

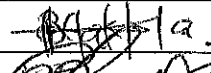
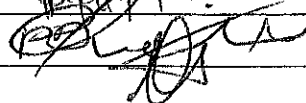
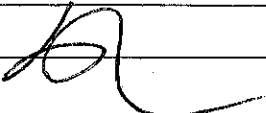
DATE: 12 May 2023
Campaign Name: Transport Budget Vote
Job Number: 15_2_40_52

DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND FINANCIAL INTEREST

I, the undersigned:

- have no financial interest in any of the below recommended suppliers
- will not purposefully favour or prejudice anybody during the selection of the recommended suppliers
- am not aware of any relationship (family, friend, other) between the bidder and myself
- Except that I recognize the names of the recommended suppliers as we conduct business regularly with them when implementing campaigns
- The following companies are recommended for this campaign :

1	SABC
2	Dstv Media Sales

NAME	CHIEF DIRECTORATE	SIGNATURE
Lucas Makhubela	CSA	
Phineas Phelelo	CSA	
Ace Mlisa	CSA	
Nicolette Prinsloo	CSA	



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag X745, Pretoria 0001. Tshedimoseiso House, cnr Frances Baard and Festival streets, HATFIELD, Pretoria 0028
Tel: (+27 12) 473-0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za. Coordinates: 25.746096 28.232331

Funds available
JMK 12/5/23 ✓

Recommended

INTERNAL MEMO

022/2023/2024

DATE:	12 May 2023	File NR:	15_2_40_52
TO:	Acting Director General	FROM:	L Makhubela ASD: Media Buying S Mlisa D: Media Buying
CLIENT:	Department of Transport	CONTACT:	Sam Monareng

SUBJECT: Transport Budget Vote

PROJECT JOB NUMBER: 15_2_40_52

1. PURPOSE

- ✓
- 1.1 To seek approval to appoint *Dstv Media Sales* and *SABC* for the placement of the Transport Budget Vote according to Supply Chain Management Delegation requirements (4.3) and (4.4) in line with National Treasury instruction note no 3 of 2021/22.

2. BACKGROUND

- 2.1 On 22 February 2023, the Minister of Finance, Mr Enoch Godongwana, presented the budget speech to Parliament and the entire country, with emphasis on infrastructure development and job creation for a number of departments including the National Department of Transport.
- 2.2 In view of this, it becomes imperative that the Minister of Transport also outlines the budget of her department in order to enhance service delivery. Amongst others, she will also highlight progress, challenges, solutions and short/medium-term strategic implementation plans with regard to Transport related infrastructure and other related services.
- 2.3 The event is scheduled to take place in Cape Town on Wednesday, 17 May 2023 at 15h00 at the Good Hope Chamber. Every year, the Department of Transport embarks on an Easter Road Safety awareness and educational campaign to educate road

To seek approval to appoint *SABC* and *Dstv Media Sales* for the placement of the Transport Budget Vote

3. CAMPAIGN OBJECTIVES

3.1 Create awareness about the department's programmes for 2023-24

4. TARGET MARKET

4.1 GSM 1 - 5 ✓

4.2 Rooted Realists, City Seekers, Safely Suburban, Metro Mobiles and Cosmopolitan Capital as per the attached Government Segmentation Model.

5. CAMPAIGN PERIOD

5.1 17 – 18 May 2023 ✓

6. RECOMMENDATIONS

6.1 Media Buying recommends the use of Radio with 36 741 000 listenership and TV with 39 156 000 viewers for this campaign. Radio and TV are ideal platforms for the client's budget vote because they will provide the client with an opportunity to engage and interact with the audience during the two day event. Outdoor Media has the highest audience reach than any other media type however; it is ~~not~~ recommended because it is not relevant to a campaign of a shorter period. Outdoor Media is ideal for campaigns of at least 1 month. Radio and TV are recommended based on reach and relevance as per the approved Media Buying Standard Operating Procedure (SOP). *Source: Establishment Survey Branded 201B AB (Jan – Dec 2019)*

6.2 **DELEGATION (4.3) ACQUISITION OF RADIO (THRESHOLD R3 000 000.000)**
CAMPAIGN TOTAL R276 000.00 ✓

6.2.1 Radio is recommended because it is an interactive, intrusive and mobile medium with an ability to reach audiences anywhere at any time and can be accessed through various devices.

