



Research and Development of a Sustainability Model for Community & Small Commercial Media

Findings Presentation

Agenda

Project Objectives and Research Methodology

Overall Sustainability of the CSCM Sector

Key Findings and Recommendations

Questions



Section 16:
Everyone has a
right to Freedom
of Expression



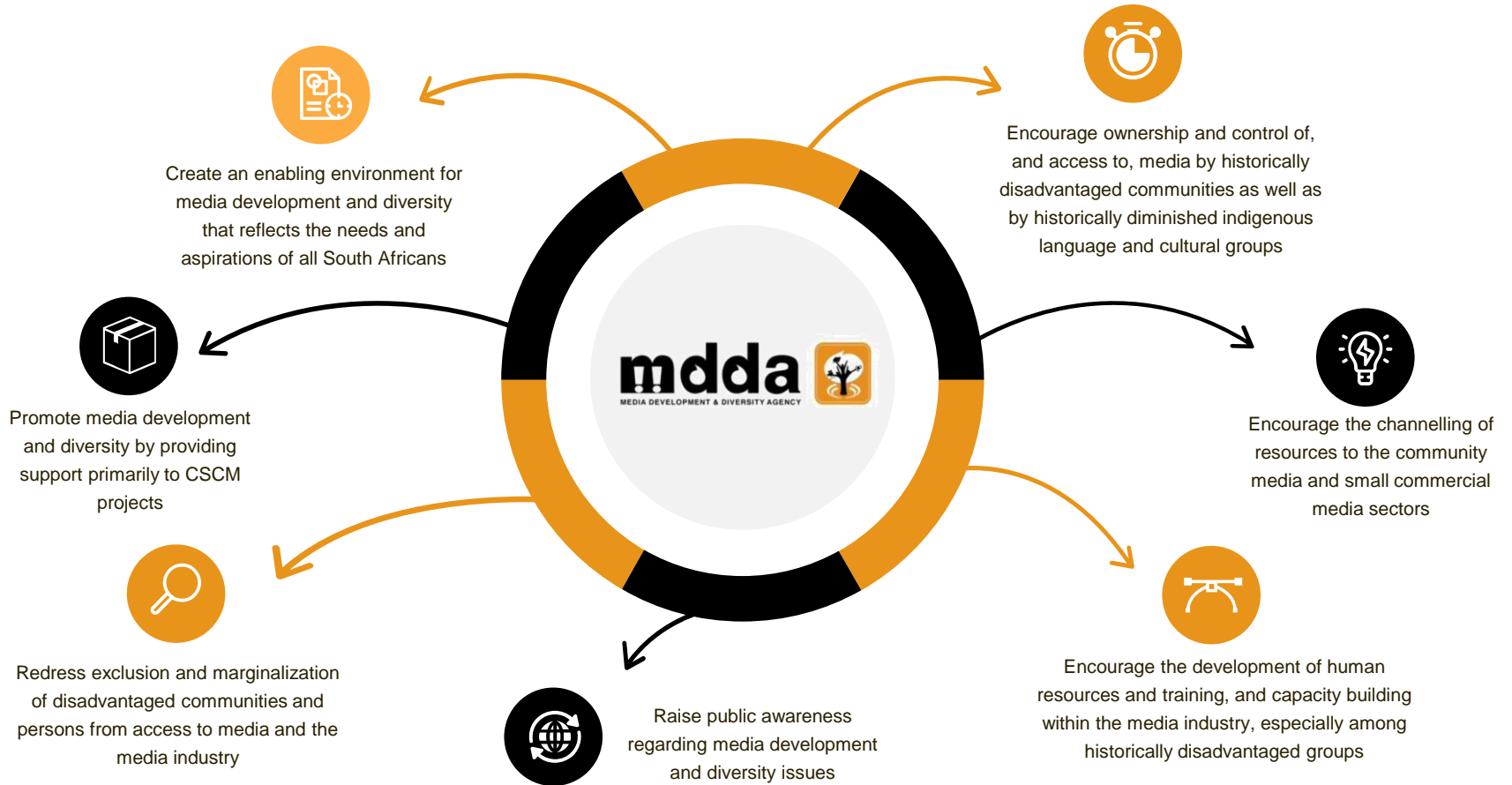
Section 32:
Everyone has a
Right to Access
to Information



