



DIVERSITY AND TRANSFORMATION OF MEDIA24

**Presentation to
Parliamentary Portfolio
Committee on Communications**

15 November 2011



Media)24



MEDIA24 TEAM

Esmaré Weideman, CEO

Ashoek Adhikari, head of legal and regulatory affairs

Fergus Sampson, CEO Newspapers

Manie Mayman, CFO Newspapers

Lurica Klink, company secretary

Shelagh Goodwin, head of people management



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Who is Media24

- Ownership
- BEE scorecard
- Transformation and diversity
 - Employment equity
 - CSI initiatives

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Our role in society

- Transformation
 - Diversity

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Our role in industry

- Transformation
- Diversity

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WHO IS MEDIA24

- Part of Naspers Group
- Employ 5 444 people (excl Paarl Media)
- Print and digital publishers of newspapers, magazines, books and digital platforms with own printing presses and distribution network
- Publish in English, Afrikaans and isiZulu
- Publish 17 mainstream newspapers, 60+ community newspapers and some 50 consumer magazines (excl customer and B2B magazines)
- Combined readership of 25 million

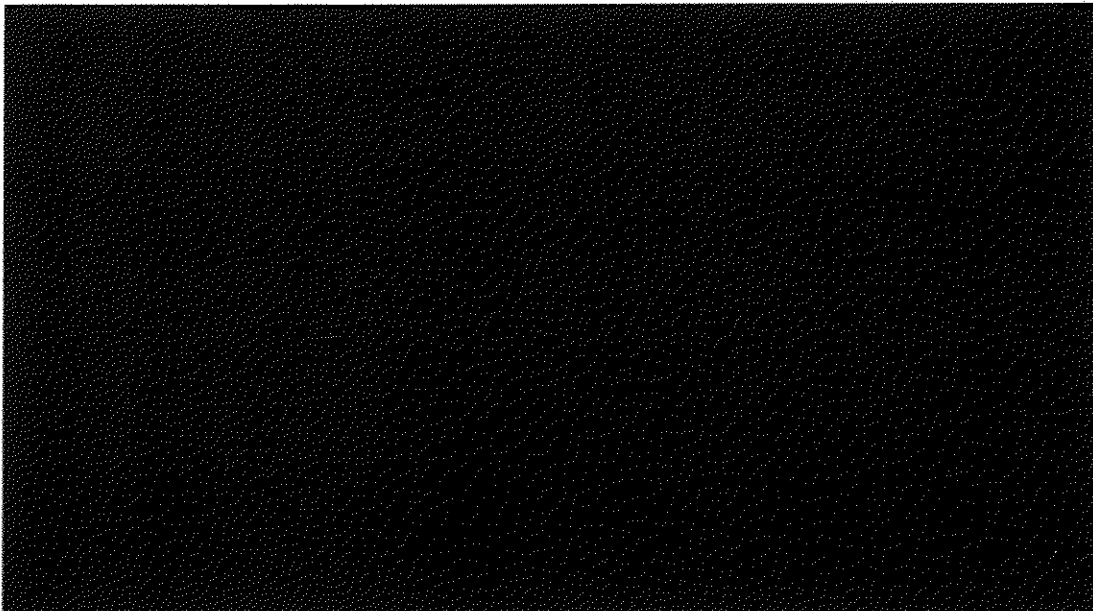
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WHO IS MEDIA24

- Proudly SA media company
- Committed to transformation, employment equity and diversity
 - We want to play a role – we are transforming not because we have to but because we want to
- Play a huge role in diversifying media in SA