6.2.2 For the purpose of this campaign, it should be noted that the campaign will be delivered in the form of an Outside Broadcast (OB). Media buying recommends the use of a 24 hour talk radio station (SAFM). The client's event is more of a current affairs and therefore should be aligned to a talk format radio station that can accommodate current affairs events at any specific time.

6.2.3 SAFM (**SABC**) is an English national radio station with a total listenership of 548 000 and will help drive the client's campaign objectives to a national audience. The client's event will broadcast live on radio and discussion points shared with the rest of the listeners. The use of Outside Broadcasts assist in taking the brand to the consumer. ✓

Outside Broadcast generate excitement and enthusiasm amongst listeners. They offer the brand and the client an opportunity to interact, be experienced and thus understood by the listeners.

6.2.4 The following radio stations are not recommended for various reasons provided below.

- Ukhozi FM, Umhlobo Wenene FM, Lesedi FM, Motswedding FM, Thobela FM, Munghana Lonene FM, Ligwalagwala FM, Phalaphala FM and Ikwekwezi FM are African Language Stations broadcasting in vernacular languages and the programme of the day will be delivered in English, thus these stations are not recommended as they are not in line with the campaign objectives and medium used.
- Metro FM, Radio 2000 and 5FM and national radio stations with an entertainment and lifestyle format and therefore not recommended because for the purpose of this campaign the focus is on current affairs which can only be accommodated through 24 hour talk radio.
- GaGasi FM, Jacaranda FM, East Coast Radio, KFM, 947, YFM, Heart FM, 702, Good Hope FM and Kaya FM are all regional radio stations which cannot be recommended because they will not be able to provide the client with national reach.
- RSG is an Afrikaans radio station which cannot be recommended for this campaign because it will not provide a national reach.
- The rest of the stations are not recommended as they have a lower audience than the selected station. **Source: BRC RAMS (February 2022 – January 2023).**

6.2.5 It should be noted that the use of a national English radio station is to ensure that everyone is accommodated and follows the proceedings of the event especially since English is a universal language presumed to be understood by everyone. The Radio Unit will submit a separate memo for community radio.

6.3 DELEGATION (4.4) ACQUISITION COMMERCIAL TV SPACE (THRESHOLD R5 000 000.000) CAMPAIGN TOTAL R 408 545,55

6.3.1 TV is an intrusive medium that is able to create brand impact to the wider audience. It also has the ability to convey the client's message with sight, sound and motion. The medium reaches a large part of the audience during prime time programming. At least 96% of adult population is exposed to the TV medium especially during primetime programming.

6.3.2 For the purpose of this year's budget vote; the client indicated that they will host a round-table discussion on 18 May 2023 which is the day after their budget vote. For the purpose of the round-table and ensure alignment to the client's programme of the day; a news channel is recommended; therefore Media Buying recommends the use of a 24 hour news channel that will provide live transmission of the discussions to the

SUBJECT: Transport Budget Vote**PROJECT JOB NUMBER: 15_2_40_52**

viewers at home. The recommended 24 hour news channel is Newsroom Afrika (Dstv Media Sales) with a total viewership of 22 136 000. ✓

6.3.3 It should be noted that Media Buying sourced quotations to three 24 hour news channels which are SABC News, eNCA and Newsroom Afrika. SABC indicated that they do not support round-table discussion that are not initiated by them (SABC) and eNCA indicated that the duration (3 hours) of the round-table discussion is very long and it cannot be accommodated by the station (eNCA) and as a result Media Buying can only procure the services of Newsroom Afrika.

