



SEYCHELLES BROADCASTING CORPORATION

Press Release

SBC publishes its Annual Report for 2024

The Seychelles Broadcasting Corporation (SBC) has published its annual report for the year 2024.

The 2024 Annual Report highlights the SBC's commitment to delivering credible and engaging local content and outlines key achievements, most notably the successful launch of its Over-The-Top (OTT) streaming service, SBC+, and continued growth in audience engagement across diverse platforms.

Key Highlights from the 2024 Annual Report include:

- **Digital Transformation milestone with SBC+:** The official launch of SBC+ in December 2024 marked a transformative milestone in the Corporation's digital convergence, positioning the SBC as one of only three public broadcasters in Africa with a fully-fledged OTT service. This platform allows audiences to stream local content on-demand across smart devices and anywhere in the world, significantly enhancing accessibility and viewer choice.
- **Reinforced Independence and Credibility:** SBC reinforced its independence in 2024, continuing its evolution from a quasi-government mouthpiece to an independent broadcaster, as mandated by the SBC Act. The Corporation solidified its position as the most credible source of information, engaging effectively in investigative reporting and enabling divergent views.
- **Content Growth and Audience Engagement:** The Newsroom achieved a 16% increase in Creole news items, producing a total of 3,128 reports. The Sports team delivered 610 sports news items. Radio productions saw significant growth, reaching 1,002 hours, while TV productions maintained a steady stable of established programmes. Subscribers and followers to SBC's online platforms, namely YouTube and Facebook continued their impressive growth.
- **Infrastructure Modernisation:** The SBC House project reached practical completion during 2024, with a technical handover towards the end of the year, representing the single biggest infrastructure project in Seychelles' broadcasting history.
- **Financial Resilience:** Despite significant shifts in the advertising market towards free online platforms, the Corporation maintained revenue levels consistent with the previous two years, demonstrating robust sales and marketing strategies under challenging conditions.

In his statement, the Chairman of the SBC Board of Directors, Gérard Lafortune, emphasises the Corporation's foundational role in the community, stating, *"SBC was still the 'go to' source for the most credible information, a beacon in the darkness of misinformation and disinformation in this era of citizen broadcasting."* He further underscores its significance, remarking, *"Remaining relevant remains at the core of all that we do. From providing engaging content, in particular local Seychellois content, being timeous, being fresh, and most importantly being credible."*

For his part, the SBC's Chief Executive Officer, Bérard Duprès explains in the CEO's Report that the digital advancements were a top strategic priority for SBC, stating, *"The launch of SBC+ is a historic milestone in the SBC's transformative journey. Being online and digital is no longer an option for national broadcasters, if they want to retain and reach new audiences who now have a huge and diverse selection of online content at their fingertips."* He also reiterates the Corporation's core mission, stating, *"Providing a valued public service as the nation's broadcaster is one of our three core visions, and Enhance Delivery of our Public Service Mandate is among our eight Strategic Priorities."*

The report also highlights the Corporation's renewed focus on its Strategic Objectives, detailing a comprehensive review undertaken in 2024 that resulted in the new [Strategic Priorities for 2025-2027](#). These priorities are designed to elevate content quality, enhance public service delivery, foster a versatile workforce, deploy modern technologies, maintain high-standard facilities, and reinforce both financial stability and governance. The document also includes a thorough review of the previous Strategic Priorities for 2022-2024.

While celebrating these achievements, SBC acknowledges persistent challenges, including the need for greater financial independence, the struggle to attract and retain skilled staff in journalism and media work in general, and the imperative to implement a formal risk management framework and improve data analytics. The Corporation remains committed to addressing these interconnected issues with targeted strategies to fully realise its mission as a modern, independent and digitally empowered public broadcaster.

A copy of the [SBC Annual Report 2024](#) is available on the SBC website, www.sbc.sc, under the *Public Documents* page.

