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| **MINISTRY: COMMUNICATIONS REPUBLIC OF SOUTH AFRICA**  Private Bag X 745, Pretoria, 0001, Tel: +27 12 473 0164 Fax: +27 12 473 0585  Tshedimosetso House,1035 Francis Baard Street, Tshedimosetso House, Pretoria, 1000 |

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 1490**

**DATE: MAY 2016**

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

What is the anticipated loss in revenue for the SA Broadcasting Corporation as a result of its decision to ban (a) alcohol, (b) fast-food and (c) children-targeted advertisements? NW1659E

**REPLY: THE MINISTER OF COMMUNICATIONS**

The existing ASA Code already imposes specific limitations on advertising and sponsorship to which children will be exposed. In terms of alcohol and fast food, the quantification for alcohol was done some years ago and because of the "vagueness" of the fast food proposal, the potential impact on the SABC could not be quantified.

**MR NN MUNZHELELE**

**DIRECTOR GENERAL [ACTING]**

**DEPARTMENT OF COMMUNICATIONS**

**DATE:**

**MS AF MUTHAMBI (MP)**

**MINISTER OF COMMUNICATIONS**

**DATE:**