



MARKET ANNOUNCEMENT

For Public Release

2 December 2025 – Suva, Fiji:

Launch of Setto.com.fj – Fiji's First Video-Based Digital Classifieds Platform

Fiji Television Limited is pleased to announce the official launch of Setto.com.fj, Fiji's first-ever video-based digital classifieds platform, marking a significant milestone in our ongoing transformation journey.

As the media landscape continues to evolve rapidly, Fiji TV has strategically repositioned itself to embrace digital innovation that complements our traditional broadcasting business. Understanding the shift in consumer behaviour, particularly towards digital media and mobile content, we are committed to developing platforms that are relevant, accessible, and built for the future.

Setto is designed to serve all Fijians and all types of buyers and sellers. Whether it's property, vehicles, household items, electronics, services, food, or personal items, if you wish to sell it, Setto gives you a space to showcase it. The platform is limitless, easy to use, and available to anyone across Fiji.

What truly sets Setto apart is its video-first approach. Instead of static images, users can bring their products to life through short, engaging videos. This is the future of classifieds, and Fiji TV is proud to be the first to introduce a video-based selling platform to the Fijian market.

Affordability and accessibility are at the core of this initiative. We recognise the importance of supporting consumers and small businesses, which is why posting on Setto starts from as low as \$5 per listing. To celebrate this launch and encourage adoption, Fiji TV is also offering the first 30 days free, allowing everyone to experience the convenience and power of video selling.

We invite all Fijians, entrepreneurs, and businesses to take advantage of this exciting new platform.

Video it & Sell it.

Join us as we bring a new way of buying and selling to Fiji.

About Fiji Television Limited:

Fiji Television Limited is Fiji's pioneering broadcaster, now evolving into a modern, multi-platform media company. With a strong legacy in free-to-air broadcasting, we are committed to redefining content delivery through digital innovation, strategic partnerships, and a future-focused approach that connects Fijians at home and across the globe.

"Always Something Good to Come Home to"



Nesbitt Hazelman
Director
Fiji Television Limited



Shawan Swami
Company Secretary
Fiji Television Limited

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