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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

THE NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NO. 466

Mr M J Cuthbert (DA) to ask the Minister of Trade, Industry and Competition:

- (1) What total amount has the National Lotteries Commission (NLC) spent on (a) advertising placement and/or (b) media over the past 10 financial years;
- (2) what (a) are the names of the media houses and/or publications in which the NLC have purchased advertising placements and (b) relevant annual amounts were spent on each specified media house and/or publication over the specified time period;
- (3) what was the NLC's marketing budget in each financial year?NW522E

Reply

I have been furnished with a reply to the question submitted, by Ms Thabang Mampane, Commissioner of the National Lotteries Commission.

Ms Mampane's reply is as follows:

- (1) The NLC provides the content to the media houses and therefore advertising and media buying are packaged together. It is therefore not possible to identify individual amounts spent for advertising placement and media buying. The total amount spent in the various years for the advertisement placement and media buying is:

FY	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
R'000	965'	676'	2 181'	8 039'	9 610'	23 017'	5 396'	12 422'	16 968'	28 337'

- (2) NLC has used the following suppliers over the 10 years and the total related expenditure spent on each supplier specified in the below table. Annexure A has been attached which highlights the suppliers paid each year over the 10-year period and the related amount.

Supplier Name	Total Amount	2012	2013	2014	R 2 015,00	2016	2017	2018	2019	2020
Tsalena Media	R 31 356 005,33	R -	R -	R -	R 10 023 029,06	R 18 689 688,56	R 2 643 287,71	R -	R -	R -
SABC	R 12 121 573,38	R 30 516,44	R 66 382,20	R 211 638,15	-R 2 154,60	R -	R -	R 4 902 111,64	R 2 589 746,55	R 4 323 333,00
Dlamini Weil Communications	R 10 876 701,36	R -	R -	R -	R -	R -	R -	R -	R 10 876 701,36	R -
Times Media	R 6 108 265,75	R -	R 119 221,20	R 204 604,92	R 358 379,52	R 4 084 245,91	R 1 223 402,40	R -	R 118 411,80	R -
Cheniwell IMC	R 5 590 348,12	R -	R -	R -	R -	R -	R -	R -	R -	R 5 590 348,12
Mazwai Strategic Communications	R 4 481 530,04	R -	R -	R 4 481 530,04	R -	R -	R -	R -	R -	R -
Media24	R 3 807 928,21	R 137 990,16	R 8 400,56	R 209 266,49	R -	R 80 436,12	R 576 734,16	R 1 689 318,32	R 311 615,40	R 794 167,00
Fundudzi Media	R 3 715 809,60	R -	R -	R -	R -	R -	R -	R -	R -	R 3 715 809,60
Roadshow Marketing	R 3 703 753,01	R -	R -	R -	R -	R -	R -	R 2 103 101,60	R -	R 1 600 651,41
