

## SABC Religion Genre

Is the home of spiritual and moral edutainment programming and we pride ourselves of having one of the most diverse portfolios of any public broadcaster. **South Africa represents a wide variety of religions, spiritual paths and cultures that make up the vast kaleidoscope of our nation. The SABC as a public broadcaster is reflective of this dynamic in all its programming especially through its religious content**

Our programmes are defined by intention and form and allow audiences to engage, celebrate and affirm the uniqueness of faith and spirituality in the country. The revolution in digital media continues to advance rapidly and the entertainment industry faces the challenge of delivering content that is instant, high quality and secure. At the SABC, we're committed to improving the viewer experience by increasing their freedom to enjoy content across multiple devices that inform, educate, entertain, engage and drive utility through our various platforms .

Religious programmes promote **faith** and **inter-faith** understanding within the South African landscape and foster universal human values found in all traditions.

SABC Religion portfolio is made of innovative and internationally recognised formats such as hard-hitting moral edutainment content; lifestyle content; social reality; inspirational variety; popular, gospel and esoteric music; soulful worship; evocative drama; thought-provoking documentaries as well as hybrid formats, our shows drive distinctive and compelling television.

We are encouraging AFP's, Licenses and pre sales to increase our inspirational content which aligns to SABC 1's youthful audience, SABC 2's family channel and S3's appeal on millennial content, on all platforms.