Media24

WHO IS MEDIA24



Media24

OWNERSHIP

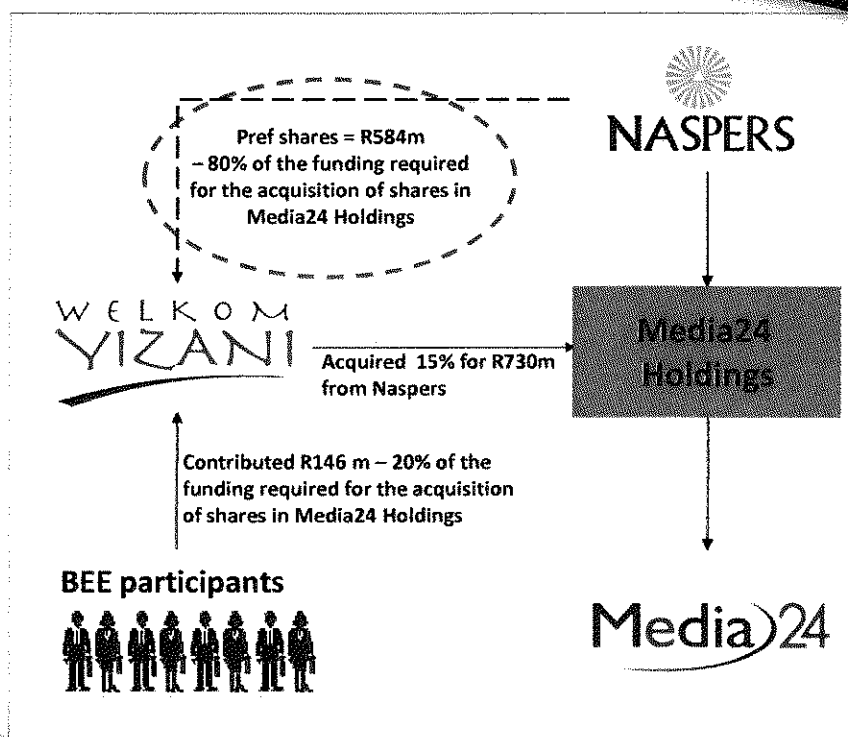
- 15% of Media24 shares owned by Welkom Yizani
- 107 000 black South Africans



WELKOM
YIZANI

Media24

OWNERSHIP



Media24

BEE SCORECARD



BROAD-BASED BLACK ECONOMIC EMPOWERMENT RATING CERTIFICATE

In accordance with the Codes of Good Practice issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act, 2003 (Act 53 of 2003) as amended.

MEDIA24 LIMITED

REG. NO: 1950/038385/06 VAT NO: 4150/102/22/8
21st Floor, Naspers Centre, 40 Heerengracht, Cape Town, 8001
P.O. Box 2271, Cape Town, 8000

has achieved a score of **68.40** points and has
been rated as a **Level 4**

Generic Scorecard

Ownership	12.25	Procurement Recognition (incl)	100%
Management Control	7.25	% Black Owned	14.50%
Employment Equity	6.69	% Black Women Owned	0.04%
Skills Development	3.35	Value-Added Supplier	Yes
Preferential Procurement	18.69	Credit Code Number	MEDIA24
Enterprise Development	15.00	Date of Issue	17 August 2011
Socio-Economic Development	5.00	Expiry Date	17 August 2012

As Value Adding: Final B-BBEE PROCUREMENT RECOGNITION:125%

Codex Ratings (Pty) Ltd

Codex Ratings (Pty) Ltd (Reg. no. 2006/031852-07)
Directors: J. Polgasier & M. Rood



❖ As Value Adding: Final B-BBEE PROCUREMENT RECOGNITION:125%

Ownership	12.25/20
Management Control	7.25/10
Employment Equity	6.69/15
Skills Development	3.35/15
Preferential Procurement	18.69/20
Enterprise Development	15/15
Socio-Economic Development	5/5

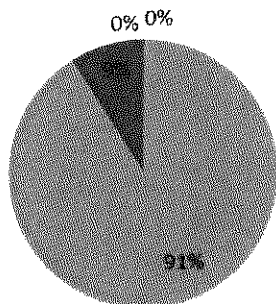
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TRANSFORMATION & DIVERSITY

