

Local Content Requirements of the Broadcasting Code, 2019

Background

- Regulations for the good conduct of broadcasters and the promotion of local content.
- Finalised and published in 2018.
- Amended in 2019 to reduce local content quota for subscription television broadcasters.
- Applicable to all radio and television broadcasting service licensees.

Local Content

- Part D of the Broadcasting Code.
- Local content” means local content **music**, local content **programmes**, and local content **channels**.
- The objective of the local content requirements is to encourage the development of quality content which reflects Namibian attitudes, opinions, ideas, values and artistic creativity.

Minimum Local Content requirements

- **Radio: 15%** of **music** broadcasted during a performance period.
- **Commercial television: 10%** of **programs** broadcasted during a performance period.
- **Community television: 15%** of **programs** broadcasted during a performance period.
- **NBC: 30%** of **programs** and **music** during a performance period.
- **Subscription television: 4.5%** of annual channel and content acquisition **costs** to be spent on acquisition or development of local content.

Implementing Local Content requirements

- **Submit Local Content Policy** (description of Channels, Programs, Music, characteristic and preferences of the audience, availability and cost of local content, and challenges related to the implementation of the requirements).
- **Maintain logs and statistics** (particulars of all local content programs or music, and if applicable the cost of production or acquisition).
- Before 31 January of each completed year, submit **Local Content Compliance Report** on the CRAN Portal

Measurement of Local Content

- Local content is measured over a period of 12 months.
- Not counted when measuring Local Content: news, sports events, games, promotions, sponsorship, continuity announcements, announcements, theme music, advertisements, shopping, and teletext.
- A repetition of local content program or music during a week is not counted.

Exemption from local content requirements

Upon application, CRAN may grant an exemption or deviation from any local content requirement in the event where:

- a) compliance would result in unreasonable and unjustifiable economic, financial or other hardship to the broadcaster, sting licensee;
- b) the broadcaster generally broadcasts specialised programmes or music to a particular audience and such types of programmes or music are not produced or are not sufficiently produced by Namibians; programmes or music;
- c) under circumstances, the local content requirements are unreasonably high for that particular broadcaster.

Thank you !