

**NATIONAL ASSEMBLY
QUESTION FOR WRITTEN REPLY
QUESTION NUMBER: 2090 [NW2401E]
DATE OF PUBLICATION: 23 SEPTEMBER 2016**

2090. Mr J R B Lorimer (DA) to ask the Minister of Finance:

What amount did (a) the National Treasury and (b) each entity reporting to him spend on advertising on the (i) Africa News Network 7 channel, (ii) SA Broadcasting Corporation (aa) television channels and (bb) radio stations, (iii) national commercial radio stations and (iv) community (aa) television and (bb) radio stations (aaa) in the 2015-16 financial year and (bbb) since 1 April 2016?

NW2401E

REPLY:

NATIONAL TREASURY

The total amounts spent by the National Treasury (RSA Retail Savings Bonds Directorate) for the period in question is presented in table 1 and 2 below

Table 1: Amount Spent On Advertising in 2015-16

2015 - 16 FINANCIAL YEAR				
1	AFRICA NEWS NETWORK 7 CHANNEL			R -
2	TV SPEND (VAT Inclusive)			R 5,841,989.30
	SABC STATIONS			R 3,594,936.00
	E-TV			R 1,370,245.81
	DSTV CHANNELS			R 876,807.49
	TOTAL			R 5,841,989.30
3	RADIO SPEND (VAT Inclusive)			R 9,800,022.96
	SABC NATIONAL RADIO STATIONS			R 3,201,503.40
	REGIONAL RADIO STATIONS			R 3,160,363.19
	COMMUNITY RADIO STATIONS			R 3,438,156.37
	TOTAL			R 9,800,022.96

	GRAND TOTAL SPEND			R	15,642,012.26
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Table 2: Amount Spent On Advertising from 1 April 2016

1ST APRIL 2016					
1	AFRICA NEWS NETWORK 7 CHANNEL			R	-
2	TV SPEND (VAT Inclusive)			R	609,500.00
	SABC STATIONS			R	459,500.00
	ETV			R	-
	DSTV			R	150,000.00
	TOTAL			R	609,500.00
3	RADIO SPEND (VAT Inclusive)			R	-
	SABC NATIONAL RADIO			R	-
	REGIONAL RADIO STATIONS			R	-
	COMMUNITY RADIO STATIONS			R	-
	TOTAL			R	-
	GRAND TOTAL SPEND			R	609,500.00

ASB

The Accounting Standards Board has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016.

CBDA

The CBDA have not advertised in terms of point (i), (ii), (iii) and (iv) in the 2015-16 financial year and since 1 April 2016.

DBSA

The Communications and Marketing unit of the Development Bank of Southern Africa wishes to report as follows regarding the spending on advertising on the below listed platforms during the 2015/16 financial year:

- (i) Africa News Network 7 channel, Zero (R0.00)
- (ii) SA Broadcasting Corporation Zero (R0.00)
 - (aa) television channels, Zero (R0.00)
 - (bb) radio stations, Zero (R0.00)
- (iii) national commercial radio stations, Zero (R0.00)
- (iv) community, Zero (R0.00)
 - (aa) television Zero, (R0.00)
 - (bb) radio stations
 - (aaa), Zero, (R0.00)

And since April 2016, the communications and marketing unit of the development Bank of Southern Africa wishes to report as follows regarding the spending on advertising since April 2016:

- (aa) television channels (CNBC – R331 752 for World Economic Forum Africa in May 2016.
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FAIS OMBUD

The FAIS OMBUD has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016

FIC

The FIC has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016

FSB

Financial Service Board (FSB)

	2015/16 (aaa)	April – August 2016 (bbb)
(i)	Nil	Nil
(ii) (aa)	Nil	Nil
(bb)	Nil	Nil
(iii) Power FM	R 45 486	Nil
(iv) Community		
(aa) television	Nil	Nil
(bb) radio stations	Nil	Nil

GEPF

The GEPF has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016

GPAA

Africa News Network 7 channel,

None

(ii) SA Broadcasting Corporation

(aa) television channels

None

(bb) radio stations,

2015/16 Financial year R1 235 223

2016/17 Financial year R569 231

(iii) National commercial radio stations and

None

(iv) Community

(aa) television

None

(bb) radio stations

2015/16 financial year R188 096

2016/17 financial year R286 654

(aaa) in the 2015-16 financial year and

R1 423 319

(bbb) since 1 April 2016?

