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GOVERNMENT NOTICES • GOEWERMENTSKENNISGEWINGS

DEPARTMENT OF TRADE, INDUSTRY AND COMPETITION

NO. 6844 **14 November 2025**

Competition Commission of South Africa

PUBLICATION OF THE FINAL REPORT AND DECISION OF THE MEDIA AND DIGITAL PLATFORMS MARKET INQUIRY CONDUCTED IN TERMS OF SECTION 43B OF THE COMPETITION ACT 89 OF 1998 (AS AMENDED)

14 NOVEMBER 2025

Notice is hereby given that the Competition Commission ("the Commission") has published the Final Report and Decision of the Media and Digital Platforms Market Inquiry ("the MDPMI" or "the Inquiry") in terms of section 43E(1) of Chapter 4A of the Competition Act, 89 of 1998, as amended ("the Act") on its website. The Final Report and Decision will be available from Thursday 13 November 2025 at https://www.compcom.co.za/mdpmi

The Competition Commission formally initiated the Media and Digital Platforms Market Inquiry ("the MDPMI" or "the Inquiry") on 17 October 2025 in terms of section 43B(1)(a) of the Competition Act 89 of 1998 (as amended) ("the Act"). The Inquiry was initiated because the Commission has reason to believe that there are market features of digital platforms that distribute news content may impede, distort or restrict competition; and may undermine the purposes of the Act, including media diversity, fair competition, and the sustainability of journalism in South Africa.

The Scope of the Inquiry is set out in the Terms of Reference ("ToR") which was published on 15 September 2023 covered digital platforms that distribute or monetise news media content, including search engines, social media platforms, generative AI systems, radio and television broadcasters and the digital advertising (AdTech) value chain. The Inquiry examined how digital platforms affect referral traffic, revenue generation, content visibility and long-term media viability. The scope also includes foreign domiciled platforms that have an economic effect in South Africa.

The Inquiry further assessed issues relating to:

- Market features that may hinder competition for news distribution and digital advertising;
- Market features that may diminish the ability of news publishers and broadcasters to monetise digital audiences;
- The impact of AI-powered search and chatbots on news content visibility and compensation; and
- Market features affecting the participation and sustainability of public, commercial, and community media.

All Inquiry documents and public submissions are available on the Inquiry website.[1]

Since initiation, the key Inquiry processes and proceedings to date have been as follows:

- Release of the Statement of Issues ("SOI") for public comment (17 October 2023);
- Issuing a first round of Requests for Information (RFIs) and business user survey (17-20 October 2023);

[1] https://www.compcom.co.za/media-and-digital-platforms-market-inquiry/

- Release of the Further Statement of Issues (FSOI") for public comment (19 December 2023);
- Issuing of second round of RFIs and (22 December 2023);
- Public hearings and follow up RFIs (March 2024);
- Receipt of expert reports and in-camera hearings (June 2024 – August 2024);
- Consumer Survey and Focus Groups (October 2024)
- Publication of the Provisional Inquiry Report along with provisional findings and recommendations (24 February 2025);
- Submissions on the Provisional Inquiry Report (March/April 2025);
- Engagements with stakeholders and follow-up RFIs (May 2025 - July 2025).
- Engagements with stakeholders on final findings and remedial actions / recommendations (August 2025 – October 2025)

The Final Report includes an annexure containing the detailed Remedial Action decisions of the Inquiry in addition to the summarised versions in the main text of the report. The Final Report also includes platform category annexures which are focused on the stakeholder submissions made in respect of the Provisional Report, summarising those submissions along with the views of the Inquiry on those submissions that take a contrary view to the Provisional Report.

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