

SABC to broadcast Safa matches, events for next 4 years

The South African Broadcasting Corporation (SABC) and the South African Football Association (Safa) have signed a four-year agreement on the broadcast rights of the country's national football teams' matches and events.



Safa president Danny Jordaan. Image credit: Safa.

The agreement will annually cover:

- Six Bafana Bafana matches, which includes three home Afcon qualifiers; two international friendlies and the Nelson Mandela Challenge
- Five Banyana Banyana home friendly matches, including of the Winnie Mandela Challenge
- Domestic competitions including the U/19 Women's National Championship final, Burger King U/20 National Championships final, U/23 Men's National Championships finals, ABC Motsepe National play-offs final, KAY Motsepe Schools final, Futsal and Beach Football National Championships finals as well as the Sasol Women's League Finals and various Safa National Women's League matches
- A weekly Safa magazine show
- Safa Annual Awards



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The SABC's group chief executive officer (GCEO), Madoda Mxakwe, stated that "in negotiating this deal with Safa, the SABC needed to find a balance between fulfilling its public mandate and entering into an agreement – which was commercially viable. We understand the role we play in promoting sports of national interest and inspiring the next generation of sports stars."



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Safa president Dr Danny Jordaan said the agreement was a welcome development, considering the SABC's public reach and influence.

“As Safa, we are pleased to have finally come to an agreement with the public broadcaster – which is in the public interest and the good of the game. After protracted negotiations, it is great that the public will once again get to watch Bafana Bafana, Banyana Banyana and other national teams' matches on SABC, in addition to various other important football development programmes, that has seen Safa make a major impact on football on the continent,” added Jordaan.

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