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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 3477 of 2015**

**DATE OF PUBLICATION: 11 September 2015**

**Mr E J Marais (DA) to ask the Minister of Communications**

Does the Department use the All Media Product Survey produced by the South African Audience Research Foundation to guide its planning in respect of (a) media and (b) advertising; if not, what do they use? (NW4138E)

**Reply:**

**Minister of Communications**

The Government Communication and Information System uses the All Media Product Survey for (a) media planning and (b) advertising strategies.

**MR DONALD LIPHOKO**

**ACTING DIRECTOR-GENERAL**

**DEPARTMENT OF COMMUNICATIONS**

**DATE:**

**MS AF MUTHAMBI, MP**

**MINISTER OF COMMUNICATIONS**

**DATE:**