6.3.4 SABC 1, 2, 3 and eTV have more viewers than the Newsroom Afrika however these TV stations are not 24 hour news channels and therefore not aligned to the client's programme of the day. All other TV stations have a lower viewership compared Newsroom Afrika. **Source: Telmar TAMS**

7. FINANCIAL IMPLICATIONS

7.1 The client requested that R 2 087 720,29 be moved from old campaigns to the current campaign. *See attached CFO letter*

7.2 The total cost to client for the campaign is R684 545,55 incl. VAT, broken down as follows:

Paragraph 4.3	Campaign Value	Discount (%)	Discount Amount	Total Cost to Client
SABC	R 276 000,00	0%	R -	R 276 000,00
Total Radio	R 276 000,00		R -	R 276 000,00
Paragraph 4.4	Campaign Value	Discount (%)	Discount Amount	Total Cost to Client
Dstv Media Sales	R 443 505,55	8%	R 34 960,00	R 408 545,55
Total TV	R 443 505,55		R 34 960,00	R 408 545,55
Total	R 719 505,55		R 34 960,00	R 684 545,55


Lucas Makhubela

ASD: Media Buying

Date: 12/05/2023


Phineas Phelelo

Deputy Director: Media Buying

Date: 2023-05-12

Recommendation in paragraph 6.2.2 and 6.3.2

Supported / Not Supported

Lucas Makhubela

From: Keneilwe Miffie <MiffieKS@sabc.co.za>
Sent: Wednesday, 10 May 2023 12:08
To: Lucas Makhubela
Cc: Lisa Vilakazi
Subject: Round tables

Hi Lucas,

Please note that the SABC doesn't do round tables arranges outside of the organization.

As a result, Morning Live cant be a part of the DOT round table.

Thanks,

Keneilwe Miffie

Account Executive: Government
Sales Division

T: +27 (11) 714 5011 | C: +27 (83) 577 7832

E: miffieks@sabc.co.za

   @sabcportal |  @sabc



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   @sabcplus

www.sabcplus.com

Lucas Makhubela

From: Agata Jarosz <Agata.Jarosz@emediasales.co.za>
Sent: Thursday, 11 May 2023 11:38
To: Lucas Makhubela
Cc: Phineas Phelelo
Subject: RE: Quote (DoT - Budget)

Good day Lucas,

Thank you for your email.

As per our telecom, eNCA will unfortunately not be able to cover the RoundTable Discussion on television as it is too long for us to broadcast and most of our news shows are that long.

We will however be able to stream it online and also direct audiences to the live stream by creating 30" promos to remind audiences to watch it. We have also asked eNCA if we can try and get an interview post the Budget Vote and pre the RoundTable Discussion to encourage viewer participation for the online stream of the RoundTable Discussion.

I will be emailing you a proposal by 3pm today.

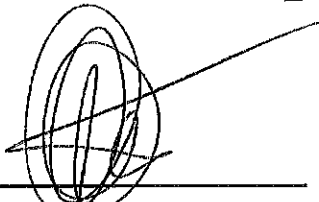
Please do not hesitate to contact me should you have any further questions.

Best regards,
Agata

From: Lucas Makhubela <lucas@gcis.gov.za>
Sent: Tuesday, May 9, 2023 9:16 AM
To: Agata Jarosz <Agata.Jarosz@emediasales.co.za>
Cc: Phineas Phelelo <phineas@gcis.gov.za>
Subject: Quote (DoT - Budget)

SUBJECT: Transport Budget Vote

PROJECT JOB NUMBER: 15_2_40_52


Sinombulelo Mlisa

Director: Media Buying

Date: 12/8/2007

Recommendation in paragraph 6.2.2 and 6.3.2

Recommended / ~~Not Recommended~~

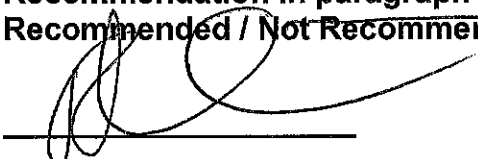

Nicolette Prinsloo

Acting Chief Director: CSA

Date: 12/5/2023

Recommendation in paragraph 6.2.2 and 6.3.2

Recommended / Not Recommended


Regomoditswe Mavimbela

DDG: CP&D

Date: 12/5/23

Recommendation in paragraph 6.2.2 and 6.3.2

Recommended / Not Recommended


Gcobisa Soel

CFO

Date: 15/05/2023

Recommendation in paragraph 6.2.2 and 6.3.2

Recommended / Not Recommended

SABC and Dstv Media Sales are recommended for the Placement of Dept of Transport Budget Vote for a total cost of R684 545,55 only