Be Sure Events Solutions	R 3 347 313,97	R -	R -	R -	R -	R -	R -	R -	R -	R 3 347 313,97
Tiso Blackstar Group	R 3 280 810,11	R -	R -	R -	R -	R -	R -	R 1 277 706,69	R 115 442,10	R 1 887 661,32
Independent Newspaper	R 1 801 467,69	R -	R -	R 168 471,25	R 89 054,28	R -	R 133 099,11	R 425 012,74	R 560 499,99	R 425 330,32
Sapphire Media 360	R 1 388 625,00	R -	R -	R -	R -	R -	R -	R -	R -	R 1 388 625,00
Back to Basics Media	R 1 369 750,00	R -	R -	R -	R -	R -	R -	R -	R -	R 1 369 750,00
Tau ya Phoka (Pty Ltd)	R 1 121 395,84	R -	R -	R -	R -	R -	R -	R -	R -	R 1 121 395,84
Hermes Multimedia	R 1 075 553,98	R 42 965,21	R 1 032 588,77	R -	R -	R -	R -	R -	R -	R -
Anzomode	R 866 662,25	R -	R -	R -	R -	R -	R -	R -	R -	R 866 662,25
Chilo Group(PTY)Ltd	R 771 191,28	R -	R -	R -	R -	R -	R -	R -	R -	R 771 191,28
Provantage Media Group	R 499 320,00	R -	R -	R -	R -	R -	R 499 320,00	R -	R -	R -
Lam J Investments and Trading	R 494 600,00	R -	R -	R 494 600,00	R -	R -	R -	R -	R -	R -
Macho multimedia and projects	R 461 700,00	R -	R 461 700,00	R -	R -	R -	R -	R -	R -	R -
Ayanda Mbanga Communication (Pty) Ltd	R 461 246,30	R 128 674,37	R 332 571,93	R -	R -	R -	R -	R -	R -	R -
Ndabana Media Production	R 430 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 430 000,00
E42moro (Pty) Ltd	R 410 432,00	R -	R -	R -	R -	R -	R -	R 204 939,20	R 205 492,80	R -
NDE Media Production	R 395 625,00	R -	R -	R 395 625,00	R -	R -	R -	R -	R -	R -
Pheca Trading	R 394 400,00	R -	R -	R 394 400,00	R -	R -	R -	R -	R -	R -
FM Simiso Trading and projects	R 363 603,00	R -	R -	R 363 603,00	R -	R -	R -	R -	R -	R -
Motsweding FM	R 356 472,00	R -	R -	R -	R -	R -	R -	R -	R 356 472,00	R -
Chiliza Solutions	R 342 650,00	R -	R -	R 342 650,00	R -	R -	R -	R -	R -	R -
Wisolve (Pty) Ltd	R 340 220,00	R -	R -	R -	R -	R -	R -	R -	R 340 220,00	R -
Sateng trading	R 325 073,06	R -	R -	R 325 073,06	R -	R -	R -	R -	R -	R -
KZN TV	R 298 771,20	R -	R -	R -	R -	R -	R 298 771,20	R -	R -	R -
Mail & Guardian	R 264 500,00	R -	R -	R -	R -	R -	R -	R 264 500,00	R -	R -
ABN Publishing	R 253 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 253 000,00
Kgomotshana Trading Enterprise	R 245 996,20	R -	R -	R -	R -	R -	R -	R -	R 245 996,20	R -
Nasty Event Management	R 243 855,12	R -	R -	R -	R -	R -	R -	R -	R 243 855,12	R -
Ifuze Elihle Trading	R 235 850,90	R -	R -	R -	R -	R -	R -	R 235 850,90	R -	R -
Ornico Media Info	R 225 596,00	R -	R -	R -	R -	R -	R -	R -	R 225 596,00	R -
Bucs Trading and Enterprise	R 207 140,96	R -	R -	R -	R -	R -	R -	R 207 140,96	R -	R -
B.T.S (Pty) Ltd	R 177 570,00	R -	R -	R -	R -	R -	R -	R 177 570,00	R -	R -
Nolo Comunication	R 177 006,00	R -	R -	R 177 006,00	R -	R -	R -	R -	R -	R -

