



SEYCHELLES BROADCASTING CORPORATION

SBC TV Audience Survey 2019 Results

SBC would like to thank members of the public for their active participation in this year's TV Audience Survey. The TV Audience Survey was conducted both online and through face to face interviews. It was launched in mid-October and ran for three weeks. We had a total of 674 responses.

General Feedback from the public

From the feedback given in the comments sections, a number of respondents have commended us on marked improvement on the quality of image on SBC TV. They have also expressed appreciation at the range of channels available on SBC platform which provides viewers with more options. Both of those are direct outcomes of SBC's migration to DTT in June 2018.

On the other hand, one of the main issues highlighted by members of the public relates to poor reception of the DTT television signal in some areas. The feedback given states that this issue is often aggravated in stormy weather conditions. There are indeed a few areas where the DTT signal coverage is poor. Gap filler transmitters are the solutions to these black-spots and the SBC is striving to remedy the situation, funding permitting.

However, as can be seen by the DTT aftercare log reports, the majority of issues reported with DTT reception are due to inadequate or incorrect set-up at the domestic premises. The SBC encourages members of the public to call our DTT number 4289673 during working hours for assistance.

Another notable point was about local content which several respondents remarked to be insufficient and repetitive. SBC is already committed to delivering quantity and quality of local content, complemented by relevant and compelling international programming, as stated in our Strategic Plan 2019-2021. We have also launched our Content Commissioning Guidelines this year, with the intention of sourcing local content from independent producers. These undertakings nonetheless come with a funding constraint that does not recognise the increased costs on the National Broadcaster arising from implementation of the DTT service, particularly the need for more programmes to cater for two TV channels and more, where previously there was only one analogue channel.

Key Findings of the 2019 TV Audience Survey:

- **Areas where we are doing well**
 - 91% of respondents watch SBC News consistently, constantly, often and sometimes. This indicates an improvement from last year's survey when it was 89%.



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- 65% of respondents watch SBC for 2 or more hours on average in a day whereas in 2018 it was 55%.
- 80% of respondents believe that SBC covers enough Sports News. This indicates an improvement from last year's survey when it was 45%.
- **Performance over the past 12 months**
 - 77% of respondents believe that SBC TV has improved over of the past 12 months compared to last year's survey when it was 60%.
 - Opinion of our online presence has remained largely the same as last year. 88% of respondents agreed that SBC's online presence has improved over the past 12 months, compared to 12% who disagreed. Last year, 87% of respondents agreed that SBC online has improved over the past 12 months while 13 % disagreed.
 - 70% respondents chose SBC 1 as their favourite SBC channel whereas 30% prefer SBC2.
- **Areas needing improvement**
 - 50% of respondents are getting, bad, very bad or no SBC DTT TV reception. Last year, it was 31%
 - 29% of respondents chose SBC as their favourite local TV service at the moment. This shows an improvement from last year's 23%. However, SBC remained in second position to TeleSesel which scored 39%. 17% of respondents liked both SBC and Telesesel equally.
 - 75% of respondents find the local programmes on SBC TV to be good and interesting to watch indicating a decline from 80% last year.
 - 82% of respondents rarely or never view SBC's website (www.sbc.sc). Last year it was 70%.

The full survey report is available on our website at the link (<https://sbc.sc/public-documents/>)