



SEYCHELLES BROADCASTING CORPORATION

Policy on Airtime for Public Service Entities (MDAs) and Civil Society Organisations (CSOs)

The aim of this policy document is to provide clarity on SBC's position on Airtime, specifically for *Adverts*, *Spots* and *Programmes*.

In 2018, the SBC Board made the decision to remove pre-existing free airtime allocations to certain public entities (MDAs: Ministries, Departments and Agencies) and NGOs.

A key aim of this decision was to ensure that the Corporation applies consistency and parity across-the-board to all MDAs and CSOs. The intention is to ensure that all are treated in the same manner, with no exemptions and special concessions for some.

Distinction between Spots & Adverts:

- **Adverts:** Commercially oriented, of no editorial or scheduling value to the Corporation.
- **Spots:** Non-Commercial Announcements or Messages

Adverts are unilaterally produced and for specific promotional purposes for the entities concerned. They, invariably, do not fit within the Corporation's programming genre requirements or its mandate.

On the other hand, **Spots** (and Programmes) produced externally may have some component therein that fits within both the Corporations' *informing* and *educating* mandate and/or content genre which the Corporation needs.

It is within this category that there is scope for not only providing free airtime for such contents. (but also, and to a lesser extent, that SBC pays for such contents, especially programmes.)

No Free airtime for Adverts

SBC will NOT provide free airtime for Adverts for MDAs and CSOs. All these entities already benefit from de-rated fees for airtimes for adverts. These fees are set at half the amount for commercial rates.

Airtime for adverts, especially at peak slots, is finite. In providing free slots, there are fewer slots available for paid adverts or spots.

Spots

Spots may have some elements therein that fits within both the Corporations' *informing* and *educating* mandate, and/or content genre which the Corporation needs. It is within this category that there is scope for providing free or subsidised airtime for such contents.

Spots will be subject to a sliding scale of payment, within the 'Public Service' advertising rates on the published rates card, depending on their value to SBC's own programming.

The following options will apply depending on whether such slots fully or partially meet SBC's public service mandate, its editorial policies and programming scheme.

- a) **Free of charge:** Where it is deemed that a particular spot fully meets SBC's public service mandate, editorial policies and programming scheme, the SBC will air such spots on its channels for free.
 - The scheduling of such spots will be at the Corporation's discretion; the entity shall not be entitled to dictate the timings of same.

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- b) Where a particular slot partially meets SBC's aforementioned criteria, a sliding scale for payment of the spot shall apply, up to the maximum figure stated on the rate card.
- Where the maximum figure is applied, it indicates that the spot has NOT met the aforementioned criteria.
 - **The possibility of paying for slots therefore remains.**

Programmes

Programmes that are unilaterally produced by MDAs or CSOs and at their own cost may fit within the Corporations' mandates or content genre requirements.

There is therefore scope for providing free airtime for such contents.

The following options will apply for programmes:

- a) **Free of charge:** These programmes will normally have educational, information and entertainment values, as appropriate.
- b) Where it is deemed that a particular programme only partially fits within SBC's public service mandate, content genre requirements or editorial policies the MDA or CSO will be offered the option of partly paying for the airtime.
- c) Where it is deemed that a particular programme is mostly promotional and advertorial, the MDA or CSO will have to pay for the airtime at the normal prevailing rate (as published on the rate's card.)

Regardless of options chosen, it must be made clear to SBC's audience that such programmes have been externally produced by the entities concerned.

Additional Information

- SBC's published rates card can be found on our Website: <https://sbc.sc/advertise/>
- For further queries or information please contact our Sales and Advertising Section on: 4289673 or email marketing@sbc.sc