



PADM7004: Broadcasting Policy & Regulatory Trends

Mon to Fri, 24 to 28 August 2009
08h30 to 17h00 daily
Classroom F
Mwalimu House (P&DM Research Hub)
Management Campus, School of P&DM, Wits University
2 St. David's Place (at St. Andrew's Road)
Parktown, Johannesburg

Course Convenors:

Chris Armstrong, LINK Centre, c.g.armstrong@gmail.com, tel: +27-11-717-3548
Luci Abrahams, LINK Centre, luciennesa@gmail.com, tel: +27-11-717-3652

Course Coordinator:

Michelle Roseborough, michelleroseborough@gmail.com, tel: +27-73-814-1454

SESSION OUTLINE			
Day / Date	Time	Topic	Lecturer/Presenter/Speaker
Mon. 24 Aug 2009	08h30 – 09h00	Welcome, course overview and participant introductions	Ms. Luci Abrahams, LINK Centre Director & Mr. Chris Armstrong, LINK Centre Visiting Research Fellow
	09h00 – 10h15	Introduction: What's the problem? Why are we talking about broadcasting policy and regulation?	Prof. Richard Collins
	10h15 – 11h30	A broadcasting regulatory practices inventory (tea 10h30 to 10h50)	Mr. Chris Armstrong
	11h30 – 13h00	Broadcasting history – global, Africa, Southern Africa	Dr. Dumisani Moyo
		(lunch 13h00 to 14h00)	
	14h00 – 16h00	South Africa's 3-sector broadcasting model: Public, commercial, community (tea 15h30 to 15h50)	Mr. Lumko Mtimde
	16h00 – 17h00	Syndicate formation -- formation of syndicates for group assignments and group presentations on Friday morning 28 August; syndicate meetings	Mr. Chris Armstrong & Prof Richard Collins; meetings in syndicate groups
Tues. 25 Aug 2009	08h30 – 09h00	Course housekeeping – Certificate and Master's requirements, assignment guidelines	Mr. Chris Armstrong & Ms. Luci Abrahams
	09h00 – 10h30	Why regulate broadcasting? & How should broadcasting be regulated?	Prof. Richard Collins
		(tea 10h30 to 10h50)	
	10h50 – 12h30	Regulatory issues for commercial broadcasters in South Africa	Mr. Johann Koster
	12h30-13h00	Syndicate work	In syndicate groups
	13h00-14h00	(lunch 13h00 to 14h00)	

	14h00 - 16h00	African broadcasting policy and regulatory trends (tea 15h30 to 15h50)	Prof. Tawana Kupe
	16h00 – 17h00	Syndicate work	In syndicate groups
Wed. 26 Aug 2009	08h30 – 09h00	Syndicate work	In syndicate groups
	09h00 - 10h30	International trends: Broadcasting finance and public service broadcasting (PSB)	Prof. Richard Collins
		(tea from 10h30 to 10h50)	
	10h50 – 12h30	Public service broadcaster (PSB) independence/accountability and finance in South Africa	Ms. Libby Lloyd
	12h30 – 13h00	Syndicate work	In syndicate groups
		(lunch 13h00 to 14h00)	
	14h00 – 16h00	International trends: Broadcaster self-regulation/co-regulation in content matters, e.g., for violence, children, sexual conduct, fairness, privacy (tea 15h30 to 15h50)	Ms. Libby Lloyd
	16h00 - 17h00	Syndicate work	In syndicate groups
Thurs. 27 Aug 2009	08h30 – 09h00	Syndicate work	In syndicate groups
	09h00 – 10h30	Broadcasting and convergence: Regulating broadcasting in a converged regulatory/technological environment: The ICASA experience	Councillor Robert Nkuna
		(tea 10h30 to 10h50)	
	10h50 – 11h30	Digitalisation and broadcasting	Prof. Richard Collins
	11h30 – 13h00	Digitalisation, copyright and distribution rights	Mr. Chris Armstrong

		(lunch 13h00 to 14h00)	
	14h00 – 16h00	Digital migration of terrestrial TV transmission: policies/implementation in South Africa (tea 15h30 to 15h50)	Ms. Libby Lloyd
	16h00-17h00	Syndicate work	In syndicate groups
Fri. 28 Aug 2009	08h30 – 12h30	Syndicate presentations, with Q&A, and feedback from Prof. Collins (tea 10h30 to 10h50)	In syndicate groups
	12h30 – 13h00	Recap: A broadcasting regulatory practices inventory	Mr. Chris Armstrong
		(lunch 13h00 to 14h00)	
	14h00 - 15h00	Course evaluation & closing	Mr. Chris Armstrong and Prof. Richard Collins

