



DIVERSITY
CONTENT
AUDIENCE

ACCESS **INNOVATION** T

CONVERSATION **TECHNOLOGY** V

RADIO ANNUAL VISION HUMAN VALUES FUTURE

EMPOWERMENT **REPORT** DIGNITY

MISSION **DIGITAL ERA 2012** EDUCATION NEWS CULTURE

PARTNERSHIPS **SPORT ENTERTAINMENT**

STRATEGY
GROWTH



**EMBARKING ON
A NEW ERA**

**OF
CONNECTING
CITIZENS** GLOBALLY
THROUGH **DIGITAL
BROADCASTING**

TOTAL
CITIZEN **VISION
EMPOWERMENT**

Broadcasting for Total Citizen Empowerment.

MISSION DRIVEN
SUSTAINABLE
STRATEGIC

To be a people centred, content driven, technology enabled, strategically focused and sustainable public service broadcaster.

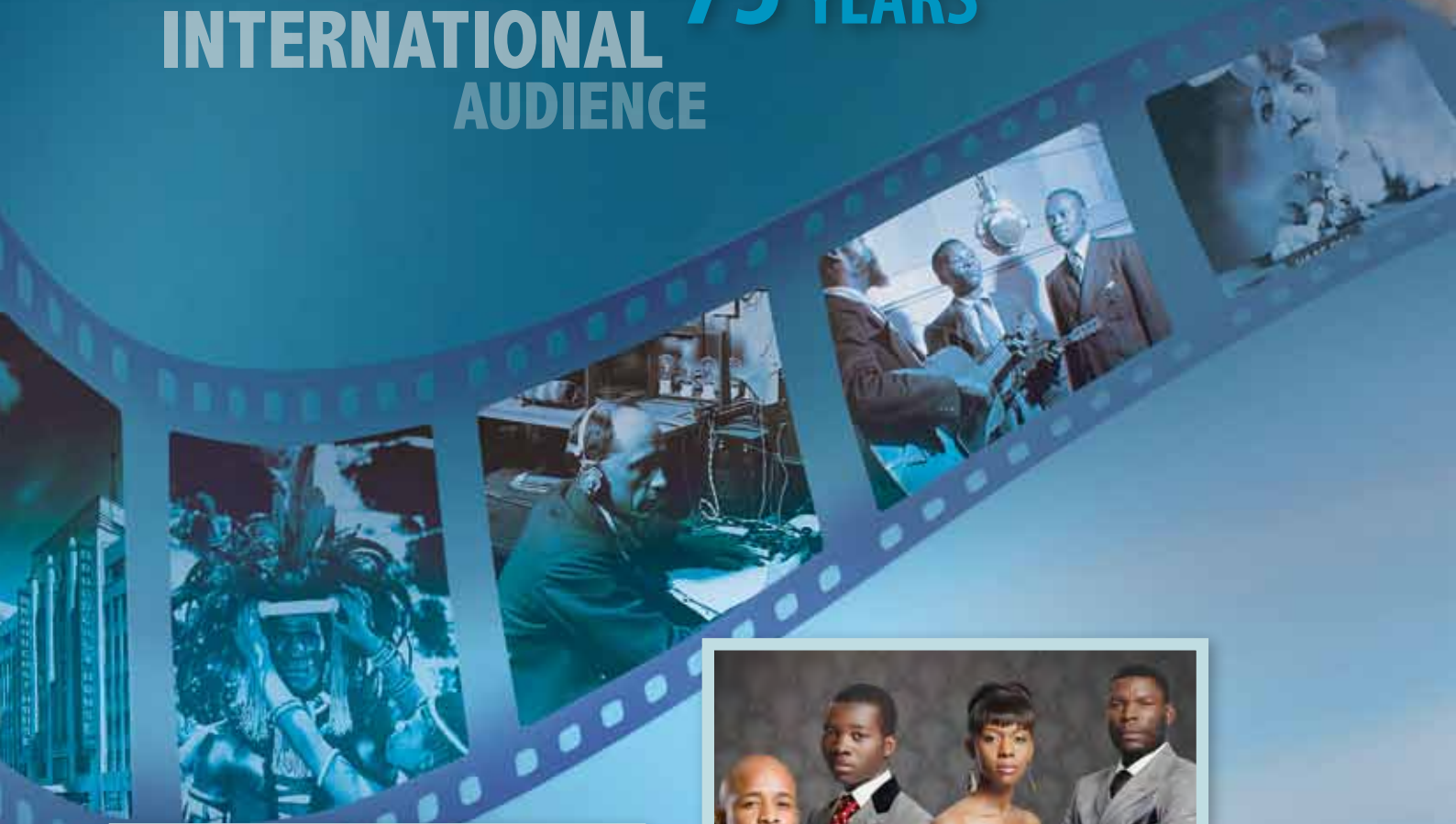
DIGNITY **VALUES**
RESTORING
PARTNERSHIPS

*Conversations and partnerships.
Restoration of human dignity.
Building a common future.*

HIGHLIGHTS
CELEBRATE SURPASSING
MILESTONES

TOUCHING LIVES

ACHIEVEMENTS FOR OVER **75** YEARS
INTERNATIONAL AUDIENCE



75
years of
Inspiring the Nation...



