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APPENDIX 1:

Chronological overview of changes in the SABC television channels

	SABC 1	SABC2	SABC3	SABC Africa
1980s	This was the second South African television channel. On 1 January **1982** the new channel **TV2/3** was launched together, with TV2 broadcasting in the Nguni languages and TV3 in the Sesotho languages (Mersham 1998:212). In 1984 **TV4** was launched as additional entertainment service with mostly English programmes (Mersham 1998:212). On 30 March 1985 TV2/3 split into two separate channels (Orgeret 2004:150).	The first South African television channel, **TV1**, was officially inaugurated on 5 January **1976**. The channel started with 37 hours of programmes per week broadcasting in English and Afrikaans (Wigston 2004:12). It continued to broadcast in English and Afrikaans in the 1980s, and the expansion of TV2/TV3 thus positioned TV1 as the dominant channel (Alexander & Heugh 2001:20).	This channel did not exist until the 1990s.	This channel did not exist until the 1990s.
1990s	In January **1992** the existing TV2, TV3 and TV4 channels merged into a singular multicultural channel called CCV-TV (Contemporary Community Values Television) (Mersham 1998:213). On 4 February **1996** CCV-TV was relaunched as SABC1, and was branded with the slogan ***Simunye, We Are One*** (Teer-Tomaselli 2001:131). SABC1 with the largest signal distribution broadcasts in the Nguni family of languages (isiXhosa, isiZulu, isiNdebele and isiSwati) interspersed with English (Teer-Tomaselli 2001:118).	This channel was known as TV1 from the 1970s to the early 1990s and continued to broadcast in both Afrikaans and English. On 4 February **1996** TV1 relaunched as SABC2 and was popularised with the catch-phrase ***Come Alive With Us*** (Wigston 1999:33). SABC2 has a strong signal distribution in the northern part of the country and broadcasts in the Sesotho family of languages (Sesotho, Setswana and Sepedi), Xitsonga, TshiVenda and Afrikaans (Wigston 1999:33).	This channel was launched as the TSS (Top Sport Surplus) channel in **1990**, carrying sports programmes that could not be accommodated by the TV1 schedule (Mersham 1998:212). On 11 February **1994** the TSS channel was discontinued and replaced by NNTV (National Network Television), an alternative channel providing a platform for free speech and democratic, non-racist standards (Mersham 1998:212-213). On 4 February **1996** NNTV was relaunched as SABC3, an all-English channel catering for a more upwardly mobile audience, and branded as ***Quality Shows*** (Teer-Tomaselli 2001:131). The channel had the smallest signal footprint covering predominantly urban areas (Teer-Tomaselli 2001:118).	The SABC launched two pay-television channels on 16 November **1998**. SABC Africa offered 24 hours of news and information, while Africa-to-Africa was an entertainment channel (Wigston 2004:34).

	SABC 1	SABC2	SABC3	SABC Africa
2000s	Following the corporatisation of the SABC during 2002-2003, the new brand positioning campaign of SABC1 was launched on 18 August **2003** (De Jager 2003:1). With a new logo and consumer pay-off line, *Ya Mampela*, this campaign is aimed at a youthful market and broadcasts in the same languages than it did in the 1990s (Orgeret 2004:156). _____ On 4 April **2007** SABC1 unveiled the revitalisation of its brand identity, repositioning itself with the colloquialism *Mzansi fo sho.*	The new brand positioning of SABC2 was launched on 18 November **2002** with a new slogan *Feel at Home* (Mediatoolbox 2002). _____ During **2006** SABC2 slightly changed the channel idents to accommodate the channel's 10 year celebrations. In **2007** SABC2 slightly changed the idents again, although predominantly, the visual identity and the slogan remained the same as the one launched in 2002. In 2007 the SABC2 continues to broadcast in the same languages as it did in 1996.	The SABC re-branded its television channels in line with new strategies following the corporatisation of the SABC in **2002 to 2003**. The SABC3 re-branding included a new slogan proclaiming that the channel is *Much Better*. _____ During **2005** the channel changed its look with a new platinum logo, website and idents. _____ On 26 July **2007** the SABC3 was re-launched with the tagline *Stay with 3*. The new brand identity includes a new logo, website and new channel idents in a more informal style. SABC3 continues to broadcast in English. From April 2009 the channel additionally broadcast some Afrikaans programmes.	SABC Africa was relaunched on 1 April **2003**. The Africa-to-Africa channel was terminated at the end of March when it was merged with SABC Africa into a channel with a new look, broadcasting news and entertainment programmes. _____ SABC Africa was discontinued on 1 August **2008** (Mochiko 2008).