	Introduction: What's the problem? Why are we talking about broadcasting policy and regulation?
Presenter	Prof. Richard Collins
Outcomes	Participants will be able to: <ul style="list-style-type: none"> Identify and interpret the main contextual issues for contemporary broadcasting policy and regulation.
Content	<ul style="list-style-type: none"> What's the problem? Why are we talking about broadcasting policy and regulation? Technological change Globalisation, Liberalisation, The network and/or information society Multi-national states What effects do the media have?
Core Readings	<ul style="list-style-type: none"> Hooper, R (2005) <i>Content regulation in the multiplatform multichannel digital age</i>, http://www.ofcom.org.uk/media/speeches/2005/08/hk The Information Society, http://en.wikipedia.org/wiki/Information_society The Network Society and Manuel Castells, http://en.wikipedia.org/wiki/Manuel_Castells Castells, M (1996) <i>The Rise of the Network Society</i>, Blackwell, Oxford. Globalisation, http://en.wikipedia.org/wiki/Globalization Held, D (2004) <i>Globalisation: the dangers and the answers</i>, May, http://www.opendemocracy.net/globalization-vision_reflections/article_1918.jsp Wolf, M (2004) <i>The case for optimism: a response to David Held</i>, June, http://www.opendemocracy.net/node/1964 <p>Views on liberalisation:</p> <ul style="list-style-type: none"> Ofcom (n.d.) Spectrum Liberalisation Statement-FAQs, http://www.ofcom.org.uk/media/mofaq/rcomms/spelibstat/ European Commission (EC, n.d.) Liberalisation: Overview, http://ec.europa.eu/comm/competition/liberalisation/overview_en.html
Additional Readings	<ul style="list-style-type: none"> de Sola Pool, I (1983) <i>Technologies of Freedom</i>. Cambridge MA. Harvard University Press. House of Lords Select Committee on Science and Technology Report: Information Society: Agenda for Action in the UK At: http://www.parliament.the-stationery-office.co.uk/pa/ld199596/ldselect/inforsoc/inforsoc.htm KOF (2009) Globalization data at: http://globalization.kof.ethz.ch Thompson, G <i>et al</i> (Eds.) (1991) <i>Markets, Hierarchies and Networks. The Coordination of Social Life</i>. London. Sage Thompson, G (2003) <i>Between Hierarchies and Markets. The Logic and Limits of Network Forms of Organization</i>. Oxford. OUP. Webster, F (1994) <i>What Information Society?</i>, http://www.ndu.edu/inss/books/Books%20-%201998/Information%20Age%20Anthology%20-%20Sept%2098/ch04.html
About the Lecturer/ Presenter	Prof. Richard Collins , a Professor of Media Studies in the Department of Sociology at Open University, UK, is widely published and has held various teaching positions over the past 20 years in the UK, the US, Canada, Australia and South Africa. In addition to his academic work, Prof. Collins founded the Media and Communication Policy Research Programme at the UK's Institute for Public Policy Research (IPPR); was an Advisor to the Director-General of Telecommunications at UK's Ofcom in 1996-1998; an Advisor to the Director of Strategy at Ofcom in 2002-2004; Specialist Advisor to the UK House of Lords Select Committee on the Review of the BBC Charter in 2005-06; and Specialist Advisor to the UK House of Lords Communications Committee enquiry into the future of public service broadcasting, 2008-09. Prof. Collins has been a Wits P&DM Visiting Professor for the LINK Centre since 2004. He helped deliver the LINK Centre's Convergence & New Media course in 2004, and the Broadcasting Policy & Regulatory Trends Course in 2007.

A broadcasting regulatory practices inventory	
Presenter	Mr. Chris Armstrong
Outcomes	Participants will be able to: <ul style="list-style-type: none"> • Begin to develop their own system of categorising the broad patterns and types of broadcasting regulation currently practiced in various markets
Content	<ul style="list-style-type: none"> • Ways to divide up or categorise the various types of broadcasting regulation practiced today
Core Reading	<ul style="list-style-type: none"> • Hills, J (2003) 'Regulatory Models for Broadcasting in Africa' in T. Kupe (Ed.) <i>Broadcasting Policy and Practice in Africa</i>, Article 19, London, http://www.article19.org/pdfs/publications/africa-broadcasting-policy.pdf, Chapter 2.
Additional Reading	<ul style="list-style-type: none"> • Article 19 (2006) <i>Broadcasting Pluralism and Diversity: Training Manual for African Regulators</i>, Article 19, London, Chapters 2-5, http://www.article19.org/pdfs/tools/broadcasting-manual.pdf
About the Lecturer/Presenter	<p>Mr. Chris Armstrong, a Wits P&DM Visiting Research Fellow at the LINK Centre, researches and writes on broadcasting issues and ICT for development (ICT4D) matters. Before joining LINK in 2003, Armstrong worked as a professional print and radio journalist in Canada, Japan and South Africa, and spent the years 1998 to 2002 in South Africa's community radio sector. In 2005-06, Armstrong was a Visiting PhD in the Media and Communications Dept. at the London School of Economics (LSE), UK. He helped convene and deliver the LINK Centre's Broadcasting Policy & Regulatory Trends course in 2007, and is currently Research Manager of the LINK Centre's African Copyright and Access to Knowledge (ACA2K) project, www.aca2k.org.</p>

