



**FPBs APP REVIEW AGAINST
NDP 2030 TARGETS AND
PRESIDENTIAL SONA 2019,
PARLIAMENT OF SOUTH AFRICA,
CAPE TOWN**

03 July 2019

presented by Dr Maria Motebang



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OUR INDUSTRY – SOME STATS TO PONDER



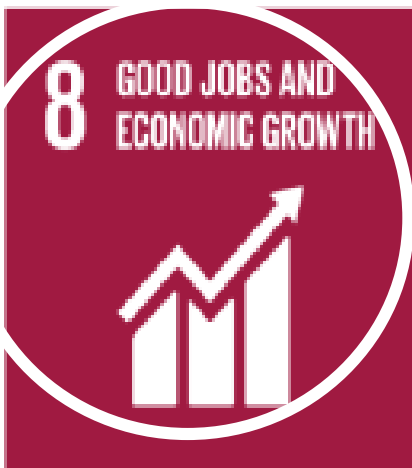
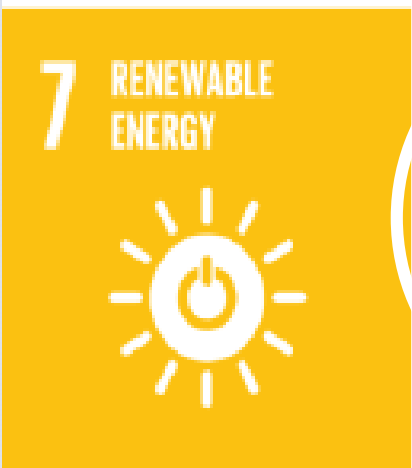
We inform. You choose.

- FPB operates in an environment largely influenced by rapid technological innovations in media communication channels and a proliferation of media platforms (omni-channels).
- Possible considerations of the techno- economic paradigm is to consider platform neutrality spaces.
- **Film industry** provides over R5.4 billion to the annual South African GDP as well as proliferation of downstream jobs.
- In 2018, the **global gaming industry** consisted of 2.3 billion consumers, spending nearly \$138 billion on games.
- Research in 2016 shows that there were more than 11m gamers in South Africa.
- Spending on gaming in South Africa in 2017 was R3,060 million (PWC research).
 - Of 2.37% total SA entertainment and media spending in that year, video games sector had the fastest year-on-year growth rate (16.8%) in 2017 of any of the media and entertainment sectors in South Africa. This includes sectors like books, magazines, cinema, music and podcasts.
- The digital video games sector is punted as one of SA's '**biggest success stories**' in the entertainment and media industries.
- The FPB plays a leadership role in implementing anti-child pornography campaigns.
- Only African member state to International Association of Internet Hotlines (INHOPE) to combat online Child Sexual Abuse Material (CSAM).
- Impact of Media Material on Children – (marked increase of violent content)
- Classification of content often in conflict with moral context and balancing these two often conflicting views are challenging. Hence the convergence survey every 2 years to assess the extent to which our classification guidelines converges with that of SA norms and standards (social fabric).
- Ever changing Global converged space – online media –
 - who owns what?
 - The internet has no firewall for patriarchy.
 - No sovereignty in the digital space or is there?

“ Our children are our greatest treasure. They are our future. Those who abuse them tear at the fabric of our society and weaken our nation. ”

– Nelson Mandela





FUTURE?



The National Development Plan is a plan for the country to eliminate poverty and reduce inequality by 2030 through uniting South Africans, unleashing the energies of its citizens, growing an inclusive economy, building capabilities, enhancing the capability of the state and leaders working together to solve complex problems.

FILM AND PUBLICATIONS BOARD - STRATEGY MAP



We inform. You choose.

Contribute to the overall Mandate of the DoC: NDP outcome 5,7 and 14: Social Cohesion & Nation Building. Film & Publication Act No.65 of 1996.

FPB's Values:

embracing the Batho Pele (People First) principles of government as the core values. Key determinants of effectiveness.

- a) Accountability
- b) Human Dignity
- c) Social Justice
- d) Integrity
- e) Transparency
- f) Professionalism.

Vision and Mission....

achieving the following 7 KEY PRIORITIES...

... through the following STRATEGIES ...

contributing to the following broader STRATEGIC OUTCOMES...

