



## SEYCHELLES BROADCASTING CORPORATION

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### Press Release

#### SBC and Airtel Seychelles Announce Partnership for the SBC Radio App

The Seychelles Broadcasting Corporation (SBC) and Airtel Seychelles have partnered to offer free data usage for streaming on the SBC Radio app. This zero-rated service covers audio streaming for Paradise FM, Radyo Sesel and podcasts, and is available immediately to all Airtel Seychelles mobile customers.

This collaboration between the national public broadcaster and the leading mobile service provider in Seychelles represents their shared commitments towards enhancing accessibility to digital services and a more connected community.

The SBC Radio app is a hub of audio content, offering live broadcasts from Radyo Sesel and Paradise FM, a variety of podcasts and the audio-on-demand service *Leko*. The App also has advanced engagement features, enabling listeners to interact with radio show hosts via audio messages, texts, videos or images.

For the SBC, this partnership is a significant step towards one of its strategic objectives, namely, to continue to move the public broadcaster into the digital era, thereby ensuring its long-term relevance and future.

*"We are very pleased to collaborate with Airtel Seychelles to offer our listeners a more convenient and affordable way to enjoy our radio programmes"* says, SBC's Chief Executive Officer, Bérard Duprès.

CEO Duprès further added that, following the shutdown of the Radyo Sesel AM service, the partnership provides a timely and cost-effective alternative for the Radyo Sesel audiences to continue listening to their favourite radio station. *"Smartphones have become ubiquitous, taking on functions that were once performed by multiple devices just a few decades ago. It is no surprise, then, that mobile phones are becoming the portable radios of today's technological era. Airtel is to be commended for taking this historic step towards making that a reality in the Seychelles."*

On behalf of Airtel Seychelles, the Managing Director, Mr Eddy Kapuku, shared his excitement about the collaboration: *"This partnership is yet another example of Airtel Seychelles' unwavering commitment to delivering exceptional value and innovation to its clientele. This is in line with our goal of winning customers for life through exceptional experiences. Our mobile customers can now enjoy uninterrupted audio streaming on the SBC Radio app, without impacting their mobile data allowances."*

This collaboration is part of the ongoing and long-standing partnership between Airtel and the SBC and is the first of a series of other collaborations planned, notably for the SBC's OTT service, which is set to be launched later this month.

Users can download the app from the Google Play and Apple App stores and start enjoying seamless audio streaming without data charges.



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### **About the SBC Radio App**

The SBC Radio app allows users to listen to Radyo Sesel or Paradise within one easy-to-use interface. Available on iOS and Android mobile devices, SBC Radio also allows users to enjoy various features such as podcasts, real-time engagement, the SBC's audio-on-demand service 'Leko' and more.

The app offers a personalised listening experience by implementing a pop-up player to show available Livestreams and allow the App User to select a Default Livestream, every time the app opens.

SBC Radio app also puts listeners in control of what they listen to. They can filter podcasts by category, making it easy to find either distinct Radyo Sesel or Paradise FM content or even newscasts. Users can also create playlists and listen to podcasts they had previously bookmarked or downloaded.

SBC Radio app is free for all users; however, those who wish to have access to the SBC's Audio on-Demand service, Leko, must purchase a subscription.

Leko subscription costs US\$9 (around SCR130) per month, with bi-annual and annual plans at US\$48 (SCR696) and US\$77 (SCR1,139) respectively.

SBC is encouraging users to register their profiles on the SBC Radio app for better app experience and service including sending and receiving messages across the multiple channels.

SBC Radio can be downloaded for iOS and Android phones from their respective stores.

Users can also download the apps via the SBC's website (<https://sbc.sc/apps/>)





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### Q&As

#### **What is the SBC Radio app?**

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#### **What is the subscription price of the SBC Radio app?**

*It is free to subscribe to the SBC Radio app.*

#### **What is Leko?**

*Leko is an Audio-on-Demand service which is progressively updated with audio content comprising of classic programmes from the SBC's radio archives, podcasts, and music for listeners to enjoy anytime and anywhere.*

#### **What is the subscription price of Leko?**

*Leko subscription costs US\$9 (around SCR130) per month, with bi-annual and annual plans at US\$48 (SCR696) and US\$77 (SCR1,139) respectively.*

#### **What services on the SBC Radio app will be Zero-Rated for an Airtel Seychelles Subscriber?**

1. *Radyo Sesel live audio streaming*
2. *Paradise FM live audio streaming*
3. *All Rewind podcasts*

#### **What services on the SBC Radio app will NOT be Zero-Rated for an Airtel Seychelles Subscriber?**

1. *Leko*
2. *Messaging*
3. *Video/YouTube*

#### **When will the Zero-Rated service on the SBC Radio app start?**

*The Zero-Rated service will be available immediately to all Airtel Seychelles Subscribers*



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### How do you subscribe to the SBC Radio app?

1. After downloading the app, sign up with your mobile phone number by following the prompts.
2. If you forgot to register when you first downloaded the app, access the menu at the top left of your screen and look for the 'Sign in' option.
3. Type in your mobile number.
4. Check for an SMS with your unique OTP (One Time Pin). Add the 6-digit OTP into the available text field.
5. Complete all the profile fields.
6. In order to engage with other members in the app, you will need to read and accept our Terms & Conditions, Privacy Policy & Community Standards.
7. Only after you have successfully registered, you will see all the message groups and other content.