



GENERAL NOTICE NO. 09/2026: Final Decision on The Award of Broadcasting Service Licences in Terms of Section 37 of The Eswatini Communications Commission Act, 2013.



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FINAL DECISION TO AWARD BROADCASTING LICENCES

1. THE COMMISSION

The Eswatini Communications Commission (“ESCCOM” or “the Commission”) is a statutory body mandated to regulate the electronic communications sector, including broadcasting, within the Kingdom of Eswatini. In accordance with Section 37 of the Eswatini Communications Act, 2013, the Commission hereby publishes its final decision to issue two (2) Free-To-Air Commercial Broadcasting Licences.

2. POWER TO ISSUE LICENCES

The Commission is mandated under Section 7(g) and 38(a) of the Eswatini Communications Commission Act, 2013, to grant any authorization for the carrying out of any operation or activity relating to any matter within the remit of the Commission. Section 9(b) of the Electronic Communications Act, 2013, confers powers to the Commission to issue individual licences for the provision of electronic communications services, and Section 9(1) of the Broadcasting Act, 2023, further grants the Commission powers to issue commercial broadcasting licences in Eswatini.

3. RECEIPT AND EVALUATION OF APPLICATIONS

The Commission issued an Invitation to Apply (ITA) for Free-to-Air Commercial Radio Broadcasting Service Licences on the 02 December 2025. The process was aimed at promoting competition, diversity, investment, innovation, local content development and universal access to broadcasting services in the Kingdom of Eswatini. Upon closure of the ITA period, the Commission received six (6) applications, which were subjected to a comprehensive and structured evaluation in accordance with the Broadcasting Act, 2023, the published ITA and the approved evaluation framework.

The applications were assessed across key areas including operational experience, economic development and environmental impact, market and business plans, technical capability, and governance, ownership as well as regulatory compliance. The evaluation was undertaken by a multi-disciplinary Evaluation Committee comprising the relevant technical, broadcasting, legal, compliance, financial, spectrum management and economic expertise within the Commission.

Upon conclusion of the evaluation, the Commission considered the Evaluation Report and the recommendations of the Evaluation Committee, together with the outcomes of the subsequent due diligence and vetting processes as well as the representations received during the public consultation process.

Based on the totality of the assessment and in accordance with the applicable legislative and regulatory framework, the Commission published a notice of intention to award qualifying applicants the Commercial Radio Broadcasting Service Licences, thereby advancing the licensing process towards the finalization and issuance of the two Licences.

4. PUBLIC CONSULTATION

In accordance with Section 32 of the Eswatini Communications Commission Act, 2013, the Commission published its proposed Decision to Award two (2) Free-To-Air Commercial Radio Broadcasting Licences on the **9 July 2026** and invited interested persons, stakeholders and members of the public to submit written representations on the Proposed Decision. The consultation period remained open until **31 July 2026**.

The Commission received one (1) written submission during the consultation period. The submission was thoroughly reviewed against the Evaluation Report, the Invitation to Apply, the applicable legislative framework, and all records relating to the licensing process. The Commission carefully considered each issue raised and provided a formal response to the party concerned.

Following its assessment, the Commission determined that the representations received did not indicate any procedural irregularity, unfairness, inconsistency, or legal defect that would justify the withdrawal, suspension or reconsideration of the proposed award of the licences. The Commission further determined that there exists no factual or legal basis upon which the proposed award of the licences should be varied or set aside.

5. DUE DILIGENCE AND VETTING

Following completion of the technical evaluation, and prior to the public consultation process, the Commission undertook due diligence and vetting of the applicants recommended for the licence award. The process included verification of the applicants' corporate registration and ownership information, shareholders, directors and principal officers, governance structures,

financial capability, regulatory compliance history, operational readiness, as well as their fitness and propriety to hold a broadcasting service licence.

The Commission is therefore satisfied that the recommended applicants successfully completed the due diligence and vetting process and were found to have the integrity, competence, financial capability and operational readiness required to establish and operate commercial broadcasting services.

6. DECISION

Having considered all the applications received, the Evaluation Report, the recommendations of the Evaluation Committee, the results of the due diligence and vetting process, the representations received during the public consultation process, and in line with the objectives of the Broadcasting Act, 2023, the Commission determined that Sakha Live FM (Pty) Ltd and Icon Connect Radio (Pty) Ltd have satisfied all requirements for the award of Free-to-Air Commercial Radio Broadcasting Service Licences.

Accordingly, the Commission hereby issues its final award Free-to-Air Commercial Radio Broadcasting Service Licences, valid for a period of ten (10) years, to:

1. Sakha Live FM (Pty) Ltd

2. Icon Connect Radio (Pty) Ltd

These licences are subject to revocation if the licensee fails to establish and commence operations within twelve (12) months from the day that the license is issued. The licences shall also be subject to compliance with the Broadcasting Act, 2023, the applicable regulations, the licence conditions issued by the Commission, payment of the prescribed licence fees, and fulfilment of any additional regulatory requirements specified by the Commission.

This Decision shall come into force on the 16 September 2026.

Fikile Gama

Acting Chief Executive Office
Eswatini Communications Commission