Supplier Name	Total Amount	2012	2013	2014	R 2 015,00	2016	2017	2018	2019	2020
Lite Business Solutions	R 174 609,00	R -	R -	R -	R -	R -	R -	R 174 609,00	R -	R -
Magauta Recruitment and Placement	R 170 989,46	R -	R -	R 170 989,46	R -	R -	R -	R -	R -	R -
Leruo Enterprise	R 166 023,00	R -	R -	R -	R -	R -	R -	R 166 023,00	R -	R -
Soweto Community	R 149 500,00	R -	R -	R -	R -	R -	R -	R 149 500,00	R -	R -
Avusa Media Limited	R 148 547,70	R 148 547,70	R -	R -	R -	R -	R -	R -	R -	R -
AmbitiousD Enterprise	R 134 738,40	R -	R -	R -	R -	R -	R -	R 134 738,40	R -	R -
Primedia	R 119 204,40	R -	R -	R -	R -	R -	R -	R 119 204,40	R -	R -
Highbury Safika Media	R 104 139,00	R -	R -	R -	R 104 139,00	R -	R -	R -	R -	R -
Scarletstudios	R 101 094,56	R -	R -	R -	R 101 094,56	R -	R -	R -	R -	R -
Vuma FM	R 90 000,00	R -	R -	R -	R -	R -	R -	R -	R 90 000,00	R -
Government Printing Works	R 89 711,04	R 4 268,29	R 10 164,59	R 13 509,45	R 7 888,41	R 20 286,71	R 14 492,61	R 4 789,60	R 7 249,99	R 7 061,39
Motheo FM	R 78 000,00	R -	R 3 000,00	R -	R -	R -	R -	R -	R 75 000,00	R -
Tinashe Bongsi	R 77 805,00	R -	R -	R -	R -	R -	R -	R -	R 77 805,00	R -
Jozi Fm	R 76 800,00	R -	R 1 800,00	R -	R -	R -	R -	R 75 000,00	R -	R -
Gagasi FM	R 70 000,00	R -	R -	R -	R -	R -	R -	R -	R 70 000,00	R -
Esvinin Media Solutions	R 68 400,00	R -	R -	R -	R -	R -	R -	R -	R -	R 68 400,00
Top Media & Communications	R 67 275,00	R -	R -	R -	R -	R -	R -	R -	R -	R 67 275,00
Sedibu General Trading and Projects	R 56 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 56 000,00
Stokvel Media	R 56 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 56 000,00
Basadzi personnel	R 54 994,86	R -	R 54 994,86	R -	R -	R -	R -	R -	R -	R -
Zululand FM 97.0	R 50 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 50 000,00
North West Newspaper	R 49 571,03	R -	R -	R -	R -	R -	R -	R 23 524,31	R -	R 26 046,72
Jazz Life Magazine	R 49 000,00	R -	R -	R -	R 49 000,00	R -	R -	R -	R -	R -
Classic Feel Magazine	R 47 880,00	R -	R -	R 47 880,00	R -	R -	R -	R -	R -	R -
Entice Communications & Media	R 40 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 40 000,00
Khanyisa Newspaper	R 40 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 40 000,00
Mahikeng FM Community Radio	R 40 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 40 000,00
Thobela FM	R 39 330,00	R -	R 25 992,00	R 13 338,00	R -	R -	R -	R -	R -	R -
BDFM Publishers	R 38 076,00	R 38 076,00	R -	R -	R -	R -	R -	R -	R -	R -
Aganang Community Radio Station	R 35 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 35 000,00
Media360	R 35 000,00	R -	R -	R -	R -	R -	R -	R -	R 35 000,00	R -
Sunday Times Business Tenders	R 34 131,60	R 34 131,60	R -	R -	R -	R -	R -	R -	R -	R -
Alfred Nzo Community Radio	R 30 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 30 000,00
X-K FM	R 29 999,10	R -	R -	R -	R -	R -	R -	R -	R 29 999,10	R -
Dispatch Media	R 25 448,22	R 11 056,86	R 14 391,36	R -	R -	R -	R -	R -	R -	R -
Bojanala FM	R 25 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R 25 000,00
Zoutnet CC	R 25 000,00	R -	R -	R -	R -	R -	R -	R 25 000,00	R -	R -
Khanya FM	R 20 000,00	R -	R -	R -	R -	R -	R -	R 20 000,00	R -	R -

