



## Press Release

### **SBC Audience Survey 2023**

The SBC would like to thank members of the public who participated in its recent Audience Survey, undertaken between the 15<sup>th</sup> February and 1<sup>st</sup> March 2023.

The survey was conducted both online and through face-to-face interviews. This year, saw the highest participation ever, with a total of 1881 responses, compared to 2021 when only 402 responses were received. This represents an increase of 367% in participation.

#### **General Feedback from the public**

Feedback was largely positive in all areas, with over 80% of respondents expressing that they were either very satisfied or satisfied with the work that SBC is doing.

In their comments, respondents identified several areas for further improvement with more local news items in the bulletins, more in-depth reporting, an increase in local TV programmes and less technical issues as the most recurring feedback.

#### **Key Findings**

##### **Areas where we are doing well**

- **Viewership & Listenership**
  - 71% of respondents strongly agree or agree that the local programmes shown on SBC TV are good and interesting to watch; a significant improvement on the 2021 figures which stood at 37%.
  - 73% of respondents listen to Radyo Sesel consistently/constantly, often and sometimes compared to 55% in 2021.
  - 95% of respondents watch SBC News consistently/constantly, often and sometimes. This indicates a slight increase from 92% in 2021.
  
- **Performance over the past 12 months**
  - SBC TV has been ranked as the favourite local TV service by 65% of respondents. This is the first time since the Audience Survey was launched in 2018, that SBC has been rated higher than Télésesel.
  - Paradise FM continues to be the nation's number one radio station for the fifth year in row; chosen by 70% of respondents this year. Similarly sister station, Radyo Sesel has kept its second place that it rose to in 2021 with 26% naming it as their favourite local station compared to 11% in the previous survey.
  - 69% strongly agree or agree that SBC News bulletins have improved over the past 12 months, compared to 2021 where only 24% agreed or strongly agreed. Only 7%



## SEYCHELLES BROADCASTING CORPORATION

---

strongly disagreed or disagreed that SBC News bulletins have improved, while in 2021, 48% strongly disagreed or disagreed.

- **Areas needing improvement**

- Interaction with SBC's multimedia platforms namely to view Facebook page, watch content on the YouTube channel, visit the Website and listen to radio on the Apps has declined slightly compared to the previous survey. The percentage of respondents who interact with these platforms consistently and often were down between 2% to 10% in 2023. In the comments, several respondents described that the platforms are good for keeping people who are overseas informed on what is happening in Seychelles. Some added that the platforms need more visibility locally.
- Out of a list of 30 programme genres, over 50% of respondents rated 20 genres as those that they felt the SBC is not showing enough of, as local programmes.

- **Additional Questions**

This year, the SBC also added questions relating to new or upgrades to its pre-existing service from the past year, namely its audio-on-demand service 'Leko' launched in May 2022, availability of Radyo Sesel service on FM frequencies and additional channels on the DTT package.

The results showed that:

- 6% of respondents have active Leko subscriptions and 18% have expressed interest to subscribe. However, 75% are either neutral, discontinued subscribers or not interested with the service.
- 74% of respondents are still listening to Radyo Sesel on AM-1368. It is to be recalled that SBC has since December 2022 introduced Radyo Sesel on FM frequencies.
- TiVi5 Monde (kids) and TV5 Monde Style, added to the DTT bouquet in May 2022, are ranked as the second and third most preferred foreign channels, while TV5 Monde Afrique maintained its top spot as the favourite international channel with 63%.

This information was presented to the Board of Directors during its Meeting held on the 10th of March. The Board noted the results and was encouraged by the positive trend in the audience feedback. It congratulated the team and urged them to continue in their efforts to acquire more appealing content and produce better quality local content to satisfy the audience.

SBC reassures the public that all feedback, either positive or negative, are valued and are duly considered. The SBC commits to continuous improvements in several areas which the survey has highlighted.

The next Audience Survey is planned for February 2024 and the SBC is counting on the same overwhelming participation.

The full survey report is available on our website under Public Documents or at the link below:

<https://www.sbc.sc/wp-content/uploads/2023/03/Report-Audience-survey-2023-i1.pdf>