Section 15 (1)
“Everyone has the right to
freedom of conscience,
religion, thought, belief
and opinion



MDDA MANDATE



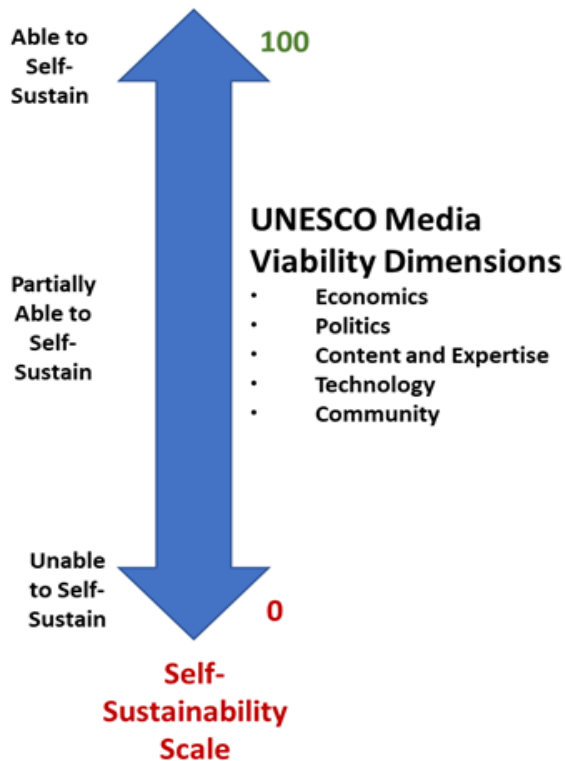


Project Objectives & Research Methodology

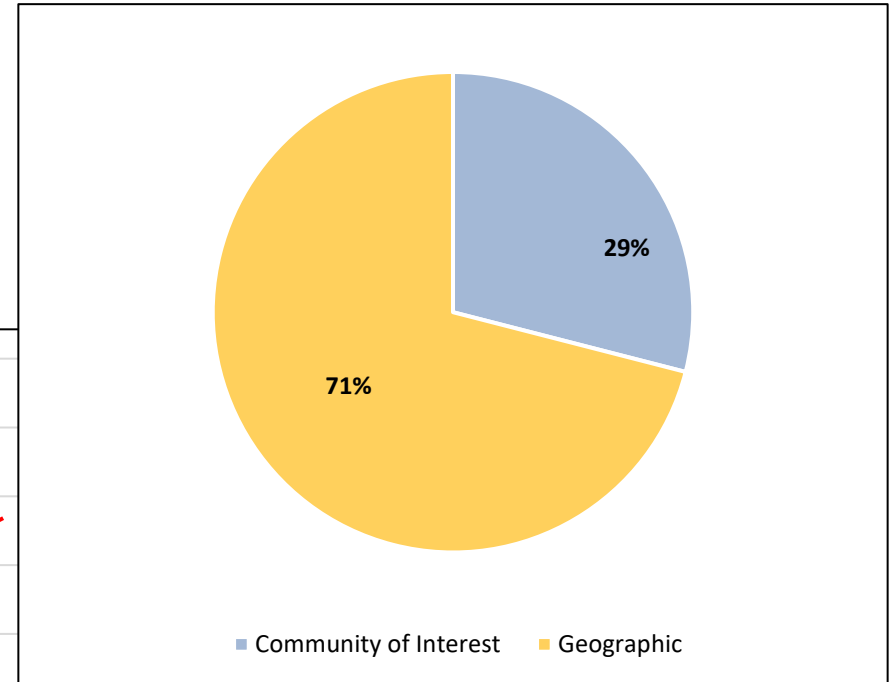
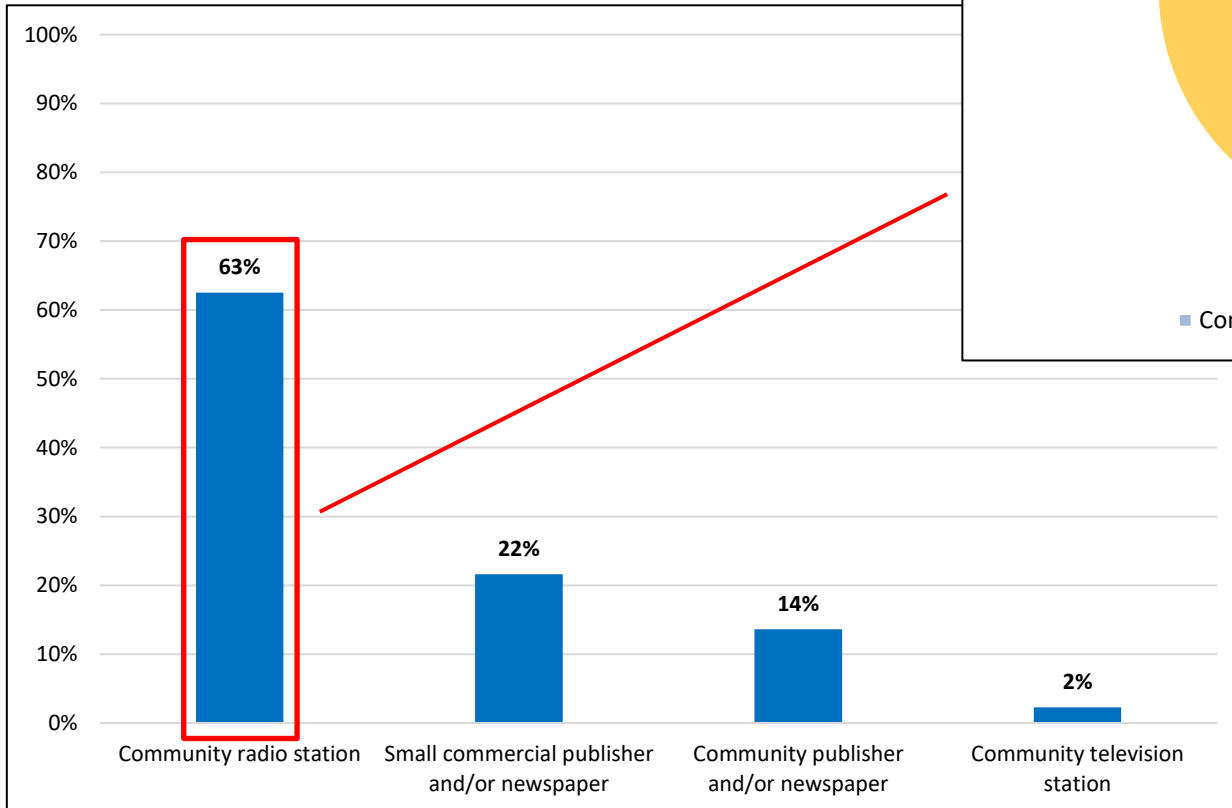
Objective and Approach

To develop a **Sustainability Model** for the CSCM sector in South Africa, which categorises the sector according to its ability to **self-sustain, partially sustain; or inability to self-sustain** for focused, responsive and proactive support.