.... Along FPB's six Thematic areas

Executing activities and initiatives aimed at successfully monitoring the creation, production, distribution & possession of legal adult entertainment, through the classification of content of films, publications, interactive games, issues sanctions.

Imposition of age restrictions, and giving of consumer advice

Make exploitative use of children in pornographic publications, films, or on the internet punishable.

Vision : "A leading, and credible content regulator that empowers the public to make informed choices".

Mission: "Ensure effective child protection, empowerment of consumers and a contribution to the economic growth of the industry through regulation of media content"

1. Technology driven content classification.
2. Consumer education (empower adults and protect children).

3. Legislative review (platform neutral legislative regime).
4. Local and International partnerships (to ensure better regulation of the web).
5. Research, compliance monitoring and M&E to inform future priorities.

6. Funding and resource mobilization.
7. Integrate informal business into formal business.

Affirmation of the FPB's regulatory role within a democratic context

Elevation of information and communications technology (ICT) as a significant pillar for online regulation;

Meeting the demands of technological advancement in SA and internationally; and finally 'high impact, high visibility' organizational communication in terms of the mandate of the FPB.

Effective and visible monitoring of industry throughout the entire value chain (content creators, producers and distributors of FPGs) for the protection of consumers and primarily children and adults through information.

Informed consumers, general members of the public and industry about the mandate, programmes and operations of the FPB

Effective, efficient and sustainable management of FPB operations

Effective and innovative regulation of the content distributed on online, mobile & related platforms for the protection of children, youth and adults through information.

Expansion of the FPB footprint & a qualitative impact made through effective partnerships & stakeholder relationships in pursuance of our mandate.

Research, compliance, monitoring & evaluation

High impact, high visibility communications

Resourcing and financing plans

Policy and legislative review and alignment

Technology-driven content classification

Regional, continental and international partnerships



NDP to ...
SONA PRIORITIES to...
FPB STRATEGY MAP...

FPB STRATEGY



Our Mission: “Ensure effective child protection, empowerment of consumers and a contribution to the economic growth of the industry through regulation of media content”.

Our Vision: “A leading, and credible content regulator that empowers the public to make informed choices”.

Realising the FPB Vision

Outcomes and Impact

NDP OUTCOME 4: Decent employment through inclusive economic growth

NDP OUTCOME 3 : All people in SA are and feel safe

NDP Outcome 5: A skilled and capable workforce to support an inclusive growth path

NDP Outcome 11: Create a better South Africa, contribute to a better and safer Africa in a better world

NDP Vision 2030

NDP Outcome 14: A diverse, socially cohesive society with a common national identity.

SONA 2019

ECONOMIC GROWTH AND JOB CREATION

SAFETY AND SECURITY

EDUCATION AND SKILLS

CAPABLE AND DEVELOPMENTAL STATE

A BETTER AFRICA AND WORLD



SO 1: Effective regulation of films games and certain publications throughout the entire value chain (content creators, producers and distributors of FPGs) for the protection of children and the public through information



SO2: Consumers, general members of the public and industry informed about the mandate of the FPB



SO 3: Effective and efficient management of FPB Operations. Organizational Capacity and capability enhancement.



SO 4: Effective and innovative regulation of the content distributed on online and related platforms to protect children and inform the general public. Online content regulation



SO 5: FPB footprint expanded through partnership and stakeholder relationships in pursuance of our mandate. Partnerships & Collaboration

FPB 5 x Strategic Objectives

Our Financial Stewardship

PROGRAMME 1: Industry Compliance

PROGRAMME 2: Public and industry awareness and consumer education

PROGRAMME 3: Administration and Governance

PROGRAMME 4: Online Content Regulation

PROGRAMME 5: Partnerships & Collaboration

Programmes



PROGRAMME 1: INDUSTRY COMPLIANCE

STRATEGIC OBJECTIVE 1: Effective regulation of films games and certain publications throughout the entire value chain (content creators, producers and distributors of FPGs) for the protection of children and the public through information

