



CRAN

Communications Regulatory Authority of Namibia

OPENING REMARKS

FOR

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CHIEF EXECUTIVE OFFICER

AT THE

**PUBLIC HEARING ON CODE OF CONDUCT FOR
BROADCASTING SERVICE LICENSEES**

25 JULY 2017

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

Good afternoon and a very warm welcome to this consultative meeting!

This process commenced in April 2015 when the first public hearing in this regard was held. Thereafter, we initiated a process of extensive research and consultation to consider all the inputs we received and held another meeting in September 2016.

After careful consideration of all inputs received as per the rule-making procedure, we are once again gathered here today to host a follow up public hearing, to afford stakeholders another opportunity to study the revised document and to provide further comments.

Ladies and gentlemen

The Communications Act No. 8 of 2009 does not make provision for a Broadcasting Code. The Act requires CRAN to regulate only if it finds that the current self-regulation efforts by industry associations do not meet the requirements as set out in Section 89 of the Act. Through research on various related aspects of the Code, CRAN found that the current self-regulation efforts are not sufficient and applicable in scope to satisfy the objectives of Section 89 and deemed it prudent to formulate a broadcasting code.

The purpose of the Code of Conduct is to ensure the independent regulation of broadcasting services, access to broadcasting services, and broadcasting content is in the public interest. The provisions of the Code are aimed at attaining the availability of local content, commitment to public debate and discussion, as well as transparency and accountability.

Ladies and gentlemen

Additionally, the Code contains provisions that relate to:

- Freedom of expression;
- Protection of privacy, children and victims of sexual abuse from inappropriate or harmful broadcast communications;
- Acknowledgement of the special susceptibilities (vulnerabilities) of children and to ensure that commercial communications do not exploit these susceptibilities;
- The regulation of hate speech; and
- Regulation against inequality and discrimination,

which are all essential for the provision of broadcasting services in a democratic society.

The Code is applicable to all commercial and community broadcasting service licensees. However, it will not be applicable to the broadcasting services or to any broadcasting activities carried out by the NBC, as per the provisions of Section 93 of the Act. Licensees must ensure that relevant employees and programme-makers, including those from whom they commission programmes, understand the content and significance of this code.

Ladies and gentlemen

Allow me to conclude by appealing to all our broadcasting licensees that it is your responsibility to ensure that all relevant employees, including your external

suppliers of content, understand and comply with code. Furthermore, the broadcasting of local content should reflect Namibian ideas, values, opinions and artistic creativity by displaying Namibian cultures and entertainment through music, dramas, series, news, soapies, documentaries current affairs, movies, films and other programmes.

With these few words, I thank you and look forward to your meaningful contributions.