

# Reactions to the 90% local content quota by SABC

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"The decision to introduce a 90% local content quota at the South African Broadcasting Corporation (SABC) is here to stay and will not be scrapped after three months as previously suggested," says Hlaudi Motsoeneng.



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Media industry reactions have been mixed with some expecting audiences to drop and quality of content to follow. The reactions from the creative industry have been positive, with production houses expecting to do a lot more work.

I first heard of the news from my brother who is a writer and cinematographer. For film makers, musicians and all parties involved in production, this is only good news. The SABC has already sent out commissioning briefs for new content. My brother is so excited, all the scripts and content that they have been sitting on for years may finally come to light. This will also give us the opportunity to tap into local stories and content.

As an agency we don't see the doom and gloom, our view is that if content is of good quality, then the audience numbers will follow. A good example of this is the launch of *Isibaya* on Mzansi Magic almost three years ago. Critics were cautious of the show and whether it would thrive. The show is now in the top 10 programmes watched on the DSTV platform.

So how does local content perform in South Africa? We ran the numbers for Week Commencing 22 May 2016 and they make for interesting observations...

Top 10 programmes by station. Target market: All adults							
SABC1	Ratings	SABC 2	Ratings	SABC 3	Ratings	DSTV Group	Ratings
Uzalo	22.8	Muvhango	15.7	The Bold and the Beautiful	4	Isibaya MZAN	2.6
Generations the Legacy	22.3	Lotto Draw Live	7.3	Gourmet	3.1	Igazi MZAN	2.2
Skeem Saam	19.4	Noot Vir Noot	6.7	Isidingo: the Need	3.1	Our Perfect Wedding (Mag) MZAN	2
Vodacom Yebo Millionaires	15.3	Skwizas -R	6.3	Days of Our Lives	2.9	Doubt MZAN	1.3
Mfolozi Street	15.1	Speak Out	6	Tropical Heat	2.5	Vodacom Super Rugby 2016:Bulls vs Lions	1.1
Dream World	13.1	7De Laan	5.6	Isidingo -R	2.5	Soccer Wrap SUP4	1
Nyan Nyan	11.7	Thola	4.8	Relic Hunter	2.3	Nedbank Cup:Supersport United vs Orlando	1
Zulu News	11.4	Muvhango -R	4.7	7De Laan -R	2.2	Date My Family MZAN	1
Selimathunzi	11.3	Skwizas	3.9	Charlie's Angels (Drama)	2	Living the Dream with Somizi MZAN	0.9
Friends Like These	11.1	Ses/Tsw/Sep News	3.8	Luv	1.9	Ring of Lies MZAN	0.9

Top 10 programmes by station. Target market: LSM 8-10							
SABC1	Ratings	SABC 2	Ratings	SABC 3	Ratings	DSTV Group	Ratings
Generations the Legacy	11.3	Muvhango	9.9	The Bold and the Beautiful	4.3	Isibaya MZAN	5.2
Uzalo	10	7De Laan	7.6	Survivor: Blood vs Water	3.7	Our Perfect Wedding (Mag) MZAN	4.3
Skeem Saam	9.3	Noot Vir Noot	6.4	Isidingo: the Need	3.3	Igazi MZAN	4.2
Mfolozi Street	6.3	Nuus	4.7	Gourmet	3.2	Vodacom Super Rugby 2016:Bulls vs Lions	3.8
Vodacom Yebo Millionaires	5.9	Lotto Draw Live	4.6	Days of Our Lives	3	Vodacom Super Rugby 2016:Stormers vs Che	2.5
Zulu News	5.3	Speak Out	4.4	Top Billing	2.9	Doubt MZAN	2.5
Dream World	4.9	Skwizas -R	4.3	High Rollers	2.8	Soccer Wrap SUP4	2.3
Xhosa News	4.8	Mboiloo	3.8	The Fixer (Drama)	2.3	Vivo Ipl 2016: Royal Challengers Bangalo	2.2
Selimathunzi	4.6	Comrades Marathon	3.8	The Man Cave	2.2	Date My Family MZAN	2.1
Khumbul' Ekaya	4.2	50/50	3.3	Whitney	2.2	Binnelanders KYKN	2

The numbers speak for themselves. Even against the LSM 8-10 target markets, local content is king. If the quality of programming is good, then there is nothing stopping audiences from engaging with the content.

As media planners, my team and I are of the point of view that change in the media environment is a good thing, that's what keeps our jobs interesting and challenging. Yes, we need to be cautious but with these changes, there will also be new and interesting opportunities making creative formats like content integration easier. We are looking forward to seeing the picture that will be painted in the next few months.

Analysis by 25AM indicates that nearly 90% of the conversations around this topic were of positive in sentiment.

## Some positive reactions:

Yvonne Chaka Chaka says lack of airplay was killing the local industry.

Singer Juliet Harding of the band Goodluck says, "We need to stop thinking that because it's local it's inferior. We honestly need to look at ourselves and go 'Wow, we make the best music'. I call it national pride."

Legendary Sello "Chicco" Twala said the announcement has sent him back into the studio, where he hasn't been to record his music since 1999.

So hold onto your remotes, the next few months will be interesting, and we will be following the audiences closely...

## ABOUT THE AUTHOR

Mia started in the media industry as an intern fresh out of college. Inroads gave her a great opportunity to learn and discover what the ad industry was all about. She remembers her first ever client was Cell C retail, when they had just launched in South Africa. Since then, she's worked on both agency and client side, on brands like Durex, Hippo.co.za and a few more. She's also tried her hand in production, to get a better understanding of how it all works. She's now working with the UM team in media strategy.

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