

09 FEBRUARY 2011



REGULATION OF INTERCEPTION OF COMMUNICATIONS
AND PROVISION OF COMMUNICATION-RELATED
AMENDMENT ACT 2008 (CELL C RICA REPORT 2011)

Presentation to the Select Committee on Security and Constitutional Development - Parliament

Cell C is represented by:

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AGENDA

- Background
- Preparation for RICA
- Challenges: Subscriber Registration
- RICA Initiatives
- Progress and statistics
- Way forward
- Recommendations
- Conclusion



BACKGROUND

- RICA regulates the interception of communications and related processes such as applications for and authorization of interception of communications.
- RICA became effective on 01 July 2009
- The purpose of this presentation is to summarise:
 - the impact of the RICA legislation on Cell C
 - Cell C's preparations and initiatives to comply with RICA
 - challenges regarding registration of subscribers
 - progress made so far and planned way forward



PREPARATIONS FOR RICA

Training

- Cell C began training sales channels and staff in February 2009 on a continuous basis
- To date more than 3000 sales agents have been trained in all 9 provinces, which includes flash mobile sales agents

RICA devices

- Cell C partnered with various vendors to implement RICA devices
- A total of 6467 devices have been distributed to sales channels
- Cell C has an agreement with other network operators to share devices

RICA web Application



CHALLENGES: SUBSCRIBER REGISTRATION

Verification Process

Identity documents

- Undocumented subscribers (i.e. SA and foreign nationals that do not have identity documents) will lose mobile services until they obtain these documents. This potentially further disadvantages them if the situation is not of their own making

Addresses

- A large number of subscribers do not have proof of address and therefore rely on Chiefs letters, Churches, Schools or local businesses for an address. As a result of this a substantial proportion of the addresses collected from rural and informal settlement dwellers are not verifiable



RICA INITIATIVES

- Promotions
 - 20% discount on R50 airtime (prepaid)
 - Free sms's
 - Free promotional modernms
- Competitions
 - win your number in cash
 - win one of R 10 – R 5000 voucher
 - win R 10 000 daily
- Advertisements
 - radio, TV, press ads, flyers
- Personal RICA service
 - Get RICA'd at home or work
- Cell C contracted with various providers for RICA campaign's





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THE POWER IS IN YOUR HANDS

REACHING RURAL AREAS

RICA INITIATIVES TO RURAL AREAS

- Cell C has aggressively pursued a number of initiatives to bring RICA registration facilities to rural and under-serviced communities in a bid to ensure that these subscribers are registered by the June deadline
- These initiatives included mobile trucks called GIG RIGs which we send out to outlying areas
- Cell C's GIG RIGs are big trucks which open out into a stage with speakers
- These GIG RIGs provide entertainment events as a draw card, whilst providing facilities to attract the local Cell C base to register conveniently in their area
- Some images from these RICA drives are shown below



