



competition commission
south africa

Media Statement

For Immediate Release

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MEDIA AND DIGITAL PLATFORMS MARKET INQUIRY INVITES STAKEHOLDERS TO MAKE SUBMISSIONS ON FURTHER STATEMENT OF ISSUES

The Media and Digital Platforms Market Inquiry ("MDPMI" or "Inquiry") has today released a Further Statement of Issues ("FSOI") following a review of submissions including responses to the initial Statement of Issues ("SOI") from media, digital platforms, publishers, broadcasters, and associations. The Inquiry is now inviting market participants and other interested parties ("stakeholders") to share their views and information on the additional issues identified.

During the first phase of information gathering, stakeholders have engaged with the questions and themes in the initial [SOI](#), providing valuable feedback to the Inquiry. Upon reviewing these initial submissions, the MDPMI has identified six additional themes that the [FSOI](#) will explore. The FSOI themes include the incorporation of constitutional interpretation into the Inquiry, the impact of mis- and disinformation, the emphasis on radio and TV broadcast news media (especially the public broadcaster), the measurement of news and its benefit to search and social media platforms, revenue share arrangements between news media and digital platforms, and the role and importance of transparency in platforms and Advertising Technology (Adtech) markets.

The FSOI is structured around the scoping items identified in the original SOI and explores these additional themes in no particular order, all of which find relevance under the [Terms of Reference](#).

The MDPMI seeks detailed inputs on these themes to inform its process, evidence gathering, findings, and remedial actions. Written submissions to this FSOI should be emailed to mdpmi@compcom.co.za by **17h00 on 22 January 2024**. To enhance the strength of submissions, the Inquiry encourages stakeholders and market participants to provide reasons and corresponding evidence where views are provided.

All Inquiry documents, including the [Guidelines for Participation](#), a framework for submissions, including any claims of confidentiality, and public versions of stakeholder submissions, are available on the Inquiry's [website](#). The [administrative timetable](#) provides updates on further activities of the Inquiry.

[ENDS]**Issued by:**

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BACKGROUND

The Competition Commission launched the MDPMI on 17 October 2023 in terms of section 43B(1)(a) of the Competition Act, 89 of 1998 (as amended) (“the Act”). The Inquiry is designed to scrutinise the distribution of media content on South African digital platforms and the Advertising technology(Adtech) markets that link buyers and sellers of digital advertising inventory.

The Commission initiated the Inquiry as it has reason to believe that digital platforms that distribute news media content have market features that may impede, distort or restrict competition, or undermine the purposes of the Act, and which have material implications for the news media sector in South Africa. Furthermore, the Inquiry seeks to assess whether there are any adverse effects arising from any features in these markets, including those that adversely affect small to medium enterprises (“SMEs”) and historically disadvantaged persons (HDPs), that need to be addressed.

The Scope of the Inquiry is set out in the Terms of Reference which was published on 15 September 2023. The initiation was followed by the release of the SOI and Requests for Information (“RFIs”) to various search and social media platforms, publishers, news aggregators, broadcasters, and ad tech firms. The first SOI and set of RFIs were primarily aimed at getting an initial understanding of some of the market dynamics and the type of business practices occurring across different digital distribution news media platforms operating in South Africa.