Kenya - Media Sector Report: Radio, Television, Newspapers

Description: This report provides a comprehensive industry profile, analysis and outlook of Kenya's media sector. Kenya has the most sophisticated media in the region that make up to KSh 3 billion per year from advertising revenue. The sector has grown tremendously since its liberalisation in the 1990s. This growth has been in terms of training, liberalisation of the airwaves and reduction in cases of clamping down on the freedom of the press. The broadcasting industry has produced 19 television stations. The largest growth has been observable in radio broadcasting where over 100 stations are now ruling the airwaves, from just 16 in 2002. Commercial media are the majority in the country and the five media houses, each combining print and broadcast media, distribution and publishing, are in the business of creating audiences for commercial purposes.

The report provides a SWOT analysis, full overview of the media sector and its segments with a focus on the sector's growth and value. It analyses the country's print and broadcast media, as well as their ownership structures. It summarizes recent developments in the sector including the major projects, companies and investors. It outlines the main factors driving growth in the sector, as well as gives details on capital and financing. The Report explains the sectoral policy and regulatory environment in the country and provides an assessment of the risks and challenges in the sector for domestic and foreign investors. Finally, it provides market trends and outlook.

The report draws on national and international data, statistics, media reports and industry insights. It is useful to domestic and international investors, policy-makers, businesses and research institutions in understanding investment opportunities, risks and challenges, legal and business environment in Kenya.

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