



Samantha Sinden

DIRECTOR

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Location: Johannesburg

Samantha Sinden is a Director and specialist corporate and regulatory lawyer in the Digital Media and Electronic Communications practice area, with over 16 years’ experience in digital media, broadcasting, electronic communications and competition law. She advises multinational broadcasting groups, telecommunications companies, and technology clients on complex regulatory, compliance, competition, and transactional matters across South Africa and numerous African jurisdictions. Samantha is recognised for leading high-stakes matters at the intersection of broadcasting regulation and competition law, including landmark multi-jurisdictional regulatory transactions, and pan-African compliance programmes. She co-led the regulatory workstream for the largest media M&A transaction in sub-Saharan Africa (valued at R55 billion), coordinating regulatory applications across 10+ countries. Samantha provides ongoing regulatory, competition law, intellectual property, advertising, consumer protection and compliance advice across 20+ African jurisdictions, including Angola, Botswana, eSwatini, Ethiopia, The Gambia, Ghana, Kenya, Lesotho, Liberia, Malawi, Mozambique, Namibia, Nigeria, Seychelles, Sierra Leone, Tanzania, Uganda, Zambia, Zanzibar, and Zimbabwe.

PRACTICE AREA

Digital Media & Electronic Communications

EXPERTISE

Commercial

- Media & Communications
- Competition
- Regulatory & Compliance
- Music Copyright
- Advertising
- Consumer Protection

Advises on

- Electronic Communications Law
- Broadcasting Law
- Telecommunications Law
- Competition Law
- Compliance audits and compliance programmes
- Multi-jurisdictional regulatory compliance and risk management
- Administrative and regulatory law
- B-BBEE and ownership equity compliance in the ICT sector
- Intellectual property and anti-piracy
- Legislative reform and parliamentary submissions
- Corporate transactional regulatory support
- Consumer Protection Law
- Advertising Law

RELEVANT EXPERIENCE

- Media and communications law, including
 - audio-visual media services and broadcasting policy, licensing and regulation
 - digital media & electronic communications
 - content regulation across all media platforms
 - films, games and publications classification
- Licensing by ICASA
- Pan-African compliance programme design and implementation across Southern and Eastern African territories
- Multi-jurisdictional regulatory filings for major corporate transactions (10+ countries)
- Regulatory proceedings before ICASA, Competition Tribunal, and civil courts
- Video-on-demand and streaming service regulation across 12+ international jurisdictions
- Anti-piracy laws and frameworks
- High Court litigation on confidentiality of regulatory submissions
- Copyright royalties and collective management across 12 African countries
- Extensive ongoing regulatory advice across 20+ African jurisdictions, including Angola, Botswana, eSwatini, Ethiopia, The Gambia, Ghana, Kenya, Lesotho, Liberia, Malawi, Mozambique, Namibia, Nigeria, Seychelles, Sierra Leone, Tanzania, Uganda, Zambia, Zanzibar, and Zimbabwe

CAREER

- Director**, Werksmans, 2019
- Senior Associate**, Werksmans, 2014
- Associate**, Werksmans, 2012
- Certificate in Economics for Law**, University of the Witwatersrand, 2013
- Admitted as an Attorney**, 2012
- LLB** (*cum laude*), University of the Witwatersrand, 2009

HIGHLIGHTS

- African Legal Awards, TMT Team of the Year, 2019 & 2025
- ANSARADA Dealmakers Deal of the Year, 2024 (Canal+/MultiChoice transaction – largest media M&A in sub-Saharan Africa, valued at R55 billion)
- Nominated as one of Thomson Reuters’ Stand-out Lawyers, 2022
- Recognised in Euromoney’s Women in Business Law Expert Guide, 2021
- Joint winner of the 2010 Juta Prize for best article published by a candidate attorney in De Rebus, 2010
- Certificate of Merit for the most distinguished performance in the course Sale and Lease, 2008
- Certificate of Merit for the most distinguished performance in the course Public International Law, 2008
- Council Member of the Wits Law Students Council, 2007 to 2009
- Dean’s Merit List, 2007 to 2009
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