UBUNTU

TRENDS
IN TUNE

IN TOUCH
AUDIENCES
LOCAL

The past year saw the SABC celebrate another key milestone in its history: the Corporation celebrated 75 years of broadcasting. It was a celebration that would have made the founding members proud.

Through its 18 radio stations and 3 television channels the SABC continued to dominate the radio and free-to-air television spaces across the spectrum. Its signature shows, such as Generations and Muvhango, continued to top the audience ratings (ARs) as they have over the past several years, with both shows reaching 23.4 and 11.4 ARs, gaining access to 6.2 million and 3.2 million households, respectively, during the year under review.

Other shows such as 7de Laan and the Bold and the Beautiful made it into the top 10 of the ARs. It is quite heartening to note that the majority of the top performing shows are locally produced.

SABC programming dominated the Pay-TV market with 9 out of 10 SABC shows occupying the Top 10 Pay-TV platform ARs.

Our sports properties continued to hold their own even against pay-television platforms. The broadcast of key soccer games saw the SABC reaching some of the highest ARs in the year under review e.g. the international friendly between South Africa and Burkina Faso reached 5.5 million households. This trend continued throughout the year.

Similarly, Radio continued to dominate the South African airwaves, demonstrating that the platforms were still in tune with their audiences. The radio platform delivered a 66% growth in audience share. Although Public Broadcast Service (PBS) Radio was not able to meet its growth targets of 58% from 55%, Public Commercial Service (PCS) Radio grew its total audience share to 14% of Living Standards Measure (LSM) 7-10, achieving an 8% all-races audience.

All our platforms performed well against the Independent Communications Authority of South Africa (ICASA) mandate and content quotas, comfortably surpassing most of the set targets. Various changes were effected at all our radio stations and we are confident that some of these interventions will begin to bear fruit in the new financial year.

Just as it has done for the past 75 years, the SABC continued to demonstrate that it remains in touch with its audiences and to touch the lives of South Africans across every spectrum of our society, a feat we hope to continue for the next 75 years.



RELATIONSHIPS
LOCAL CONTENT OUR PEOPLE ACHIEVEMENTS
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This is the 75th Annual Report of the South African Broadcasting Corporation Limited, referred to as 'SABC', 'the Corporation' or 'the Company' (Registration Number: 2003/023915/06). It is tabled in Parliament in terms of the Broadcasting Act, No 4 of 1999, as amended, and the Public Finance Management Act, No 1 of 1999, as amended. This report details the activities of the SABC for the twelve months ended 31 March 2011.



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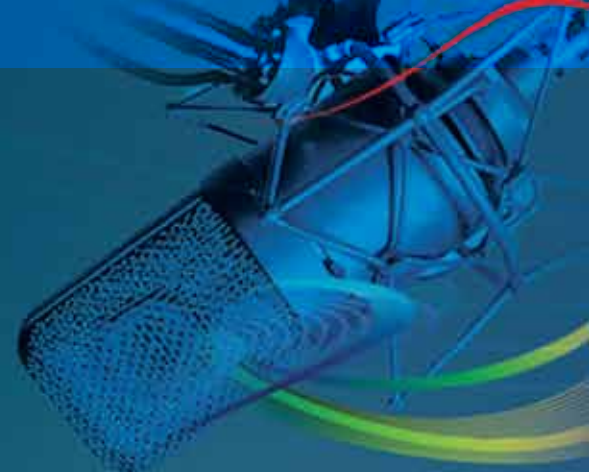
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SABC VALUES RADIO AT A BROADCASTING TELEVISION GLANCE VISION STRATEGY



METRO FM

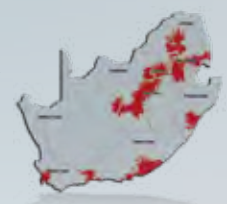
METRO FM is the largest national urban commercial station in South Africa with listeners in excess of 6 million. The station embodies and reflects the style and attitude of its listeners, who are ambitious, high flyers with the confidence that comes from being comfortable in a multiracial multicultural South Africa. Though primarily a music station METRO FM also delivers credible and unbiased news reporting that keeps its listeners involved and informed. As a brand, METRO FM is influential in driving the habits of its listeners as an extension of the listener's lifestyle. METRO FM is well positioned as a primary vehicle to reach the emerging, influential and aspirant Black market.

