

DO YOU QUALIFY FOR THE SABC 25% BONUS ADVERTISING AIRTIME?

The South African Broadcasting Corporation (SABC) plans to give bonus advertising airtime to qualifying small agencies to comply with the Competition Tribunal Order of 27 February 2019. In terms of the Order, the SABC has undertaken to provide 25% bonus advertising airtime for every rand of airtime bought by all qualifying small agencies/businesses and Exempt Micro Enterprise. According to the order, qualifying small agencies are those that meet the criteria defined by Broad-Based Black Economic Empowerment Act 53 of 2003 and the codes of good practice. The BBBEE defines Exempt Micro Enterprises (EME) “as a business with a turnover between R0m and R10m” and Qualifying Small business “as a business with a turnover between R10m and R50m and is measured using the EME and QSE Scorecard combined”.

The SABC, therefore, calls upon all qualifying small agencies that have a turnover between R0m and R50m to apply for the bonus airtime by submitting a proposal to the South African Broadcasting Corporation, Entrance 13, Corner Canary and Artillery Road, Auckland Park for the attention of Lesego Mokotedi. The proposal should cover the following aspects that will be used to measure the entities compliance with BBBEE:

B-BBEE ELEMENT	WEIGHT/POINTS	EVALUATION CRITERIA
Turnover of 0 – 10 million	30	<ul style="list-style-type: none">• Less than R10 million = 30 points• >R10 million to R50 million = 20
Management and control	30	<ul style="list-style-type: none">• 80% - 100% = 30 points• 60% - 79% = 25 points• 50% - 59% = 20 points• Below 49% equals zero = 0 points
BEE Rating including ownership	40	<ul style="list-style-type: none">• Level 1 = 40 point• Level 2 = 25 points• Level 3 = 20 points• Level 4 = 15 points
TOTAL POINTS	100	

To qualify for SABC Bonus Airtime the Qualifying businesses must score a minimum of 70 points. The proposal will also be assessed in line with SABC credit policy.

The proposal should include the following documents:

- Two year recent Audited Financial Statements
- Tax Clearance
- BEE Rating Certificate

All successful Qualifying Small Agencies/ Exempt Micro Enterprises will be informed in writing. The bonus airtime will be applied to bookings over the qualifying period and scheduled at the discretion of the SABC.