Broadcasting history – global, Africa, Southern Africa	
Presenter	Dr. Dumisani Moyo
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> • Understand the key issues in the history of broadcasting • Appreciate how past practices as well as the development of technology continue to influence developments in broadcasting today
Content	<ul style="list-style-type: none"> • From radio to television • European and American models of broadcasting regulation • Issues in broadcasting <ul style="list-style-type: none"> ○ Broadcasting and political power ○ Broadcasting and advertising • From amateur to professional broadcasting in the colonies • Broadcasting and power in post-independence Africa
Core Readings	<ul style="list-style-type: none"> • Rowland, W (2006) <i>Spirit of the Web: The Age of Information from Telegraph to Internet</i>, Thomas Allen Publishers, Toronto. <ul style="list-style-type: none"> ○ Chapter 10: The Invention of Radio
Additional Readings	<ul style="list-style-type: none"> • Bourgault, LM (1995) <i>Mass Media in Sub-Saharan Africa</i>, Indiana University Press, Bloomington and Indianapolis. <ul style="list-style-type: none"> ○ Chapter 4: Radio Broadcasting ○ Chapter 5: Television Broadcasting • Mytton, G (1983) <i>Mass Communication in Africa</i>, Edward Arnold, London. <ul style="list-style-type: none"> ○ Chapter 4: Communication and Political Power, particularly pp. 52-57.
About the Lecturer/ Presenter	<p>Dr. Dumisani Moyo is Head of Department, Media Studies, Wits School of Literature and Language Studies, Johannesburg. He teaches communication theory, sociology of news production and political economy of the media in Southern Africa. His research interests include media policy and regulation in Southern Africa, media and democracy, and alternative media.</p>

Case study of a national 3-sector broadcasting model: South Africa	
Presenter	Mr. Lumko Mtimde
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> • Explain the differences in mandate and composition between the community, commercial and public service broadcasting (PSB) sectors in South Africa • Analyse the objectives behind development of the three sectors • Evaluate South Africa's progress towards achieving the three sectors • Explain the potential competition issues at stake between the SABC, the commercial, and the community sectors
Content	<ul style="list-style-type: none"> • Development of the objectives, legislation, policy and regulations in support of South Africa's three-sector broadcasting model since the early 1990s • The current status of the three sectors in South Africa in both radio and TV • Support for community broadcasters by MDDA • Funding of the MDDA • Possible competition issues between the sectors, and possible role of Competition Commission
Core Readings	<ul style="list-style-type: none"> • ICASA (2007) <i>Community Television Broadcasting Licence</i>, issued to Soweto Community Television, 16 August. • Department of Communications (DoC, 1998) <i>Broadcasting Policy White Paper</i>, at http://www.polity.org.za/polity/govdocs/white_papers/broadcastingwp.html
Additional Readings	<ul style="list-style-type: none"> • Republic of South Africa (RSA, 2002) <i>Media Development and Diversity Agency (MDDA) Act No. 14 of 2002</i>, at http://www.info.gov.za/view/DownloadFileAction?id=68048 • ICASA (2004) <i>Community Television Broadcasting Services: Position Paper</i> • ICASA (2006) <i>Community Sound Broadcasting Policy: Position Paper</i>
About the Lecturer/Presenter	<p>Mr. Lumko Mtimde is CEO of South Africa's Media Development and Diversity Agency (MDDA), a body funded by the media industry and government to support development of small-scale commercial and community media. Before joining the MDDA, Mtimde was a Councillor at the South African communications regulator ICASA (Independent Communications Authority of South Africa) from 2002-06, and before that he was General Manager/Chief Director for Broadcasting Policy at the Department of Communications (DoC), a Councillor at the Independent Broadcasting Authority (IBA) from 1998-2000, and a founder and CEO of South Africa's National Community Radio Forum (NCRF).</p>

Why regulate broadcasting?	
Presenter	Prof. Richard Collins
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> Identify some of the economic/market phenomena that predominate in media/broadcasting industries, and some measures used by regulators to impact on these phenomena Describe and interpret public interest principles typically used to justify efforts at broadcasting policy and regulation
Content	<ul style="list-style-type: none"> The economics of media and communications: competition and market failure Public policy and public interest objectives National identity, freedom of expression and privacy, democracy and the public sphere Efficiency and diversity
Core Readings	<ul style="list-style-type: none"> Article XIX (2006) <i>Broadcasting Pluralism and Diversity: Training Manual for African Regulators</i>, http://www.article19.org/pdfs/tools/broadcasting-manual.pdf Market failure in broadcasting, http://news.bbc.co.uk/1/hi/english/static/bbc_funding_review/annex8.pdf Public goods etc., http://www.tutor2u.net/economics/revision-notes/a2-micro-public-goods.html Cave, M (2004) <i>Competition in broadcasting – consequences for viewers</i>, http://www.ofcom.org.uk/consult/condocs/psb2/psb2/psbwp/wp1cave.pdf Public service broadcasting - concepts and background, http://en.wikipedia.org/wiki/Public_broadcasting UNESCO (2003) <i>Cultural and Linguistic Diversity in the Information Society</i>. At http://unesdoc.unesco.org/images/0013/001329/132965e.pdf WTO (1998) <i>Audiovisual Services. Background Note by the Secretariat</i>, S/C/W/40 15 June 1998, http://www.wto.org/english/tratop_e/serv_e/w40.doc
Additional Readings	<ul style="list-style-type: none"> de Long, JB and Froomkin, AM (1999) <i>Speculative Microeconomics for Tomorrow's Economy</i>, http://econ161.berkeley.edu/OpEd/virtual/technet/spmicro.html Marquand, D (1988) <i>The Unprincipled Society: New Demands and Old Politics</i>. London. Jonathan Cape. Moran, M (2003) <i>The British Regulatory State. High Modernism and Hyper-Innovation</i>. Oxford. OUP.
About the Lecturer/Presenter	See above for Prof. Collins profile.

