

MultiChoice explores feasibility of porn on DStv

By Angeliqwe Ardé

Interest groups and faith-based organisations have voiced strong objections to news that MultiChoice is considering broadcasting pornography on DStv.

Clive Human, the spokesperson for Standing Together Opposing Pornography (STOP), said pornography on pay-TV would make it easier for children to access porn.

“Although it’s for over-18s only, we know that boys of between 11 and 17 are the largest consumers of porn. No matter how stringent the codes used to block kids from viewing it, they find a way of bypassing it.”

Pornography in the home would also make it that much easier for paedophiles to show porn to children and groom them for abuse, he said.

Human, who counsels men who suffer from addiction to pornography, said that 90 percent of his clients were exposed to porn as children, “very often as a result of it hidden in the home”.

“People don’t realise how destructive porn is. Mainstream porn is extremely cruel and degrading. The women involved are violated to such an extent that they often need to be anesthetized in certain parts of their bodies to do what they are made to do.”

Pornography ruined marriages and careers, and was highly addictive, he said. “It has been called the new cocaine because it’s so addictive. It leads to the release of naturally occurring chemicals such as dopamine and serotonin. It’s a progressive addiction that starts with DVDs and ends with appointments with prostitutes.”

Nabeweya Malick, the spokesperson for the Muslim Judicial Council (MJC), said the MJC was opposed to the broadcasting of any pornographic material on TV in South Africa.

“Pornography is detrimental to the status and dignity of women, reducing them to mere objects and eroding their human rights.

“As a community we have a responsibility to protect the most vulnerable – our women and children – and the broadcasting of pornography is irresponsible.”

Errol Naidoo, the president of the Family Policy Institute, said that it was obvious that all forms of pornography were harmful to the institutions of marriage and family.

“Pornography is the demeaning portrayal of women and making it more widely available is not going to help us as a nation put a stop to the abuse of women and children. It will only harm those efforts.”

According to MultiChoice's general manager of corporate affairs, Jackie Rakitla, MultiChoice is conducting research "to establish the extent of interest in adult content and the feasibility of introducing such a service".

Rakitla said the research was prompted by "a number of requests from some of our subscribers".

The broadcasting options that MultiChoice is considering include the broadcasting of "mixed pornography" (hardcore porn between 21:00 and 05:00 and soft porn between 05:00 and 21:00), hardcore porn 24 hours per day, or soft porn 24 hours per day on DStv.

"This is really all about money and attracting advertising revenue. MultiChoice may win some subscribers for short-term financial gain, but we as a society will pay the price because the long-term effects of pornography are devastating. They shouldn't take this decision lightly – and the public must make its voice heard."

Subscribers and the public can make their opinions known to MultiChoice by emailing corporateaffairsupdate@multichoice.co.za