



From 1 April 2017

**The SABC will publish all media rates as the
net cost of advertising placement.**



Frequently asked questions (FAQ)

Q1: What training or info sharing are planned for our clients?

- Clarity on all our proposals and ratecards on the cost of advertising.
- Communication to the industry must be shared with all our stakeholders.
- This is not a new dispensation as some other media owners (outdoor, digital, TV and print) have already implemented net ratecards. SABC is the first big radio media owner to go net.

Frequently asked questions (FAQ) ... Continued

Q2: Which systems will be affected by the net rate card and how are they being adapted for the impending change?

- **Agency planning tools will be affected**

Telmar, Arianna and other custom planning tools have been notified to reflect the correct description of the media rate.

- **Industry reporting tools will be affected**

We have consulted with industry reporting agencies like Adex, Media inflation watch / media manager etc. to ensure that they are aware of the move to net rates.

Key net ratecard take-outs

- The rate we publish is the rate we charge (less agreed discount).
- We have to honour the current contracts in place, and commitment values will be tracked excluding commission.
- SABC is not the first media owner to move to net rates, so agencies and clients have a fair idea of what to expect.

THANK YOU

