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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: 592**

**592. Mr C D Matsepe (DA) to ask the Minister of Communications, Telecommunications and Postal Services:**

What (a) is the total amount that the SA Broadcasting Corporation has spent on (i) advertising and/or (ii) communication services since 1 October 2017 and (b) was the (i) purpose, (ii) cost and (iii) name of the publication or platform used in each case? **NW715E**

**REPLY**

I have been advised by the Department as follows:

a. (i) R12, 034 825.32 was spent on advertising.

(ii) The services of advertising agencies (Creative agencies) were terminated on the 31st August 2016, in the period there was only one agency, The Media Shop – a media buying agency whose contracted was terminated on the 31st August 2018. The SABC Marketing, currently doesn’t have any media/advertising agencies, Request for Quotation (RFQ) process was put on hold due to budgets constraints.

b. (i) The primary marketing objectives for SABC Brands are to deliver on audiences and revenue. The marketing campaign’s objectives is to increase brand awareness and drive appointment viewing to SABC platforms.

SABC Brands that ran campaigns during this period:

SABC1, SABC 2, SABC SPORT – World Cup, SABC Trade Marketing, SABC TV License, SAFM, SABC NEWS, SABC Education, LESEDI FM, RSG, UKHOZI FM, UMHLOBO WENENE FM, IKWEKWEZI FM, METRO FM, MOTSWEDING FM and LOTUS FM.

(ii) R8, 300 000.00

(iii) See attached a detailed campaigns, publications and different SABC Brands.

**Ms. Stella Ndabeni-Abrahams, MP**

**Minister**