(1) Sustainability Assessment Framework



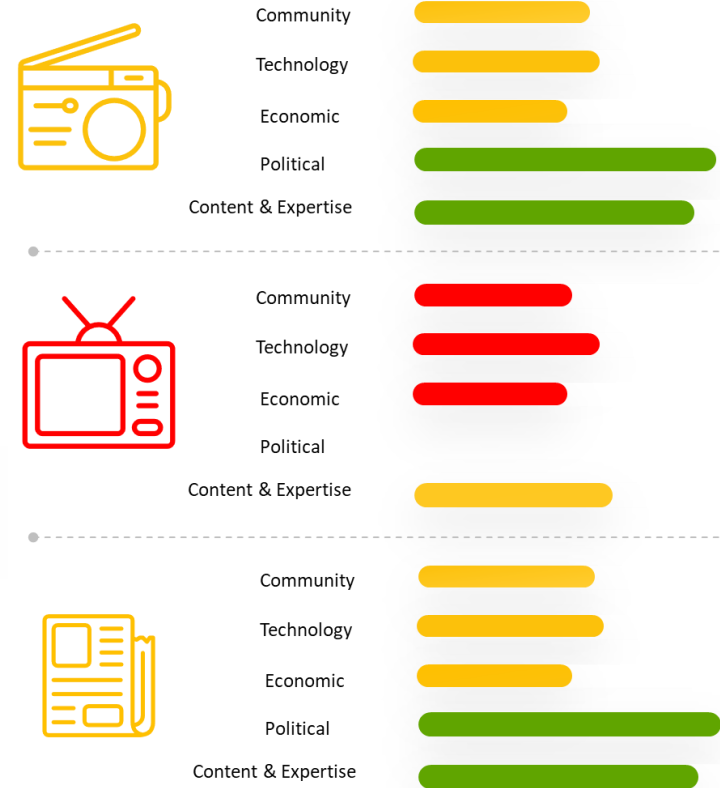
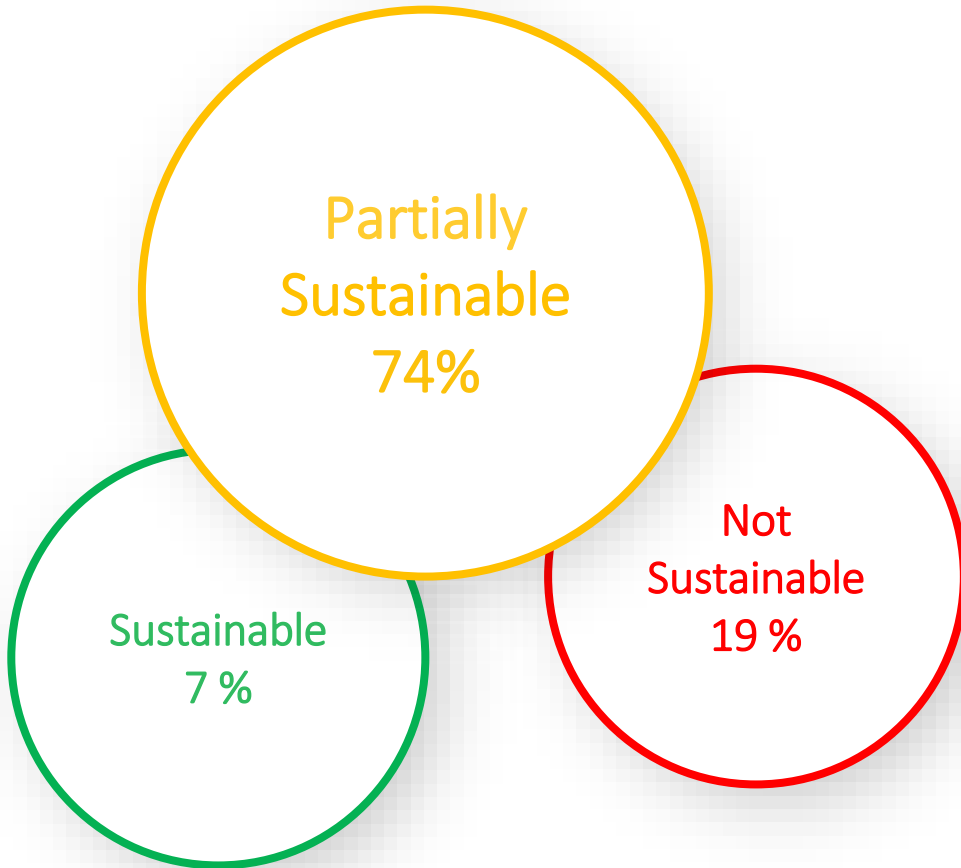
Respondent Demographics





