
GENERAL NOTICES • ALGEMENE KENNISGEWINGS

INDEPENDANT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA

GENERAL NOTICE 3940 OF 2026



ELECTRONIC COMMUNICATIONS ACT, 2005 AS AMENDED (ACT NO. 36 OF 2005)

APPLICATION FOR THE AMENDMENT OF INDIVIDUAL COMMERCIAL SOUND BROADCASTING SERVICE AND RADIO FREQUENCY SPECTRUM LICENCES BY RADIO HEART 104.9 (PTY) LTD T/A HEART FM

1. The Independent Communications Authority of South Africa ("the Authority") hereby gives notice that it has received an application from Radio Heart 104.9 (Pty) Ltd t/a Heart FM ("the Applicant"), for the amendment of its Individual Commercial Sound Broadcasting Service ("I-CSBS") and Radio Frequency Spectrum ("RFS") Licences.
2. The amendment application of the Applicant's I-CBS is lodged in terms of section 10 (1) of the Electronic Communications Act No. 36 of 2005 as amended ("the EC Act") read with regulation 9 of the Processes and Procedures Regulations for Individual Licences and Temporary Authorisation of 2010, as amended and regulation 9 of the Radio Frequency Spectrum Regulations, 2015, as amended.
3. In terms of section 10(2) read with section 9(2) of the EC Act, the Authority is required to give notice of the application in the Government Gazette and invite interested persons to submit written representations in relation to the application.
4. Section 9(2)(b) of the EC Act stipulates that the Authority must include the percentage of equity ownership to be held by persons from historically disadvantaged groups, which must not be less than 30%. The Applicant submits that 85% of its shareholding is held by HDGs.
5. Further, section 9(2)(c) of the EC Act requires that the Authority must set out the proposed licence conditions that will apply to the licence.

6. The application seeks the approval of the Authority to amend it's I-CSBS Licences as follows:

Clause reflected in the Licence	Licence obligation	Proposed amendment
1 (Trading name)	"Heart 104.9 FM."	"Heart FM"
5 (Format)	"The format of the station is an adult contemporary jazz format."	"The format of the station is an Adult Contemporary."
6.1 (General programming obligations)	<i>"The Licensee shall broadcast news on a regular basis for a minimum of thirty (30) minutes each day between 05h00 and 23h00."</i>	<i>"The Licensee shall broadcast news on a regular basis for a minimum of thirty (30) minutes on weekdays, between 05h00 and 23h00."</i>
6.3 (General programming obligations)	<i>"The Licensee shall broadcast news for an average of six (6) minutes every hour between 06h00 and 09h00 on all weekday mornings."</i>	<i>"The Applicant proposes that the clause be removed, and be read in conjunction with the proposed amended clause 6.1 weekdays, between 05h00 and 23h00" instead."</i>
7.2 (Training and skills development)	<i>"The Licensee shall establish an employee training programme and shall spend a minimum of one million one hundred and sixteen thousand rand (R1 116 000.00) over the licence period."</i>	The Applicant proposes that this clause be removed.
7.3 (Training and skills development)	<i>The Licensee shall actively pursue the appointment of more women on-air presenters".</i>	The Applicant proposed that the clause be removed.

7. The application further seeks to amend its RFS licence by adding a Sea Point transmit site to extend coverage area to Sea Point area within its licensed service area. The details of the proposed site are as follows:

Site Details	Technical Parameters
Site name	Sea Point
Geographic Coordinates	Latitude: -33.909167 Longitude: 18.397500
Frequency	100.7 MHz
Antenna Height	19 m
Maximum effective radiated power ("ERP")	0.02 kW

8. The application for amendment and any representations received pursuant to this notice, will be made available to any interested party on the Authority's website: www.icasa.org.za.
9. Any interested party is invited to lodge written representations in relation to the application within fourteen (14) working days from the date of publication of this notice in the Government Gazette.
10. Persons who lodge representations must also indicate whether they wish to make oral submissions should the Authority decide to hold a public hearing in respect of the application.
11. All written representations, responses, and other correspondence in terms of this notice must be directed to the Licensing Department, at Block B, 350 Witch – Hazel Avenue, Eco Point Office Park, Eco Park, Centurion OR Private Bag X10, Highveld Park, 0169 **OR** by e-mail: broadcastingapplications@icasa.org.za.
12. Any person/s who lodge representations in terms of this notice, must also furnish proof to the Authority's satisfaction that a copy of the representation has been delivered to Mr. Brendan Murray at Radio Heart Proprietary Limited, 2nd Floor, Media Quarter, Greenpoint, 8051. OR sent by email: Brendan@heartfm.co.za.

13. The Applicant has the right to respond in writing to the written representations made by any interested person/s on the application. The written responses must be lodged with the Authority within twenty-eight (28) working days from the date of publication of this notice in the Government Gazette.

14. The Applicant must, at the time of lodging the written response/s, furnish proof to the Authority's satisfaction that it has delivered a copy of such response/s via email **OR** by hand to the relevant person/s having made the written representation.



MOTHIBI RAMUSI
CHAIRPERSON

Date 12 / 05 / 2026