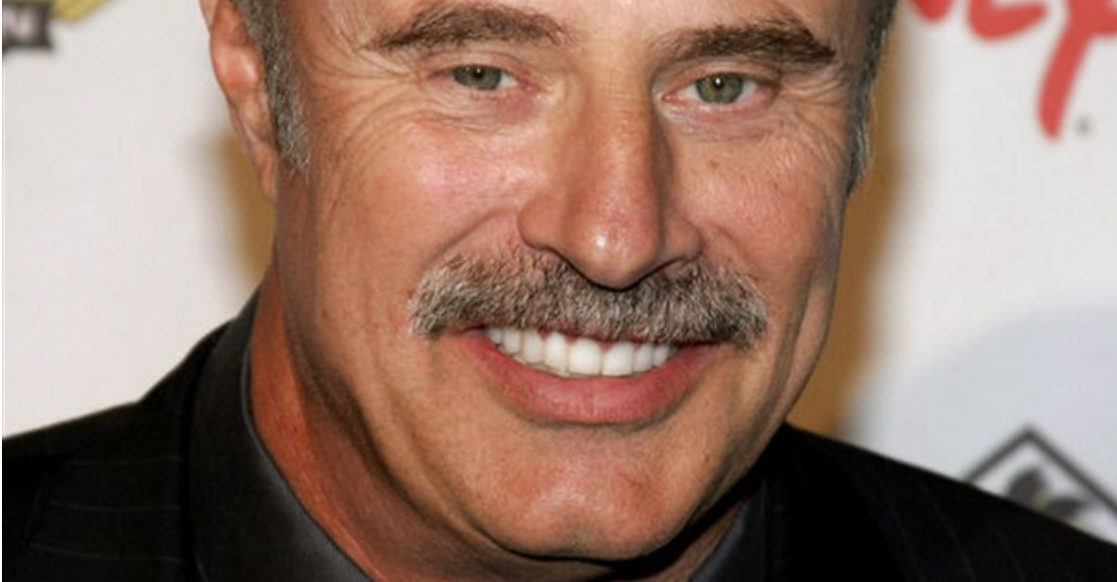


Session with Dr Phil over

SABC2's news viewers will have to wait an extra 30 minutes for their daily dose of current affairs, and those in need of psychological advice will have to pay for their sessions now that the SABC has dropped Dr Phil.



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These were among the programming changes announced by the public broadcaster to take effect on 1 July.

The SABC also announced a new logo for SABC3 yesterday.

The Sotho/Pedi/Tswana news bulletin will move from 6pm to 6.30pm, and the Afrikaans news will move from 7pm to 7.30pm on SABC2.

The SABC1 programming schedule is unchanged.

The changes are being made in keeping with the broadcaster's decision to increase local content on its TV channels to 80%.

"The SABC firmly believes in delivering on its mandate to promote local content and its decision to increase the local quota on television will not only yield an increased audience share but will further contribute to the South African public being proud of its quality local content," said SABC chief operating officer Hlaudi Motsoeneng.

Motsoeneng has spearheaded the new "local first" quota and has earned himself the nickname "Mr 90%" after earlier announcing that the company's radio platforms would play 90% local content.

Explaining the decision to move its news programming to a later slot, the SABC said it wanted to make its news offering more competitive in the market.

Competitor e.tv announced a change to its eNews prime time slot to 6.30pm after moving the bulletin from 7pm to 8.30pm.

In a statement on its website, e.tv said market research indicated that English-speaking news viewers prefer an earlier slot.

Source: The Times

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