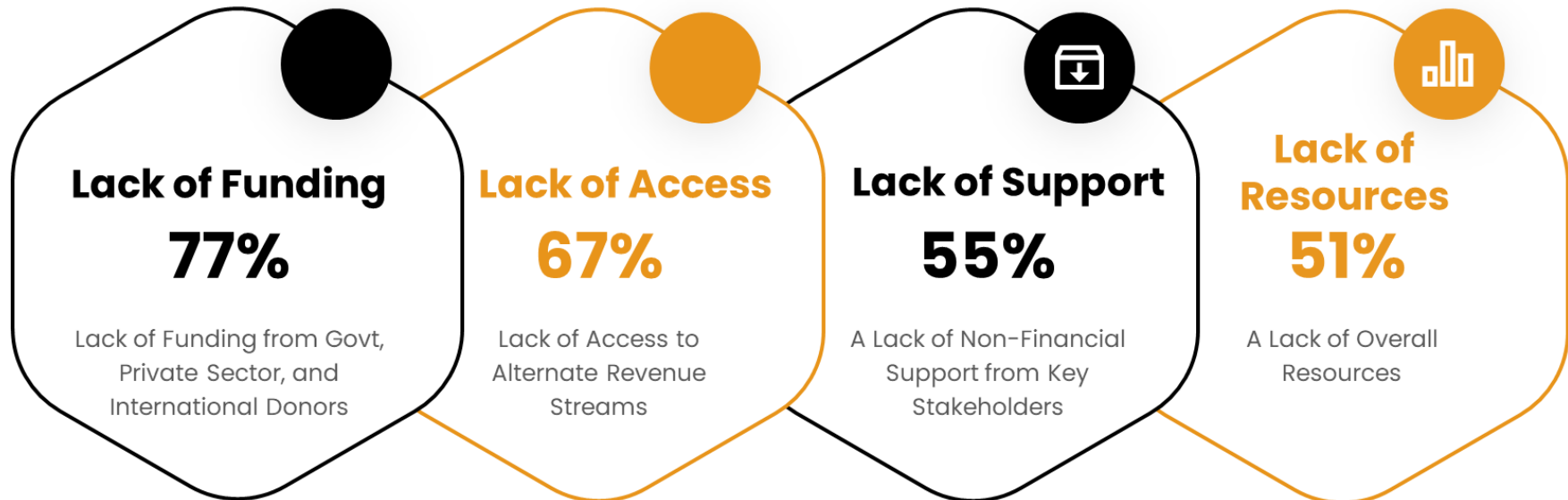
Overall Sustainability

Overall Sustainability of CSCM Sector

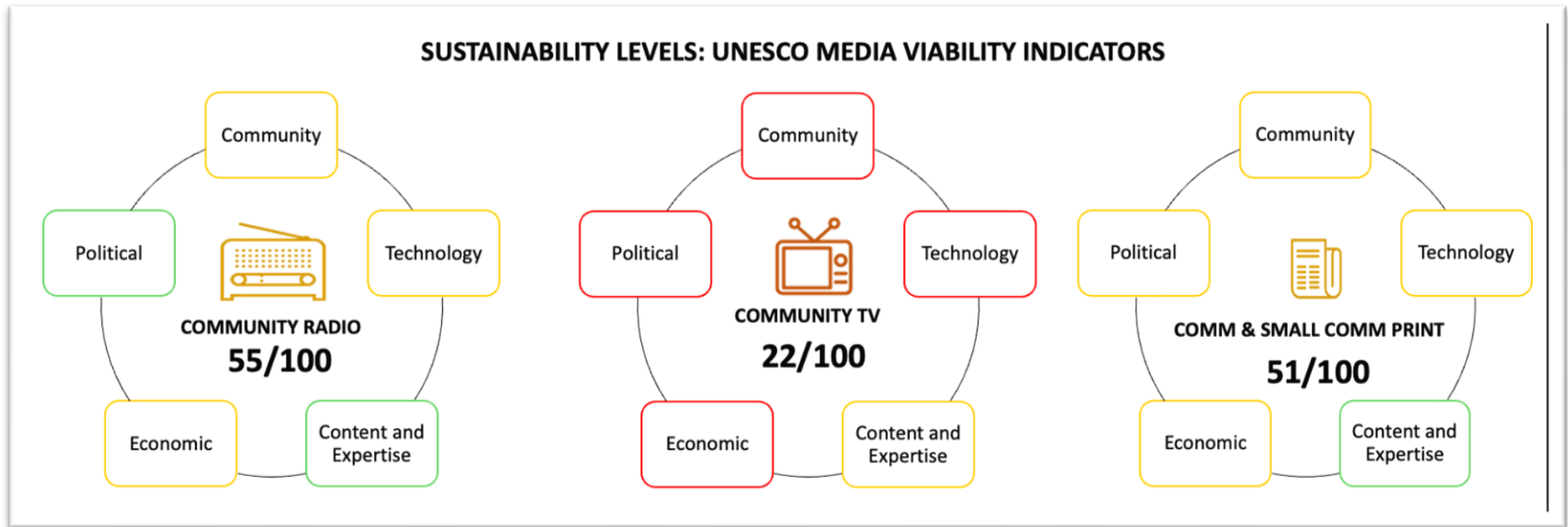


Overall Sustainability of CSCM Sector

Challenges Affecting Sustainability

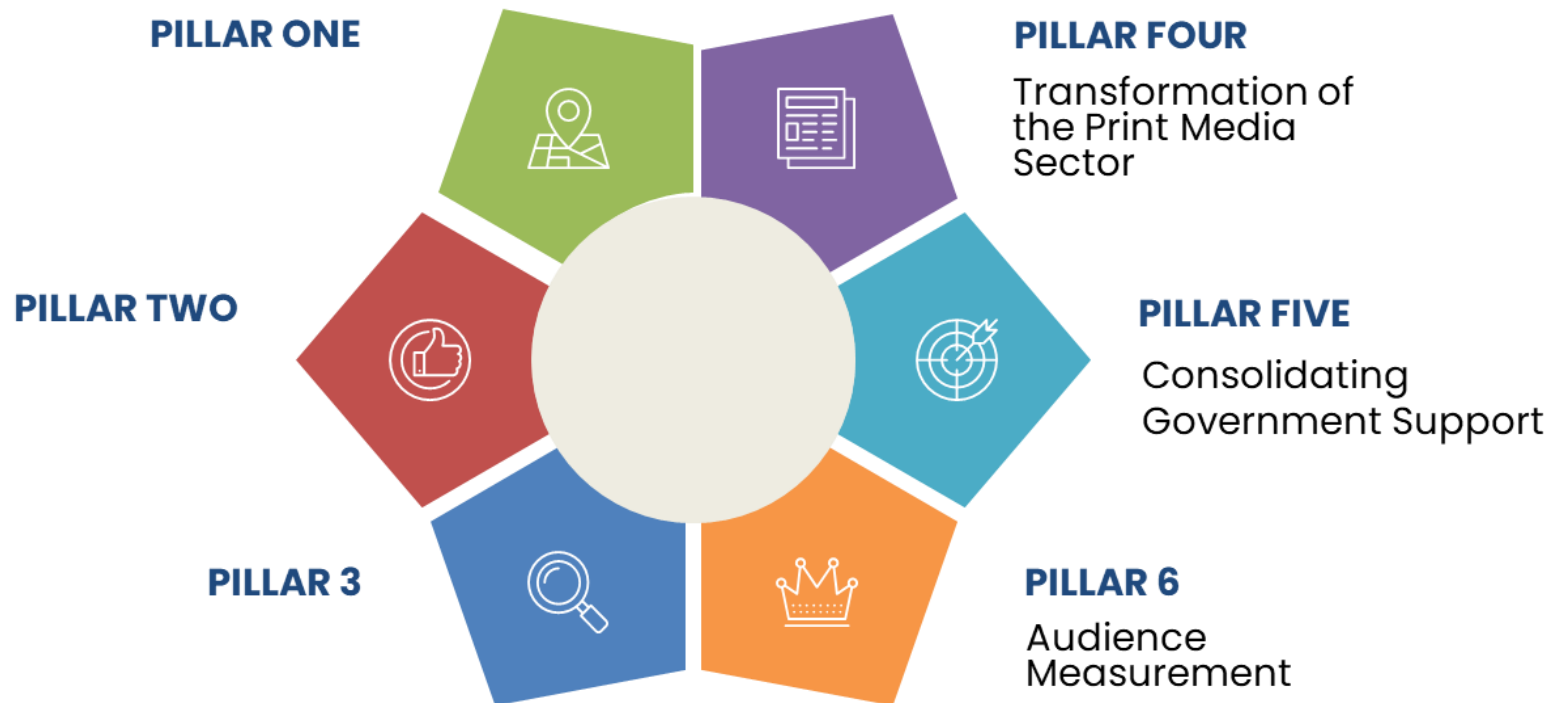


Overall Sustainability of CSCM Sector