MEDIA24 BOARD

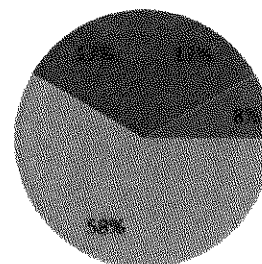
1994

Black Male Black Female White Male White Female



2011

Black Male Black Female White Male White Female

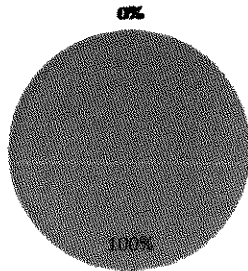


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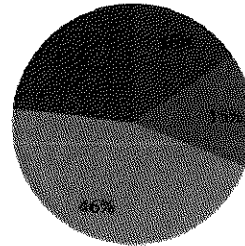
TRANSFORMATION & DIVERSITY

TOP MANAGEMENT

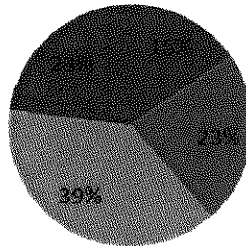
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1994



■ Black Male ■ Black Female ■ White Male ■ White Female
2011



■ Black Male ■ Black Female ■ White Male ■ White Female
Target 2012



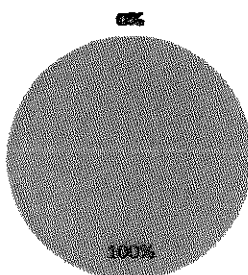
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SENIOR MANAGEMENT

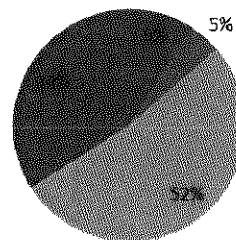
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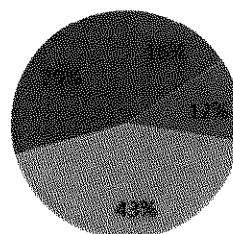
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Target 2012



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TRANSFORMATION & DIVERSITY

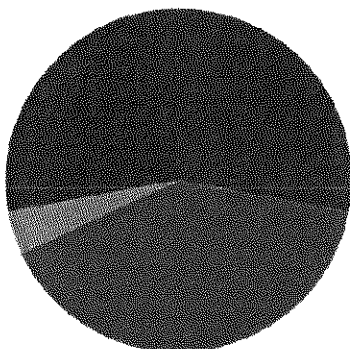
Media24 Training Budgets and Spend

2010-2011		2011 – 2012		2012-2013
Budget	Actual	Budget	Forecast	Estimate
R25 694 022	R23 197 192	R43 658 281	R35 515 011	R46 277 778

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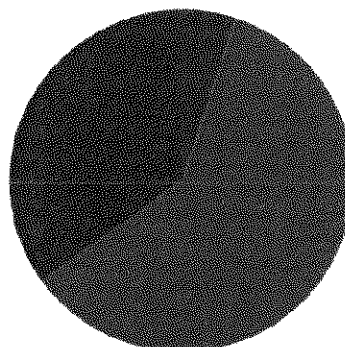
TRANSFORMATION & DIVERSITY

Bursaries



25 bursaries awarded

Internships



20 interns – 6-week course
10 will be offered 1-year internships

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TRANSFORMATION & DIVERSITY

- Culture in Media24 changing fast
- Regular diversity training on all levels
 - IsiZulu and isiXhosa classes



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EMPLOYMENT EQUITY

PLAN OF ACTION

- Skills development: concrete targets set
- Aim to spend R31,2 m on training of black employees this year and to appoint 380 black learners, apprentices and interns for the year
 - Driven by CEO and exco
- Formed Transformation Audit Committee
 - Appointed EE manager at exco level
- Ambitious targets in economic climate
- Active Employee Engagement Forums
- Progress reported to Board each term