How should broadcasting be regulated?	
Presenter	Prof. Richard Collins
Outcomes	Participants will be able to: <ul style="list-style-type: none"> Identify and analyse some of the main types of broadcasting regulation practiced today in key markets
Content	<ul style="list-style-type: none"> Self- and co-regulation; The role of the market and making markets work (<i>ex ante</i> and <i>post hoc</i> regulation) Transparency and accountability National and international regulation Regulator independence, financing of regulator; Public Service Broadcaster (PSB) accountability, performance
Core Readings	<ul style="list-style-type: none"> Arnold & Porter (2007) Licence to Sell? The New Rules on Product Placement in the EU, http://www.arnoldporter.com/resources/documents/A&PCA-LicencetoSell-TheNewRulesOnProductPlacement_062107.pdf Exit, Voice and Loyalty, http://en.wikipedia.org/wiki/Exit,_Voice,_and_Loyalty Bartle, I & Vass, P (2005) Self-regulation and the Regulatory State: A Survey of Policy and Practice, http://www.bath.ac.uk/cri/pubpdf/Research_Reports/17_Bartle_Vass.pdf BBC (n.d.), BBC Codes, http://www.bbc.co.uk/guidelines/editorialguidelines/edguide/ Bloom, M (2003) <i>Key Challenges in Enforcing the Competition Act</i>. At http://www.ofcom.gov.uk/shared_ofcom/speeches/0603 European Codes of Journalistic ethics at http://www.uta.fi/ethicnet/ FCC (2006) Media Ownership review portal. http://www.fcc.gov/ownership/ PCMLP [Programme in Comparative Media Law and Policy] (2004) <i>Self-Regulation of Digital Media Converging on the Internet: Industry Codes of Conduct in Sectoral Analysis</i>. 30 April 2004. At http://pcmlp.socleg.ox.ac.uk/sites/pcmlp.socleg.ox.ac.uk/files/IAPCODEfinal.pdf accessed on 26.6.2009.
Additional Readings	<ul style="list-style-type: none"> Cave, M (2002) Review of Radio Spectrum Management, http://www.ofcom.org.uk/static/archive/ra/spectrum-review/2002review/1_whole_job.pdf Given, J (2007) Cross-Media Ownership Laws: Refinement or Rejection? <i>UNSW Law Journal</i>, Australia. At http://researchbank.swinburne.edu.au/vital/access/manager/Repository/swin:6349?exact=creator%3a%22Given%2c+Jock%22&start=16 Hans Bredow Institute (2006) Study on Co-regulation Measures in the Media Sector, Study for the European Commission, Directorate Information Society and Media. Unit A1 Audiovisual and Media Policies. Tender DG EAC 03/04. Contract No.: 2004-5091/001-001 DAVBST, http://ec.europa.eu/avpolicy/docs/library/studies/coregul/final_rep_en.pdf Lessig, L (1999) <i>Code and Other Laws of Cyberspace</i>. New York. Basic Books. Ofcom (2004) Promoting Effective Self-Regulation. Criteria for Transferring Functions to Co-regulatory Bodies, London, http://www.ofcom.org.uk/consult/condocs/co-reg/pdf_version.pdf Ofcom (n.d.) Ofcom Codes, http://www.ofcom.org.uk/tv/ifi/codes/ Ofcom (2006) <i>Review of Media Ownership Rules</i>. http://www.ofcom.org.uk/research/media_owners/rulesreview/ WTO (1996) Telecommunications Services: Reference Paper, http://www.wto.org/english/tratop_e/serv_e/telecom_e/tel23_e.htm
About the Lecturer/Presenter	See above for Prof. Collins profile.