Michael Currin

Acting DG

Date:

Recommendation in paragraph 6.2.2 and 6.3.2

Approved / Not Approved


Sinombulelo Mlisa

Director: Media Buying

Date: 12/5/2023

Recommendation in paragraph 6.2.2 and 6.3.2

Recommended / ~~Not Recommended~~

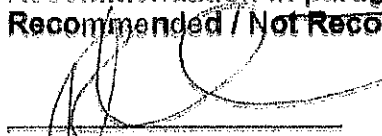

Nicolette Prinsloo

Acting Chief Director: CSA

Date: 12/5/2023

Recommendation in paragraph 6.2.2 and 6.3.2

Recommended / Not Recommended

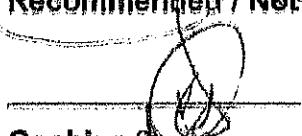

Regomoditswe Mavimbela

DDG: CP&D

Date: 12/5/23

Recommendation in paragraph 6.2.2 and 6.3.2

Recommended / Not Recommended

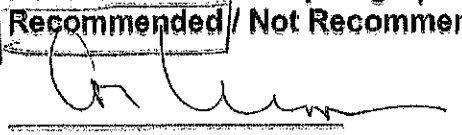

Gcobisa Sodi

CFO

Date: 15/05/2023

Recommendation in paragraph 6.2.2 and 6.3.2

Recommended / Not Recommended


Michael Currin

Acting DG

Date: 16/5/23

Recommendation in paragraph 6.2.2 and 6.3.2

Approved / Not Approved

SABC and Dstv Media Sales are recommended for the placement of Dept of Transport Budget Vote for a total cost of R684 545,55 only

