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The Rise and Fall of ThisDay Newspaper : The Significance of Advertising to Its Demise

Bassey, Eno Abasiubong

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Appendix A

South African Daily Newspapers Average Circulation **(ABC)**

Urban Dailies	Price	Average Jul-Dec 2004	Average Jan-Jun 2004	Average Jul-Dec 2003	Average Jan-Jun 2003
Beeld	**R3.20**	**102,070**	**105,681**	**101,367**	**101,517**
Burger, Die	**R3.75**	**104,102**	**109,513**	**102,902**	**106,617**
Business Day	**R4.80**	**40,541**	**42,322**	**42,057**	**41,591**
Cape Argus, The	**R3.20**	**73,230**	**75,549**	**73,206**	**,75,475**
Cape Times	**3.80**	**49,526**	**51,285**	**48,812**	**51,235**
Citizen, The	**2.80**	**76,183**	**90,978**	**98,228**	**98,261**
Daily Dispatch	**2.50**	**33,338**	**33,538**	**32,770**	**34,025**
Daily News, The	**3.00**	**51,194**	**56,256**	**51,131**	**56,080**
Daily Sun	**1.30**	**364,356**	**301,865**	**235,286**	**177,900**
Isolezwe	**1.70**	**65,109**	**58,848**	**55,195**	**44,518**
Mercury, The	**3.80**	**39,343**	**40,526**	**39,235**	**40,413**
Pretoria news	**3.00**	**28,690**	**28,055**	**27,164**	**27,980**
Sowetan	**2.50**	**122,825**	**118,261**	**123,590**	**142,852**
Star, The	**3.20**	**166,481**	**171,542**	**165,948**	**171,336**
Volksblad, Die	**2.90**	**29,018**	**28,707**	**27,179**	**28,131**
Witness, The	**3.00**	**23,514**	**23,804**	**23,408**	**24,215**

Top 10 Advertisers in South African Daily Newspapers

Advertiser	Rank	Total
Shoprite / Checkers	**1**	**108,166,694**
Pick n Pay	**2**	**93,458,702**
Spar South Africa	**3**	**54,040,683**
E.tv	**4**	**53,390,702**
Mobile Telephone Network	**5**	**50,424,563**
Government National	**6**	**48,241,233**
Ster Kinekor Films	**7**	**37,827,794**
Standard Bank	**8**	**32,522,088**
Vodacom Communications	**9**	**30,200,154**
Nu Metro Film Distribution	**10**	**29,549,575**
TOTAL		**537,822,188**

(Excluding Self Promotion)

Source: Audit bureau of Circulation (Cited in de Wet 2005)

Table 1. The Structure of the South African Newspaper Market (Daily Papers)[62]

Dailies	Company	Readership (1000's)	Market Share (Daily)	Market Share (Total)	Control
Beeld	Naspers	339	5%	1%	Directors/Sanlam
Burger	Naspers	549	8%	2%	Directors/Sanlam
Business Day	Johnnic	120	2%	>1%	NEC
Cape Argus	Independent	405	6%	2%	Independent Newspapers PLC
Cape Times	Independent	295	4%	1%	Independent Newspapers PLC
Citizen	Caxton/Kagiso	534	7%	2%	Various
Daily Dispatch	Johnnic (70%)	220	3%	1%	NEC
Daily News	Independent	294	4%	1%	Independent Newspapers PLC
Daily Sun	Naspers	874	12%	4%	Directors/Sanlam
Herald	Johnnic	174	2%	1%	NEC
Isolezwe	Independent	268	4%	1%	Independent Newspapers PLC
Mercury	Independent	184	3%	1%	Independent Newspapers PLC
Natal Witness	Private	149	2%	1%	
Pretoria News	Independent	98	1%	>1%	Independent Newspapers PLC
The Star	Independent	1983	27%	8%	Independent Newspapers PLC
Sowetan	Nail	649	9%	3%	Safika Holdings
Volksblad	Naspers	100	1%	>1%	Directors/Sanlam

[62] Market share is calculated using AMPS (All Media Products Survey) 2003 *readership* (not sales) figures. Readership figures give a more accurate picture of the number of people that a particular publication is reaching. No AMPS figures are yet available for *ThisDay*. The *total* market share figures include the weekly publications and are calculated on a *per edition* basis (not per week). (Cited in Bennet 2004)

