

# Manyi on centralised media buying issue

Government Communication and Information System (GCIS) CEO Jimmy Manyi has issued a statement aimed at dispelling claims of "suspect motives" in the decision to centralise media buying for government.

In a statement on Monday, Manyi aimed to set the record straight on a newspaper report that claimed he was after control of who gets state advertising money.

"*The Times* has irresponsibly distorted statements made by me at a community media indaba in Durban this past weekend," he said.

"At the indaba, I outlined progress in centralising government procurement of advertising in order to maximise government's buying power - meaning, taxpayers' money - in this sector and our plans, in conjunction with the Media Development and Diversity Agency, to ensure that community media attract State advertising."

Cabinet approved the GCIS strategy on media buying in June 2011.

The GCIS has stated that the centralised media buying model would assist in accounting for government adspend in the various categories of the media and thereby ensure media diversity.

Manyi added that centralised media buying was a normal practice in a diverse democratic and media market such as India.

Officials are currently on a roads show to provinces to discuss the plan in greater detail.

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