

RULES OF ENTRY INTO BROADCASTING INDUSTRY

1. Applicant must:-

- Show that he/she is qualified to offer the Broadcasting service.
- Furnish information on the directorship/ equity structure/ ownership of the company.
- Provide information necessary to enable the licensing Authority to determine whether he/she is fit and proper to hold a licence i.e. the probity of the individuals who will manage the entity.
- Provide proof of meaningful Swazi participation in management and running of the station.

- Furnish sufficient proof that funds are readily available to enable the operation of the radio station for at least three (3) months after its first transmission.

- Furnish further evidence showing that other funds are anticipated after the three months period to enable the radio station to survive another six (6) months.

- Provide a market analysis report showing the viability of the proposed business.

- Furnish a capital outlay including a cash flow statement, a projected income and expenditure statement plus a three year period and explanatory notes on which the projections are based.
- Furnish a constitution of the committee/organization owning or running the station.
- For commercial radio service, a certified copy of the company registration certificate has to be furnished.
- Furnish a resolution authorizing the person completing the application form.
- Furnish certificate confirming technical compliance with ITU or ETSI standard (or any Broadcasting Equipment Standardisation body)
- Furnish programming schedule for a week beginning on Sunday.
- Furnish programming language(s) in hours and minutes per broadcast week.
- Furnish plans with respect to the development of local talent, in particular projects to promote and feature music by new Swazi artists.
- Provide agreement, where applicable for site/ tower sharing
- Where applicable, indicate spectrum utilization efficiency