Overall Sustainability of CSCM Sector

Strategic Thrust: 'Building a Resilient & Future-Forward
Community & Small Commercial Media Sector'





Key Findings

Root Cause Analysis

Legend

	Positive Practice
	Minor Challenge
	Major Challenge



Lack of support from key stakeholders



Insufficient revenue due to a lack of a secure revenue streams, or a lack of access to alternate sources of revenue



Lack of credibility

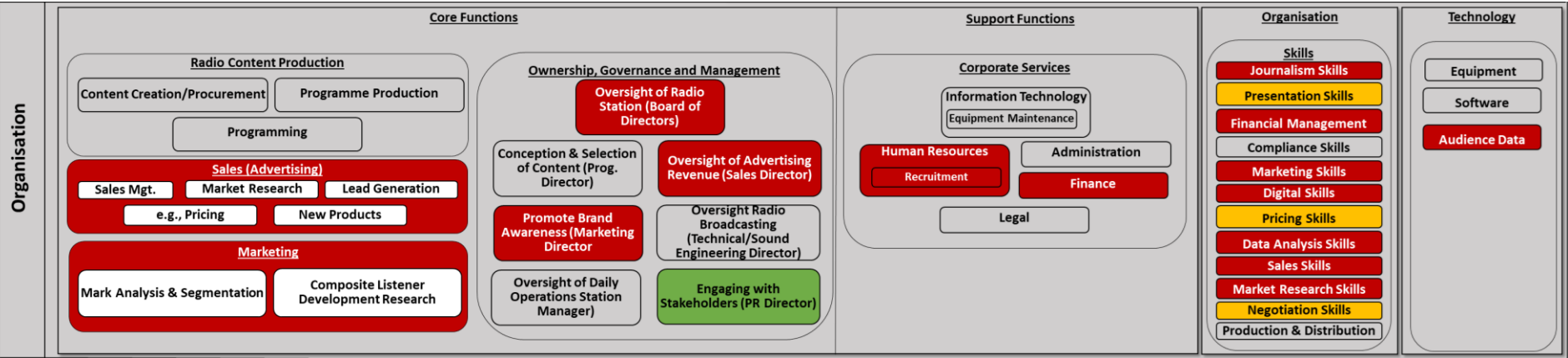


Lack of key skills



Improper governance

Root Cause Analysis



Lack of sufficient revenue causes a multitude of other challenges:

- Inability to attract advertisers due to lack of skills and credibility (lack of detailed audience data)
- Lack of key skills and business functions due to inability to afford and retain skills staff
- Perception of “instability”



Recommendations

Sustainability Strategies



Provision of Shared Services
through Shared Service Centers



Revenue Generation Strategies

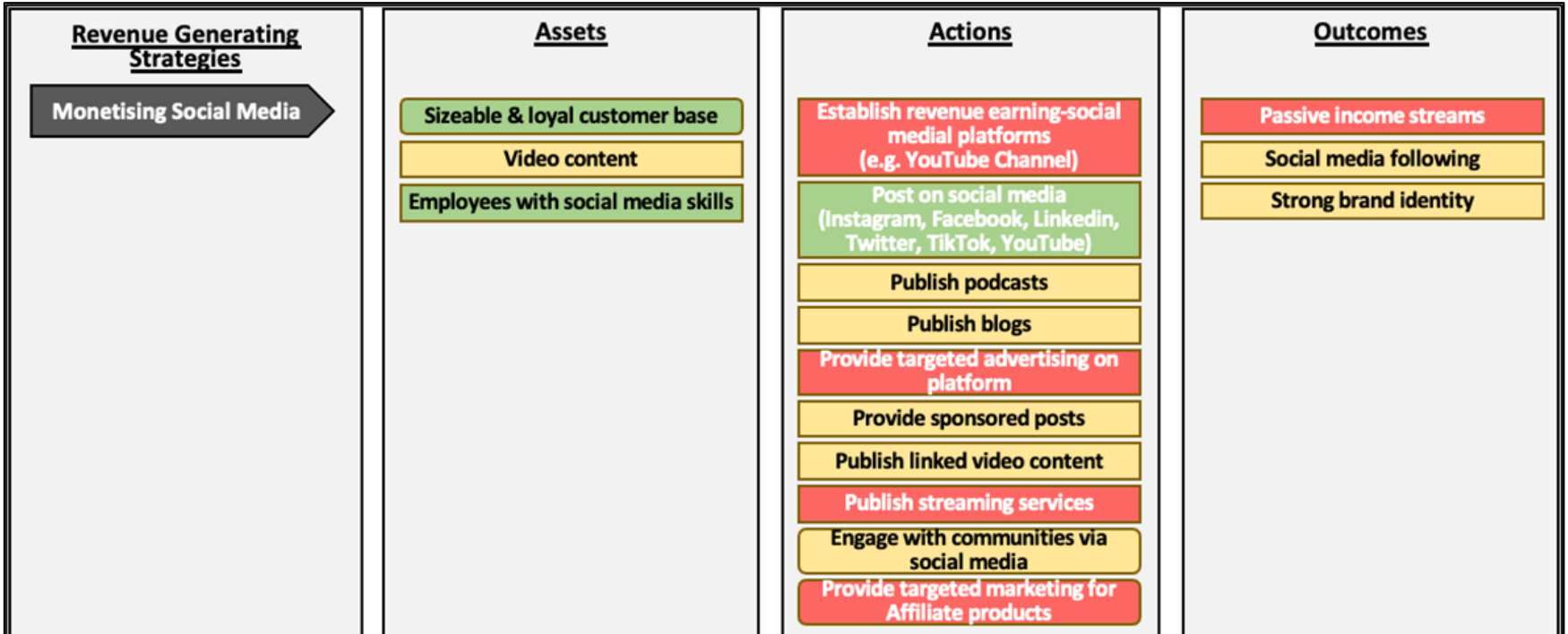


Grant Funding



Explore possibility of Self-
Transmission

Revenue Generation Strategies





Thank you!