Regulatory issues for commercial broadcasters in South Africa	
Presenter	Mr. Johann Koster
Outcomes	Participants will be able to: <ul style="list-style-type: none"> Describe and analyse key regulatory issues faced by South African commercial broadcasters today
Content	<ul style="list-style-type: none"> Formation, mandate and work of National Association of Broadcasters (NAB) Sources of commercial income for SA broadcasters ICASA Advertising, Infomercial and Programme Sponsorship Regulations Advertising Standards Association (ASA) of South Africa's Code of Advertising Practice ICASA South African Content quotas (SA music and locally-produced TV), including independent producer percentage; eTV local content quota higher (45%) than ICASA regulations because of promise of performance for licence awarded in competitive bid; SABC 3 at ICASA quota of 35% Differences in regulations for free-to-air broadcasters v. subscription broadcasters Ownership and control rules (foreign, concentration, cross-media) Copyright payments (royalties to composers and lyricists via SAMRO; rules on needle-time payments to performers and artists still under development) ICASA regulation of market entry via licensing (new commercial broadcaster licensing regime since ECA Act of 2005); ICASA licensing of new commercial regional radios in 2007, licensing of new subscription TV players in 2007, licensing of new commercial radio players in Joburg, Durban, CTown in 2009 Expected Pay-TV market entry in 2010 by On Digital Media (ODM) and Walking on Water (WOW) Telkom Media entry into pay-TV market (ownership issues) <p style="text-align: center;">***</p> <p>(Note: Self-regulation/co-regulation of content appropriateness via Codes of Conduct (BCCSA Code, ICASA Code) to be covered by Libby Lloyd on 26 Aug)</p> <p>(Note: Regulation of Digital Terrestrial TV (DTT) – to be covered by Robert Nkuna and Libby Lloyd on 27 Aug)</p>
Core Readings	<ul style="list-style-type: none"> ICASA (2009) Draft Regulations on Advertising, Infomercials and Programme Sponsorship, 13 Feb, at http://www.info.gov.za/view/DownloadFileAction?id=96317 National Association of Broadcasters (NAB) website, at http://www.nab.org.za Advertising Standards Authority (ASA) website, at http://www.asasa.org.za Kantor, L (2004) 'Local made Lekker' <i>Rhodes Journalism Review</i> 24, at http://www.rjr.ru.ac.za/rjrpdf/rjr_no24/Local_made_lekker.pdf Southern African Music Rights Organisation (SAMRO) website, at http://www.samro.org.za
Additional Readings	<ul style="list-style-type: none"> ICASA (2006) <i>South African Music Content Regulations</i>, 31 January, at http://www.info.gov.za/view/DownloadFileAction?id=57592 ICASA (2006) <i>South African Television Content Regulations</i>, 31 January, at http://www.info.gov.za/view/DownloadFileAction?id=57593
About the Lecturer/Presenter	Mr. Johann Koster is Executive Director of the National Association of Broadcasters (NAB) in Johannesburg. Before that, Koster was Head of the Monitoring and Complaints Unit at the IBA and then ICASA.

International trends: Broadcasting finance and public service broadcasting (PSB)	
Presenter	Prof. Richard Collins
Outcomes	Participants will be able to: <ul style="list-style-type: none"> Describe and analyse the roles, funding models and mandates of public service broadcasters (PSBs)
Content	<ul style="list-style-type: none"> The roles, funding models and mandates of public service broadcasters (PSBs)
Core Readings	<ul style="list-style-type: none"> UK DCMS (2006) <i>Public Service Broadcasting - the International Dimension</i>, http://www.bbccharterreview.org.uk/pdf_documents/PSB_international_dimension_16July.pdf Ofcom (2007) <i>A new approach to public service content in the digital media age. The potential role of the Public Service Publisher</i>. Discussion paper, Ofcom, London. At http://www.ofcom.org.uk/consult/condocs/pspnewapproach/summary/ Jakubowicz, K (2007) <i>Public Service Broadcasting: A New Beginning, or the Beginning of the End?</i> KnowledgePolitics, http://www.knowledgepolitics.org.uk/KP_jakubowicz_psb.pdf
Additional Readings	<ul style="list-style-type: none"> Council of Europe Parliamentary Assembly Committee on Culture, Science and Education (2004) <i>Public service broadcasting Report Doc. 10029</i>. 12 January, http://assembly.coe.int/Documents/WorkingDocs/doc04/EDOC10029.htm Edgecliffe-Johnson, A & Fenton, B (2007) <i>Networks and regulator clash over public service broadcasting</i>, <i>Financial Times</i>, 17 September, http://www.ft.com/cms/s/0/b802e8f4-64b6-11dc-90ea-0000779fd2ac.html European Parliament (1996) <i>Resolution on the Role of Public Service Television in a Multi-Media Society</i>, http://www.poptel.org.uk/carole-tongue/pubs/psb_a.html Ofcom (2004) <i>Hypothetical tender document for a Public Service Publisher</i>. London. Ofcom, http://www.ofcom.org.uk/consult/condocs/psp/psp.pdf Porter, V (2006) <i>Authorisation without Oversight: the need for a citizen-oriented regulatory framework for Europe's public service broadcasters in the digital age</i>, http://www.euralva.org/pages/documents/ContributionbyVPonAuthorisationwithoutoversightNov06.doc Rumphorst, W (1999) <i>Model Public Service Broadcasting Law</i>, International Telecommunication Union, http://portal.unesco.org/ci/en/file_download.php/5aaba93cbe249941a13c36a3000863a9Model+public+service+broadcasting+law.pdf Schlesinger, P (2004) <i>Do Institutions Matter for Public Service Broadcasting?</i> http://www.ofcom.org.uk/consult/condocs/psb2/psb2/psbwp/wp2schles.pdf
About the Lecturer/ Presenter	See above for Prof. Collins profile.