GOVERNMENT SEGMENTATION MODEL | GSM 2ND EDITION

	S1	S2	S3	S4	S5
					
	Rooted Realists 27.8 Million People (48% of SA adult population)	City Seekers 14.4 Million People (25% of SA adult population)	Safely Suburban 5.9 Million People (10% of SA adult population)	Metro Mobiles 6.1 Million People (11% of SA adult population)	Cosmopolitan Capital 3.6 Million People (6% of SA adult population)
	They are mostly unemployed, with low education levels. Some try to remain positive and acknowledge that they have come a long way. However, their optimism is challenged by difficult financial circumstances and most rely on government grants. They long for financial independence, permanent employment and improved living conditions.	People in this segment are city dwellers who are familiar with the demands of a competitive urban life. They are generally hopeful, ambitious, career-oriented and constantly looking for opportunities to improve their lives and that of their families. Despite the day-to-day challenges they continue looking for job opportunities because they see this as the answer to a better future.	Safely Suburbans are of the view that their quality of life has declined. They identify their lack of appropriate education as an obstacle to accessing employment or getting better jobs. For this segment, the high cost of living, labour cost and investment are critical areas of concern. They are safety conscious and highly protective of their physical, social and economic environment.	Metro Mobiles are interested in keeping a particular lifestyle. They are the lookout for ways to improve their lives, be it financial aid to start a business or upskilling themselves. These people see themselves as inspirational, role models and influencers. They are concerned about drugs, unemployment, corruption, crime, the economy and basic service delivery.	These people are mostly affluent, professional and independent. They have the highest amount of disposable income, highest proportions of tertiary education, employment. They are influential, business-focused and concerned about anything that would negatively impact the economy and consequently their independence and their net worth.
Lives:	Most metro and regional settlements (63%); 30% non-metro urban informal settlements Eastern Cape 24%, Limpopo 20%, KZN 18%, Mpumalanga 14%	Mostly in the urban informal settlements (62%) and formal (38%) settlements Gauteng 57%, KZN 47%, Western Cape (43%) and Eastern Cape (43%)	Urban and mainly formal dwellings Western Cape 33%, KZN 35%, Mpumalanga 32%, North West 16%	They live in metro areas and mainly in formal dwellings. Gauteng (44%), Western Cape (22%) and KZN (19%)	100% Metro Gauteng 62%, Western Cape 22%, KZN 9%
Age:	30% are 16-24 yrs, 15% are 25-49 yrs and 44% are older than 50	34% are 16-24 yrs, 30% are 25-49 yrs and 36% are older than 50	18-34 year olds make up 30%, one-fifth are 35-49 yrs and a fifth are 50 yrs+	18-34 year olds 31%, 22% are between 35-49 yrs old and 21% are 50 yrs+	26% are 18-34, 34% are 35-49 yrs old and 26% are 50 yrs+
Gender:	Females 52%, males 48%	Females 53%, males 47%	Equal male and female split	Females 51%, males 49%	Females 52%, males 48%
Race:	94% Black, 5% Coloured	Predominantly Black (91%), Coloured 9%	Black 62%, White 29%, Coloured 15%	Black 54%, 21% Coloured, White 13%	White 51%, Black 34% and Indian 9%
Home Language:	93% speak African language Isizulu 28%, isiXhosa 17%, Sepedi 15%	Majority speak African languages (87%) Isizulu 24%, isiXhosa 19%, Sesotho 14%	Largest proportion speak Afrikaans (30%) followed by English 26%	English 34%, Afrikaans 22%, Isizulu 20%	Majority English (47%), Afrikaans (17%) and isiZulu (26%)
Education:	One in ten have not completed high school, 4 in 10 have some high school education, 29% completed matric	40% High school completed and 37% did not complete high school no income earning school	High education levels: 56% completed high school, 24% completed higher education	43% completed high school, 22% did not complete high school and 14% completed higher education	High education levels: 53% have matric and 33% have higher education
Employment:	High unemployment, about one in ten have full time employment	High unemployment = 42% are unemployed	29% full time employment, 12% self-employed, 23% unemployed	27% employed full time, 13% self-employed and 26% unemployed	23% employed full time, 18% self-employed and 16% unemployed
Annual household income:	Low income = R15 490 - R39 504, 31% R39 505 - R65 520 and 25% (R65 521 - R138 821)	Low income = 20% (R0 - R39 504), 33% (R39 505 - R65 520) and 25% (R65 521 - R138 821)	Median = 80% (full time earnings bracket = R158 822 - R472 501)	Middle income = 35% (R138 821 - R237 593), 65% (R237 594 - R472 501)	Upper income = 44% (R472 502 - R616 852), 32% (R616 853 - R798 172) and 19% (R798 173 - R1 058 843) and 8% above

✓



government communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name: Department of Transport
Campaign: Transport Budget Vote
Date: 2023/05/11
Media Planner: Lucas Makhubela
Job Number: 15_2_40_52
Contact: Tshegofatso Maahe

Media Group	Total Cost Excl VAT	Added Value	Added Value Amount	Placement Rate
Sabc	R 240 000,00	0,00 %	-	R 240 000,00
Community Radio	R 347 826,09	0,00 %	-	R 347 826,09
Total Radio	R 587 826,09	0,00 %	-	R 587 826,09
Dstv Media Sales (pty) Ltd	R 355 257,00	0,00 %	-	R 355 257,00
Total TV	R 355 257,00	0,00 %	-	R 355 257,00
Total	R 943 083,09	0,00 %	-	R 943 083,09
			Total Inc VAT	R 1 084 545,55
			Total Saving	
			Percentage Saving	0,00 %

Approval:

Name:

Designation:

Date:

Tel:


Cotten Masei
Cbi Communication
11/05/2023
08 309 300



government
communications

Department
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name:
Campaign:
Media Type:

Department of Transport
Transport Budget Vote
Radio

Radio Station	Region	Listenership (000)	Language	Duration h	Total spots	No weeks	Total Cost Excl VAT	Discount %	Amount	Placement Amount	Period
Safm	National	623	English	3 Hours	1	1	R 240 000,00		-	R 240 000,00	2023/05/17 - 2023/05/17
community	National	10000		30"	TBC	1	R 347 826,09		-	R 347 826,09	2023/05/17 - 2023/05/17
Total		10 623,00					R 587 826,09			R 587 826,09	

Source:

Approval:

Name:

Designation:

Date:

Tel:

Colleen msh

Op: Communication

11/05/2023

06 309 3000

Total Saving

Percentage Saving

0,00%

Please note: if this schedule is not approved, signed and submitted within 7 working days of receiving it the quote will no longer be valid. GCIS will not confirm any bookings without receipt of funds from the client department. Delays in signing the schedule and transfer of funds will lead to a delay in the start of the campaign.

Once Funds are received it will take GCIS at least 5 working days to be able to confirm bookings depending on the magnitude and complexity of the campaign. For campaigns that include Out of Home or campaigns that have to be submitted to the Bid Adjudication Committee because the threshold is exceeded the timelines will be longer.

Also note that spots reflected on this quote are subject to availability at the time of booking.



government
communications

Department
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name:
Campaign:
Media Type:

Department of Transport
Transport Budget Vote
TV

Station	From	Programme	Dur	Feature	Viewers	Rate Card	Plan Cost	Schedule Performance
Newzroom Afrika					99		R 355 257,00	
Total					99		R 355 257,00	

VAT	R 53 288,55
Total Inc VAT	R 408 545,55

Source:

Approval:

Name

Designation

Date

Tel:

Colleen W. S. J.
CD: Communications
15/05/2023
082441452729

Total Saving

Percentage Saving

0.00%



transport

Department:
Transport
REPUBLIC OF SOUTH AFRICA



Private Bag x 193, PRETORIA, 0001 Forum Building, 159 Struben Street, PRETORIA
Tel (012) 309 3000, Fax (012) 328 5926

Enq: Ms W Malope
Tel: (012) 309 3090

Mr Hennie Bekker
The Acting Chief Financial Officer
Government Communication and Information System
1035 Corner Frances Baard and Festival Streets
Hatfield
PRETORIA

LETTER OF PERMISSION TO TRANSFER SURPLUS BUDGET

Dear Mr Bekker,

The National Department of Transport currently has a surplus budget totaling R 2.087,720.29 (Two Million, Eighty-Seven Thousand, Seven Hundred and Twenty and Twenty-Nine Cents) from the various campaigns according to a financial reconciliation provided by the Government Communication and Information System (GCIS) on 19 April 2023. Such campaigns are the 2022 October Transport Month and 2023 Easter Road Safety campaigns.

We wish to transfer these funds to cover media buying for the 2023 Budget Vote media campaign.

This letter serves to grant you permission to shift the surplus funds in the GCIS' suspense account to cover some of the costs for 2023 Budget Vote media campaign.

Your support in this regard would be appreciated.

Yours sincerely


Mr D.M. Matlala
Chief Financial Officer
National Department of Transport
Date: 2023/05/04

Muhasho: Vhuondl'ha Tshilishavha • Department: Vervoer • Lesepha: Dipalangwa • Umnyango: Thutha

Lesepha: Dipalangwa • ISebe: Thutho • Kgoro: Dinamelwa • LITho: Tekulutisa • Ndawulo: Vutlakeli • Umnyango: Thutha

Transport is the heartbeat of South Africa's economy and social development

Summary			
Campaign	Job Number	Total	
Transport Month 2018/19 (Did You Know Campaign)	15_2_40_24	R	0,00
Taxi Relief Fund	15_2_40_42	R	-
2022 October Transport Month Campaign	15_2_40_46	R	537 920,58
2022 World Maritime Day Campaign	15_2_40_45	R	-
365 Arrive Alive Festive Season	15_2_40_47	R	0,00
2023 Easter Road Safety Campaign	15_2_40_49	R	1 549 799,71
SURPLUS		R	2 087 720,29