Programme performance indicator	Reporting period	Annual target 2019/20	Quarterly Targets			
			Q1	Q2	Q3	Q4
1.1 Percentage of content classified	Quarterly	100% of eligible submissions (games, films, publications) classified whilst ensuring 90% of classification decisions issued within 8 working days.	100% of eligible submissions (games, films, publications) classified whilst ensuring 90% of classification decisions issued within 8 working days	100% of eligible submissions (games, films, publications) classified whilst ensuring 90% of classification decisions issued within 8 working days	100% of eligible submissions (games, films, publications) classified whilst ensuring 90% of classification decisions issued within 8 working days	100% of eligible submissions (games, films, publications) classified whilst ensuring 90% of classification decisions issued within 8 working days
1.2 3-year Research strategy approved	Annually	Organizational 3-year Research Strategy developed and approved by Council	Produce draft research strategy and workshop with relevant stakeholders. Develop 3-year strategy and approve at Council	Approved research strategy at Council.	-	-
1.3 Revised regulations to the FP Act	Quarterly	Regulations reviewed and submitted to Executive Authority by 31 March 2020	Conduct consultations with key stakeholders (and submit a report on consultations)	Draft regulations and consult with key stakeholders (and submit a report on stakeholder feedback)	Finalize draft revised regulations (and submit a first draft of the revised regulations to Council)	Submit revised regulations to Executive Authority
1.4 Percentage of child sexual abuse material cases referred to the FPB within 10 working days	Quarterly	100% of child sexual abuse material cases referred to the FPB responded to within 10 working days.	100% of child sexual abuse material cases referred to the FPB responded to within 10 working days	100% of child sexual abuse material cases referred to the FPB responded to within 10 working days	100% of child sexual abuse material cases referred to the FPB responded to within 10 working days	100% of child sexual abuse material cases referred to the FPB responded to within 10 working days
1.5 Number of raids conducted	Quarterly	48 raids with Law enforcement conducted to enforce compliance with the Act	12 Raids conducted (4 in each region) with the approved cooperation of LEA's	12 Raids conducted (4 in each region) with the approved cooperation of LEA's	12 Raids conducted (4 in each region) with the approved cooperation of LEA's	12 Raids conducted (4 in each region) with the approved cooperation of LEA's
1.6 Number of compliance inspections conducted	Quarterly	10 000 distributor compliance inspections conducted	2450 compliance inspections conducted	2650 compliance inspections conducted	2550 compliance inspections	2350 compliance inspections conducted
1.7 Percentage of Non - compliance notices issued	Quarterly	Issue non-compliance notices to at least 30% of distributors inspected	Issue non-compliance notices to at least 30% of distributors inspected	Issue non-compliance notices to at least 30% of distributors inspected	Issue non-compliance notices to at least 30% of distributors inspected	Issue non-compliance notices to at least 30% of distributors inspected
1.8 Percentage achieved on customer satisfaction levels	Quarterly	Achieve customer satisfaction level of 90%	90% client satisfaction achieved	90% client satisfaction achieved.	90% client satisfaction achieved	90% client satisfaction achieved



PROGRAMME 2: Public and industry awareness and consumer education

STRATEGIC OBJECTIVE 2: Consumers, general members of the public and industry informed about the mandate of the FPB
Public and industry awareness and consumer education

Programme performance indicator	Reporting period	Annual target 2019/20	Quarterly Targets				
			Q1	Q2	Q3	Q4	
2.1 Approved Communications Plan	Annually	Annual Communications Plan approved by EXCO by 30 April 2019	Annual Communications Plan approved by 30 April 2019				
2.2 Percentage of deliverables achieved on the Communications Plan	Quarterly	Achieve 100% of deliverables in Annual Communications Plan	Produce 1 progress report showing 25% achievement of deliverables in the Annual Communications Plan	Produce 1 progress report showing 50% achievement of deliverables in the Annual Communications Plan	Produce 1 progress report showing 75% achievement of deliverables in the Annual Communications Plan	Produce 1 progress report showing 100% achievement of deliverables in the Annual Communications Plan	



