



Kenya Audience Research Foundation: Kenya Digital Migration April 2015 – New Media Consumption Data about to be Launched

The industry has many concerns and anxieties about the implications of the digital migration for broadcasters, advertisers and audiences - ranging from issues around the explosion of content and TV channels to the death of large sized audiences resulting from audience fragmentation. Understandably, most of these anxieties have not been evidence-based until now.

Some of the burning questions are: Will it bring a greater diversity of content? Will there be an increase in viewing to Pay TV channels? Will it impact radio listening? Will it increase overall levels of viewing? Will it bring in new audiences? Who will survive in the new environment? What are people's STB brand preferences? How long will the current players last?

Answers to these questions and many more are about to be revealed in the most comprehensive Establishment Media Survey in Kenya since 2007 and thereafter through continuous monitoring of media consumption habits. The results of the first stage of this process, which has been done through a recently concluded Establishment Survey, will be presented to the industry in the first week of May 2015. Thereafter the industry will be regularly updated through an innovative ongoing monitoring study. KARF is about to award and announce the contract for this study.

Throughout this process the KARF Oversight Committee has been actively engaging with the industry and comprises of representatives from the industry namely;

- Lenny Nganga – Chairman of the Association of Practitioners in Advertising (**APA**)
- Frank Maina – Chairman of the Mobile Marketing Association of East Africa (**MMA**)
- Joe Otin – Vice Chairperson – Pan Africa Media Research Organization (**PAMRO**)
- Ian Fernandes – CEO Media max Group representing the Media Owners Association of Kenya (**MOA**)
- Waithera Nganga – CEO Marketing Society of Kenya (**MSK**)
- George Lutta – Group M Director representing the data users

The Committee has recently been strengthened by the addition of Mr. Christopher Wambua, Assistant Director - Multi Media Content & Innovation at the Communications Authority of Kenya (**CA**) and through the appointment of two renowned research technical advisors, Mr. George Waititu and Ms. Vivien Marles.

Yours sincerely,

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Annette Martyres
KARF Chair Person