MAIN MARKET RICA TRUCK AND TRAILER



MANIES SHOP WELKOM



DUDUZA



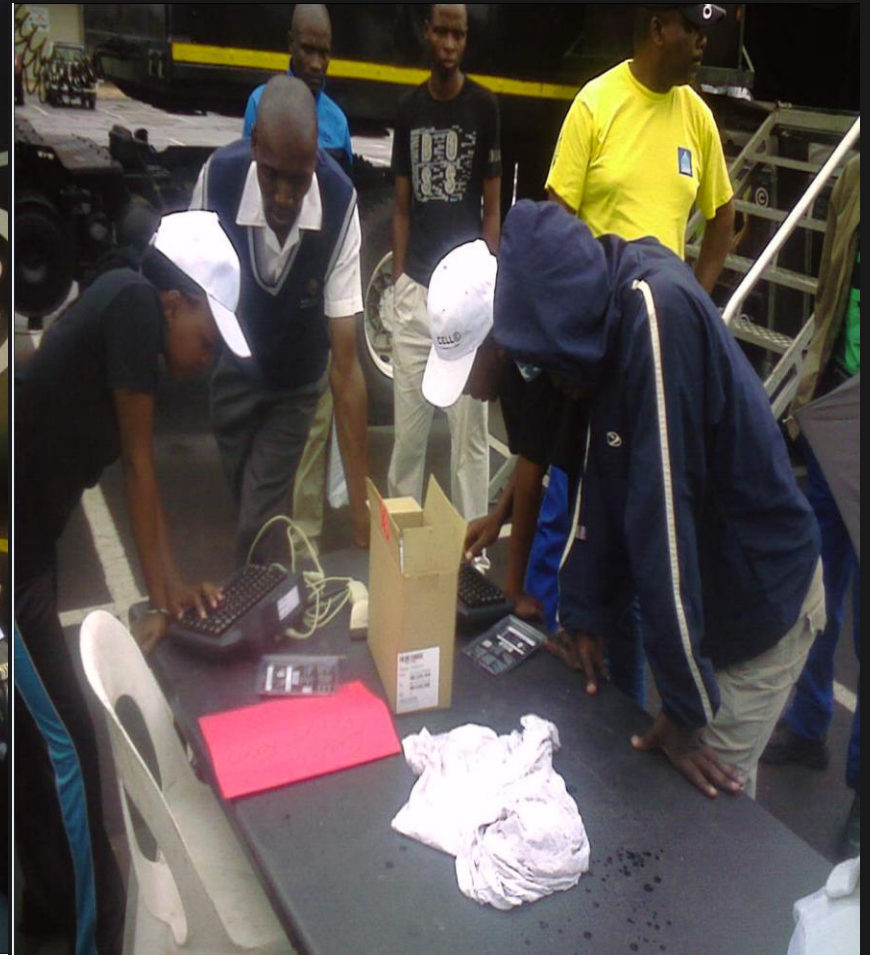
MAFIKENG



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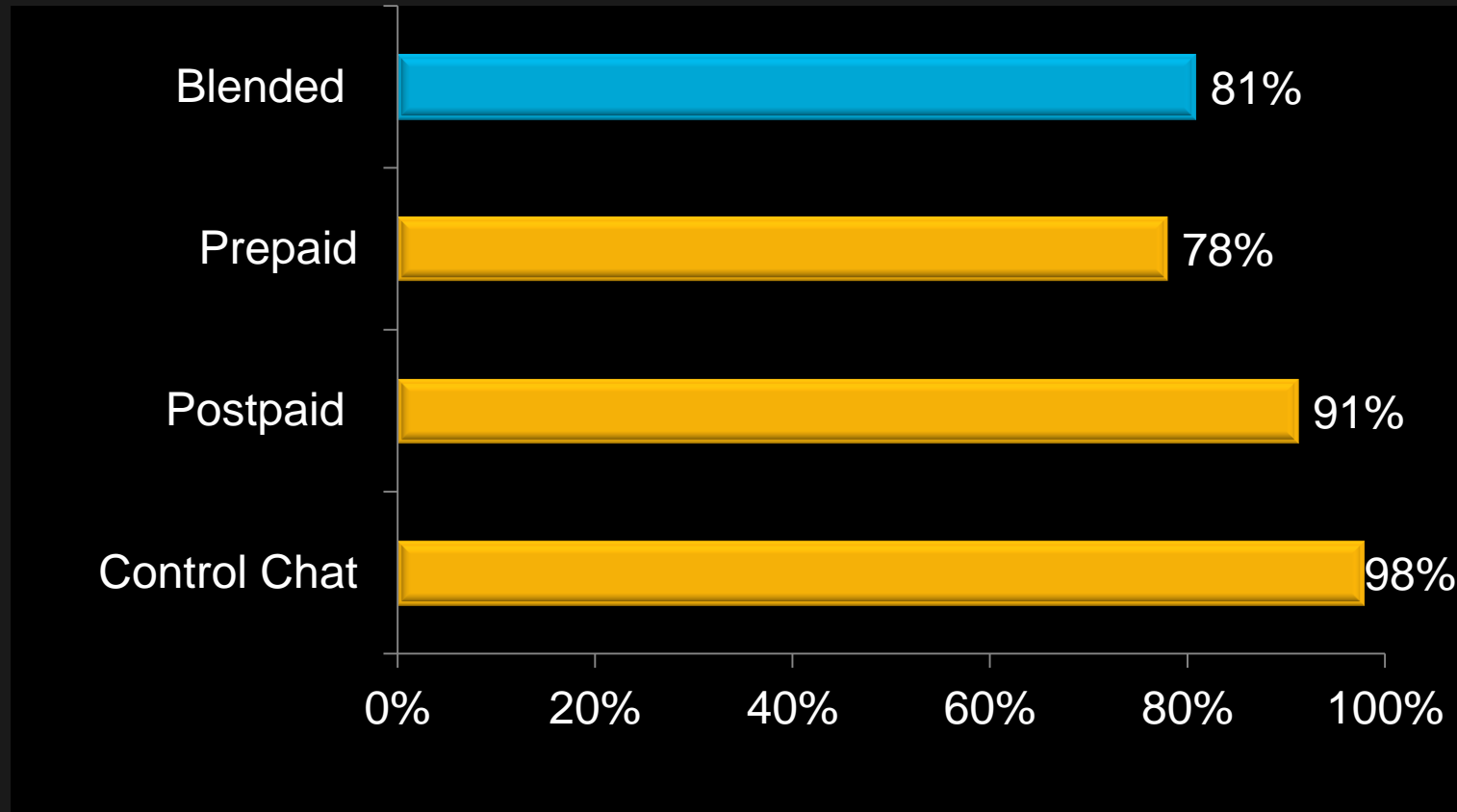


