



## SEYCHELLES BROADCASTING CORPORATION



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### Press Release

#### **SBC launches *Leko*, its new Audio-on-Demand service**

The Seychelles Broadcasting Corporation has officially launched '**Leko**', its new Audio-on-Demand service, available via the Radyo Sesel and Paradise FM mobile applications.

The launch took place in a short ceremony during a special roadshow marking the 25<sup>th</sup> anniversary of Paradise FM at the National Museum of History in Victoria.

*Leko* launches with a back-catalogue of radio programmes and music from Seychellois artists, offering a balance of retro, traditional and current songs. The Corporation's new service embodies the apps' tagline of being "...more than just a streamer!".

The name *Leko* denotes the cultural heritage of Seychelles, past and present, that will be echoed to all corners of the world via the service.

SBC's Radio team is enthusiastic about this new offering, which massively increases the availability of local content to their growing digital audiences in the Seychelles and around the world. The Head of Radio Programmes, Mrs. Jeannette Julienne says, "*SBC's radio archive is a national treasure trove and 'Leko' gives a new return on our original investment made in the production of those programmes.*"

For her part, Thelma Pool, the Principal for Radyo Sesel, where most of the archived programmes originate says "*'Leko' is valorising two groups of people: the producers for their hard work in making the programmes and the participants in these programmes. Now everyone who access Leko can also go down memory lane with them.*"

For the musical component, Chairman of the SBC Board of Directors, Gérard Lafortune, says that one objective of this platform is to give additional value and exposure to the work of local artists and, in doing so, also ensure that they earn a bit more in return. "*We often bemoan the lack of support or opportunities for our local artists and erosion of our culture, but with Leko everyone now has a way to support and reward their favourite artists, so the fact that it is a paid subscription offering is very much by design,*" Mr. Lafortune asserted. "*We hope that the Seychellois public will sign up and subscribe to support this exciting new service, which in turn will support our local artists.*"

Payment of royalties to artists will be via the Seychelles Authors and Composers Society (SACS), similar to the existing arrangement for royalties for songs aired on SBC's Radio and Television stations. "*We are doubling our annual remittance to SACS to enable the payment of royalties to artists whose works are streamed on Leko*", says CEO Bérard Duprès.



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SBC is also offering artists the opportunity to release their singles exclusively on *Leko* for a brief period of time before general release, for a mutually agreed fee. This will allow artists to make an immediate return on their works, whilst they pursue other traditional avenues to sell their creations. The advantage with *Leko* is that they are getting free advertising at the same time. They will also continue to receive their royalty contributions after the exclusivity period has expired.

*“All this is part of our ongoing commitment to support our local artists in the best ways that we can. Performing artists are very important stakeholders in our mandate to entertain the Seychellois public. Leko now provides a secure platform for them to entertain beyond our shores.”*, says Mr. Duprès.

This premium addition to the SBC radio apps complements other features that have been available since the apps were launched in October 2018, such as allowing audiences to stream the stations live, catch-up on popular content via podcasts and engage with the stations through audio, texts, videos, or images.

The Radyo Sesel and Paradise FM mobile apps, as we know them, will remain free for users. However, users must subscribe to *Leko* for unlimited access to the premium features, including to download programmes and songs to listen to within the apps.

*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.

The platform also offers a limited number of free programmes and songs to all apps' users, to allow them to sample some of the contents, before signing up,

Stanio Sally, from the SBC's Multimedia team which has been instrumental into bringing this project to fruition, explains that the same premium content will be available on both apps. “The subscriber has the liberty of choosing which of the two apps they wish to subscribe to.” he says, adding that this means, that although many users have both apps, they must subscribe to *Leko* on only one app.

Users can pay for their subscription within either of the apps, using their Google Play store or IOS accounts. Alternatively, new subscribers can also complete a form on SBC website ([www.sbc.sc](http://www.sbc.sc)) and proceed to any SBC office with their reference number for payment in cash.

*Leko* will be progressively updated with audio content comprising of classic programmes from the SBC's archives, podcasts, and music for listeners to enjoy anytime and anywhere.

SBC has worked closely with *immedia*, the South African company that also developed both radio apps four years ago, to develop *Leko*.

*Leko* is now available on both radio apps, Radyo Sesel and Paradise FM and 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/>))