions of these regulations.

In conclusion, I wish to emphasis that **it is the responsibility of broadcasting licensees to ensure that content broadcast locally should reflect Namibian ideas,**

values, opinions and artistic creativity by displaying Namibian cultures and entertainment through music, dramas, series, news, documentaries and current affairs, movies, films and other content that is in the best interest of the viewers and listeners of such content.

With these few words, thank you for joining us today and thank you for your forward looking and meaningful contributions.

I thank you!