

# SAFA boosts communication channels

The South African Football Association (SAFA) has identified innovative ways to communicate its activities to its wide-ranging constituencies. It has created two television packages to support this new broadcast vision.



The first is a free-to-air package and the second, an exciting magazine programme (SAFA-TV), which disseminates information it generates on a daily basis, takes advantage of the many new communications channels available to the public (new media, satellite, etc.)

Its premium properties, (Bafana Bafana, Banyana Banyana and the Under-23 National Team, amongst others) have been offered to the SABC for its exclusive use. The second package will collaborate with the continental mother body, the Confederation Africaine de Football (CAF) in the exploitation of these properties.

The 20 000-image photo library from the 2010 FIFA World Cup, combined with the unique behind-the-scenes images produced from the national teams' activities, will serve as valuable resources for the followers of South African football around the world.

CAF has already secured a lucrative partnership to disseminate the official Africa Cup of Nations and FIFA World Cup qualifiers to an international audience that the association has not previously been able to access.

## Negotiations

According to Dr Robin Petersen, CEO of SAFA, "We are excited by this prospect, which enables us to retain our terrestrial broadcast rights for use by the SABC and to market our other properties on channels that will expose our football to the rest of the world. Our Twitter account already has more than 10 000 followers - even though we have not really launched the content."

"To this effect, we had been negotiating with Robin Nicholson, the former CEO of the SABC and had presented him with our proposal. Unfortunately, due to the change in management at the SABC we have not had a response to our proposal and await a further meeting to finalise this matter," adds Kirsten Nematandani, president of SAFA.

We are in advanced negotiations with CAF in respect of the satellite rights, which will create a new revenue stream for the Association.

"The principal matters have been agreed and we await a final quotation on the total revenue to be expected by the association through this exciting new venture," concludes Nematandani.

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