



JOINT MEDIA STATEMENT

SABC AND SAFA REACH FOUR YEAR AGREEMENT

Johannesburg – Sunday, 13 October 2019 - The South African Broadcasting Corporation (SABC) and the South African Football Association (SAFA) are pleased to announce that they have reached a four (4) year agreement on the broadcast rights of SAFA matches and events.

The agreement will annually cover:

- 6 Bafana Bafana matches (3 home AFCON qualifiers; 2 international friendlies and the Nelson Mandela Challenge);
- 5 Banyana Banyana home friendly matches, inclusive of the Winnie Mandela Challenge;
- Domestic competitions including the U/19 Women's National Championship Final, Burger King U/20 National Championships Final, U/23 Men's National Championships FINALS, ABC Motsepe National Play Offs Final, KAY Motsepe Schools Final, Futsal and Beach Football National Championships FINALS as well as the SASOL Womens League Finals and various SAFA National Womens League matches;
- A weekly SAFA magazine show; and the
- SAFA Annual Awards.

The SABC's Group Chief Executive Officer (GCEO), Mr Madoda Mxakwe stated that "in negotiating this deal with SAFA, the SABC needed to find a balance between fulfilling its public mandate and entering into an agreement which was commercially viable. We understand the role we play in promoting sports of national interest, and inspiring the next generation of sports stars."

SAFA President, Dr Danny Jordaan said the agreement was a welcome development, considering the SABC's public reach and influence.

"As SAFA, we are pleased to have finally come to an agreement with the public broadcaster which is in the public interest and the good of the game. After protracted negotiations, it is great that the public will once again get to watch Bafana Bafana, Banyana Banyana and other national teams matches on SABC, in addition to various other important football development programmes, that has seen SAFA make a major impact on football on the continent" added Dr Jordaan.

SAFA Acting Chief Executive Officer (CEO), Russell Paul had this to add "we are extremely delighted that the Nation will finally get to see their beloved Bafana Bafana and Banyana Banyana on the SABC screens again. Both SAFA and SABC have been hard at work over the past few months to ensure that these matches can be broadcast and this augurs well for the greater aspect of development funding to Women's Football and general grassroots football."

The Nelson Mandela Challenge between Bafana Bafana and Mali will be broadcast today, live on SABC1 at 15:00.

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