Appendix B
Interview Question Guides

Interview Questions (*ThisDay's* management**)**

- **Nduka Obaigbena (no response)**
- **Justice Malala (Editor)**
- **John Matisonn (Editorial Director)**

1. It is generally widely accepted that *ThisDay* was the best daily paper South Africa ever had, do you agree?
2. What was *ThisDay's* vision as a daily newspaper?
3. *ThisDay's* management and staff spent one year in planning strategy, was this necessary?
4. What specific Strategies did *ThisDay* employ in her attempt to enter the market?
5. Do you think these strategies were appropriate?
6. With the concentration of media ownership in South Africa, was it possible for *ThisDay* to break into the South African media landscape without being affiliated to the major groups?
7. What was the significance of *ThisDay's* pricing structure and its targeted market?
8. When it was revealed that *ThisDay's* circulation figures were inflated, did this have an immediate impact on advertising revenue?
9. Who were the advertisers in *ThisDay*?
10. Do you think that the traditional 'Wait and See" attitude of the advertisers contribute to *ThisDay's* demise?
11. When it became apparent that *ThisDay* was in serious distress, what steps did management take to attract more investors?
12. What was the significance of the MTN yellow paper?
13. Can xenophobia be a reason for the negative media reports on *ThisDay*?
14. If you do, is it possible to be that good and yet suffer the same fate as *ThisDay*?
15. What do you think this portends for South Africa's journalism?
16. In your candid opinion, can you tell us why *ThisDay* failed?
17. If you were to re-launch the paper again in future, what are those pitfalls you would avoid?

Interview Questions (Media Planners**)**

- **Gordon Muller (**GSM Quadrant**)**
- **Paul Wilkins (**MediaCompete**)**

1. What is the media planning and buying?
2. What insight can you give on the media planning and buying industry in South Africa?
3. Is it true that the LSM advertising model is flawed because it does not take into consideration the new socio-economic realities of South Africa?
4. Why were advertisers not advertising in *ThisDay*?
5. Can you comment on *ThisDay's* copy price in relations to its target market?
6. Apart from the LSM model, what makes a newspaper attractive to the South African advertiser?
7. Is there any hope for a quality newspaper in South Africa?
8. Do you think *ThisDay* would have survived if it were in the stable of one of the major SA media companies?
9. Was *ThisDay's* political editorial posturing a major factor at why advertisers stayed away?
10. Is it true that advertisers make deals with newspaper organizations at least on year in advance?
11. If yes, then what hope has a new paper at breaking into the market?
12. Anton Harber said "it would take tons of money and patience to run a paper of *ThisDay* magnitude", do you agree with his prediction/

Interview Questions (Independent Media Analysts**)**

- **Prof. Anton Harber (Wits University)**
- **Prof. Lizette Rabe (University of Stellenbosch)**

1. It is generally widely accepted that *ThisDay* was the best daily paper South Africa ever had, do you agree?
2. T*hisDay* management and staff spent one year in planning strategy, was this necessary?
3. Do you think these strategies were appropriate?
4. With the concentration of media ownership in South Africa, was it possible for *ThisDay* to break into the South African media landscape without being affiliated to the major groups?
5. Do you think *ThisDay* would have survived if it were in the stable of one of the major SA media companies?
6. What was the significance of *ThisDay's* pricing structure and its targeted market?
7. When it was revealed that *ThisDay's* circulation figures were inflated, did this have an immediate impact on advertising revenue?
8. When it became apparent that *ThisDay* was in serious distress, what steps do you think management should have taken to attract more investors or advertisers?
9. Do you think that the traditional 'Wait and See" attitude of the advertisers contribute to *ThisDay's* demise?
10. Was ThisDay's political editorial posturing a major factor at why advertisers stayed away?
11. Is there any hope for a quality newspaper in South Africa?
12. Is it possible to be that good and yet suffer the same fate as *ThisDay*?
13. What do you think this portends for South Africa's journalism?
14. In your candid opinion, can you tell us why *ThisDay* failed?
15. Can xenophobia be a reason for the negative media reports on *ThisDay*?

