



OPENING REMARKS BY

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**AT THE COMMUNICATIONS REGULATORY AUTHORITY OF NAMIBIA
(CRAN) STAKEHOLDER ENGAGEMENT EVENT FOR BROADCASTERS**

Date: Tuesday, 15 August 2023

Venue: Nampower Convention Centre

Time: 08h30

- Esteemed Broadcasting Service Licensees,
- CRAN Executive Management and team,
- Director of Ceremonies,

Good morning! A very warm welcome and thank you for accepting our invitation to this important stakeholder engagement event on the Market Saturation Study, Local Content and Media Metrics Survey for Broadcasters. I would like to use this opportunity to extend our heartfelt appreciation for your continuous support to the Communications Regulatory Authority of Namibia (CRAN).

Effective stakeholder engagement with captains and members of our industry provides a platform for us to communicate meaningfully and create dialogue between CRAN and our Broadcasting Service Licensees.

It is critical for CRAN to share information on a proactive and timely basis with all our Licensees in order to facilitate understanding of the needs and expectations, so that CRAN serves the interest of all inclusive of our ICT consumers in Namibia.

Therefore, the purpose of this engagement is to discuss the findings of the Market Saturation Study and other important matters related to broadcasters.

Director of Ceremonies,

The Market Saturation Report findings show that radio is still used more regularly than television (TV) on a daily basis. In 2022, 66% of the respondents had listened to radio the day before they were surveyed compared to 57% that watched TV. Additionally, radio is also the main source of news for Namibians with 40.7% of the respondents identifying it as the main source of news.

Unexpectedly, the internet (23.6%) is the second most used source for news. TV (21.2%) and newspapers (12%) are used less than radio or the internet. Radios are much cheaper to operate, and the cost is mainly the purchase price and then occasionally some batteries. It is also prevalent in most modes of transport, such as cars, taxis or public buses.

Moreover, the Namibian Broadcasting Corporation (NBC) remains the most popular with Kati FM (NBC Oshiwambo) being the most popular radio station followed by Kaisames FM (NBC Nama Damara) with 12.5%. Overall, 56% of radio listeners prefer the NBC. The most popular commercial radio stations were Shipi FM and Omulunga, with 12% and 6.5% of the votes respectively.

TV is mostly watched using a decoder (92%), of which MultiChoice (DStv) decoders were the most often used in 2022 with 59%. The GOtv decoder was the second most popular decoder with 36%. Based on

the decoder preference, MultiChoice (DStv) remains the most popular choice for watching TV in 2022.

Director of Ceremonies,

To provide a summary of the findings, private investment into TV or radio stations is limited by the broadcasting market size, the size of the advertising market and skewed competition through state subsidies to the NBC. CRAN needs to investigate several regulatory routes that could address these challenges.

One option is to require NBC to offer wholesale advertising rates for commercial broadcasting companies. Another option is to split the wholesale and retail arms of the NBC into an open access broadcasting infrastructure company and a content entity. This would address issues of potential predatory pricing and could address some competition issues.

Reducing the cost of digital infrastructure would facilitate the transition to digital terrestrial sound and visual broadcasting. Outside of the competition concerns, spectrum allocation will have to be reviewed and tested in order to address interference concerns. To reduce the administrative burden, particularly for small broadcasters, reporting requirements could be minimised to registration only below a certain revenue threshold. The study showed that issuing new

licences is seen as a threat, given the small advertisement revenue pool.

Director of Ceremonies,

To conclude, may this platform enable us to strengthen stakeholder relationships with everyone in this room, as we collectively shape, facilitate, position, and steer our industry in the right direction and in the right manner, for a high performing and accelerating sector for the benefit of all Namibians. You will agree that harmonious relations for this sector are pertinent because we operate in an extremely unique sphere, that it is one of the fastest and ever-evolving, high-paced and robust sectors in any economy.

Lastly, I would like to thank every licensee that took the time out of their busy schedules to provide us with comments and input to produce this important report.

Thank you once again for gracing us with your presence today and I hope this engagement will assist us to improve the market to foster a conducive broadcasting sector for Namibia.

Thank you for your kind attention!