



## SEYCHELLES BROADCASTING CORPORATION

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### Press Release

## SBC publishes its 2023 Annual Report

The Seychelles Broadcasting Corporation (SBC) has published its annual report for the year 2023.

The report details the SBC's key achievements and challenges in 2023, and future priorities, reaffirming its commitment to continuously improve the outputs and services that it provides to the Seychellois public as the nation's broadcaster.

In his statement, the Chairman of the SBC Board of Directors, Gérard Lafortune, acknowledges the rapidly changing media landscape and the need for the SBC to adapt and evolve to remain relevant. He points to the successful commissioning of a beta version of the Over-The-Top (OTT) service as a key milestone in the SBC's transition towards digital platforms and as the inevitable replacement for traditional linear television.

The Chairman also stresses on the critical importance of producing high-quality, locally-focused content that resonates with the Seychellois audience and addresses their specific needs and interests. *"With the exposure of our audience to external and high-quality content, delivered as and when needed, we at the SBC have to continue to up our game to remain relevant and to remain loyal to our mandate. We must and will continue to innovate and deliver better quality content to serve the public that funds our operations."*

The SBC's Chief Executive Officer, Bérard Duprès, echoes the Chairman's sentiments regarding the importance of delivering content that appeals to the Seychellois audience. He highlights the largely positive feedback received from the 2023 audience survey, with over 80% of respondents expressing satisfaction with the SBC's work.

However, the CEO also points out that there are several areas for improvement identified by the survey respondents, including the need for more local news items, in-depth reporting, an increase in local TV programmes, and fewer technical issues. The highlights and achievements in the "Our Content and Online Platforms" sections of the 2023 Annual Report demonstrate SBC's commitment to continuous improvement.

The CEO's report also draws attention to the significant financial constraints experienced by the SBC in 2023. "Funding levels reverted to pre-2021 levels, making it challenging to maintain basic operations and advance strategic projects," emphasises CEO Duprès. He adds that, "the lack of funding impacted the SBC's ability to purchase high-quality programmes and delayed the implementation of the OTT service, a potential new revenue stream."

The report also highlights the SBC's role in training journalists and other media practitioners and in fostering media freedom.

Both the Chairman and CEO express their gratitude to the staff for their dedication and hard work, especially during demanding times. They also extend their thanks to the Board, stakeholders, and the public for their support and collaboration throughout 2023.

The 2023 Annual Report offers a comprehensive overview of the SBC's operations, highlighting its ongoing efforts to navigate the evolving media landscape, to adapt to financial challenges, and its undertakings to be of better service to the public that it serves.

A copy of the SBC Annual Report 2023 is available on its website, [www.sbc.sc](http://www.sbc.sc).