



## **MEDIA STATEMENT**

### **THE SABC NOTES WITH REGRET THE STATEMENT ISSUED BY SAFA ON 17 NOVEMBER 2018**

**Johannesburg – Saturday, 17 November 2018** – The South African Broadcasting Corporation (SABC), would like to place on record that it made a commercially viable offer that would enable it to deliver football matches to South African audiences on SABC platforms and this offer was rejected by SAFA.

This followed the expiry of the previous contract between SAFA and the SABC. The high cost of sports rights coupled with low revenues has played a critical role in the solvency of the Corporation.

The offer put to SAFA for a new agreement was based on the revenue the SABC has made on the sports rights. Furthermore, the offer excluded the full production costs and marketing costs the SABC would incur in the broadcast of matches.

SAFA matches have not traditionally drawn any fans to stadiums, with stadiums generally being less than a quarter filled. The SABC has played a critical role in profiling our national football teams despite empty stadiums by broadcasting on the biggest television platform namely, SABC1.

It is unfortunate that the SABC and SAFA legal dispute is in the public domain, but the SABC remains committed to engaging SAFA on fair terms.

**END**

**Issued By:                      Group Communications**

**Media Enquiries:            Neo Momodu GE: Corporate Affairs & Marketing/Spokesperson**

**[MomoduN@sabc.co.za](mailto:MomoduN@sabc.co.za) | T. 011 714 3311 |C. 079 462 5081**