

Latest News

• 17 days • 125 competitors • 18 078 km Jhb-Ldn-Jhb • 18 058 Twitter followers • 9 television channels • R88 million invested over four years • 6 medals – 3 gold • 2 silver • 1 bronze • 45 million fans!



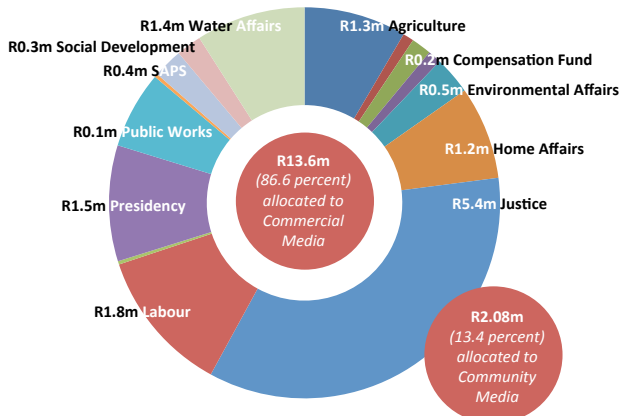
mediaEncounter Pick

With 53 million cellphone connections in South Africa, you should be advertising on mobile phones. 60% of phones can access the internet, and already 14 million South Africans browse the internet for various services. 50% of South Africa's 4,8 million Facebook users access it via their phones; and 10 million active MXit users and growing. Can you afford to ignore mobile?



Quick Stats

R15.7m Advertising Expenditure Under GCIS Management



Source: Aug 2012 Suspense Account

Industry Highlights



TopTV has fired the latest salvo in South Africa's satellite television battle announcing it would be offering TopTV Prepaid to existing and potential customers. Kgomotso Lekola, Chief Operations

Officer of TopTV, said the service is cognisant of the fact that a vast number of South Africans, about 40% of adults, don't have bank accounts. If we are to build solutions that are sensitive to the realities of South Africa, then an innovation such as this is non-negotiable". The TopTV Prepaid vouchers are available at over 6 000 retail outlets countrywide.

The eNews Channel on DStv has relaunched as eNCA – Africa's first intercontinental 24 hour news channel, with a daily pan-African news broadcast across the continent, and on Sky's pay-tv network in the UK. The eNCA has bureaus in Lagos, Nigeria and Nairobi, Kenya.

Campaign of The Month



The Department of Water Affairs commissioned the GCIS Communication Service Agency to develop a television commercial for the South Africa Youth Water Awards 2012 Competition. This commercial, shot on location in Durban, captured the can-do spirit of young green entrepreneurs and features the 2012 winner, Mvumikazi Mcelwane, who went on to represent South Africa in Stockholm Sweden. Click on the link to view. <http://youtu.be/PelQKgvxveE>

To have your say, email: 30Days@gcis.gov.za, and follow us on [30DaysGovZa](#) for Twitter updates.



government communications

Department: Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

GCIS is a member of:

