

Nordicity spearheads Canadian team advising a South African client on a DTH and multi-channel licence application

Ottawa – Jan, 2007 – Over the last several months, a 9 person Canadian team led by Nordicity has helped prepare a DTH and multi-channel broadcasting application for South Africa. The client is an experienced black empowered broadcasting group that owns and operates the only private terrestrial TV network in South Africa and has broadcasting interests in other African countries.

This licence application is a response to an “invitation to apply” issued by the Independent Communications Authority of South Africa (ICASA) in January 2006. In its call for applications ICASA opened the way for new pay-television broadcast licences by all appropriate delivery alternatives – including cable, IPTV, and DTH. . This process will pave the way to a more competitive pay-television market in South Africa, as the country already has one well-entrenched DTH incumbent mainly serving the high end consumers.

As reported by Business Day (Johannesburg), Nordicity’s client intends to provide subscription television broadcasting service to middle income South Africans. Furthermore, says the article, in applying for the pay-TV licence, the Nordicity client would leverage the experience gained in launching and operating a successful South African commercial television business.

"We will be able to generate the content and provide other programming. Sport is key and we will look at developing a presence," said to the media Marcel Golding, head of the investment company Hosken Consolidated Investments (HCI), which is the majority shareholder in the application.

The Nordicity led team helped prepare the technical plan for the satellite and broadcasting/production components of the proposed domestically scheduled channels in a variety of genres. Nordicity also constructed the business model, prepared a forecast of subscriber demand, and assisted in the development of the movie-based new channel offerings. Nordicity continues to be involved in the application process by providing an international context that will encourage the regulator to establish appropriate conditions for a successful competitive entry into the market.

Nordicity is proud to help this licence application process and believe this will lead to a better and broaden television service for the emerging black South African middle class.

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