APPENDIX 2:
Visual overview of changes in the SABC television channel brand identities

SABC ① **YA MAMPELA**

The *Ya Mampela* brand identity was launched on 18 August 2003. This brand identity follows after the *Simunye* identity created in 1996. The channel is aimed at a youthful market and broadcasts in isiXhosa, isiZulu, isiNdebele and isiSwati interspersed with English (Teer-Tomaselli 2001:118).

SABC1 Brand Identity 2003-2007

SABC ① **Mzansi fo sho**

On 4 April 2007 SABC1 unveiled the revitalization of its brand identity, repositioning itself with the colloquialism *Mzansi fo sho*.

SABC1 Brand Identity 2007-2009

SABC2 Brand identity 2002-2006
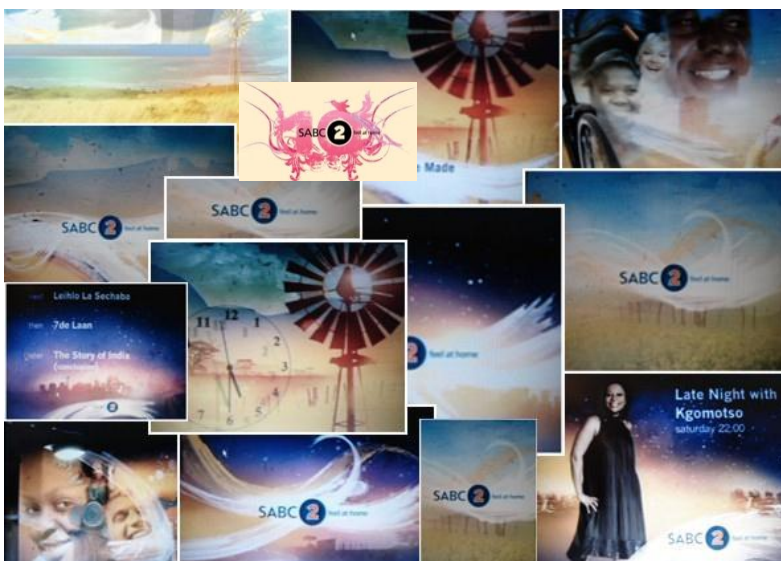
SABC 2
feel at home

The *Feel at Home* brand positioning campaign of SABC2 was launched on 18 November 2002 (Mediatoolbox 2002). This new brand identity replaced its predecessor, the *Come Alive with Us* brand identity. The channel broadcasts in Sesotho, Setswana, Sepedi, Xitsonga, Tshivenda and Afrikaans (Wigston 1993:33).

SABC2 Brand identity 2006

SABC 2
feel at home

During 2006 SABC2 changed the on-air look of the channel to accommodate the specials for the channel's 10 year celebrations. The basic elements such as the logo, slogan (Feel at home) and colours remained the same.

SABC2 Brand identity 2007-2009

SABC 2 feel at home

The on-air look of SABC2 changed again in 2007, and during 2007-2009 the channel revamped the brand identity. The SABC2 logo and the *Feel at home* slogan remained the same. The colours of the idents were adjusted to create daytime and night time idents depicting South African landscapes. This was part of the repositioning campaign of the channel as the "Station for the Nation" in May 2008.

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The SABC3 *Much Better* brand identity was the result of the rebranding of the three SABC channels during 2002 and 2003. This brand identity replaced the *Quality Shows* identity created in 1996.

SABC3 Brand identity 2002-2005

During 2005 the channel changed its look with a new platinum logo, website and idents. The channel was not allowed to use the *Much Better* slogan during this period, so the channel had no pay-off line during this time.