Average weekly audience: 6.423 million adults (15+).



Hailed as the entertainment power-house for South African youth, 5FM delivers the most popular contemporary music and entertainment to its listeners. With its finger on the pulse of global music and content trends, 5FM gives its audience the opportunity to be part of the energy and dynamism of the fast-changing youthful global community. Underpinned by its diverse and vibrant on-air talent, 5FM caters to the varied tastes of the audience that it serves. 5FM's youthful mindset, combined with its innovative attitude, allows the station to deliver an environment where the youth meet and amplify their experiences.

Average weekly audience: 2.246 million adults (15+).



Connecting Cape Town.

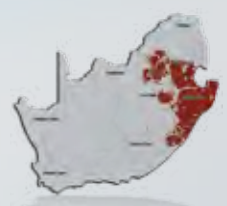
GOOD HOPE FM is Cape Town's leading music-focused, interactive, lifestyle radio station, whose Contemporary Hit Radio format provides a music-mix of R&B, Pop, Soft Rock, Hip Hop, Dance and the best South African Music. As an ideal medium to reach the twenty-something Capetonian audience, GOOD HOPE FM is well positioned to meet the lifestyle needs of this audience through showcasing events and public concerns.

Average weekly audience: 653 thousand adults (15+).



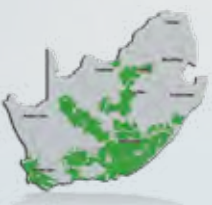
Ukhozi FM is a leading ALS station with audiences in excess of 6 million over the last decade. Broadcasting in isiZulu, the station is one of the biggest in Africa and keeps its audiences connected to their cultural identity in a modern world context. Playing a mix of Maskandi, Mbaqanga, Kwaito, Gospel, Pop and R&B music, it appeals to its audience's varied taste in African music.

Average weekly audience: 7.188 million adults (15+).



Broadcasting from Port Elizabeth, Umlhlobo Wenene FM is the most dominant medium in the region and it out-performs all other media. It is the only African-language station to broadcast in nine provinces and cover all of SA's major metropolises. Aimed at people who understand and speak isiXhosa, Umlhlobo Wenene is a beacon to those who seek to preserve and protect their language, customs and traditions.

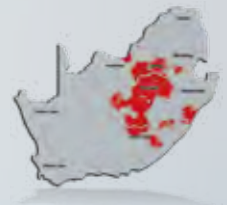
Average weekly audience: 4.085 million adults (15+).



LESEDI FM

Lesedi FM broadcasts from Bloemfontein to the Sesotho-speaking and -understanding communities. It is the biggest Sesotho radio station in South Africa. As a needs-driven participatory radio station, Lesedi FM provides regular programming that touches on issues that have a direct bearing on the development of listeners.

Average weekly audience: 3.584 million adults (15+).



Source: RAMS (Jan-May 2012) – used for audience figures



Thobela FM is the contemporary voice of Northern Sotho-speaking and -understanding South Africans, who are proud and respectful of their cultural heritage, without being tied to it. The station offers a platform for listeners to feel part of a generous, caring family.

Average weekly audience: 2.798 million adults (15+).



Motswedding FM broadcasts from Mmabatho in Setswana. It is the largest Setswana radio station in South Africa, with listeners that look up to the radio station as a source of education and entertainment. Motswedding FM has massive spillover listenership in Botswana. Motswedding FM aims to be the contemporary voice of Setswana-speaking and -understanding South Africans who acknowledge and are proud of their cultural heritage.

Average weekly audience: 3.180 million adults (15+).



RSG is a dynamic, full-spectrum radio station which offers diverse programming that is in touch, relevant and rooted in people's needs – a totally Afrikaans station. It is the all-in-one preferred radio station with something for everyone who speaks or understands Afrikaans, regardless of race. A wide range of music genres is offered, from Afrikaans, classical, popular, gospel, jazz and country music that appeals to forward-thinking people who have a sense of belonging in the new South Africa. RSG has a loyal listener base throughout the country attracting a diverse range of South Africans.

Average weekly audience: 1.935 million adults (15+).



