|  |
| --- |
| image1 |
| **MINISTRY OF COMMUNICATIONS REPUBLIC OF SOUTH AFRICA**  Private Bag X 745, Pretoria, 0001, Tel: +27 12 473 0164 Fax: +27 12 473 0585  Tshedimosetso House,1035 Francis Baard Street, Tshedimosetso House, Pretoria, 1000 |

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NO: 544**

**Mr M U Kalako (ANC) to ask the Minister of Communications, Telecommunications and Postal Services:**

With reference to the outcomes of the engagement with the creative industry with the theme *Leveraging on digital platforms for Fourth Industrial Revolution (4IR) creatives*, which focused on the fourth industrial revolution, broadcasting, audio-visual and new platforms which was held on 22 February 2019, (a) what has been derived from the engagements towards optimising the broadcasting, audio-visual and creative industries and (b) what are the priority areas for immediate implementation?

NW666E

**REPLY**

**I have been advised by the Departments as follows:-**

1. The Communications Ministry was able to assess the impact of the Fourth Industrial Revolution (4IR) on the creative sector, and within the broadcasting and audio-visual sector.

Together with the creative industries, the Ministry developed formal stakeholder platforms towards the transformation of the creative industry.

The participants agreed that Government should engage stakeholders and Parliament on the Copyright Amendment Bill; development of the Media Transformation Charter; engage broadcasters in an endeavour to curb exploitation of small and independent producers; and ensure that content owners duly benefit from their content being used on online platforms.

1. In line with developing a multi-stakeholder collaborative effort aimed at building a capable 4IR Army; we will are forming partnerships with various stakeholders to train youth focusing on the digital skills required for the 4IR

We are also engaging Broadcasters as an endeavour to curb exploitation of small and independent producers and ensure that content owners duly benefit from their content being used on online platforms; and the Ministry of Trade and Industry on the Copyright Amendment Bill concerns raised by Broadcasters and Producers to strike the correct balance. This will also address the inefficiencies in policy and regulation to provide a conducive environment for the creative sector. It will also include the Departments of Arts and Culture, and Small Business Development.

Alongside the above, we will continue engaging online platforms such as Google to ensure that content owners duly benefit from their content being on online platforms;

In the next financial year 2019/20, we will commence the necessary work towards the development of a Media Transformation Charter.

During 2019/20, we will continue engaging the creative sector through 4IR thought leadership sessions and ensure inclusivity by inviting more young people to future engagements.

**Ms. Stella Ndabeni-Abrahams, MP**

**Minister**