SABC3 Brand identity 2005-2007

On 26 July 2007 SABC3 was re-launched with the new tagline *Stay with SABC3*. The new brand identity includes a new logo, website and new channel idents in a more informal style. SABC3 continues to broadcast in English.

SABC3 Brand identity 2007-2009

APPENDIX 3:
**The attitude segments according to the SABC's audience segmentation model.
(Introducing ... 2008:8-13).**

Nation Builders

Green Revolution *putting our Strategy into ACTION*

Nation Builders are the cheerleaders of South Africa. They are defined by their cultural customs and traditions. Community, culture and family are very important to them. They believe that education is key to personal advancement. They are optimistic and interested in the happenings of the country. The concept of Ubuntu is alive and well.

Defining Demographics & Attributes

- Mostly aged 35+ and in lower to middle LSM's
- Whites are least represented; largely urban
- Fair spread of African languages
- Are most patriotic segment; outspoken on moral issues
- Intense interest and involvement in community affairs
- Place emphasis on cultural activities & are defined by customs and traditions
- Home language is important to them
- Forward thinking particularly in matters relating to the country
- Have an understanding of the nation's history

Media Value

Population ('000)	6,063 (07A)	5,450 (07B)
Ad Spend (Million Rand)	741	712
Ad Spend (% total)	19.5%	18.7%
Ad Spend per person (Rand)	122	131

Vision

The SABC will serve the **Nation Builders** through content that recognises and capitalises on the achievements of our democracy and gives space for national debate on important topics that affect their lives

Now Generation

Green Revolution *putting our Strategy into ACTION*

The Now Generation is the young fibre of South Africa. They are highly materialistic and full of aspiration. Fashion and entertainment is high on their priority list. They are fast paced and greatly influenced by advertising. They do not believe that old ways are always the best, they are often first to try out new things. They love variety and choice.

Defining Demographics & Attributes

- Age 16-24 and some 25-34; Mostly Black; Predominantly in Urban and Small urban areas
- After celebrity, status and brands; Seeking identity
- Need approval/recognition; Segment is self-reliant
- There is a huge emotional need for safety, and the feeling that somebody is taking ownership of the problem
- Interested in a number of sport activities, for example soccer and basketball; Outdoor bodies
- Entertainment & friends are important to them
- Are conscious of the inequalities of the past especially with regards to jobs

Media Value

Population ('000)	6,561 (07A)	5,830 (07B)
Ad Spend (Million Rand)	766	759
Ad Spend (% total)	20.12%	19.92%
Ad Spend per person (Rand)	117	130

Vision

The SABC will serve the **Now Generation** with programming via TV, Radio and New Media that encourages self-growth and social responsibility in a way that is fun and entertaining, and which also entrenches cultural and national identify.

Survivors

Green Revolution
putting our Strategy into ACTION

The Survivors represent those people who are marginalised because of their very limited resources. They feel isolated and alienated by the general South African society. They have learnt to survive on their own as a result they are closer to their immediate community and environment. This segment strongly feels that efforts to alleviate poverty have not been successful. Their isolation makes them anxious about the present & long for the past.

Defining Demographics & Attributes

- Aged 50+ and 16-24
- Mostly Black; Venda, Afrikaans and Xhosa
- Predominantly in rural areas
- Feel neglected by broader society
- Major lack of resources
- Highest rates of illiteracy & unemployment
- Take the most financial risks

Media Value

Media Value		
Population ('000)	3,227 (07A)	3,697 (07B)
Ad Spend (Million Rand)	285	384
Ad Spend (% total)	7.47%	10.08%
Ad Spend per person (Rand)	88	104

Vision

The SABC will serve the **Survivors** by providing differentiated content mainly on radio that recognises and addresses perceptions of alienation and embraces their need to be part of a broader South African society

Established

Green Revolution
putting our Strategy into ACTION

The Established wilfully isolate themselves from the broader society and often feel lonely as a result. The environment is important to them and they believe that not enough is being done to look after it. They are not easy adopters of modern technology. They are not particularly patriotic but committed to living in South Africa. They prefer 'outdoor lifestyle' and this comes from their standard of living.