Public service broadcaster (PSB) independence/accountability and finance in South Africa	
Presenter	Ms. Libby Lloyd
Outcomes	Participants will be able to: <ul style="list-style-type: none"> Describe and evaluate the mechanisms in place for the SABC's independence, accountability and financing
Content	<ul style="list-style-type: none"> Mechanisms in relation to SABC independence Mechanisms in relation to SABC accountability Mechanisms in relation to SABC funding
Core Readings	<ul style="list-style-type: none"> Department of Communications (2009) PSB Discussion Paper, 20 July 2009, at http://www.doc.gov.za/index.php?option=com_content&task=view&id=332&Itemid=457
Additional Readings	<ul style="list-style-type: none"> BizCommunity.com (2009) 'ICASA's Stance on CCC "Blacklisting" Complaint Astounds FXI' 1 July, at http://www.bizcommunity.com/Article/196/15/37439.html Politicsweb (2009) 'ICASA CCC Ruling on Complaint Against SABC' 30 June 2009, at http://www.politicsweb.co.za/politicsweb/view/politicsweb/en/page71656?oid=134574&sn=Detail Mawson, N (2009) 'SABC Faces Revamp' 22 July, at http://www.mydigitallife.co.za/index.php?option=com_content&task=view&id=1047777&Itemid=84 Department of Communications (DoC, 1998) <i>Broadcasting Policy White Paper</i>, at http://www.polity.org.za/polity/govdocs/white_papers/broadcastingwp.html Republic of South Africa (RSA, 1999) <i>Broadcasting Act No 4 of 1999</i>, at http://www.info.gov.za/view/DownloadFileAction?id=70607 Tleane, C & Duncan, J (2003) <i>Public Broadcasting in the Era of Cost Recovery: A Critique of the South African Broadcasting Corporation's Crisis of Accountability</i>, Freedom of Expression Institute (FXI), Johannesburg, http://www.fxj.org.za/PDFs/Publications/SABC%20Book.pdf
About the Lecturer/ Presenter	Ms. Libby Lloyd is a policy and regulatory consultant and researcher focusing on broadcasting. She has, amongst other things, served as a Councillor on both the Independent Broadcasting Authority and the Independent Communications Authority of South Africa. She is currently serving on the SABC Interim Board.

International trends : Broadcaster self-regulation/co-regulation in content matters, e.g., for violence, children, sexual conduct, fairness, privacy	
Presenter	Ms. Libby Lloyd
Outcomes	Participants will be able to: <ul style="list-style-type: none"> • Describe and analyse the drivers towards broadcaster self-regulation/co-regulation • Describe and analyse practices of broadcaster self-regulation/co-regulation in content matters, eg, for issues related to violence, children, sexual conduct, fairness, privacy
Content	<p>International:</p> <ul style="list-style-type: none"> • Drivers towards broadcaster self-regulation/co-regulation on certain content matters • Potentially harmful content – one area where there is still broad acceptance of need to regulate, co-regulate or self-regulate • Codes of Practice developed by industry (self-regulation) • Regulators influence/guide industry Codes (co-regulation) <p>South Africa:</p> <ul style="list-style-type: none"> • Broadcasting Complaints Commission of South Africa (BCCSA) Codes of Conduct • ICASA Code of Conduct for Broadcasters • ICASA's Monitoring Complaints Unit (MCU) and Complaints and Compliance Committee (CCC)
Core Readings	<ul style="list-style-type: none"> • Leonardi, DA (2004) 'Self-regulation and the Broadcast Media: Availability of Mechanisms for Self-Regulation in the Broadcasting Sector in Countries of the EU', at http://www.media-accountability.org/library/self-regulation_broadcast.doc • ICASA (2009) Code of Conduct for Broadcasting Service Licencees, at http://www.info.gov.za/view/DownloadFileAction?id=103769 • Broadcasting Complaints Commission of South Africa (BCCSA), Codes of Conduct, at http://bccsanew.co.za/index.php?option=com_content&task=view&id=547&Itemid=35
Additional Readings	<ul style="list-style-type: none"> • BCCSA, 'Latest Judgements', at http://bccsanew.co.za/index.php?option=com_frontpage&Itemid=1
About the Lecturer/Presenter	See above for Ms. Lloyd profile.