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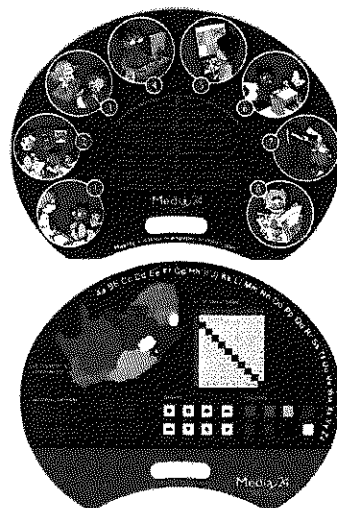
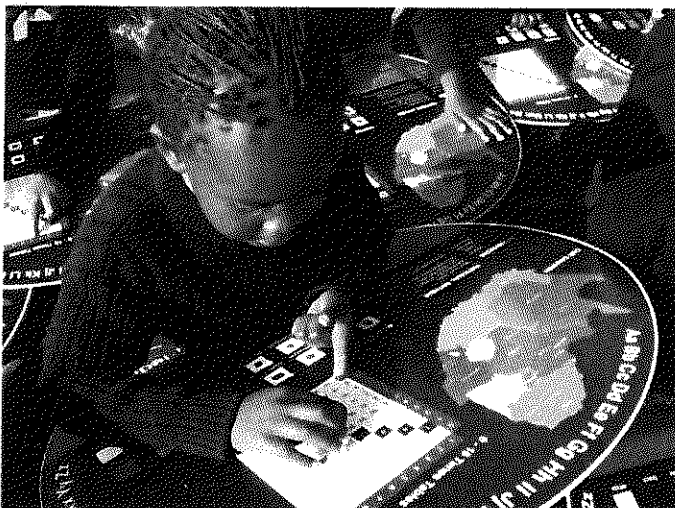
CSI INITIATIVES

- R16.2m spent in 2009/10
- R21.5m spent in 2010/11
- Rachel's Angels Trust provides mentorship and coaching to 420 learners from 56 high schools
- 420 US students serve as mentors
- Inkwenkwezi Trust in association with Fort Hare University assists 440 learners from 42 schools in the Eastern Cape
- 220 university students involved

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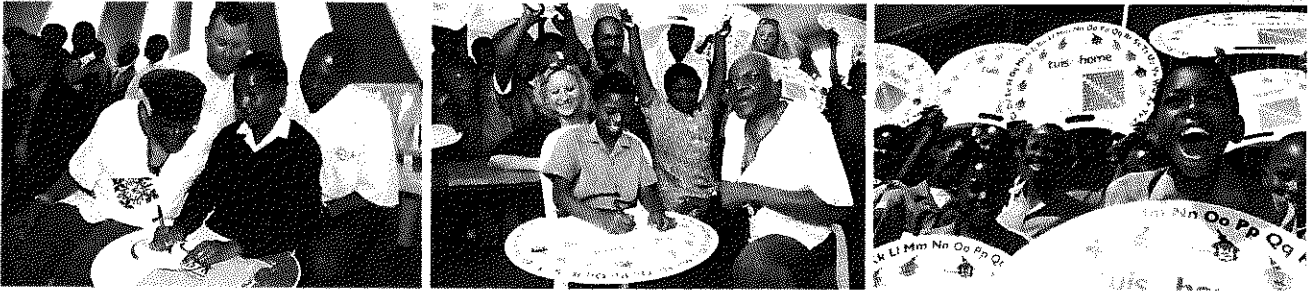
CSI INITIATIVES

Portable desks – 6000 lapdesks donated to primary school learners in rural areas



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CSI INITIATIVES



Desmond Tutu supporting Lapdesk project

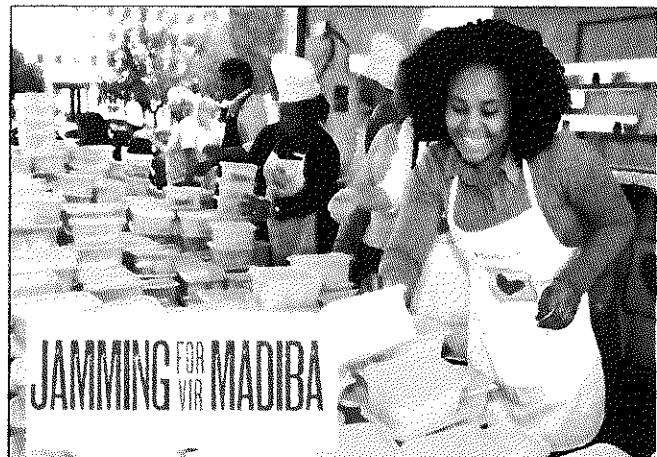
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CSI INITIATIVES



