

Seychelles launches TV programs on a mobile app

In Seychelles, the public broadcaster will soon introduce a mobile application that will provide the majority of its broadcasts. The Seychelles Broadcasting Corporation (SBC) announced this information in a statement.



Image source: Gallo/Getty.

The application, expected to be launched in 2020, will allow viewing and downloading of television programs already broadcast by the SBC.

“The app will allow our audiences to interact with the studio, send their views and videos. Regarding funding, some content will be freely available, while others will generate revenue,” said Bérard Duprès CEO of SBC.

More and more African public broadcasters are choosing to make their audiovisual content available through applications to continue to generate value.

Source: *NexTVAfrica.com*.