

MeD8 Media Oral Hearing

MDPMI Public Hearings

06 March 2024



About

- South African Media Company
- Publisher of a number of newspapers
- Services Newspapers (Traditional media and Digital Media)
- Has a wide range of clients from small independent publications to large organisations such as SANEF

Has been acquiring small % equity of small struggling independent community newspapers in order to save them.

We Represent

- **MeD8 Media** – Its own Publications
- **MeD8 Media Clients**
 - Small Independent Community Newspaper Clients
- **MeD8 Media Partner Publishers (% Ownership)**
- **MeD8 Media Clients Projects**
 - **SANEF Digitisation Drive Partners**
(Independent Community Media Broadcast and Publishers)

We Submit 3 Items

- 1. Discrimination** against Indigenous language news sites to appear on Google News or prioritized on Search / discoverability
- 2. Discrimination** against Indigenous language News sites from placing AdSense on their sites to generate digital revenue
- 3. Discrimination** against Small Independent Community News sites from reaching the R1000 threshold

Discoverability of Indigenous Language sites

Discrimination against Indigenous language news sites to appear on Google News or prioritized on Search / discoverability

1. Google News does not feature News from Independent Indigenous Language News sites
2. Google does not allow small media to be featured on Google News
3. This makes it difficult to get traffic to the site as people often read Google News through their chrome app on their phones.

AdSense – Excludes Indigenous Language sites

Discrimination against Indigenous language news sites

1. Policy update published on September 30th, 2020, on <http://tenkeyremodels.com>, Google officially announced that the updated policy prohibits the monetization of websites and apps that are not in one of the listed languages.
2. English is the only language on the list.
3. Traditional Advertising Revenue has shifted

Small Audience and High Threshold

Discrimination against Small Independent Community News sites from reaching the R1000 threshold

1. Communities are small and the traffic is low
2. Content is targeted and credible
3. Likelihood of making money is slim
4. For example, if your average earnings per impression are R0.10, you would need 10,000 impressions to reach R1000

(R1000 / R0.10 = 10,000 impressions)

Conclusion

- 1. To Google** - Indigenous language news sites are not as valuable as English Sites and the people reading the English sites are valued more and given an opportunity to access information.
- 2. To Google** - Indigenous language News sites Can not participate in the digital ad revenue economy.
- 3. To Google** – Small community (English) sites must take longer to generate digital revenue as the bar has been set high whilst they still serve impressions to our audience.