

g) The Broadcast Contract Debacle

On 30 May 2014, SAFA and Siyaya (a new broadcaster awaiting its license) signed a broadcast rights agreement¹² for a period of 6 years to 1 May 2020. The agreed fee was an effective ZAR225m per annum (ZAR50m of this amount was contingent upon SAFA securing the continental broadcast rights from CAF). Additionally, ZAR25m was for production costs, leaving SAFA with a net income of ZAR150m per annum.

However, due to extreme pressure from the South African Government, SAFA and Siyaya agreed to amend the agreement to sublicense the rights to the SABC for 3 years at a reduced rate of ZAR110m per annum¹³. SAFA then agreed to pay Siyaya ZAR10m per annum for this forced concession. SAFA also agreed to extend the period of the Siyaya rights agreement by 3 years to 2023.

On 19 July 2018, I received an email from David Sidenberg, our broadcast consultant, containing another email from Siyaya's representative containing a copy of an email to Dr Jordaan wherein he outlined an agreement reached between Dr Jordaan and one of the Board Members of Siyaya¹⁴.

I learned afterwards that the President, without my knowledge, met with representatives of Siyaya and agreed to release Siyaya from its obligation to pay the ZAR150m annual rights

¹² Annexure 10 – SAFA-Siyaya Broadcast Rights Agreement

¹³ Annexure 11 – SAFA-SABC Broadcast Rights Agreement

¹⁴ Annexure 12 – eMail from David Sidenberg