**PARLIAMENT OF THE REPUBLIC OF SOUTH AFRICA**

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NO: 781**

**781. Mr L G Mokoena (EFF) to ask the Minister of Communications:**

(1)(a) What amount was spent on advertising by (i) her department and (ii) state-owned entities reporting to her in the (aa) 2016-17, (bb) 2017-18 and (cc) 2018-19 financial years;

(2) what amount of the total expenditure incurred by (a) her department and (b) state-owned entities reporting to her went to (i) each specified black-owned media company and (ii) outdoor advertising in each specified financial year and (c) on outdoor advertising by her department and state-owned entities reporting to him went to each black-owned media company in each specified financial year? **NW1896E**

**REPLY**

**I have been advised by the departments and entities as follows:**

**DEPARTMENT OF TELECOMMUNICATIONS AND POSTAL SERVICES**





2(a)(ii) N/A. There was no outdoor advertising by the Department.

2(c) N/A. There was no outdoor advertising by the Department.

**DEPARTMENT OF COMMUNICATIONS**

1(i) (aa) (bb) and (cc) The amount spent by the Department of Communications is reflected as per the table below.

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| **DOC Advertising Spend** |
| **Financial Year** |  **Amount**  |
| 2016/17 |  R 1,229,768.66  |
| 2017/18 |  R 2,943,619.13  |
| 2018/19 |  R 2,059,150.79  |
| **Total** |  **R 6,232,538.58**  |

2 (a) (i) The amount spent by the Department of Communications is reflected in the tables below:

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| **Financial Year 2016/17** |
| **Supplier** | **Order Amount** | **Ownership** |
| Infinity Media Networks |  R 958,689.84  | Black owned |
| **Total** |  **R 958,689.84** |  - |

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| --- |
| **Financial Year 2017/18** |
| **Supplier** |  **Order Amount**  | **Ownership** |
| Tiso Blackstar Group |  R 125 377.20  |  Black Owned |
| **Community Radio Stations** | **Order Amount** | **Ownership** |
| Aganang community radio |  R 36 000.00  | Black owned |
| Alfred Nzo community radio |  R 42 000.00  | Black owned |
| Barberton community radio |  R 6 000.00  | Black owned |
| Cosmo FM |  R 42 000.00  | Black owned |
| Eden FM |  R 42 000.00  | Black owned |
| Eldo's FM |  R 36 000.00  | Black owned |
| Emalahleni FM |  R 36 000.00  | Black owned |
| Good News community radio |  R 42 000.00  | Black owned |
| Icora FM |  R 42 000.00  | Black owned |
| Impact radio |  R 36 000.00  | Black owned |
| Inanda FM |  R 42 000.00  | Black owned |
| Kanyamazane radio |  R 42 000.00  | Black owned |
| Lekoa FM |  R 42 000.00  | Black owned |
| Makhado FM |  R 42 000.00  | Black owned |
| Mmabatho FM |  R 36 000.00  | Black owned |
| Modiri FM |  R 36 000.00  | Black owned |
| Mohodi community radio |  R 36 000.00  | Black owned |
| Moletsi community radio |  R 6 000.00  | Black owned |
| Moretele community radio |  R 6 000.00  | Black owned |
| Mosupatsela FM |  R 36 000.00  | Black owned |
| Myeza Network |  R 16 000.00  | Black owned |
| Nkqubela community radio |  R 36 000.00  | Black owned |
| North Coast radio |  R 42 000.00  | Black owned |
| Nqubeko community radio |  R 6 000.00  | Black owned |
| Pheli FM |  R 36 000.00  | Black owned |
| Pongola FM |  R 36 000.00  | Black owned |
| Radio 786 |  R 36 000.00  | Black owned |
| Radio Gamkaland |  R 6 000.00  | Black owned |
| Radio KC |  R 42 000.00  | Black owned |
| Radio Mafisa |  R 36 000.00  | Black owned |
| Radio Zibonele |  R 36 000.00  | Black owned |
| Ratlou FM |  R 36 000.00  | Black owned |
| Revival FM |  R 6 000.00  | Black owned |
| Rise community radio |  R 42 000.00  | Black owned |
| Sedibeng FM |  R 36 000.00  | Black owned |
| Siyathuthuka FM |  R 42 000.00  | Black owned |
| Sound fusion |  R 6 840.00  | Black owned |
| Takalani community radio |  R 36 000.00  | Black owned |
| The voice of the Cape |  R 36 000.00  | Black owned |
| Tubatse community radio |  R 6 000.00  | Black owned |
| Ugu Youth Radio  |  R 42 000.00  | Black owned |
| Umgungundlovu FM |  R 6 000.00  | Black owned |
| Univen radio |  R 42 000.00  | Black owned |
| Forte community radio |  R 42 000.00  | Black owned |
| Vukani community radio |  R 42 000.00  | Black owned |
| Westside FM |  R 6 000.00  | Black owned |
| Worcester FM |  R 36 000.00  | Black owned |
| Zebediela community radio |  R 42 000.00  | Black owned |
| Zululand FM |  R 6 000.00  | Black owned |
| **Total** |  **R 1 648 217.20** |  |

