

Vital Sta' tis' tics

November appears to have been an exceptional month particularly on the commercial front with both labs showing significant increases in processing for the period. The Johannesburg lab did not supply statistics for a similar period last year so no comparisons can be drawn, but interestingly Cape Town processed exactly the same number of commercials in November as they did for the same period last year – quite a coincidence! The commercials submitted to broadcasters by Media Host also showed an increase over last month.

We would like to thank the laboratories and Media Host for the information they have supplied to us. We make no attempt to identify the title of the production, or the production house or any other information as this is often confidential information – we simply supply the numbers.

We rely on the co-operation of broadcasters, suppliers of commercial material to broadcasters and local film laboratories for information however at the moment local broadcasters are not forthcoming in providing these vital statistics.

Efforts will continue to be made to build on this statistical data base in order to improve the accuracy, and should readers have comments or other ideas in terms of statistic gathering, please send an e-mail to web@screenafrica.com. Your comments would be appreciated.

Statistics for November 2008

Through the labs:

Johannesburg.

Features	Shorts	Commercials	Doccies	16mm	35mm
3	10	72	0	18	77

Cape Town.

Features	Shorts	Commercials	Doccies	16mm	35mm
5	9	80	0	32	62

COMMERCIALS SUBMITTED TO BROADCASTERS VIA MEDIA HOST

November 1380