

# Vital Sta' tis' tiks

June shows the seemingly continual decline over the previous two months. June figures from both labs as far as long form work is concerned are down, and similarly the number of commercials processed by both Labs has also decreased quite substantially particularly in Cape Town. The number of commercials submitted to broadcasters by Media Host has also decreased but not to the same extent – an indication that a lot of commercials are being shot on tape.

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 supply simply 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](mailto:web@screenafrica.com). Your comments would be appreciated.

## STATISTICS FOR JUNE 2008

### THROUGH THE LABS

#### Johannesburg

Features	Shorts	Commercials	Doccies	16mm	35mm
0	0	45	40	57	28

#### Cape Town

Features	Shorts	Commercials	Doccies	16mm	35mm
2	6	11	0	10	9

### COMMERCIALS SUBMITTED TO BROADCASTERS VIA MEDIA HOST

May 1369