Interview Questions (*ThisDay* Staff**)**

- Charmeela Bhagowat (News editor)
- Sumitra Cruz (Office Manager)
- Louise McAuliffe (Administrative Assistant)
- Kevin Davie (Business Editor)
- Fred Khumalo (Senior Journalist)
- Frank Nxhumalo (Journalist)
- Charlotte Bauer (Features Editor)
- Zinzi Mcefa (Journalist)

1. It is generally widely accepted that *ThisDay* was the best daily paper South Africa ever had, do you agree?
2. Did you enjoy working at *ThisDay*?
3. What were your strongest perceptions of the paper?
4. How was the relationship between the management and staff?
5. Was the staff supportive of management's strategy, did they contribute to overall strategy?
6. How did you see *ThisDay's* marketing drive? Serious / Lax / non-committal
7. What was your perception of the relationship between the Editorial and the marketing Departments
8. Do you think that media coverage of *ThisDay* was fair?
9. Can xenophobia be a reason for the negative media reports on *ThisDay*?
10. Why do you think *ThisDay* failed?
11. What do you think this portends for South Africa's journalism?
12. If *ThisDay* were to be repositioned for entry, would you like to be part of the Team?

Appendix C

Quantitative Data on Advertising in ThisDay

ThisDay Newspaper Advertisements Survey

No of Pages -32 **Date Tuesday 7th, October 2003**

Cover Price -R3.00

Pages	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement
1	Vodacom - 1/4 page		
2	Henley MBA – 1/9th page		
3	Mobile Xpress – 1/6th page		
4	**None**		
5	Vodacom – 1/2 page		
6	BG-Bowman Gilfillam -1/9th page		
7	**None**		
8	House & Home -1/2 page		
9	Tiger (wheel & Tyre) - 1/2 page		
10	SK-Ster-Kinekor – 2/5th page		
11	Vodacom – 1/5th		
12	**None**		
13	Nu Metro – 2/5th page		
14	**None (Comment page)**		
15	**None (Opinion page)**		
16	**None (Couch critic)**		
17	**Business page** QuickCut – 1/5th page		
18	**None**		
19	Vodacom – ½ page		
20	**None**		
21	Glenrand MIB – ½ page		
22	**None (Business page)**		
23	**None (Features page)**		
24	**None**		
25	Digital View – 1/5th page		
26	**None (JSE listing)**		
27	Classified – ½ page		
28	**None**		
29	**None**		
30	**None**		
31	**None**		
32	HIFI Corporation – 1/5th page		

T*hisDay* Newspaper Advertisements Survey

No of Pages - 24[63] **Date Wednesday 29th, October 2003**

Cover Price - R3.00

Pages	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement	Advertiser / Amount of Advertisement
1	The Voice Clinic – ¼ page		
2	Peugeot – 2/6th page	Ascot (Bedding& Furniture)- 1/6th page	
3	Vodacom – 1/9th		
4	*ThisDay* full page		
5	*ThisDay* 1/3 page		
6	Ster- Kinekor – ½ page*[64]		
7	Chrysler – ½ page		
8	None		
9	Nu Metro – 2/5th page*		
10	**None**		
11	**None**		
12	En Guarde Fencing – ¼ page		
13	Project Literacy – ¼ page		
14	BSP Seminars – 1/9 page		
15	I Pod – ¼ page		
16	**None**		
17	**None**		
18	**None (JSE listing)**		
19	Motor Companies – full page		
20	Motor Companies ½ page	Metropolitan power Group - ½ page	
21	**Classified – full page**		
22	Adobe Creative Suites – ¼ page		
23	**None**		
24	HangOva – ¼ page		
25			
26			
27			
28			
29			
30			
31			
32			

[63] *ThisDay* Reduced it pages from 32 – 24 starting on this edition.

[64] Malala (2005) noted that the movie company advertisements were not paid for; it was just a value added service from the paper. The movie companies reserved the refuse the newspaper the right to use their masthead, which they threatened to do severally.

***ThisDay* Newspaper Advertisements Survey**

No of Pages -24 **Date Thursday 6th, November 2003**

Cover Price -R3.00

Pages	**Advertiser / Amount of Advertisement**	**Advertiser / Amount of Advertisement**	**Advertiser / Amount of Advertisement**
1	Nokia – ¼ page		
2	Ascot (Bedding& Furniture)- 1/6th page		
3	Cell C – 1/9th page		
4	Nu Metro – 1/2		
5	MTN – ½ page		
6	Ster Kinekor – ½ page		
7	Mobile Xpress – 1/8th page		
8	Vodacom – 1/9th page		
9	**None**		
10	**None**		
11	**None**		
12	The Voice Clinic – ¼ page		
13	UNISA – 1/5th page		
14	**None**		
15	Tiscali – 1/6th page		
16	**None**		
17	**None**		
18	**None (JSE listing)**		
19	Metropolitan Power Group – ½ page		
20	**Classified full page**		
21	**Classified full page**		
22	**None**		
23	**None**		
24	Quick Cut -1/4 page		

