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| **MINISTRY OF 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 NO : 3697.**

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

(1) (a) What amount did (i) her department and (ii) each entity reporting to her spend on advertising in community (aa) print, (bb) radio and (cc) television media in each of the past five financial years;

(2) (a) whether the expenditure on advertising in community media has decreased or increased, (b) what are the reasons for the fluctuation in the expenditure on advertising in community media and (c) how does this support the undertaking to spend 30% of advertising expenditure in her department on community media? NW4128

**REPLY**

**DEPARTMENT OF COMMUNICATIONS**

**REPLY**

1. The Department of Communications has spent the following amounts on advertising in community media:**2014/15 =R4 844 392.58**

(a) Community print = R0.00

(b) Community Radio= R4 844 392.58

(c) Community TV = R0.00

**2015/16 = R1 089 569.85**

(a) Print = R0.00

(b) Radio = R380 000.00

(c) Television Media = R531 427.43

**2016/17 = R0.00**

(a) Print = R0.00

(b) Radio = R0.00

(c) Television Media = R0.00

2. (a) The advertising spend on community media has decreased.

(b) The departmental communications budget has decreased over the years

(c) The department continues to support community media in communicating with citizens

**SOUTH AFRICAN BROADCASTING CORPORATION (SABC)**

**1. 2012/13- R630 600.00**

(a) Print - R190 505.00

(b) Radio - R107 043.00

(c) Television Media - R333 053.00

**2013/14- R469 194.00**

1. Print- R195 152.00
2. Radio-R274 042.00
3. Television media-R0.00

**2014/15- R19 062.00**

(a) Print-R0.00

(b) Radio-R19 062.00

(c) Television media-R0.00

**2015/16, 2016/17 and 2017/18** did not have expenditure.

(2). (a) Expenditure has declined

(b) The decline is due to the fact that SABC uses its own platforms as a cost containment measure.

**MEDIA DEVELOPMENT AND DIVERSITY AGENCY (MDDA)**

1. (a) Not applicable

(b) The MDDA has not placed advertising in community media over the past five years.

(c) Not applicable

1. (a) Not applicable

(b) Not applicable, and

(c) The MDDA does not have a budget for advertising.

**BRAND SOUTH AFRICA**

1. **2013/14- R0.00**

(a) Print = R0.00

(b) Radio = R0.00

(c) Television Media = R0.00

**2014/15 –R0.00**

(a) Print = R0.00

(b) Radio = R0.00

(c) Television Media = R0.00

**2015/16- R420 000.00**

(a) Print = R120 000.00

(b) Radio = R300 000.00

(c) Television Media = R0.00

**2016/17-R400 000.00**

(a) Print = R0.00

(b) Radio = R400 000.00

(c) Television Media = R0.00

**2017/18- 920 000.00**

(a) Print = R400 000.00

(b) Radio = R420 000.00

(c) Television Media = R100 000.00

(2)(a) Advertising expenditure has relatively remained the same throughout the years. This is due to Brand South Africa’s improved relations with media which has resulted in more added value in the form of free Public Relations, being offered to Brand South Africa.

(b) No fluctuations

(c) Not applicable

**FILMS AND PUBLICATION BOARD**

1. **2012/2013- R2,240 754.13**

(a)Print- R686 241.41

(b)Radio- R961 510.20

(b)Television Media- R593 002.52

**2013/2014- R 2,697 202, 48**

(a)Print- R528 241.41

(b)Radio- R1, 185,080.00

(b)Television Media- R983 881.07

**2014/2015- R2, 114 336.37**

(a)Print- R410 481.42

(b)Radio- R231 670.80

(b)Television Media- R1 472 214.15

**2015/2016- R1, 220 883.08**

(a)Print- R456 615.03

(b)Radio- R0.00

(b)Television Media- R764.268.05

**2016/2017- R924 015.65**

(a)Print- R442 329.23

(b)Radio- R0.00

(b)Television Media- R481 686.42

**2017/2018 -** **R269 241.62**

(a)Print- R0.00

(b)Radio- R0.00

(b)Television Media- R269 241.62

2(a) Over the past 5 years, FPB’s advertising spend amounted to approximately R4 025 810.00. However, only less than 5% (R43 092 – Cape TV) of the total amount was spent on community media, radio, TV and print combined.

(b) Not applicable.

(c) Not applicable.

**INDEPENDENT COMMUNICATION AUTHORITY OF SOUTH AFRICA (ICASA)**

1. **2012-2013- R67,300.00**
2. Print- 20,000.00
3. Radio- R47,300.00
4. Television Media- 0

**2013-2014- R325, 906.94**

1. Print- R325,906.94
2. Radio-0
3. Television Media-0

**2014-2015-R161, 223.94**

1. Print-0
2. Radio-R161,223.94
3. Television Media- 0

**2015-2016- R169, 124.00**

1. Print-R48,250.00
2. Radio-R120,874.00
3. Television-0

**2016-2017- R48, 000.00**

1. Print- 0
2. Radio-48,000.00
3. Television- 0
4. (a) Expenditure increased over the past 5 years

(b) Expenditure on advertising in community media is dependent on outreach campaigns planned per financial year.

(c) Amount spent to date is below the 30% threshold required as it is dependent on the campaigns .

**Approved/ Not approved**

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**Ms. Mmamoloko Kubayi-Ngubane MP,**

**Minister**

**Date:**