**Refurbishing a classroom at
SACLA centre in Khayelitsha**

**10 000
sandwiches
for 24
charities
on Madiba
Day**



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OUR ROLE IN SOCIETY

- Through our publications, we play a huge role in reflecting SA society, educating, informing and entertaining massive audiences and help shaping SA
 - We give South Africans a voice

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OUR ROLE IN SOCIETY

1994



2011

- | | |
|--|--|
| <ul style="list-style-type: none">• Few publications aimed at black market• Mainly Afrikaans titles• Mainly Afrikaans/white readership• 2 black editors | <ul style="list-style-type: none">• Many and diverse print publications aimed at different markets• In 2004 68% of magazine readers were black, now 78%• African readership grew from 50% to 63% |
|--|--|

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OUR ROLE IN SOCIETY

Kuier, Move!, DRUM

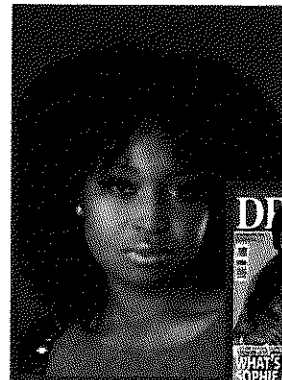
SA's 3 fastest growing magazines edited by black women



Kay Karriem



Noluthando
Gweba-Philisane



Khosi Zwane-Siguqa

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OUR ROLE IN SOCIETY



Ainsley
Moos



Andrew
Koopman



Themba
Khumalo



Ferial
Haffajee

Volksblad

Son
die son sien alles

DAILY SUN

City Press

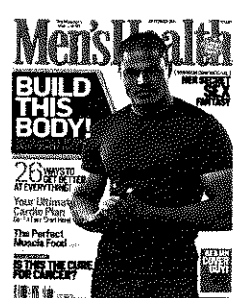
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OUR ROLE IN SOCIETY

BLACK

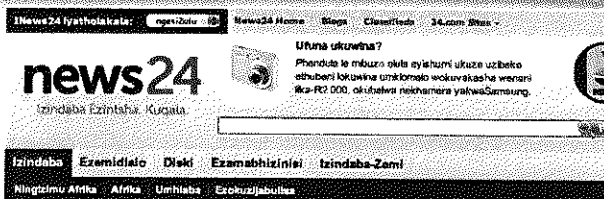
READERSHIP

	1994	2004/5	2009/10
Huisgenoot	29.1%	37,1%	43,2%
YOU	46.1%	60,3%	72,6%
FairLady	42.1%	59,5%	75,2%
topCar	n/a	59,2%	78,2%
FHM	n/a	34,1%	61,1%
Men's Health	n/a	57,1%	74,9%



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OUR ROLE IN SOCIETY



- isiZulu News24 launched in May

- 71 680 mobile and web visitors in October

- News24 launched in Kenya, Nigeria next

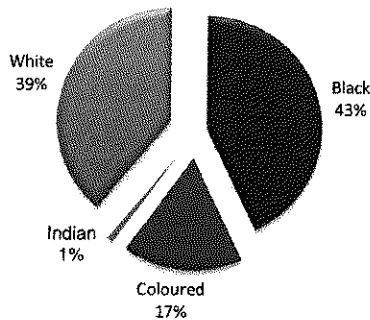
- Kickoff is fastest growing magazine community on social media platforms

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OUR ROLE IN SOCIETY

PROFILE OF MEDIA24 NEWSPAPER READERS

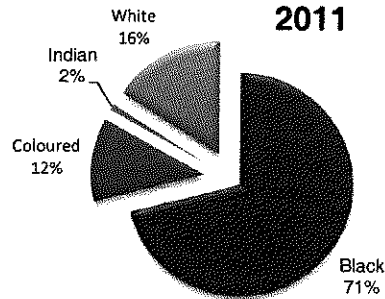
1994



Readers: 3.8 m

Beeld, Burger, Volksblad, Rapport, City Press, Witness

2011



Readers: 11.7 m

Daily Sun, Sunday Sun, Beeld, Burger, Volksblad, Rapport, City Press, Umafrika, Witness, Son, Son op Sondag, Sondag, Soccer Laduma

The profile of Media24's audience has changed dramatically.