Supplier Name	Total Amount	2012	2013	2014	R 2 015,00	2016	2017	2018	2019	2020
CPT T/A Lowveld	R 17 245,80	R -	R -	R -	R -	R -	R -	R 17 245,80	R -	R -
The Newspaper	R 16 675,00	R -	R -	R -	R -	R -	R -	R 16 675,00	R -	R -
Qhaba Trading CC	R 16 200,00	R 16 200,00	R -	R -	R -	R -	R -	R -	R -	R -
Inkonjane FM	R 13 500,00	R -	R -	R -	R -	R -	R -	R -	R -	R 13 500,00
CTP LTD T/A Northern Media Group	R 13 247,60	R 13 247,60	R -	R -	R -	R -	R -	R -	R -	R -
Phalapala FM	R 12 859,20	R -	R 12 859,20	R -	R -	R -	R -	R -	R -	R -
Mungana Lonene FM	R 12 448,80	R -	R 12 448,80	R -	R -	R -	R -	R -	R -	R -
Hlumelani General Trading	R 12 000,00	R 12 000,00	R -	R -	R -	R -	R -	R -	R -	R -
The Herald	R 9 097,20	R -	R 9 097,20	R -	R -	R -	R -	R -	R -	R -
Lowveld Media	R 8 883,30	R -	R -	R -	R -	R -	R -	R 8 883,30	R -	R -
Mosupatsela FM Stereo	R 8 500,00	R -	R 1 500,00	R -	R -	R -	R -	R -	R 7 000,00	R -
Bush Guest House	R 8 400,00	R 8 400,00	R -	R -	R -	R -	R -	R -	R -	R -
Sekhukhune FM	R 8 000,00	R -	R -	R 8 000,00	R -	R -	R -	R -	R -	R -
Sizozama Trading	R 7 500,00	R 7 500,00	R -	R -	R -	R -	R -	R -	R -	R -
Free State Sun	R 7 020,00	R -	R -	R -	R -	R -	R 7 020,00	R -	R -	R -
Human Communication	R 6 703,20	R 6 703,20	R -	R -	R -	R -	R -	R -	R -	R -
Bojangles Restaurant CC	R 6 669,00	R 6 669,00	R -	R -	R -	R -	R -	R -	R -	R -
MPower Fm	R 6 599,05	R -	R 6 599,05	R -	R -	R -	R -	R -	R -	R -
GT FM	R 5 800,00	R -	R -	R 5 800,00	R -	R -	R -	R -	R -	R -
Tubatse Fm	R 5 600,00	R -	R -	R 5 600,00	R -	R -	R -	R -	R -	R -
Phalaborwa Community Radio	R 5 500,00	R -	R -	R 5 500,00	R -	R -	R -	R -	R -	R -
Masizame Bafazi Trading	R 5 225,00	R 5 225,00	R -	R -	R -	R -	R -	R -	R -	R -
Umso B&B Catering and Clean	R 5 100,00	R 5 100,00	R -	R -	R -	R -	R -	R -	R -	R -
Du Toit Décor & Catering Serv	R 5 000,00	R 5 000,00	R -	R -	R -	R -	R -	R -	R -	R -
Steyn's Café / Afric Dream	R 3 876,00	R 3 876,00	R -	R -	R -	R -	R -	R -	R -	R -
Vaal Community Radio	R 2 791,28	R -	R 2 791,28	R -	R -	R -	R -	R -	R -	R -
Core Digital Multiprinting & Embrod	R 2 718,90	R 2 718,90	R -	R -	R -	R -	R -	R -	R -	R -
Prepatech T/A Miriam Makeba	R 2 520,00	R 2 520,00	R -	R -	R -	R -	R -	R -	R -	R -
Horseshoe Inn	R 2 000,00	R 2 000,00	R -	R -	R -	R -	R -	R -	R -	R -
Kroomuus	R 1 840,00	R -	R 1 840,00	R -	R -	R -	R -	R -	R -	R -
Nkuli Construcstion	R 1 500,00	R 1 500,00	R -	R -	R -	R -	R -	R -	R -	R -
Moretele Community radio	R 1 050,00	R -	R 1 050,00	R -	R -	R -	R -	R -	R -	R -
Nomantandandile	R 900,00	R 900,00	R -	R -	R -	R -	R -	R -	R -	R -
Intranews Media Management	R 684,00	R 684,00	R -	R -	R -	R -	R -	R -	R -	R -
Turf radio	R 650,00	R -	R 650,00	R -	R -	R -	R -	R -	R -	R -
KO FM	R 627,00	R -	R 627,00	R -	R -	R -	R -	R -	R -	R -

(3)

FY	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
R'000	Information unavailable			31 819'	23 085'	40 075'	22 825'	29 179'	30 652'	59 121'

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