PROGRAMME 3: Administration and Governance

STRATEGIC OBJECTIVE 3: Effective and efficient management of FPB Operations

Strategic objective	5-year strategic plan target	Audited/actual performance				Estimated performance 2017/18	Medium-term targets		
		2013/14	2014/15	2015/16	2016/17		Annual targets 2018/19	Annual targets 2019/20	Annual targets 2020/21
1.Maintain organisational capacity through implementation of the turnaround strategy	Remuneration Strategy	Implement Remuneration Strategy	-	Implement Remuneration Strategy - Competitive FPB Remuneration Strategy and Policy supporting the FPB Turnaround Structure.	Implement Remuneration Strategy - Implement Multiyear Agreement. Pay Progression.	4 remuneration analysis reports developed	Reviewed and approved FPB Remuneration Strategy	FPB Remuneration Strategy approved	Approved FPB Remuneration Strategy implemented
	Implement organisational skills plan	Implement organisational skills plan	-	Implement organisational skills plan	Implement organisational skills plan	Develop talent management Strategy 4 training and development activities undertaken	4 training and development activities undertaken and evaluated	100% of approved Workplace Skills Plan implemented	Workplace Skills Plan (WSP) developed and approved by Council for implementation
2. To promote strategic black economic empowerment as per the government initiative	75% of all transactions are awarded to companies with a BBBEE contribution level of 3 or lower and 30% of all transactions assigned to priority groups	-	-	-	50% of all transactions over R100,000 must be awarded to companies with a BBBEE contribution level of 3	60% of all transactions over R100,000 are awarded to companies with a BBBEE contribution level of 3 or lower	60% of all transactions over R100,000 are awarded to companies with a BBBEE a BBBEE contribution level of 3 or lower	75% of all transactions are awarded to companies with a BBBEE contribution level of 3 or lower and 30% of all transactions assigned to priority groups	75% of all transactions are awarded to companies with a BBBEE contribution level of 3 or lower and 30% of all transactions assigned to priority groups
3. Adherence to National Treasury regulations	100% valid supplier invoices paid within 30 working days from the date of receipt							100% valid supplier invoices paid within 30 working days from the date of receipt	100% valid supplier invoices paid within 30 working days from the date of receipt
5. To ensure effective and efficient administration of the FPB and ensure compliance with applicable legislative and other requirements	Evaluate the 3-year rolling strategic internal audit plan and submit to the Audit and Risk Committee for approval	Annual update of Compliance Matrix	-	-	-	Internal audit plan developed and approved. Four quarterly internal audit reports compiled. Four (4) risk management implementation reports compiled.	Produce a 3-year rolling strategic internal audit plan and submit to the Audit and Risk Committee for approval Quarterly audit implementation reports presented to Audit and Risk Committee produced	4 Quarterly audits implementation reports presented to Audit and Risk Committee produced.	4 Quarterly audits implementation reports presented to Audit and Risk Committee produced
	Quarterly audit implementation reports presented to Audit and Risk-							Enterprise Wide risk management strategy and plan developed and approved.	Enterprise Wide risk management strategy and plan developed and approved.
	100% implementation and compliance with the Corporate Governance Framework		-	Revised strategy and plan developed and submitted for approval	100% compliance with the Corporate Governance Framework	100% implementation and compliance with the Annual Corporate Governance Framework	100% implementation and compliance with the Corporate Governance Framework	100% implementation of the Corporate Governance Framework	100% implementation of the Corporate Governance Framework
		Conduct annual strategic planning process							



PROGRAMME 4: Online Content Regulation

STRATEGIC OBJECTIVE 4: Effective and innovative regulation of the content distributed on online and related platforms to protect children and inform the general public
Online Content Regulation

Programme performance indicator	Reporting period	Annual target 2018/19	Quarterly Targets			
			Q1	Q2	Q3	Q4
4.1 Percentage of deliverables achieved on the Annual ICT Plan	Quarterly	Achieve 100% of deliverables in Annual ICT Plan	Annual ICT plan approved by EXCO by 30 April 2019.	50% achievement of Annual ICT plan deliverables.	75% achievement of Annual ICT plan deliverables.	100% achievement of Annual ICT plan deliverables.
			25% achievement of Annual ICT plan deliverables.			

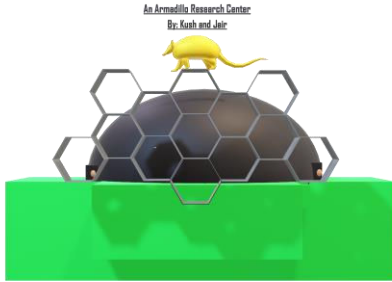


PROGRAMME 5: Partnerships & Collaboration

STRATEGIC OBJECTIVE 5: FPB footprint expanded through partnership and stakeholder relationships in pursuance of our mandate

