**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 2090 [NW2401E]**

**DATE OF PUBLICATION: 23 SEPTEMBER 2016**

**2090. Mr J R B Lorimer (DA) to ask the Minister of Finance:**

What amount did (a) the National Treasury and (b) each entity reporting to him spend on advertising on the (i) Africa News Network 7 channel, (ii) SA Broadcasting Corporation (aa) television channels and (bb) radio stations, (iii) national commercial radio stations and (iv) community (aa) television and (bb) radio stations (aaa) in the 2015-16 financial year and (bbb) since 1 April 2016?

NW2401E

**REPLY:**

**NATIONAL TREASURY**

The total amounts spent by the National Treasury (RSA Retail Savings Bonds Directorate) for the period in question is presented in table 1 and 2 below

Table 1: Amount Spent On Advertising in 2015-16

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **2015 - 16 FINANCIAL YEAR** | | | |  |
|  |  |  |  |  |
| **1** | AFRICA NEWS NETWORK 7 CHANNEL |  |  | R - |
|  |  |  |  |  |
| **2** | **TV SPEND (VAT Inclusive)** |  |  | **R 5,841,989.30** |
|  | SABC STATIONS |  |  | R 3,594,936.00 |
|  | E-TV |  |  | R 1,370,245.81 |
|  | DSTV CHANNELS |  |  | R 876,807.49 |
|  | **TOTAL** |  |  | **R 5,841,989.30** |
|  |  |  |  |  |
| **3** | **RADIO SPEND (VAT Inclusive)** |  |  | **R 9,800,022.96** |
|  | SABC NATIONAL RADIO STATIONS |  |  | R 3,201,503.40 |
|  | REGIONAL RADIO STATIONS |  |  | R 3,160,363.19 |
|  | COMMUNITY RADIO STATIONS |  |  | R 3,438,156.37 |
|  | **TOTAL** |  |  | **R 9,800,022.96** |
|  |  |  |  |  |
|  | **GRAND TOTAL SPEND** |  |  | **R 15,642,012.26** |

Table 2: Amount Spent On Advertising from 1 April 2016

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1ST APRIL 2016** | | | |  |
| **1** | AFRICA NEWS NETWORK 7 CHANNEL |  |  | R - |
|  |  |  |  |  |
| **2** | **TV SPEND (VAT Inclusive)** |  |  | **R 609,500.00** |
|  | SABC STATIONS |  |  | R 459,500.00 |
|  | ETV |  |  | R - |
|  | DSTV |  |  | R 150,000.00 |
|  | **TOTAL** |  |  | **R 609,500.00** |
|  |  |  |  |  |
| **3** | **RADIO SPEND (VAT Inclusive)** |  |  | R - |
|  |  |  |  |  |
|  | SABC NATIONAL RADIO |  |  | R - |
|  | REGIONAL RADIO STATIONS |  |  | R - |
|  | COMMUNITY RADIO STATIONS |  |  | R - |
|  | **TOTAL** |  |  | **R -** |
|  |  |  |  |  |
|  | **GRAND TOTAL SPEND** |  |  | **R 609,500.00** |
|  |  |  |  |  |

**ASB**

The Accounting Standards Board has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016.

**CBDA**

The CBDA have not advertised in terms of point (i), (ii), (iii) and (iv) in the 2015-16 financial year and since 1 April 2016.

**DBSA**

The Communications and Marketing unit of the Development Bank of Southern Africa wishes to report as follows regarding the spending on advertising on the below listed platforms during the 2015/16 financial year:

1. Africa News Network 7 channel, Zero (R0.00)
2. SA Broadcasting Corporation Zero (R0.00)

(aa) television channels, Zero (R0.00)

(bb) radio stations, Zero (R0.00)

1. national commercial radio stations, Zero (R0.00)
2. community, Zero (R0.00)

(aa) television Zero, (R0.00)

(bb) radio stations

(aaa), Zero, (R0.00)

And since April 2016, the communications and marketing unit of the development Bank of Southern Africa wishes to report as follows regarding the spending on advertising since April 2016:

(aa) television channels (CNBC – R331 752 for World Economic Forum Africa

in May 2016.

**FAIS OMBUD**

The FAIS OMBUD has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016

**FIC**

The FIC has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016

**FSB**

Financial Service Board (FSB)

|  |  |  |
| --- | --- | --- |
|  | **2015/16 (aaa)** | **April – August 2016 (bbb)** |
| (i) | Nil | Nil |
| (ii) (aa) | Nil | Nil |
| (bb) | Nil | Nil |
| (iii) Power FM | R 45 486 | Nil |
| (iv) Community  (aa) television  (bb) radio stations | Nil  Nil | Nil  Nil |

**GEPF**

The GEPF has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016

**GPAA**

Africa News Network 7 channel,

**None**

(ii) SA Broadcasting Corporation

(aa) television channels

**None**

(bb) radio stations,

**2015/16 Financial year R1 235 223**

**2016/17 Financial year R569 231**

(iii) National commercial radio stations and

**None**

(iv) Community

(aa) television

**None**

(bb) radio stations

**2015/16 financial year R188 096**

**2016/17 financial year R286 654**

(aaa) in the 2015-16 financial year and

**R1 423 319**

(bbb) since 1 April 2016?

