**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 2513 OF 2015**

**DATE OF PUBLICATION: 26 JUNE 2015**

**Mr M W Rabotapi (DA)to ask Minister of Communications:**  
  
With reference to her reply to question 1031 on 14 November 2014, on what basis can she justify spending more money advertising on Tshwane TV than advertising on SABC 3 given that Tshwane TV has a viewership equating 1,5% of the viewership of SABC 3 (details furnished)? NW2884E  
  
**REPLY: MINISTER OF COMMUNICATIONS**  
Advertising is audience centred. Tshwane *n/* was selected as the preferred community television station for campaigns as they have the highest amount of viewers among community television stations and that they met the targeted audience the programme was intended for.  
  
The GClS uses scientific methods to determine which media best reach our audiences, as determined by the AMPS, TAMS, RAMS surveys that the SA Advertising Research Foundation (SAARF) conducts.  
  
  
**MR D LIPHOKO   
[ACTING] DIRECTOR GENERAL   
GOVERNMENT COMMUNICATIONS  
DATE:** 24 July 2015  
  
  
**MS AF MUTHAMBI, MP  
MINISTER OF COMMUNICATIONS   
DATE**:   
  
  
Parliamentary question 2513 of 2015