



## [Press Release](#)

### **SBC Audience Survey 2025**

The Seychelles Broadcasting Corporation has published the results of its most recent Audience Survey, conducted from 1–28 December 2025.

The survey gathered feedback from 952 respondents through a combination of online submissions and in-person interviews.

#### **General Feedback from the Public**

Overall audience sentiment remains positive, with satisfied respondents continuing to outnumber dissatisfied ones. A substantial proportion of respondents, however, expressed neutral views.

Comments recognized the SBC's efforts to improve its service while also echoing concerns expressed in previous surveys, notably ongoing demands for more in-depth local news reporting, increased investigative journalism, and a higher volume of locally produced television content.

#### **Key Findings**

- **Radio Performance:** Paradise FM and Radyo Sesel remain the Corporation's highest-performing output areas. Paradise FM has maintained its position as the nation's premier radio station for this fourth consecutive Audience Survey cycle, which first started in 2020. Paradise FM was preferred by 55% of respondents. Radyo Sesel retains second place with 27% ranking it as their first choice.
- **Television Viewership:** SBC TV remains the most preferred local television station, chosen by 47% of respondents, compared to 32% who favoured Télésesel.
- **Broadcast Signal Quality:** Despite Radyo Sesel's transition to FM-only broadcasting after the 2024 decommissioning of the AM transmitter, only 64% of listeners rated reception as 'Good' or 'Very Good', compared to 77% in 2023. Digital Terrestrial Television (DTT) reception perception remains stable with 56% 'Very Good' or 'Good'.

#### **Areas Needing Improvement**

- **News Accuracy and Timeliness:** Although 69% of respondents watch SBC News consistently or often, confidence in accuracy, objectivity, and timeliness has declined. Only 48% of respondents agree or strongly agree that SBC News is accurate and factual, while just 47% agree or strongly agree that SBC is objective, fair, and balanced in its news and current affairs reporting and coverage. In addition, only 41% agree or strongly agree that SBC provides timely information and reports on national events.



- **Television Content:** While 61% of respondents rated local television programmes as “good and interesting to watch,” overall satisfaction with television improvement declined from 70% in 2023 to 46% in 2025. This decline may be linked to an unmet demand for local content, with only 41% of respondents now feeling that the current volume of local television programming is sufficient, down from 58% in 2023.
- **Online Presence:** After being viewed very positively in 2023, the perceived improvement of SBC’s online presence declined significantly, falling from 71% to 53% in 2025. Engagement with new digital services remains low, with over 80% of respondents not using the SBC+ app launched in 2024 and over 90% not accessing the Video on Demand (VOD) service introduced in June 2025.

### **Delivery on Constitutional Mandates**

Public perception of the SBC’s delivery on its core mandates to ‘inform, educate, and entertain’ remains positive but has declined from 75–79% in 2023 to 61–69% in 2025.

In the context of 2025 being an election year, the survey also gauged perception regarding the SBC’s constitutional obligations towards institutional independence and the presentation of divergent views. Although more respondents agreed than disagreed, overall confidence in the SBC’s independence and its balanced presentation of differing perspectives remains below 50% once neutral responses are included.

This highlights the need for continued and focused efforts to address what remains a significant long-term risk to the SBC’s relevance as the nation’s public service broadcaster.

The SBC expresses its appreciation to members of the public who participated in the 2025 Audience Survey.

The Corporation reaffirms that every piece of feedback, whether positive or critical, will help shape future improvements, and that the SBC remains committed to improving its outputs to better meet its audiences’ expectations.

The complete Audience Survey Report is available for public review on the SBC website under the ‘Public Documents’ section or via the following link: <https://www.sbc.sc/wp-content/uploads/2026/02/Audience-Survey-2025-Results.pdf>