Munghana Lonene FM broadcasts in Xitsonga. The station's broadcast reach stretches from Limpopo to Gauteng, Mpumalanga and the North West. Boasting a vibrant mix of education, information and entertainment, the station has found appeal with a large cross-section of the population who are active participants in the shows, adding their opinion and seeking advice.

Average weekly audience: 1.175 million adults (15+).



Ligwalagwala FM prides itself on being an upbeat radio station that speaks to young, motivated, upwardly mobile black siSwati-speaking people. Playing a mix of Kwaito, Ballads, House, R&B and Gospel, Ligwalagwala FM appeals to its listeners who are progressive and brand-conscious as they have true urban identities. The aim of the radio station is to act as a friend, teacher, entertainer and nation-builder for its listeners, broadcasting content that enriches the daily lives of its audience.

Average weekly audience: 1.391 million adults (15+).



Ikwekwezi FM takes pride of place as the only station in the country that caters to the isiNdebele community of South Africa. The radio station has been positioned to improve the lives of its listeners by keeping them in touch with current issues, while catering for the needs and tastes of the Ndebele people. It follows a music-and-talk-based format whilst understanding that its target market wants to be informed in an entertaining way.

Average weekly audience: 1 734 million adults (15+).



Broadcasting out of Polokwane, Phalaphala FM talks to the young, aspirant and upwardly-mobile black people living in the Northern Province. Aimed at the Tshivenda-speaking population, Phalaphala FM is recognised mostly as a music station with some talk content.

Average weekly audience: 1.031 million adults (15+).



Tru FM gives a platform for free expression to young people. Speaking to South Africa's youth and leaders of the future, TruFM is focused on providing its modernised, ambitious, confident and fun-loving Eastern Cape listener with the tools for self development and improved quality of life.

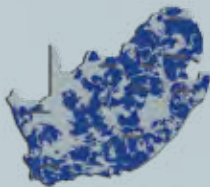
Average weekly audience: 275 thousand adults (15+).





SAFM is a platform where South Africans challenge and redefine the status quo. The station serves influential South Africans by honouring the freedom to question and reveal our social reality. SAFM inspires those who want to be ahead – it delivers progressive news and information, whilst remaining in touch with the listener's lifestyle and entertainment needs.

Average weekly audience:
540 thousand adults (15+).



Fulfilling the cultural, information and entertainment needs of the South African Indian population across three religious denominations (i.e. Hinduism, Islam and Christianity) in six languages. Lotus FM's programming policy is underpinned by core editorial values that reflect the proudly South African Indian identity, while affirming the audience's rich and diverse Indian culture and heritage.

Average weekly audience:
331 thousand adults (15+).



Radio 2000 is a cosmopolitan national radio station that broadcasts in English, 24 hours a day and is seen as the haven for live sport of all kinds but with special emphasis on rugby, cricket and soccer. Programming varies, ranging from Arts, Sports News, Culture, Travel, and Business to Personal Finance. The station also engages in national debates.

Average weekly audience:
790 thousand adults (15+).



X-K Fm targets the San people of Platfontein in the Northern Cape and aims to preserve the !Xu and Khwe cultures, uplifting, developing and informing the communities. This community consists of the !Xu (who make up 64% of listeners) and the Khwe who fall into LSM 1-6. Just under a third of listeners are aged 16-24, 30% are over 50, 34% are 25-34 and 15% are aged 35-49.

Average weekly audience:
5 thousand adults (15+).



Average weekly audience:
27.645 million adults (15+).

Full spectrum free-to-air channel with a youthful focus, and aimed at a mass audience.

Broadcasts in English, isiZulu, isiXhosa, isiNdebele and siSwati.

Coverage via terrestrial transmitter network: Currently covering 91.2% of the population.

Available via satellite on the DStv and Vivid DTH (direct-to-home) digital satellite platforms.



Average weekly audience:
24.684 million adults (15+).

Full spectrum free-to-air channel aimed at the whole family.

Broadcasts in English, Afrikaans, Sesotho, Setswana, Sepedi, Xitsonga and Tshivenda.

Coverage via terrestrial transmitter network: Currently covering 92.5% of the population.

Available in stereo via satellite on the DStv and Vivid DTH (direct-to-home) digital satellite platform.



Average weekly audience:
20.041 million adults (15+).

Full spectrum free-to-air channel.

Entertainment and information format for cosmopolitan viewers.

Broadcasts in English.

Reach of channel via the terrestrial transmitter network: Currently covering 82.1% of the population.

Available via satellite on the DStv and Vivid DTH (direct-to-home) digital satellite platforms.



Source: AMPS 2011AB (used for audience figures)