Defining Demographics & Attributes

- More older than younger
- Mostly White, coloured and Indian
- Predominantly English and Afrikaans
- Predominantly in Urban and Small Urban areas
- Withdraw themselves from immediate society
- Earthy people
- Conscious of environmental issues
- Prefer the "old way" of doing things
- Less hope about a shared future

Media Value

Media Value		
Population ('000)	2,749 (07A)	2,307 (07B)
Ad Spend (Million Rand)	472	416
Ad Spend (% total)	12.40%	10.92%
Ad Spend per person (Rand)	172	180

Vision

The SABC will serve the **Established** by providing differentiated content on TV, Radio and New Media that recognises and addresses perceptions of alienation and embraces their need to part of a broader South African society.

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Global Citizens

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putting our Strategy into ACTION

Global Citizens represent innovation, wealth and technology. They live busy lives and seem to thrive at the next challenge. They do not like to be restricted by tradition and believe in equal opportunities for both men and women. This group of people is well travelled and therefore has a broad outlook in life.

Defining Demographics & Attributes

- Strong in ages 16-24, but also have 25+; From mid to upper LSMs; Mainly Whites, Indians; Largely Urban suburbs; Highly educated
- Forward thinking and creative
- Strong spirit of entrepreneurship
- Well travelled and well read
- Individual oriented
- Confident in what they know and what they can do
- Heavy internet users
- Highly interested in a great variety of sport, particularly adventures sport
- Busy bodies.

Media Value

Population ('000)	5,558 (07A)	4,804 (07B)
Ad Spend (Million Rand)	876	824
Ad Spend (% total)	22.99%	21.65%
Ad Spend per person (Rand)	158	172

Vision

The SABC will serve the Global Citizens with TV, radio and new media services that bring the world to them while reminding them of all that is best about South Africa

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Rooted

## Green Revolution
putting our Strategy into ACTION

With mounting socio-economic pressures "The Rooted" have become increasingly concerned about crime, poverty and education. As a result they have become pragmatic about women also providing for their families. They continue however to have low expectations for the mutual benefits of community involvement.

Defining Demographics & Attributes

- Fairly spread across all demographics with high representation of Indians
- Not social activists
- Stability is important to them
- Like keeping it simple
- Literacy and education are linked to personal development
- Indoor types
- Jobs are for earning money and NOT for satisfaction
- Not at ease with technology but not afraid to use it
- Financially prudent & plan for the future

Media Value

Population ('000)	5,527 (07A)	4,824 (07B)
Ad Spend (Million Rand)	669	713
Ad Spend (% total)	17.56%	18.73%
Ad Spend per person (Rand)	121	148
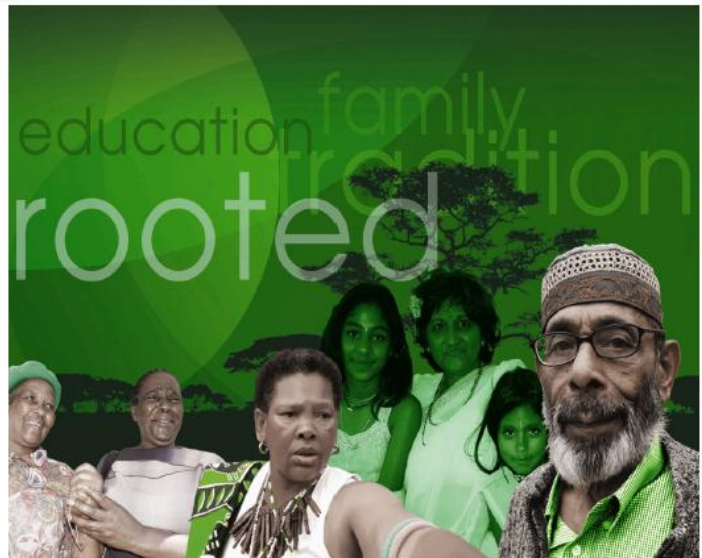
Vision

The SABC will serve the Rooted through programmes on TV and radio that recognise the cultural richness and diversity of the South African audience while encouraging a sense of belonging