The Media Policy and Democracy Project

exploring how the media can work better for society

Toward a media diversity measurement model for South Africa

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www.mediaanddemocracy.com

Access & Accessibility

- In developed countries, media diversity metrics tend to emphasise the measurement of the CONTENT of a country's media landscape only – assuming that the largest majority of the audience has access to the almost all media.

- But in South Africa access AND accessibility are major inhibitors

- So, with developing countries 2 things must be measured:
  - 1) the holistic level of diversity (ownership & content) within the entire media landscape within the country
  - 2) the various levels of access & accessibility to print media within different segments of the audience

LSM 1 - 6
65.3% of
population
Average income:
R1,363 - R6,322pm

1 Community newspaper
1 Local community radio station
1 - 2 SABC radio stations
Free-to-air television (SABC & eTV)

Very limited access to mainstream print media - magazines and newspapers

LSM 7 & 8
19.2% of population
Average income:
R10,255 - R14,014pm

1 Community newspaper
1 Local community radio station
1 - 2 SABC radio stations
Free-to-air television (SABC & eTV)
Some access to satellite TV, online media and mainstream newspapers and magazines
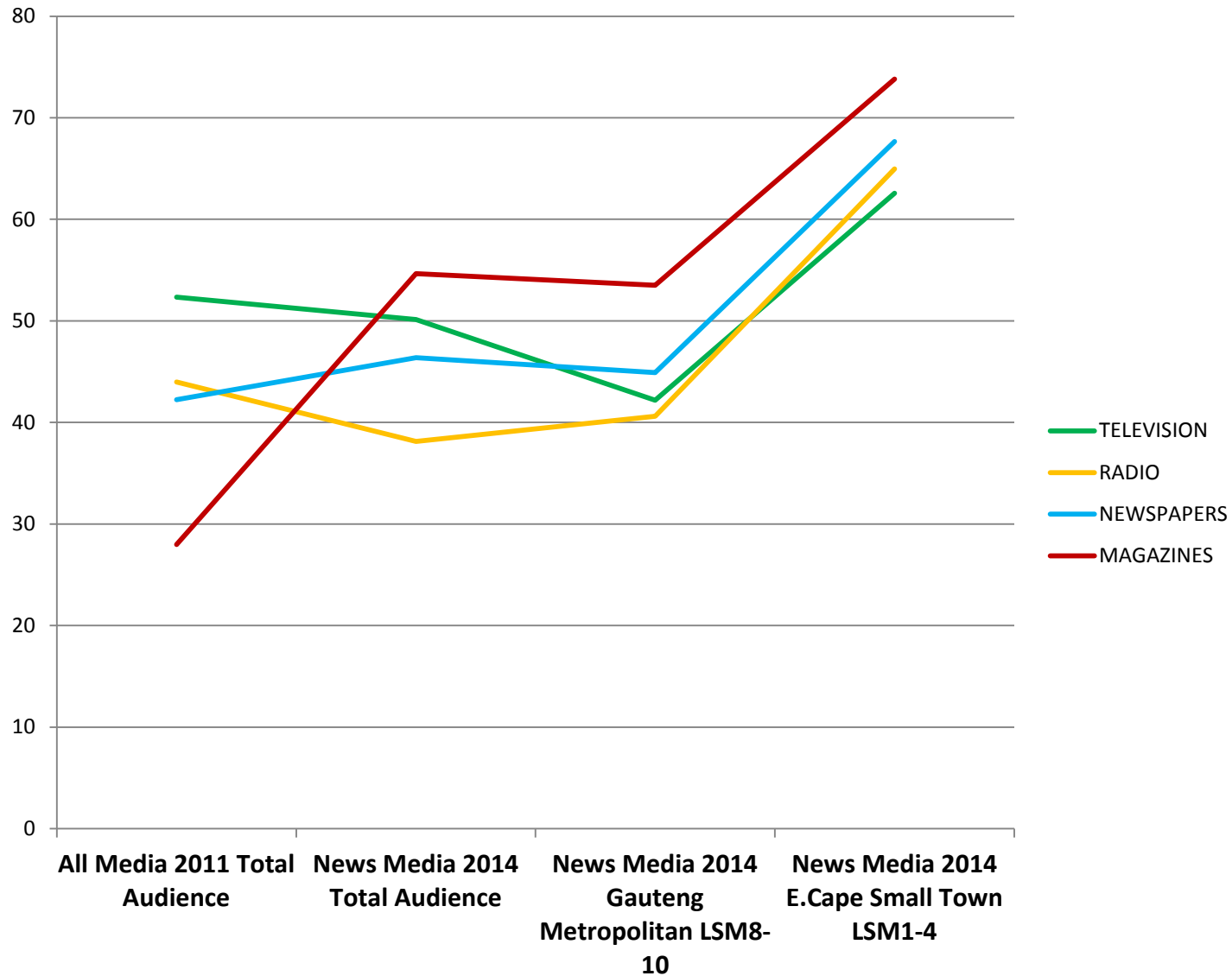
LSM 9 & 10
15.6% of population
Average income:
R19,654 - R29,512pm

ALL newspapers, magazines, analogue TV broadcasting, satellite TV, radio, film, online media offered in the relevant geographical area (usually urban)

Bird's eye view

A media diversity measurement model for South Africa

	Access & Accessibility Diversity	Content Diversity	Ownership Diversity
Regulatory and legal framework	- Media literacy - Media types - Right to information - Distribution of media and access by the marginalized citizens	- Internal and external code of ethics - Freedom of expression - Accreditation of journalists	- Regulatory authority - Ownership concentration - B-BBEE
	Methodology - Policy, regulation and legal framework analysis		
Economic indicators	- Media mapping - Cost - Distribution (geographic) - Media types available	- Editorial independence - Management structure - The relationship between ownership and content (Stephen Sonderling)	- Ownership patterns - Geographic ownership (George Angelopulo & Petrus Potgieter)
	Methodology – media mapping, surveys, cost analysis, LSMs	**Methodology – Content Analysis, interviews, ethnographic study**	**Methodology – HHI, Noam Index, C4 ratio**
Socio-cultural indicators	- Consumption patterns - Measuring barriers to access: language, affordability, distribution etc.	- Representation of ethnic, cultural, linguistic, religious minorities - Representation of political elites - Language diversity	- Ownership by majorities & marginalized groups
	Methodology – Surveys, media bundles, LSMs	**Methodology – Content Analysis, interviews, focus groups**	**Methodology – analysis of data from HHI, Noam Index and C4 ratio**

Thank you

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