|  |  |
| --- | --- |
| **Financial Year 2018/19** | **Owneship** |
| **Supplier** |  **Order Amount**  |  |
| Tiso Blackstar Group |  R 813 141.54  | Black Owned |
| **Community Radio Stations** | **Order Amount** | **Ownership** |
| Aganang Community Radio | R 6 000.00 | Black owned |
| Bojanala FM | R 6 000.00 | Black owned |
| Eldo's FM | R 6 000.00 | Black owned |
| Emalahleni FM |  R 6 000.00  | Black owned |
| Hlanganani FM |  R 6 000.00  | Black owned |
| Icora FM |  R 6 000.00  | Black owned |
| Impact radio |  R 6 000.00  | Black owned |
| Inanda FM |  R 6 000.00  | Black owned |
| Inkonjane FM |  R 6 000.00  | Black owned |
| Intokozo FM |  R 6 000.00  | Black owned |
| Itheku FM |  R 6 000.00  | Black owned |
| Kanyamazane radio |  R 6 000.00  | Black owned |
| Makhado FM |  R 6 000.00  | Black owned |
| Malamulele Community Radio |  R 6 000.00  | Black owned |
| Mkhondo FM |  R 6 000.00  | Black owned |
| Mmabatho FM |  R 6 000.00  | Black owned |
| Modiri FM |  R 6 000.00  | Black owned |
| Mohodi Community Radio |  R 6 000.00  | Black owned |
| Moletsi community radio |  R 6 000.00  | Black owned |
| Moretele community radio |  R 6 000.00  | Black owned |
| Mosupatsela FM |  R 6 000.00  | Black owned |
| Motheo FM |  R 6 000.00  | Black owned |
| Moutse Community Radio |  R 6 000.00  | Black owned |
| Nongoma FM |  R 6 000.00  | Black owned |
| North Coast Radio |  R 6 000.00  | Black owned |
| Nqubeko Community Radio |  R 6 000.00  | Black owned |
| Pheli FM |  R 6 000.00  | Black owned |
| Radio 786 |  R 6 000.00  | Black owned |
| Radio KC |  R 6 000.00  | Black owned |
| Ratlou FM |  R 6 000.00  | Black owned |
| Rise community radio |  R 6 000.00  | Black owned |
| Sajonisi Youth Radio |  R 6 000.00  | Black owned |
| Siyathuthuka FM |  R 6 000.00  | Black owned |
| Takalani Community Radio |  R 6 000.00  | Black owned |
| Tubatse community radio |  R 6 000.00  | Black owned |
| Ugu Youth Radio  |  R 6 000.00  | Black owned |
| Vibe FM |  R 6 000.00  | Black owned |
| Vukani Community Radio |  R 6 000.00  | Black owned |
| **Total** |  **R 1 041 141, 54** |  |

2 (ii) (c) The Department of Communications did not spend any amount herein.

**FILMS AND PUBLICATIONS BOARD (FPB)**

1 (a) (ii) (aa) (bb) (cc) The amount spent by the FPB is reflected as per the table below.

|  |
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| **Films and Publications Board Advertising Spend** |
| **Financial Year** |  **Amount**  |
| 2016/17 |  R 517 389.26 |
| 2017/18 |  R 608 513.76 |
| 2018/19 |  R 1 074 158.10 |
| **Total** |  **R 2 200 061.12**  |

2(b) and The blacked owned media company for the said financial years.