Programme performance indicator	Reporting period	Annual target 2019/20	Quarterly Targets			
			Q1	Q2	Q3	Q4
5.1 Percentage of deliverables in approved Stakeholder Relations Plan implemented	Quarterly	100% of deliverables in Approved Stakeholder Relations Plan implemented	Develop and Approve Annual Stakeholder Relations plan.	Produce 1 progress report indicating 50% achievement of deliverables of the Annual Stakeholder Relations Plan	Produce 1 progress report indicating 75% achievement of deliverables of the Annual Stakeholder Relations Plan	Produce 1 progress report indicating 100% achievement of deliverables of the Annual Stakeholder Relations Plan
5.2 Number of SADC engagement workshops convened	Annual	Convene 1 workshop to Initiate a SADC platform to discuss the harmonisation of content regulation.	Develop a concept plan on the harmonisation discussion platform	Bi-lateral discussions with SADC regulators/censorship boards.	Harmonisation draft concept paper as a result of bi-lateral discussions.	Workshop held in South Africa.

ECONOMIC GROWTH AND JOB CREATION

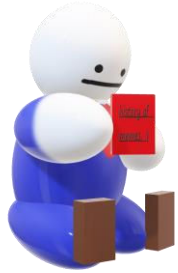


- The World Bank competitiveness report ranks SA 82nd out of 190 countries with high-performing economies. The goal in the next 3 years is to place SA at the Top 50 mark.
- Sign into law the Competition Amendment Bill creating the ability to open up new opportunities for many SAs to enter various sectors of the economy and compete on an equal footing,” Ramaphosa said.

FPB Strategic Objective 1 and 2

- **42 planned raids** - destruction of illegal DVDs with street value of Billions, guarantees income to creative content creators.
- FPBs commitment to fiscal responsibility enables us to promote job creation in the Film Gaming and Publication sector & to strengthen our capacity as a government regulator to preserve and enhance crucial social programmes such as the **THINK** campaign, **Safer Internet Day (SID)**. **SID** to be rolled out in tandem with **SMART CITIES** as well as across the continent through the recent Content Harmonisation think tank.
- We employ 10 young professionals annually and provide them with niche work exposure, World of Work experience and coaching.
- Dialogue with a range of institutions in society: Dept of Social Development, Justice and Education, Ministry of Women and Children, Youth and child protection NGOs such as Child line, Save the Children, Love Life, Phoenix Child Welfare, Molo Shongololo, Religious organisations etc...
- We influence policy through: “Children’s Consultation Workshop – WC COMMISSIONER FOR CHILDREN ACT, 2019.

EDUCATION AND SKILLS



- “If we are to ensure that, within the next decade **every 10 year old** will be able to read for meaning, we will need to mobilise the entire nation behind a massive reading campaign”, President Cyril Ramaphosa.
- The president said, “government will be rolling out initiatives like the **National Reading Coalition**, aimed to improve reading among children”.
- He promised implementation of the **Early Grade Reading Programme**, comprising an integrated package of lesson plans, additional reading materials and professional support to foundation phase teachers. Foundation and intermediate phase teachers will be trained to teach reading in English and the African languages.



FPB Strategic Objective 1 2 3

Informed consumers, general members of the public and industry about the mandate, programmes and operations of the FPB
24 School activations; 4 cinema activations.

- A key FPB priority is Consumer education to empower adults and protect children.
- Host public and industry as well as consumer awareness workshops and educational activations with schools, cinema activations, religious institutions, SAPS, CBO and NGOs.
 - Developed a innovative NQF level 7 degree course in Classification.
 - Targeted umbrella institutions teacher education colleges, School Governing Boards (SGB) and police training colleges.
- 4IR rollout must dovetail with the FPBs Cybersaftey ‘Safer Internet Day’ (SID) campaign. SID to be rolled out as a collaborative initiative across the continent.
- Interactive outreach programmes encourage learners to think creatively and use technology (apps) to solve problems.
- Position FPB as a thought leader on the continent through its research



- “We call on the Telecommunications Industry to further **bring down the cost of data** so that it is in line with other countries in the world”.
President Cyril Ramaphosa SONA 2019.

FPB Strategic Objective 4

Key FPB Strategy: Technology driven content classification - elevation of ICT as a significant pillar for online regulation.

