



SEYCHELLES BROADCASTING CORPORATION

Press Release

SBC to start acquiring Local Content from Independent Producers

SBC has launched its framework for purchasing local content from independent producers to complement its in-house productions.

This is outlined in its new Policy for the Procurement of Local Content.

To date, the majority of the SBC's local productions are being produced in-house by its pool of full time producers.

"SBC's key strategic priority for 2019-2021 is to improve the quality and quantity of its outputs," says the Deputy Chief Executive Officer, Mr Jude Louange.

Mr Louange explains that during its strategic review, the Corporation took stock of the fact that it had insufficient content to both satisfy the public's expectation and to sustain two channels, SBC1 and SBC2.

It is to be noted that since June last year, SBC has migrated to Digital Terrestrial Television (DTT) and since then the Corporation has been running two TV channels; SBC1 and SBC2.

Objectives of the Policy

The SBC has emphasised that the main premise of this endeavour is to have enough local programmes of good quality to satisfy viewer expectations in the era of multi-channels.

The policy will allow the SBC to:

- enrich its offerings with a variety of production styles and formats
- promote and nurture Seychellois talent in the field of TV and Radio production
- contribute to making TV and Radio production a way of earning a livelihood for more Seychellois.

In doing so, the SBC also recognises the important role it can play in nurturing a viable local content production market. The Corporation can also be an enabler in exporting such contents outside of our borders.

Procedure for Procurement

Under the SBC's Commissioning Framework, independent producers will have the option to offer completed content or to pitch new ideas yet to be developed.

For programmes not yet produced, the producer will be invited for a pitching session with the Commissioning Panel after their completed application form has been reviewed and accepted.

In addition, the SBC will source content by advertising the genre and format it needs for a particular schedule period and invite programme proposals accordingly.

SBC will also produce detailed criteria for specific programmes that it has a particular need for,



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and invite independent producers to submit bids for the production of same.

For completed programmes, a producer can propose such content at any time for the Corporation's consideration, through the application form provided.

Eligibility

There is no restriction on eligibility. Any individual, group, company or other entity is eligible to pitch ideas, submit programme proposals, or offer completed programmes.

Genres

The SBC will procure content to ensure that it has the right balance of genres on its channels.

Different genres of local content ranging from factual, drama, children, comedy, local theatre, sports are being sought and are outlined in a *Programmes Genres* document which accompanies the policy.

SBC aims for its content to be varied and comprehensive, providing a balance of information, enlightenment and entertainment for men, women and children of all ages, interests and tastes.

Rates

Rates to be paid to producers will vary depending on different factors such as the type of content, genre, originality, appeal, sustainability of the programme, affordability, ownership and rights.

The *Commissioning Rates* document accompanying the policy gives the tariff range that SBC is willing to pay for each genre.

Access to Policy Documents

The Policy with all its accompanying documents can be found on the SBC website: www.sbc.sc

Producers can also request for a soft copy by emailing commissioning@sbcsbc.sc