BLOEMFONTEIN SHOPPING COMPLEX



STATS AND PROGRESS

81% of the blended Cell C base has registered



STATS AND PROGRESS

50% of our outstanding subscribers are in 2 provinces-
KZN and Gauteng

Stats of Non RICA'd subscribers per Province

| Province | % of Non-RICA'd Subscribers |
|-------------------|-----------------------------|
| Kwazulu-Natal | 27.81% |
| Gauteng | 24.64% |
| Northern Province | 10.59% |
| Western Cape | 10.09% |
| Eastern Cape | 8.17% |
| Mpumalanga | 6.32% |
| North West | 6.12% |
| Free State | 4.71% |
| Northern Cape | 1.55% |
| Grand Total | 100.00% |



STATS AND PROGRESS

- A significant proportion of Cell C's unregistered subscribers come from Agricultural, Tribal and Sparsely populated areas
- This implies that Cell C could definitely benefit from any initiative to boost registrations in the rural areas and other under-serviced areas in general.

Stats of Non RICA'd subscribers per area type

| Area Type | % of Non-RICA'd Subscribers |
|-----------------|-----------------------------|
| Agricultural | 13.51% |
| Tribal | 9.91% |
| Sparse | 7.73% |
| eKasi/ Township | 8.74% |
| | <u>40%</u> |



WAY FOWARD

- Communicate new cut-off date to customers in conjunction with GCIS (for public awareness)
- Align Rica registration footprint with geographic spread of non-rica'd customers
- Launch new RICA campaign with weekly reminders to customers



RECOMMENDATIONS

Cell C proposes that the Department of Justice should establish a task team that will facilitate the process of providing access to identity documentation and postal services

The task team should comprise of the Department of Justice, Department of Communications, Department of Home Affairs and all operators

Cell C further proposes that the Department of Justice should ensure that the Post officer address roll-out plan is shared with all the mentioned stakeholders

Lastly Cell C proposes that RICA should be communicated to the House of Traditional leaders and the Department of Cooperative Governance and Traditional Affairs to meet challenges of undocumented subscribers in rural areas

Cell C is ready to participate and provide network services to Home Affairs through it's sms services and notify customers to collect documentation when ready



CONCLUSION

Cell C thanks the Select Committee and the Department of Justice for this opportunity to present on RICA and trust that its representation in this regard will provide more insight on progress made with RICA registration.

Cell C supports the purpose of these Regulations and is committed to addressing its obligations and to continue with RICA initiatives to ensure that subscribers are not disconnected from the network.