- Marked shifts in content distribution globally impacting the operating model of the FPB to ensure the classification and regulation of content.
- Largely attributed to the wide adoption and usage of advanced technologies by content creators and distributors such as online streaming, video on demand (VOD) and artificial intelligence (VR and AI).
- End-to-end automation of the content classification processes to increase efficacy (developed a Digital Agenda within FPB).
- Co-regulation – development of a harmonized content classification ‘matrix’ with rest of Africa.
- Partnering with SITA **HACKATHON** to hone 4IR skills amongst youth to drive APPS driven problem solving.

FPB's Digital Agenda

To enable technology capabilities to automate transactional services and optimise available solutions for increased efficiency and provisioning of digital services to clients and partners.



Digitisation

Enable technology capabilities to automate transactional services and optimise available solutions for increased efficiency and provisioning of digital services to clients and partners.



Data Analytics & Business Intelligence

Deliver an integrated data analytics capability to enable increased usage of data for effective decision making, sharing of data, provision of trends and business analytics as well as data protection.



Technology Trends Adoption

Research, adopt and use technologies that are driving the Fourth Industrial Revolution to enable capabilities characterized by innovative technologies.



Improve ICT Governance & Security

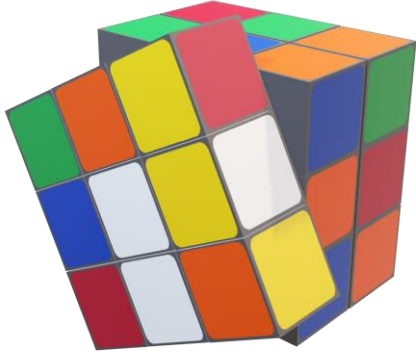
To ensure effective governance and compliance to best practices for ICT, alignment of all deliverables with organisational requirements and optimisation of available resources.



Leveraging Agency Transformation

Contribute to building a pool of ICT skills (industry specific) with a focus on 4IR readiness, core and critical scarce skills.

SOCIAL COHESION AND SAFE COMMUNITIES



- Inspiring South Africa to reach for the stars.
- The president said the government would work towards an ethical state, and would not tolerate corruption, patronage, rent-seeking and plundering of public money.

FPB Mandate and SO 1 to 5

Vision : “A leading, and credible content regulator that empowers the public to make informed choices”.

Mission: “Ensure effective child protection, empowerment of consumers and a contribution to the economic growth of the industry through regulation of media content”

Executing activities and initiatives aimed at successfully monitoring the creation, production, distribution & possession of legal adult entertainment, through the classification of content of films, publications, interactive games, issues sanctions.

- Defining a community for the FPB could be a community of practice or a community of gamers.
- Safer communities mean keeping our children safe on the internet. **SID** and **THINK** campaigns rolled out in schools Life Orientation classes.

SAFETY AND SECURITY



- The South Africa we want is a country where all people are safe and feel safe.
- Let us work together to ensure that violent crime is at least halved over the next decade. President Cyril Ramaphosa SONA 2019.

FPB Strategic Objective 1

FPB APP Targets:

- Amendment Bill includes the criminalisation of “Non-consensual image sharing” (revenge pornography). The Bill awaits the President to assent.
- Additionally the amendment Bill makes provision for an enforcement function – this will strengthen the regulatory ‘teeth’ of the FPB
- 100% of child sexual abuse material cases referred to the FPB responded to within 10 working days.

A WHOLE OF GOVERNMENT APPROACH



- A whole-of-government approach is a crucial and fundamental pillar for consolidating achievements and progress made so far, and for successfully implementing the Sustainable Development Goals (SDGs) as well as the National Development Plan outcomes (NDP) in an emerging democracy like South Africa.
- Such an approach, where national, provincial and local levels are seamlessly interconnected and communication, participation and partnership are its cornerstones, will better mobilise political leaders and higher authorities, as well as civil society, the communities, the public and the media.

In Partnership Vision 2030 can be achieved

- The active and constructive involvement of multi-stakeholders at national and sub-national levels, including government and local representatives, civil society, non-government organizations, academics, researchers and experts, led to the writing of the current NDP Vision 2030 for South Africa.
- This is a national plan for an inclusive, resilient and sustainable development model aligned with the commitments SA has made to the implementation of the Sustainable Development Goals (SDGs).
- We strongly believe that achieving the NDP outcomes by 2030 will require concrete local and international support, resource mobilisation, support by big business, innovation, technology transfer, experience sharing, and an active partnership between the government, the private sector, civil society, non-governmental organizations, universities and research institutes, as well as regional and international Institutions.



