



# Association of Marketers Vereniging van Bemarkers

Co Reg No. 95-01675-09

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24 May 1993

*Multiparty Planning Committee  
Multiparty Negotiating Process  
P O Box 307  
Isando  
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*Fax N° 397-1198*

*Dear Sir*

### **Broadcasting Authority**

*The Association of Marketers, which represents 158 of South Africa's major marketing companies who control an adspend of R1 229 000 in broadcast media per annum, is aware of the fact that the Technical Committee tasked with broadcasting matters is close to proposing a new regulatory framework for the electronic media.*

*In the interest of stability in the industry, and on behalf of consumers, manufacturers and marketers in South Africa, it is important to approach regulation with a sound long-term view in mind.*

*The telecommunications and broadcasting industry already overlaps extensively in terms of technology and products. In the very near future, telecommunications providers will be delivering broadcasting products to consumers' homes and vice versa.*

*This blurring of services and products requires a single regulatory body for both telecommunications and broadcasting. While it may be necessary to provide for an interim authority, concerned only with broadcasting, during the period before a fully democratic election, ASOM urges the Technical Committee to recognise the need to administer the spectrum in the interests of long-term stability for the industry and the public benefit.*

*Yours faithfully*

**DERRICK DICKENS  
EXECUTIVE DIRECTOR**

Member of the World Federation of Advertisers

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