***ThisDay* Newspaper Advertisements Survey**[65]

No of Pages -24 **Date Tuesday 1st, June 2004**

Cover Price -R3.00

Pages	**Advertiser / Amount of Advertisement**	**Advertiser / Amount of Advertisement**	**Advertiser / Amount of Advertisement**
1	Nokia ½ page		
2	University of KZN – 1/6th page	SEARCHSA.com – 1/24th page	
3	Zulu Kingdom – 1/5th page	SARS – 1/6th page	
4	Ster Kinekor – ½ page		
5	Sasol – ½ page		
6	Dept. of Social development -1/2 page		
7	Joburg Metropolitan – ½ page	Moncosa MBA – 1/9th page	
8	**None**		
9	Nu Metro – 1/3 page		
10	**None**		
11	**None**		
12	Dial Direct Insurance – ¼ page		
13	SEARCHSA.com – ¼ page		
14	**None**		
15	SEARCHSA.com – ¼ page		
16	*ThisDay* - ¼ page		
17	SEARCHSA.com – Full page		
18	**None**		
19	**None (JSE listing)**		
20	Classified – ½ page		
21	**None**		
22	**None**		
23	**None**		
24	SEARCHSA.com – ¼ page		

[65] This marks the eight month of *ThisDay's* production.

***ThisDay* Newspaper Advertisements Survey**

No of Pages -24 **Date Friday 11th, June 2004**

Cover Price -R3.00

MTN YELLOW PAPER

Pages	**Advertiser / Amount of Advertisement**	**Advertiser / Amount of Advertisement**	**Advertiser / Amount of Advertisement**
1	MTN – ¼ page **YP***		
2	None		
3	MTN – ½ page YP	SARS – 1/6th page	
4	MTN - full page YP		
5	MTN - full page YP		
6	MTN – 3/4 page YP		
7	MTN – 1/4page YP	Moncosa MBA – 1/9th page	
8	MTN – 2/5th page YP		
9	MTN - full page YP		
10	**None**		
11	**None**		
12	MTN – 1/4 page YP		
13	MTN – 1/4 page YP		
14	MTN – ¼ page		
15	MTN – 1/5th page YP		
16	MTN – 1/2 page YP		
17	MTN - full page YP		
18	**None YP**		
19	**None (JSE listing) YP**	MTN – 1/8th page	
20	Classified – ½ page YP		
21	Saf Tote – 1/12th YP		
22	**None YP**		

23	**None**		
24	MTN – 1/4 page YP		
	Weekend	**Art**	**Review**
1	Standard Bank – ¼ page		
2	None		
3	Dinokeng – 1/6th page		
4	Randburg City Orchestra – 1/5th page		
5	Nu Metro – 2/3 page		
6	Fine Music Radio – 1/6th page		
7	Arrive Alive – 1/3 page		
8	None		
9	None		
10	Arrive Alive – 1/3 page		
11	Restaurants and Cafes -1/4 page		
12	Africa Vision – full page		
13	None		
14	Joseph Clark (Computicket) – 1/16th page		
15	None		
16	Ster Kinekor full page		

***** This means that the whole page was printed yellow

ThisDay Newspaper Advertisements Survey

No of Pages -24 **Date Thursday 29th, June 2004**

Cover Price -R3.00

Pages	**Advertiser / Amount of Advertisement**	**Advertiser / Amount of Advertisement**	**Advertiser / Amount of Advertisement**
1	Cell C - 1/4 page		
2	Dale Carnegie– 1/6th page	Municipal Finance – 1/8th	
3	Cell C– 1/3 page		
4	Ster Kinekor – ½ page		
5	FNB – ½ page		
6	None		
7	Rain SA – 1/4 page		
8	**None**		
9	Nu Metro – 1/3 page		
10	**None**		
11	**None**		
12	SEARCHSA.com – 1/5th page		
13	Quick Books – ¼ page		
14	*ThisDay* – ¼ page		
15	Moja – ¼ page		
16	*ThisDay* - ¼ page		
17	*ThisDay* – ¼ page		
18	**None (JSE listing)**		
19	SEARCHSA.Com – 1/3 page	University of Stellenbosch – 1/6th page	
20	**None**		
21	**None**		
22	**None**		
23	**None**		
24	The Voice Clinic – 1/5th page		