MTEF BUDGET 2019 TO 2022

MTEF Budget from 2019 to 2022



We inform. You choose.

Strategic Objective	2019/20 R	2020/21 R	2021/22 R
SO 1	12 219 698	14 219 698	14 219 698
SO 2	3 138 008	3 138 008	3 138 008
SO 3	91 251 324	91 251 324	91 251 324
SO 4	10 643 821	10 643 821	10 643 821
SO 5	3 334 632	3 334 632	3 334 632
Total			122 587 482
Grant - DOC	99 370 000	110 599 000	110 599 000
Income (fees)	10 981 325	11 988 482	11 988 482
Total	110 354 325	116 660 495	122 587 482

Commitment by FPB to
spend 40% of all
procurement on South
African YOUTH.



It is our joint responsibility to ensure that no one is left behind.

Thank you

Lessons learnt: Integrate youth & women into development & productive processes to harness this demographic dividend

- SA is in the midst of a severe economic crisis: debt to GDP ratio continues to rise; unemployment at a crisis 27.6% and economy growing at less than 1% year on year.
- In Q1 of 2019 youth unemployment is more than double the national average at 55.2%. More than 1 in 3 SAs are in the age cohort 15 to 34 years old. The numbers clearly point to a brewing crisis.
- Our most urgent challenge is to create **11 million jobs by 2030** and to restore the financial capacity of the government to meet the plight of the poor.
- Social, fiscal and structural imbalances inflict harmful consequences upon society – especially the most vulnerable. Getting this right is essential to a sound economic environment, to job creation and to achieve the SDGs.

Lessons learnt thus far?

- Provide appropriate budget to meet critical mandated activations.
- Minister set up an NDP vision 2030 and SDG Commission to gather and collate information against targets and measures to be achieved by the DoC and telecoms.
 - These measures and targets be integrated throughout the DoC and Telecommunications Strategies, rolled out to its entities and into employees' Performance contracts.
 - NDP reporting be given '**share of voice**' and **placed on the agenda** by all entities.
- Develop a cohesive and collaborative strategy by all communications agencies – e.g. SABC provide targeted children's content and immerse key **SID** and **THINK** messaging in content.

Lessons learnt: What the 4IR means for us at FPB?

- FPB has identified key skills required through its skills audit and Talent Management plan to stay ahead of imminent technological changes.
- Introduction of advanced surveillance technologies on the deep dark web (internet security) as perpetrators (nets) are agile and move fast – means our online monitors must be ahead of the game. This means constantly updating their knowledge and training.
 - working hand in hand with SAPS and NPA as well as priority crime investigation units (Hawks).
 - FPB employees are currently attending data analytics and data visualization techniques to support perceptual learning and presentation of data through stories or pictorials.
 - Broadcasting and Digital Media Policy Training
- Gaming technologies knowledge must be amplified.
- These skills can be applied within FPB to ‘gamify’ learning – a learning technique that uses gaming - amongst youth.
- The film and gaming industry will lead in the 4IR revolution as cutting edge technologies dominate in this space (VR), 4DX.... even distribution methods have changed drastically through VOD.
- Generation Next – are they ready to enter this highly technical and unique industry?

Lessons learnt: The FPB mandate builds greater social cohesion amongst South Africans

- Active citizenry requires showing inspirational leadership at all levels of society.
- FPB mobilises communities to take charge of their future, improve inclusivity and assume responsibility for ensuring outcomes are achieved.
- FPB mobilises ambassadors to create a critical mass of change agents to fight the scourge of CSAM and to protect our children.
- Our Online monitors have analysed 1000's of illegal pieces on content leading to the successful arrest of many peadophiles.

Lessons learnt thus far?

- Safety and Security organs of state must work hand in hand to ensure perpetrators are brought to book.
- FPB child protection team works hand in hand with the South African Police services to facilitate referral system (FPB to SAPS vs SAPS to FPB).
- Once a case has been opened by the police, child sexual abuse material (CSAM) is referred back to the FPB child protection team for content analysis.
- A report is then compiled and on completion of the analysis, report is submitted to the investigating officer to be escalated to the National Prosecuting Authority (NPA).
- Advocating towards a single child protection hotline number in Africa.