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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 2537**

**DATE OF PUBLICATION: 11 NOVEMBER 2016**

**Ms P T van Damme (DA) to ask the Minister of Communications:**

What were the monthly (a) listenership and (b) advertising revenue figures for each SA Broadcasting Corporation radio station since 12 May 2016? NW2951E

**REPLY: MINISTER OF COMMUNICATIONS**

1. Radio audiences are measured quarterly and not monthly. There was a significant change in radio audience research methodology during the period in question (from previous SAARF RAMS to BRC RAM) and the findings are thus not comparable. The following graphic was derived from the first BRC RAM research released in August 2016.

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(b) Advertising revenues are presented excluding Agency Commission, Credit Notes, and Compensation. The revenues received by the organisation fluctuate according to available spend by advertisers.

**MR NN MUNZHELELE**

**DIRECTOR GENERAL [ACTING]**

**DEPARTMENT OF COMMUNICATIONS**

**DATE:**

**MS AF MUTHAMBI (MP)**

**MINISTER OF COMMUNICATIONS**

**DATE**