J. K. Tan
12/5/23

Report

Report Date : 5/12/2023

File Name : Transport Budget Vote.ES19AB.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Totals	Audience(000)	40,716
	Resps	25,256
	%Col	100.0
	%Row	100.0
	Index	100
On The Go-OOH ~ Monthly Reach	Audience(000)	40,631
	Resps	25,203
	%Col	99.8
	%Row	100.0
	Index	100
Viewing ~ Monthly Reach	Audience(000)	39,156
	Resps	24,329
	%Col	96.2
	%Row	100.0
	Index	100
Listening ~ Monthly Reach	Audience(000)	36,741
	Resps	22,800
	%Col	90.2
	%Row	100.0
	Index	100
Digital ~ Monthly Reach	Audience(000)	27,382
	Resps	17,538
	%Col	67.3
	%Row	100.0
	Index	100
Reading - Newspapers ~ Monthly Reach	Audience(000)	18,205
	Resps	11,124
	%Col	44.7
	%Row	100.0
	Index	100
Reading - Magazines ~ Monthly Reach	Audience(000)	10,832
	Resps	6,787
	%Col	26.6
	%Row	100.0
	Index	100
Cinema ~ Monthly Reach	Audience(000)	1,784
	Resps	1,083
	%Col	4.4
	%Row	100.0
	Index	100

Units : 1000

Source : Establishment Survey 2019 AB (Jan-Dec 2019)

Weight : Individual Weight

Data Sources:

ES19AB; Establishment Survey 2019 AB (Jan-Dec 2019) :

© Telmar Information Services Corp.

Report

Report Date : 5/12/2023

File Name : Transport Budget Vote.D23Q1.pry

Table : All Respondents

Version : 7.22.84.10

		Totals	
Totals	Audience(000)	42,571	
	Resps	37,364	
	%Col	100.0	
	%Row	100.0	
	Index	100	
Ukhozi FM ~ Radio Stations Listened to P7D Total - By Station ~*	Audience(000) Resps %Col %Row Index	7,686 7,121 18.1 100.0 100	X
Metro FM ~ Radio Stations Listened to P7D Total - By Station 2	Audience(000) Resps %Col %Row Index	4,612 4,247 10.8 100.0 100	X
Umhlobo Wenene FM ~ Radio Stations Listened to P7D Total - By Station 3	Audience(000) Resps %Col %Row Index	4,219 3,816 9.9 100.0 100	X
Lesedi FM ~ Radio Stations Listened to P7D Total - By Station 4	Audience(000) Resps %Col %Row Index	3,611 3,326 8.5 100.0 100	X
Motsweding FM ~ Radio Stations Listened to P7D Total - By Station 5	Audience(000) Resps %Col %Row Index	3,114 2,830 7.3 100.0 100	X
Thobela FM ~ Radio Stations Listened to P7D Total - By Station 6	Audience(000) Resps %Col %Row Index	2,628 2,440 6.2 100.0 100	X
Radio 2000 ~ Radio Stations Listened to P7D Total - By Station 7	Audience(000) Resps %Col %Row Index	1,829 1,750 4.3 100.0 100	X
Munghana Lonene FM ~ Radio Stations Listened to P7D Total - By Station 8	Audience(000) Resps %Col %Row Index	1,412 1,286 3.3 100.0 100	X

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

D23Q1; D23Q1 - BRC RAMS February 2022- January 2023 :

