

**MINISTER IN THE PRESIDENCY: REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY**

**WRITTEN QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 57**

**DATE OF PUBLICATIONS: 11 February 2021**

 **57. Ms N V Mente (EFF) to ask the Minister in The Presidency:**

What (a) are the relevant details of the communications expenditure on COVID-19,

The Government Communication and Information Systems (GCIS) implemented a multimedia communication campaign in respect of COVID-19 aimed at informing citizens and creating awareness about the Pandemic. Various Media Platforms were utilized in order to ensure that all segments of the population are reached. To date the ad spend summary is as per the below table:

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| **GCIS COVID 19 AD SPEND SUMMARY (Media Buying)** |
| **PUBLICATION** | **APPROVED ORDERS (COMMITTED AMOUNT)** | **INVOICES RECEIVED** | **COMMITMENTS BALANCE** |
| TV | R22 818 029,00  | R18 399 325,50  | R4 418 703,50  |
| Radio | R16 893 447,51  | R15 090 006,14  | R1 803 441,37  |
| Production/Creative Agencies  |  R 6 000 000,00 | R5 915 799,38  | R84 200,62  |
| Outdoor | R13 303 730.21 | R7 905 850,75  | R4 400 879,46  |
| **TOTAL** | **R59 015 206.72**  | **R47 310 981,77**  | **R10 707 224,95**  |

(b) proportion of black-owned advertisement agencies and/or companies were used

* Molibiz - 100% Black owned and 75% black woman owned.
* Cut-2-Black – B-BBEE Status level 1 of contributor.

 (c) **proportion of the budget that went to black-owned media for**

 (i) radio

1. Of the **R16 893 447.51** spent on Radio, **R2 746 592.37** which translates to 17.5% of the total radio budget was spent on black owned media owners/stations.
2. Of the total budget **R10 996 477,80** was spent on SABC and on 60 community stations translating to 65% of the total radio budget.

*Please see the below table for reference.*

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| **RADIO AD SPEND**  |
| **SUPPLIER** | **ORDER AMOUNT** | **% SHARE**  | **BEE STATUS** |
| Mediamark (Igagasi FM, Kaya FM,  | R1 268 185,38 | 7.5% | All 3 stations are 100% black owned  |
| Motswako Media | R457 988,00 | 3% | 100% black owned  |
| MSG Group Sales | R620 572,61 | 4% | 100% black owned  |
| YFM  | R399 846,38 | 3% |  |
| Total black owned media owners/stations | R2 746 592.37 | 17.5% |  |
| SABC Radio | R10 036 477,80 | 63% | Public Broadcaster  |
| Community Radio (60 stations) | R960 000.00 | 5.6% |  |
| Total SABC & Community  |  R10 996 477,80 |  65% |  |
| Other commercial radio Media owners / stations  |  R3 150 577.34 | 17.5% |  |
| Total Radio Adspend |  R 16 893 447.51 |   |

(ii) television broadcasters

Of the **R22 818 029.00** spent on television broadcasters, **R9 580 374.00** was spent on black media owners as per the below table which translates to 41% of the total television budget. Furthermore, R12 499 355.00 of the R22 818 029.00 was spent on free to air and public broadcasters which translates to 54% of the television budget. The distribution of the budget is as follows:

|  |  |  |
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| **SUPPLIER** | **Total cost**  |  **BLACK OWNED**  |
| SABC TV |  R 12 499 355,00  | Public Broadcaster |
|  |  |  |
| ETV/ ENCA  |  R 8 453 374.00  | Free to Air / Black owned |
| MVM Multimedia |  R 828 000,00  | Black owned (Soweto TV) |
| Zallywood |  R 299 000,00  | Black owned (Tshwane & Gau TV ) |

 (iii) outdoor

Of the total **R13 303 730.21** which was spent on Outdoor Media for this campaign, **R10 413 674.17** was spent on 22 Black Media owners for the procurement of Billboards, Wall Murals and in taxi television. This translates to **78%** of the total budget and the table below depicts the distribution of the budget amongst the approved suppliers:

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| **BLACK OWNED OUTDOOR MEDIA OWNERS**  |
| Global Touch |  R 997 000,00  | Black owned  |
| Huffing Post |  R 733 643,65  | Black female owned  |
| Esona Communications |  R 518 693,00  | Black female owned  |
| Luvuno Media |  R 45 670,00  | Black owned  |
| Owakhe Media |  R 422 050,00  | Black owned  |
| Platinum Outdoor Media |  R 195 000,00  | Black owned  |
| Kemvest |  R 217 494,90  | Black owned  |
| Bahn Media |  R 128 620,00  | Black owned  |
| Rivoni Advertising |  R 572 284,00  | Black owned  |
| Kwame Media |  R 304 750,00  | Black owned  |
| The Guyz Media |  R 282 900,00  | Black owned  |
| BLK Mercury |  R 106 925,00  | Black owned  |
| Outsmart Outdoor Media |  R 619 655,12  | Black female owned  |
| Hluma Media |  R 213 854,00  | Black owned  |
| Sumep Media | R 1 132 119,00  | Black owned  |
| Kena Media | R 2 052 074,95  | Black owned  |
| Placement Media  | R 314 709.00 | Black owned |
| Tswalanang |  R 308 200.00 | Black owned |
| Keys Communications  |  R 525 992.17 | Black owned |
| Indaba Billboards  |  R 140 061.00 | Black owned |
| Tema Media  | R 245 732.00 | Black female owned  |
| Sondlo & Knopp |  R 336 246,89  | Black owned  |
| **Total AD Spent on Black Outdoor Billboard Owners R10 413 674.17** |

(d) Total amount was spent in production of video adverts for both television and social media?

A total amount of **R3 562 544,46** was spent on the production of video adverts for TV and Social Media.

**Thank You.**