R855 885

**IRBA**

The IRBA has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016

**LAND BANK**

1. **Amounts spent on various media houses, radio and television stations by the Land Bank during the Financial Year 2015/2016 and 2016/2017 respectively.**
2. During the financial year 2015/2016 the Land Bank spent **R711 559.57** specifically on the following items:

* General Advertising;
* Print Advertising; and
* Event sponsorships and promotion related advertising.

1. There was no amount paid to ANN7 during the 2015/16 financial year; and
2. No amount paid to the SABC either.

(aa) No amount paid to any television channel; and

(bb) No amount paid to any radio station, be it commercial, national or community radio during the 2015/16 Financial Year.

(bbb) The Land Bank spent a total amount of **R147 684.80** during the current financial year (2016/17) from April 2016 to date. The breakdown is as follows:

* R14 780.00 for an advert in the Farmer’s Weekly; and
* R132 904.80 for an advert in the Business Day.

All the interviews that the Executive Managers of the Land Bank had with either the SABC, CNBC Africa, Business Day TV or ANN7 were free of charge. Our Executives were invited into the studios at no cost due to the topical nature of what was being discussed. Most of those interviews were carried out during the current financial year (2016/2017).

**PFA**

|  |  |  |
| --- | --- | --- |
| **Question** | **(aaa)** | **(bbb)** |
| (b) (i) | R Nil | R Nil |
| (b) (ii) (aa) | R Nil | R Nil |
| (b) (ii) (bb) | R23 777.55 | R Nil |
| (b) (iii) | R Nil | R Nil |
| (b) (iv) (aa) | R Nil | R Nil |
| (b) (iv) (bb) | R 11 037.36 | R Nil |

**PIC**

The PIC has not spent money for advertising on any television channel or radio station, in the 2015-16 financial year as well as from 1 April 2016 to date.

**SAA**

For: South African Airways

2015 – 2016 Financial year:

1. Africa News Network 7 Channels R0.00
2. SA Broadcasting Corporation (2015/16)

(aa) Television R712 000.00

(bb) Radio R6 306 966.08

1. National commercial radio station ( non SABC) R13 695 561.09
2. Community

(aa) Television R0.00

(bb) Radio R0.00

(aaa) Financial year 2015 – 16 R0.00

(bbb) Since 1 April 2016 R0.00

2016 till date:

1. Africa News Network 7 Channels R0.00
2. SA Broadcasting Corporation (2015/16)

(aa) Television R1 932 000.00

(bb) Radio R4 822 518.60

1. National commercial radio station ( non SABC) R8 396 152.42
2. Community

(aa) Television R0.00

(bb) Radio R0.00

(aaa) Financial year 2015 – 16 R0.00

(bbb) Since 1 April 2016 R0.00

**SARS**

Response from the South African Revenue Service (SARS)

|  |  |
| --- | --- |
| **(aaa) – 2015-16 financial year** | **(bbb) – 1 April 2016 – 27 Sep** |
| (b)(i) No advertising placed, no funds spent | (b)(i) No advertising placed, no funds spent |
| (b)(ii) (aa) R 6 413 674.51 | (b)(ii) (aa) R 1 961 340.08 |
| (b)(ii) (bb) R 7 076 710.31 | (b)(ii) (bb) R 4 131 478.43 |
| (b)(iii) R 13 308 260.39 | (b)(iii) R 8 716 784.06 |
| (b)(iv)(aa) No advertising placed, no funds spent | (b)(iv)(aa) No advertising placed, no funds spent |
| (b)(iv)(bb) R 80 468.36 | (b)(iv)(bb) R 33 667.09 |

**SASRIA**

**2015/2016 Financial Year**

|  |  |
| --- | --- |
| **Channel** | **Amount spent** |
|  |  |
| SABC TV | R218 500 |
| SABC Radio | R308 896 |
| African Business Channel (Business Day TV) | R400 000 |
| African Business News (CNBC) | R550 000 |
| Total | R 1 477 396 |

**April 2016 to date**

|  |  |
| --- | --- |
| **Channel** | **Amount spent** |
|  |  |
| African Business Channel (Business Day TV) | R450 000 |
| SABC Radio | R273 824 |
| Primedia (702) | R146 314 |
| Radmark Media House (Kaya FM) | R141 360 |
| Total | R 737 674 |

**TAX OMBUD**

The Office of the Tax Ombud has spent as follows;

|  |  |  |
| --- | --- | --- |
| **Media Channels** | **2015/16** | **Since 1 April 2016** |
| 1. **African News Network 7 channel** | **R0** | **R0** |
| 1. **SA Broadcasting Corporation** |  |  |
| (aa) Television channels | **R0** | **R0** |
| (bb) Radio Stations | **R1 457 483.78** | **R0** |
| 1. **National commercial radio stations** | **R1 359 744.43** | **R0** |
| 1. **Community** |  |  |
| (aa) Television | **R0** | **R0** |
| (bb) Radio stations | **R130 040.84** | **R0** |