

Dear KARF Subscriber,

On behalf of the KARF Oversight Committee, I am pleased to inform you that the **2015 Media Establishment Survey** has now been completed. This authoritative large national survey is the most comprehensive media survey since 2007 and evidences interesting and thought provoking changes in media access and behavior – essential data for all sectors of the media industry.

Major, new authoritative media survey

The newly constituted KARF Oversight Committee, together with its' Technical Advisors George Waititu and Vivien Marles have worked closely on every level with TNS, the research supplier. This includes design, implementation and analysis of this important baseline survey which contains all the key indicators for understanding how the media consumer in Kenya today is behaving and how media habits are evolving. The survey was conducted during March 2015 among a nationally representative sample of over 4,500 Kenyans aged 12 and over. Data was collected face to face, in respondents' homes using mobile devices.

What you will learn

The survey explores the implications of the digital migration and answers many of the industry's burning questions on the media ecosystem and the impact of increased internet and mobile consumption. Some of the key questions contained in the data are: Who owns a television set? What is the size of the current TV audience and how is it structured? How many viewers have been lost as a result of digital migration? How big is the Pay TV market? Who is currently being reached by print and which titles offer the most unique audiences? Who is using the Internet and for what purpose? Is vernacular radio still relevant? To what extent has affluence (LSMs) changed over the years? To what extent is the big screen relevant today?

Be the first to know

KARF is ready to share these strategic insights with you as of now. KARF's Technical Advisory team together with George Waititu and Vivien Marles are on standby to meet with you at a time and a place that suits you. Please contact James of KARF through james.thiongo@karf.or.ke to reserve your slot.

This is 'a must have' data for all industry players and an essential pre-requisite for the imminent commencement of KARF Tracking Survey which will deliver overnight gold standard data for television viewing and radio listening and weekly newspaper readership. The new innovative **KARF Tracking Methodology** will also be shared with you in this meeting.

Yours sincerely,



Annette Martyres
(KARF Chairperson)



Date