R855 885

IRBA

The IRBA has not spent any money on advertising in the 2016-16 financial year and since 1 April 2016

LAND BANK

1. Amounts spent on various media houses, radio and television stations by the Land Bank during the Financial Year 2015/2016 and 2016/2017 respectively.

(b) During the financial year 2015/2016 the Land Bank spent **R711 559.57** specifically on the following items:

- General Advertising;
- Print Advertising; and
- Event sponsorships and promotion related advertising.

- (i) There was no amount paid to ANN7 during the 2015/16 financial year; and
(ii) No amount paid to the SABC either.
- (aa) No amount paid to any television channel; and
(bb) No amount paid to any radio station, be it commercial, national or community radio during the 2015/16 Financial Year.
- (bbb) The Land Bank spent a total amount of **R147 684.80** during the current financial year (2016/17) from April 2016 to date. The breakdown is as follows:
- R14 780.00 for an advert in the Farmer's Weekly; and
 - R132 904.80 for an advert in the Business Day.

All the interviews that the Executive Managers of the Land Bank had with either the SABC, CNBC Africa, Business Day TV or ANN7 were free of charge. Our Executives were invited into the studios at no cost due to the topical nature of what was being discussed. Most of those interviews were carried out during the current financial year (2016/2017).

PFA

Question	(aaa)	(bbb)
(b) (i)	R Nil	R Nil
(b) (ii) (aa)	R Nil	R Nil
(b) (ii) (bb)	R23 777.55	R Nil
(b) (iii)	R Nil	R Nil
(b) (iv) (aa)	R Nil	R Nil
(b) (iv) (bb)	R 11 037.36	R Nil

PIC

The PIC has not spent money for advertising on any television channel or radio station, in the 2015-16 financial year as well as from 1 April 2016 to date.

SAA

For: South African Airways

2015 – 2016 Financial year:

- (i) Africa News Network 7 Channels R0.00
- (ii) SA Broadcasting Corporation (2015/16)

	(aa) Television	R712 000.00
	(bb) Radio	R6 306 966.08
(iii)	National commercial radio station (non SABC)	R13 695 561.09
(iv)	Community	
	(aa) Television	R0.00
	(bb) Radio	R0.00
	(aaa) Financial year 2015 – 16	R0.00
	(bbb) Since 1 April 2016	R0.00
2016 till date:		
(v)	Africa News Network 7 Channels	R0.00
(vi)	SA Broadcasting Corporation (2015/16)	
	(aa) Television	R1 932 000.00
	(bb) Radio	R4 822 518.60
(vii)	National commercial radio station (non SABC)	R8 396 152.42
(viii)	Community	
	(aa) Television	R0.00
	(bb) Radio	R0.00
	(aaa) Financial year 2015 – 16	R0.00
	(bbb) Since 1 April 2016	R0.00

SARS

Response from the South African Revenue Service (SARS)

(aaa) – 2015-16 financial year	(bbb) – 1 April 2016 – 27 Sep
(b)(i) No advertising placed, no funds spent	(b)(i) No advertising placed, no funds spent
(b)(ii) (aa) R 6 413 674.51	(b)(ii) (aa) R 1 961 340.08
(b)(ii) (bb) R 7 076 710.31	(b)(ii) (bb) R 4 131 478.43
(b)(iii) R 13 308 260.39	(b)(iii) R 8 716 784.06
(b)(iv)(aa) No advertising placed, no funds spent	(b)(iv)(aa) No advertising placed, no funds spent
(b)(iv)(bb) R 80 468.36	(b)(iv)(bb) R 33 667.09

SASRIA**2015/2016 Financial Year**

Channel	Amount spent
SABC TV	R218 500
SABC Radio	R308 896
African Business Channel (Business Day TV)	R400 000
African Business News (CNBC)	R550 000
Total	R 1 477 396

April 2016 to date

Channel	Amount spent
African Business Channel (Business Day TV)	R450 000
SABC Radio	R273 824
Primedia (702)	R146 314
Radmark Media House (Kaya FM)	R141 360
Total	R 737 674

TAX OMBUD

The Office of the Tax Ombud has spent as follows;

Media Channels	2015/16	Since 1 April 2016
(i) African News Network 7 channel	R0	R0
(ii) SA Broadcasting Corporation		
(aa) Television channels	R0	R0
(bb) Radio Stations	R1 457 483.78	R0
(iii) National commercial radio stations	R1 359 744.43	R0
(iv) Community		
(aa) Television	R0	R0
(bb) Radio stations	R130 040.84	R0