



### SABC RADIO PARTNERS WITH CHOMI SOCIAL NETWORKING SERVICE

**Johannesburg –Monday, 08 October 2018** - The South African Broadcasting Corporation (SABC) has teamed up with a majority black-owned company, Biza Telecoms (Pty) Ltd (Biza Telecoms), which has developed a social networking service called *Chomi* (“friend”).

The SABC’s African Language Services (ALS) stations are using the *Chomi* social network to encourage their listeners to keep in touch and participate in programming, in the broadcast language of the respective radio stations.

*Chomi* is accessible to everyone, using any type of cellphone. The *Chomi* app version, mobi site and USSD application are linked to each other to enable cross-platform interaction and communication. With *Chomi*, a USSD user with a basic phone can have real-time conversations with someone who has a smartphone without needing an instant chat application and can react to posts that radio stations put on *Chomi*.

SABC Group Executive: Radio, Ms. Nada Wotshela stated “SABC Radio is excited about the partnership with Biza Telecoms. The partnership is significant because *Chomi* further enables the SABC to deliver on its mandate of showcasing South African indigenous languages, by ensuring that they are treated fairly and equally on this platform”. In addition Ms. Wotshela further stated that “the *Chomi* platform will expand SABC Radio’s reach and give us access to audiences beyond their traditional listening experience”.

Mr. Seati Moloi, the CEO of Chomi commented that “this partnership is very exciting for us as Biza Telecoms because Chomi Social Network gives all South Africans, who are mostly SABC viewers and listeners, access to a local social media platform that is available in all languages and on all types of cellphones. In essence this will assist in bridging the digital divide that exists within our society”.

**How to access Chomi:** Users are able to access *Chomi* through various platforms including:

[Google Play Store](#), [Apple iTunes](#), [Amazon App Store](#), the [Tizen Store](#) for certain Samsung phones, as well as [MTN App Store](#) and [Vodacom App Store](#).

[www.chomi.mobi](http://www.chomi.mobi) for the mobi version suitable for feature phones and smartphones;

Dialling \*117\*24664# for Vodacom and \*156\*24664# for MTN for *Chomi* USSD.

**END**

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