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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 2538**

**DATE OF PUBLICATION: 11 NOVEMBER 2016**

**Ms V van Dyk (DA) to ask the Minister of Communications:**

What have been the monthly (a) viewership and (b) advertising revenue figures for each television station of the SA Broadcasting Corporation since 1 July 2016?

**REPLY: MINISTER OF COMMUNICATIONS**

1. **** The SABC monitors television audiences in terms of monthly audience share.

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

**MR NN MUNZHELELE**

**DIRECTOR GENERAL [ACTING]**

**DATE:**

**MS AF MUTHAMBI (MP)**

**MINISTER OF COMMUNICATIONS**

**DATE**