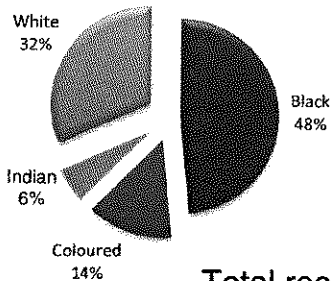
In 1994 it was 61% black, now 85%

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Source: AMPS

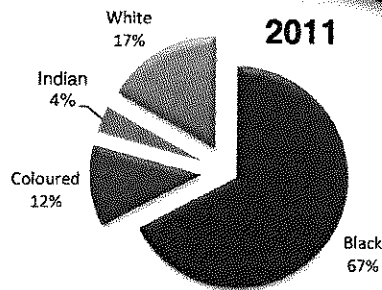
PROFILE OF NEWSPAPER READERS

1994



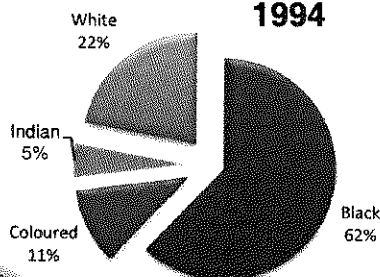
Total readers: 8.8 m

2011



Total readers: 16.3

1994



Readers: 8.8 m

EXCLUDING THE MEDIA24 TITLES OF:

- Daily Sun
- Sunday Sun
- Soccer Laduma
- Son
- Son op Sondag

Without Media24's tabloids, Whites would constitute 22% of newspaper readers and Blacks only 62%. Because of the M24 tabloids Whites constitute only 17% of newspaper readers and Blacks almost 70%