African broadcasting policy and regulatory trends	
Presenter	Prof. Tawana Kupe
Outcomes	Participants will be able to: <ul style="list-style-type: none"> • Describe and evaluate key broadcasting policy and regulatory trends in Africa
Content	<ul style="list-style-type: none"> • Liberalisation: licensing commercial/community players to compete with former state monopolies • Push to convert state broadcasters into public broadcasters • Insult laws, other curbs on media freedom, in some countries
Core Readings	<ul style="list-style-type: none"> • Kupe, T (Ed.) (2003) <i>Broadcasting Policy and Practice in Africa</i>, Article 19, London, http://www.article19.org/pdfs/publications/africa-broadcasting-policy.pdf <ul style="list-style-type: none"> ○ Chapter 2: Regulatory Models for Broadcasting in Africa ○ Chapter 4: Media Pluralism and Diversity: A Critical Review of Competing Models ○ Chapter 5: Viability and Sustainability of Public Service Broadcasting ○ Annexure 1: Access to the Airwaves: Principles on Freedom of Expression and Broadcast Regulation ○ Annexure 2: African Charter on Broadcasting ○ Annexure 3: African Commission on Human & Peoples' Rights: Declaration of Principles on Freedom of Expression in Africa
Additional Reading	<ul style="list-style-type: none"> • Berger, G (2007) <i>Media Legislation in Africa: A Comparative Legal Survey</i>, UNESCO and Rhodes University School of Journalism and Media Studies, Chapters 3-5, at http://unesdoc.unesco.org/images/0015/001570/157072e.pdf
About the Lecturer/Presenter	Prof. Tawana Kupe is Dean of Humanities at Wits University, and before that was Head of the Wits School of Literature and Language Studies. He came to Wits from the Rhodes University Department of Journalism and Media Studies.

Broadcasting and convergence: Regulating broadcasting in a converged regulatory/technological environment: The ICASA experience	
Presenter	Councillor Robert Nkuna
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> Describe and analyse the changes in South African broadcast regulation since the promulgation in 2006 of the Electronic Communications Act (ECA) of 2005 Describe and evaluate certain specific ICASA regulatory processes since promulgation of ECA Describe and evaluate ICASA role in dealing with possible competition issues in SA broadcasting sector
Content	<p>Converged regulation since promulgation of ECA:</p> <ul style="list-style-type: none"> New licence categories – shift from vertical to horizontal licensing (ECNS, ECS, BS, Postal), individual and class licences Regulatory processes - license conversion, satellite TV licensing, DTT regulations, must-carry, sports broadcasting, new commercial radio licensing, independent TV production rules <p>Possible competition matters:</p> <ul style="list-style-type: none"> ECA of 2005 compels ICASA to study competition issues in relation to broadcasting ICASA MoU with Competition Commission
Core Reading	<ul style="list-style-type: none"> ICASA (2007) Conversion of Licences in Terms of Chapter 15 of the ECA, at http://www.info.gov.za/view/DownloadFileAction?id=72819 ICASA (2008) Must-Carry Regulations, at http://us-cdn.creamermedia.co.za/assets/articles/attachments/17293_31500_1271.pdf Geyde, L (2009) 'Digital TV Smackdown', <i>Mail & Guardian</i>, 16 August, at http://www.mg.co.za/article/2009-08-16-digital-tv-smackdown
Additional Readings	<ul style="list-style-type: none"> ICASA (2009) DTT Regulations, at http://www.icasa.org.za/Home/tabid/38/ctl/ItemDetails/mid/501/ItemID/87/Default.aspx ICASA (2008) Discussion Paper: Review of Sports Broadcasting Rights, at http://www.icasa.org.za/LegislationRegulatory/WorkingdocumentsPendingProcesses/SportsBroadcastingRights/Draft/tabid/246/ctl/ItemDetails/mid/888/ItemID/77/Default.aspx ICASA (2009) Independent Production Position Paper, at http://www.icasa.org.za/Home/tabid/38/ctl/ItemDetails/mid/501/ItemID/79/Default.aspx Republic of South Africa (RSA, 2005), <i>Electronic Communications Act (ECA) No. 36 of 2005</i>, http://www.info.gov.za/gazette/acts/2005/a36-05.pdf
About the Lecturer/Presenter	<p>Robert Nkuna has been an ICASA Councillor since October 2006. Before that, he was Senior Manager of Media Relations at the Ministry of Communications, and he has also served as General Manager Corporate Communications at the SA Post Office and as Deputy Director, Policy, at the Government Communications and Information System (GCIS). Nkuna was involved in various student and community media leadership positions before joining the GCIS.</p>

