



MEDIA STATEMENT
THE SABC REGRETS SAFA CEO, DENNIS MUMBLE'S PUBLIC COMMENTS
REGARDING THE NEGOTIATIONS FOR BROADCAST RIGHTS

Johannesburg, Tuesday, 07 August 2018-The South African Broadcasting Corporation (SABC) has noted with great concern the unfortunate public comments by South African Football Association (SAFA) CEO, Mr. Dennis Mumble. In an article titled '*No more Bafana matches on SABC as public broadcaster's cash crisis escalates*' published by Times Live, Mr. Mumble is quoted saying "They (SABC) have just been refusing to enter into an agreement with us because they say they do not have any money". He was further quoted saying "...there is no appetite for football on the SABC".

The SABC would like to put it on record that Mr. Mumble's utterances are regrettable and we dispute this with the contempt it deserves. The SABC takes its public service mandate seriously, and sport of national interest which includes local football is part of this mandate. The Premier Soccer League (PSL) and SABC agreement which was finally concluded yesterday bears testimony to the fact that the SABC takes local football and its audiences seriously.

It is public knowledge that the SABC is facing liquidity challenges, and in the best interest of turning around the organisation it will not benefit the SABC to engage in contracts that are not commercially viable as this can be viewed as reckless trading. The SABC out of respect accorded to its stakeholders prefers to engage with all of them directly.

In its vigorous efforts to deliver on its public service mandate, the SABC commits to work with all stakeholders to ensure that the SABC remain a viable and sustainable public institution.

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Media Enquiries

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