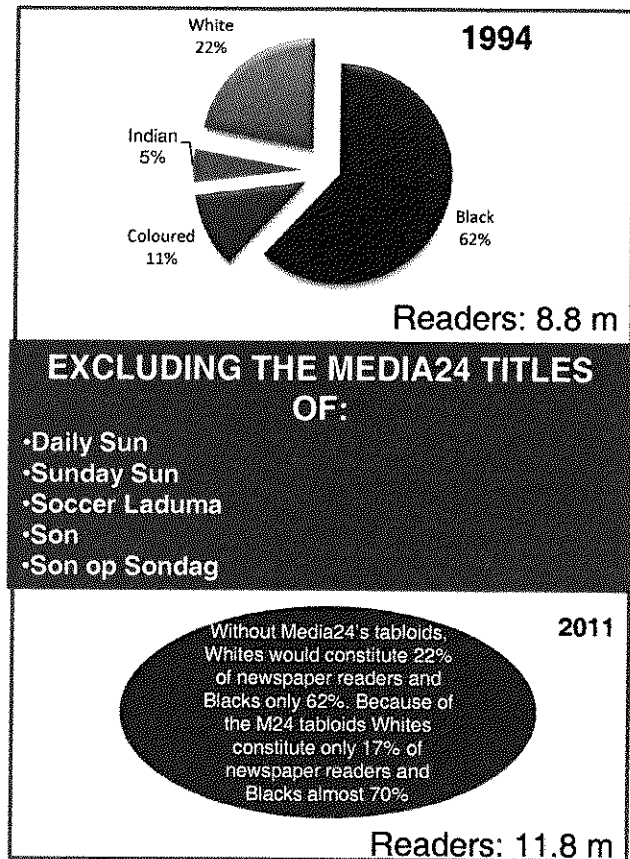
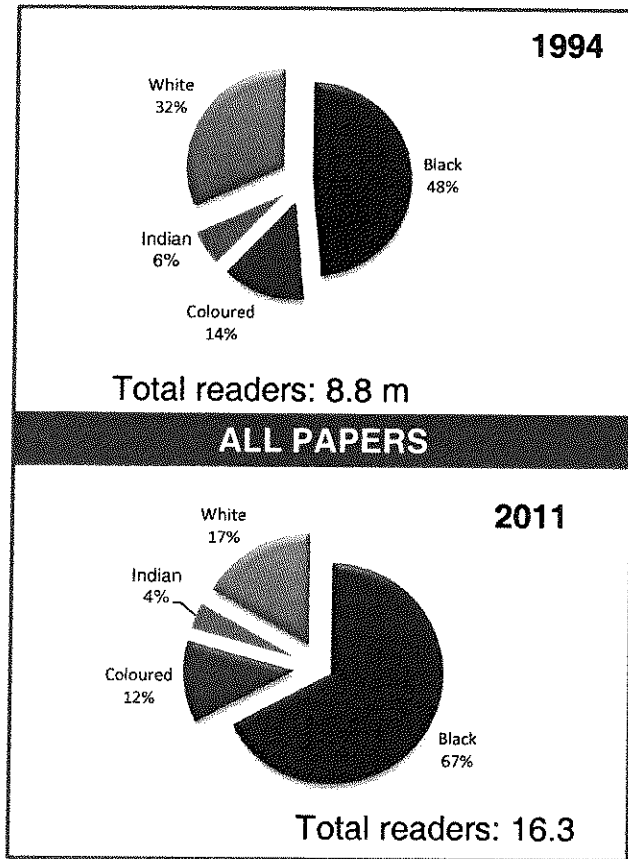
2011

Readers: 11.8 m

Media24

Source: AMPS

PROFILE OF NEWSPAPER READERS IN SA

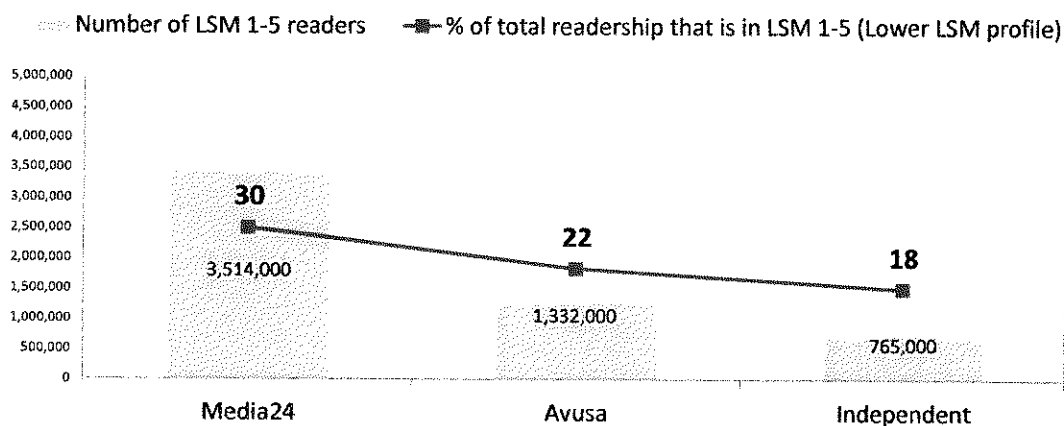


OUR ROLE IN THE INDUSTRY

REACH OF LOWER LSMs

In 2011, Media24 has the highest reach amongst the lower LSMs

One out of every two newspaper readers read a Media24 tabloid



OUR ROLE IN THE INDUSTRY

- **Actively involved in all efforts by PMSA to drive transformation and diversity**
- **Message to grassroots papers: we heard you**
 - **Will engage MDDA and AIP – have plans**
- **Active role in training, learnerships, mentoring and commercial initiatives**
 - **Watch this space!**