Digitalisation and broadcasting	
Presenter	Prof. Richard Collins
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> • Describe and analyse the drivers and elements of digitalisation in broadcasting • Describe and analyse the policy and regulatory issues arising from digitalisation in broadcasting. • Describe and analyse the policy and regulatory issues related to migration from analogue to digital broadcasting transmission.
Content	<ul style="list-style-type: none"> • Digitalisation of broadcasting content and transmission/delivery. • Digitalisation and convergence. • Policy and regulatory issues arising from digitalisation, e.g., provision of traditional broadcast content by telecommunications firms; • Migration from analogue to digital broadcast transmission: issues, policies, implementation, e.g., allocation of spectrum freed-up by digital migration; specifications and rollout for set-top boxes (STBs)
Core Readings	<ul style="list-style-type: none"> • Armstrong, C and Collins, R (2004) <i>Digital Dilemmas for South African TV</i>, LINK Centre Public Policy Research Paper No. 6, University of the Witwatersrand, http://link.wits.ac.za/papers/ddtvcarc.pdf • Hooper, R (2005) <i>Content regulation in the multiplatform multichannel digital age</i>. at http://www.ofcom.org.uk/media/speeches/2005/08/hk
Additional Readings	<ul style="list-style-type: none"> • Collins, R (2005) From monopolies, virtual monopolies and oligopolies to ... what? Media policy and convergence in South Africa and the United Kingdom, <i>Southern African Journal of Information and Communication</i>, Issue No. 5 :23-39, http://link.wits.ac.za/journal/j05-collins-convergence.pdf • Werbach, K (1997) <i>Digital Tornado: The Internet and Telecommunications Policy</i> at www.fcc.gov/Bureaus/OPP/working_papers/oppwp29.pdf <p>Digital switchover: the UK debate:</p> <ul style="list-style-type: none"> • See http://www.opendemocracy.net/media-digitaltv/debate.jsp, including Elstein, D (2002) <i>The politics of digital TV in the UK</i> http://www.opendemocracy.net/media-digitaltv/article_21.jsp
About the Lecturer/Presenter	See above for Prof. Richard Collins profile.

Digitalisation, copyright and distribution rights	
Presenter	Mr. Chris Armstrong
Outcomes	Participants will be able to: <ul style="list-style-type: none"> Describe the copyright issues raised by digitalisation and digital transmission of broadcasting content
Content	<ul style="list-style-type: none"> Copyright issues related to digitised broadcasting and digitised content Distribution rights issues related to digitised broadcasting and digitised content
Core Readings	<ul style="list-style-type: none"> Martini, P (2007) Everyone is a Pirate: DRM in Brazilian Digital TV http://icommons.org/articles/everyone-is-a-pirate-drm-in-brazilian-digital-tv, icommons, Rio, 10 September. Armstrong, C & Ford, H (2007) <i>Innovations in Licensing Rights and Copyright for Digitised, Sustainable Film Distribution in South Africa</i>, for Southern Dialogue Project, http://icommons.org/resources/innovations-in-copyright-for-digitised-sustainable-film-in-south-africa
Additional Readings	<ul style="list-style-type: none"> ICASA (2009) Independent Production Position Paper, at http://www.icasa.org.za/Home/tabid/38/ctl/ItemDetails/mid/501/ItemID/79/Default.aspx Public Knowledge (2007) <i>WIPO Broadcasters Treaty</i>, http://www.publicknowledge.org/issues/wipobroadcasters Gerhardsen, TIS (2007) <i>WIPO Side-Event Highlights Exceptions, Limitations In Broadcasting Treaty</i>, IP-Watch, 20 June http://www.ip-watch.org/weblog/index.php?p=662&res=1280&print=0
About the Lecturer/Presenter	See above for Mr. Armstrong profile.

Digital migration of terrestrial TV transmission: policies/implementation in South Africa	
Presenter	Ms. Libby Lloyd
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> Describe and evaluate the policy and regulatory dynamics for migration of South African terrestrial TV transmission from analogue to digital (DTT) Evaluate challenges and opportunities related to migration to DTT
Content	<ul style="list-style-type: none"> Government's Digital Migration Policy ICASA's DTT Regulations Problems and challenges related to digital migration in South Africa
Core Readings	<ul style="list-style-type: none"> Berger, G (2009) 'Ten New TV Channels – and 10 New Problems' <i>Mail & Guardian</i>, 23 July, http://www.mg.co.za/article/2009-07-23-ten-new-tv-channels-and-10-problems Department of Communications (2008) Digital Migration Policy, at http://www.godigitalsa.co.za/files/Regulatory/BDM%20Policy%20Gazetted%20%2008%20Sept%202008.pdf ICASA (2009) DTT Regulations, at http://www.icasa.org.za/Home/tabid/38/ctl/ItemDetails/mid/501/ItemID/87/Default.aspx Department of Communications (2009) Draft Set-Top-Box Manufacturing Strategy, at http://www.doc.gov.za/index.php?option=com_content&task=view&id=335&Itemid=457
Additional Reading	<ul style="list-style-type: none"> Digital Migration Working Group (DMWG, 2006) <i>Report: The proposed switchover from Analogue Broadcasting to Digital Broadcasting in South Africa</i>, to Minister of Communications, South Africa, November, at http://www.digitalmigration.gov.za/DMWG_Report22Mar2007/index.htm: Sections 3 and 4, pp. 36-76 Parliamentary Portfolio Committee on Communications (PPCC, 2008), Meeting of 17 June 2008, 'Broadcasting Digital Migration Strategy: input from Department, Digital Dzonga, SABC, E.tv, M-Net, Communication Workers Union, Sentech' at http://www.pmg.org.za/report/20080617-broadcasting-digital-migration-draft-strategy-input-department-digita
About the Lecturer/Presenter	See above for Ms. Lloyd profile.

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- Article 19 (2006) *Broadcasting Pluralism and Diversity: Training Manual for African Regulators*, Chapters 2-5, <http://www.article19.org/pdfs/tools/broadcasting-manual.pdf>
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