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Report

Report Date : 5/12/2023

File Name : Transport Budget Vote.D23Q1.pry

Version : 7.22.84.10

Table : All Respondents

		Totals	
Gagasi FM ~ Radio Stations Listened to P7D Total - By Station a	Audience(000) Resps %Col %Row Index	1,400 1,282 3.3 100.0 100	X
Ligwalagwala FM ~ Radio Stations Listened to P7D Total - By Station 11	Audience(000) Resps %Col %Row Index	1,284 1,181 3.0 100.0 100	X
Phalaphala FM ~ Radio Stations Listened to P7D Total - By Station 11	Audience(000) Resps %Col %Row Index	1,239 1,048 2.9 100.0 100	X
Jacaranda FM ~ Radio Stations Listened to P7D Total - By Station 12	Audience(000) Resps %Col %Row Index	1,222 901 2.9 100.0 100	X
RSG / Radiosondergrense ~ Radio Stations Listened to P7D Total - By Station 13	Audience(000) Resps %Col %Row Index	1,210 1,143 2.8 100.0 100	X
East Coast Radio (ECR) ~ Radio Stations Listened to P7D Total - By Station 14	Audience(000) Resps %Col %Row Index	1,197 856 2.8 100.0 100	X
Ikwekwezi FM ~ Radio Stations Listened to P7D Total - By Station 15	Audience(000) Resps %Col %Row Index	1,193 1,089 2.8 100.0 100	X
KFM 94.5 ~ Radio Stations Listened to P7D Total - By Station 16	Audience(000) Resps %Col %Row Index	1,106 959 2.6 100.0 100	X
947 (94.7 Highveld Stereo) ~ Radio Stations Listened to P7D Total - By Station 17	Audience(000) Resps %Col %Row Index	1,095 751 2.6 100.0 100	X

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

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Version : 7.22.84.10

		Totals	
5 FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	963 736 2.3 100.0 100	X
99.2 YFM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	857 784 2.0 100.0 100	X
Heart 104.9FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	832 732 2.0 100.0 100	X
702 ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	700 566 1.6 100.0 100	X
Good Hope FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	698 588 1.6 100.0 100	X
Kaya FM 95.9 ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	697 649 1.6 100.0 100	X
SAfm ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	548 523 1.3 100.0 100	✓
Capricorn FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	495 478 1.2 100.0 100	
Algoa FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	436 518 1.0 100.0 100	

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

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Report

Report Date : 5/12/2023

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Table : All Respondents

Version : 7.22.84.10

		Totals
tru fm ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	293 231 0.7 100.0 100
Power FM 98.7 ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	281 274 0.7 100.0 100
Lotus FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	261 123 0.6 100.0 100
OFM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	217 150 0.5 100.0 100
Smile 90.4FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	192 185 0.5 100.0 100
Vuma 103 FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	190 180 0.4 100.0 100
YOU FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	135 127 0.3 100.0 100
Rise FM ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	*106 99 0.2 100.0 100
567 Cape Talk ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	102 130 0.2 100.0 100

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

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Table : All Respondents

Version : 7.22.84.10

		Totals
HOT 1027 ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	**81 39 0.2 100.0 100
LM Radio ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	*76 58 0.2 100.0 100
Magic 828 ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	**26 30 0.1 100.0 100
East Coast Gold ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	**16 13 0.0 100.0 100
OFM Stasie 2 ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	**12 8 0.0 100.0 100
X-K Fm 107.9 ~ Radio Stations Listened to P7D Total - By Station	Audience(000) Resps %Col %Row Index	**0 0 0.0 0.0 0

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

D23Q1; D23Q1 - BRC RAMS February 2022- January 2023 :

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Calculation method Advanced calculation

Analysis Title Transport Budget Vote

Analysis last changed 12 May 20123

Source Period 03/04/2023 to 09/05/2023

		All Individuals 4+ years(U:49995 S:10767)						
Description	Cost	TVR	Viewers	CPP	%	CPT	Index	
BBCNews	1500	0,01	2 807 1	268792	0,1	534,38	100	
CNN	5520	0,01	3 241 8	852125	0,1	1703,18	100	
e.tv	11410	0,72	361 027 2	15805	15,6	31,6	100	
NewzroomAfrika	7430	0,04	7 22 136 ✓	167725	1	335,65	100	
SABCNewsChannel	4220	0,09	44 972 5	46979	1,9	93,84	100	
SABC1	41910	3,32	1 660 780 1	12616	71,7	25,24	100	
SABC2	7430	0,36	180 761 3	20549	7,8	41,1	100	
SABC3	2080	0,08	40 258 6	25787	1,7	51,67	100	
Total	5930	0,15	73 551 4	40281		80,62	100	

Viewing options Live+VOSDAL

Share calculation Broadcast TV