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| **FINANCIAL YEAR: 2016/17** |
| **Media Platform and Owner** | **Ownership Status** | **Amount** |
| Pretoria News:  Independent Media SA (Pty) Ltd: Newspaper Division | 54.90% White owned | 42 388.20 |
| Cape Times:  Independent Media SA (Pty) Ltd: Newspaper Division | 54.90% White owned | 74 161.06 |
| The Star: Independent Media SA (Pty) Ltd: Newspaper Division | 54.90% White owned | 101 178.30 |
| The Mercury: Independent Media SA (Pty) Ltd: Newspaper Division  | 54.90% White owned | 59 594.90 |
| Screen Africa:  Sun Circle Publishers t/a Screen Africa | 100% White owned | 108 300.00 |
| The Loeries: The Loerie Awards Company NPC | 100% White owned | 9 875.00 |
| Sunday Times: Tiso Blackstar: Newspapers  | 53.25% Black owned | 121 888.80 |
| **TOTAL** |   | **517 389.26** |
|  |  |  |
|  |  |  |
| **FINANCIAL YEAR: 2017/18** |
| **Media Platform and Owner** | **Ownership Status** | **Amount** |
| Screen Africa:  Sun Circle Publishers t/a Screen Africa | 100% White owned | 15 960.00 |
| Callsheet:  Film & Event Media | 100% White owned | 28 500.00 |
| Sunday Times: Tiso Blackstar: Newspapers | 53.25% Black owned | 369 313.83 |
| Stuff Mag:  Stuff Group (Pty) Ltd  | 100% White owned | 75 998.67 |
| GQ Magazine: Independent Media SA (Pty) Ltd | 54.90% White owned | 118 741.26 |
| **TOTAL** |   | **608 513.76** |
|  |  |  |
| **FINANCIAL YEAR: 2018/19** |
|   |   |   |
| **Media Platform and Owner** | **Ownership Status** | **Amount** |
| City Press:  Media24: News | 60% White owned | 68 629.00 |
| Business Day: Tiso Blackstar: Newspapers  | 53.25% Black owned | 50 542.50 |
| Government Handbook: Yes Media  | 100% White owned | 74 750.00 |
|  |  |  |
|  |  |  |
| City Press: Media24: News | 60% White owned | 89 239.00 |
| Daily Sun:  Media24: News | 60% White owned | 87 375.00 |
| Mail and Guardian: M&G Media Limited | 100% White owned | 34 414.10 |
| Sunday Times: Tiso Blackstar: Newspapers | 53.25% Black owned | 182 655.00 |
| SABC Radio (Motsweding FM; Mhlobo Wenene FM; 5FM; RSG) | State Owned Entity | 486 553.50 |
| **TOTAL** |  | **1 074 158.10** |

**SOUTH AFRICAN BROADCASTING CORPORATION (SABC)**

1 (a) (ii) (aa) (bb) and (cc)

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| --- |
| **SOUTH AFRICAN BROADCASTING CORPORATION (SABC)** |
| **Financial Year** |  **Amount**  |
| 2016/17 |  R42, 296,162.00 |
| 2017/18 |  R22, 298,233.00 |
| 2018/19 |  R5, 187,878.00 |
| **Total** |  **R 69 722 273.00** |

2 (a) Not applicable

2 (b) (i) The SABC’s media buying and advertising were done through a media buying agency “The Media Shop”. The Media Shop was appointed in 2010 through a procurement process. SABC does not negotiate directly with media owners but this is done via the agency “The Media Shop”. The Media Shop is a Level 1 Contributor.

 (ii) Outdoor advertising

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| **SOUTH AFRICAN BROADCASTING CORPORATION (SABC)/ OUTDOOR ADVERTISING**  |
| **Financial Year** |  **Amount**  |
| 2016/17 |  R 29, 179,391.00 |
| 2017/18 |  R 13, 494,927.00 |
| 2018/19 |  R 3, 658,578.00 |
| **Total** |  **R 46, 332, 896 .00** |

(c) The SABC media buying and advertising were done through a media buying agency “The Media Shop”. The Media Shop was appointed in 2010 through a procurement process. SABC does not negotiate directly with media owners but this is done via “The Media Shop”. The Media Shop is a Level 1 Contributor.

**ICASA**

1(a) (ii)

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| --- |
| **ICASA Advertising Spend**  |
| **Financial Year** |  **Amount**  |
| 2016/17 |  R 122 842.27 |
| 2017/18 |  R 1 737 664. 17 |
| 2018/19 |  R 7 102 589.84 |
| **Total** |  **R 8 963 096. 28**  |

2 (b)(i)

**Recruitment advertising 2016-2017 total – R122 842.27**

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| --- | --- | --- | --- |
| **Ownership status** | **Black-Owned** | **Media Platform** | **Amount**  |
| Jozi Media | 100% Black owned | Full page colour advert | R 21 090.00  |
| Ultimate Recruitment Solutions | Adverts 4 positions | R15 398.21  |
| Basadzi Personnel | Advert: PE | R 1 228.12  |
| Basadzi Personnel | Advert: JHB | R 24 699.54  |
| Ultimate Recruitment Solutions | Adverts 2 pos – Snr Man Facilities | R 24 637.13  |
| Basadzi Personnel | Adverts advert 4 positions | R 10 982.36  |
| Kone Staffing Solutions | adverts market analyst | R 24 806.91  |
| **Total** |  |  | **R122 842.27**  |

**Recruitment advertising 2017-2018 total – R343 798.26**

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| **Ownership status** | **Black-Owned** | **Media Platform** | **Amount**  |
| Basadzi Personnel | 100% Black owned | CCC Vacancies | R 77 911.03  |
| Basadzi Personnel | Vacancy Adverts | R 24 931.53  |
| Ayanda Mbanga Communications | Advert for CEO | R 25 471.21  |
| Human Communications | Manager Type Approval Advert | R 26 845.63  |
| Human Communications | Technical Officer Eastern Cape | R 2 190.99  |
| Ayanda Mbanga Communications | Adverts for Adm Manager | R 25 474.63  |
| Ayanda Mbanga Communications | Ayanda Mbanga - Advertisements | R 25 474.63  |
| Basadzi Personnel | CCC, ITRC, Applications Develop | R 106 232.61  |
| Nugen Media | Placement of adverts | R 29 266.00  |
| **Total** |  |  | **R 343 798.26**  |

**Recruitment advertising 2018-2019 total – R166 623.72**

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| **Ownership status** | **Black-Owned** | **Media Platform** | **Amount** |
| Human Communications | 100% Black owned | Recruitment Advertising | R 26 691.88 |
| Basadzi Personnel | Adverts x2 Sunday times | R 26 580.73 |
| Basadzi Personnel | 2 x adverts | R 26 598.09 |
| Kone Staffing Solutions | Adverts Sunday Times City Press | R 28 039.39 |
| Human Communications | Adverts Rf Specialist | R 28 823.63 |
| Kwanza Communications | Advert Supervisor procurement | R 29 890.00 |
| **Total** |  |   | **R 166 623.72** |

2. (b) Not Applicable

(ii)Not Applicable

(c) Not Applicable

**DTPS ENTITIES**

1.(a)(ii)(aa,bb,cc)

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| **ENTITY** | **2016-17** | **2017/18** | **2018/19** |
| USAASA | R48 693.85 | R1 000.00 | R4 174.80 |
| NEMISA | R96 900.00 | R50 000.00 | R57 384.00 |
| ZADNA | R3 675 165.00 | R1 210 485.00 | R77 611.00 |
| SITA | R1 755 277.50 | R1 316 466.69 | R3 542 576.98 |
| BBI | R199 500.00 | R22 344.00 | R56 868.00 |
| SAPO | R11 109 283.99 | R4 179 423.60 | R7 878 262.52 |
| SENTECH | R255 417.00 | R387 452.37 | R737 606.06 |

2. (b)(i,ii)

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| --- | --- | --- | --- | --- |
| **ENTITY** | **BLACK OWNED MEDIA** | **2016/17** | **2017/18** | **2018/19** |
| USAASA | - | - | - | - |
| NEMISA | - | - | - | - |
| ZADNA | Independent Newspaper | R386 536.61 |  |  |
| Pure Brown |  | R16 000.00 |  |
| Lebone |  | R131 314.12 |  |
| Eclipse |  | R69 563.75 |  |
| Pesiyanto Stationery |  | R5 700.00 | - |
| SITA | Off-the-Wall | R1 595 000.00 |  |  |
|  | Flash Marketing |  | R1 316 466.69 | R3 542 576.98 |
| BBI | - | - | - | - |
| SAPO | MOD Management Consulting, Polokwane | R62 888.00 |  |  |
| MA Executive CC, Laudium | R26 803.50 |  |  |
| Morwamphtshe Trading Projects  | R22 701.00 |  |  |
| Sondlo &Knopp Advertising | R308 829.54 |  |  |
| SENTECH | Highbury Media | R127 053.00 |  | R80 000.05 |
| Whoodoo Media & Advertising |  |  | R40 589.25 |
| Times Media Pty Ltd | R17 784.00 | R55 723.20 |  |

(c)

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| **ENTITY** | **Outdoor Advertising** | **2016/17** | **2017/18** | **2018/19** |
| USAASA | - | - | - | - |
| NEMISA | - | - | - | - |
| ZADNA | - | - | - | - |
| SITA | Flash Marketing | - | R93 000.00 | - |
| SABC | - | - | - | - |
| BBI | - | - | - | - |
| SENTECH | - | - | - | - |

**MS. STELLA NDABENI-ABRAHAMS, MP**

**MINISTER**