

THE MEDIA MONITORING WORLD IN 10 YEARS

THE MEDIA LANDSCAPE KENYA

Speaker:

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Reelforge Media Intelligence

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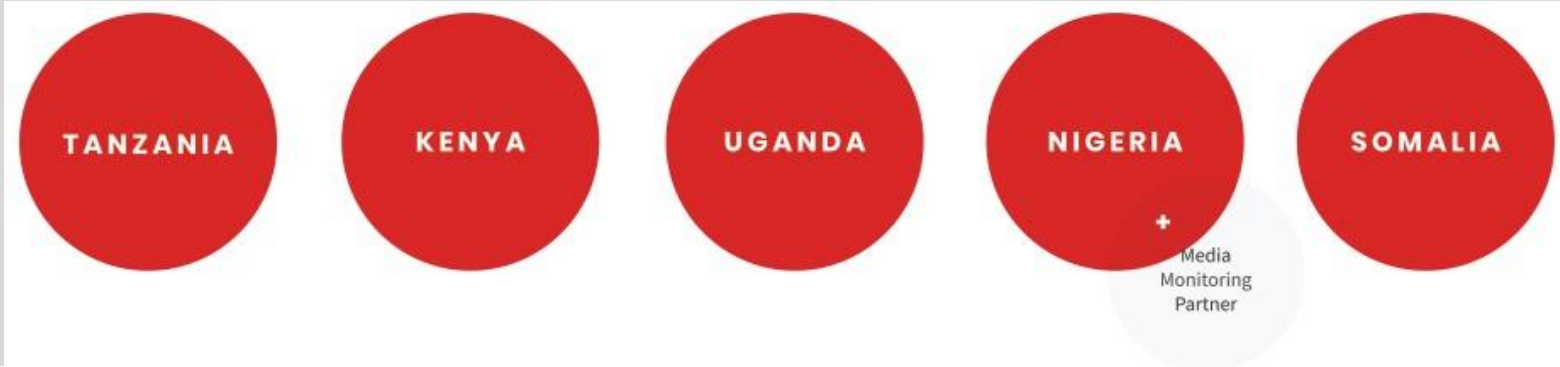
Reelforge Media Intelligence

WHO WE ARE:

LARGEST MEDIA MONITOR IN KENYA WITH FOOT PRINT ACROSS EAST AFRICA. ONLY FIRM IN EAST AND CENTRAL AFRICA THAT IS A MEMBER OF FIBEP.

WORLD STANDARD SERVICES SINCE WE COMMENCED OPERATIONS IN 2009.

WE MONITOR TV (30+ STATIONS) RADIO (70+ STATIONS) PRINT (60+ PUBLICATIONS) & DIGITAL.



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SOME OF OUR MUTINATIONAL CLIENTS (200+ BRANDS MONITORED):



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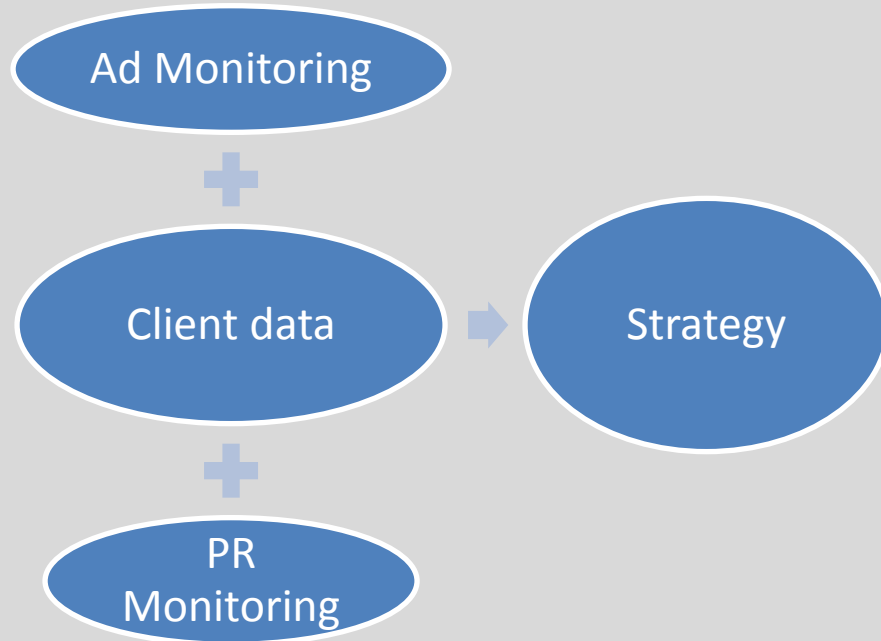
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WHERE WILL OUR INDUSTRY BE IN TEN YEARS:



WHERE WILL OUR INDUSTRY BE IN TEN YEARS

1. WE SIT ON A TONNE OF INFORMATION. WE ARE INCREASINGLY BEING CALLED UPON TO ASSIST OUR CLIENTS WITH INSIGHTS FROM THE DATA WE COLLECT.
2. THE SERVICE OFFERING IS EXPANDING DAILY. MEDIA MONITORING ON ITS OWN IS JUST NOT ENOUGH. CLIENTS WANT OUR HELP IN PLANNING PR AND AD CAMPAIGNS. THEY WANT US TO SIT WITH THEM IN THEIR STRATEGY SESSIONS.
3. WE ARE EVOLVING – BECAUSE OF MARKET DEMANDS – INTO A CONSULTING FIRM. OUR CLIENTS INCREASINGLY VIEW US AS A PARTNER. THEY WANT SOLUTIONS NOT JUST REPORTING.



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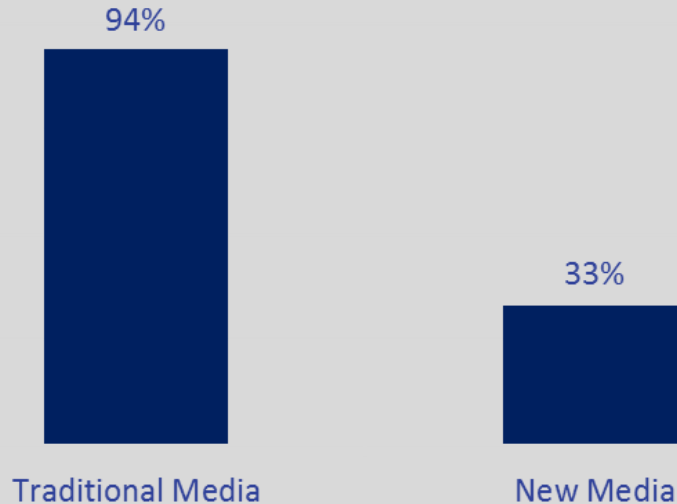
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Traditional media is still KING

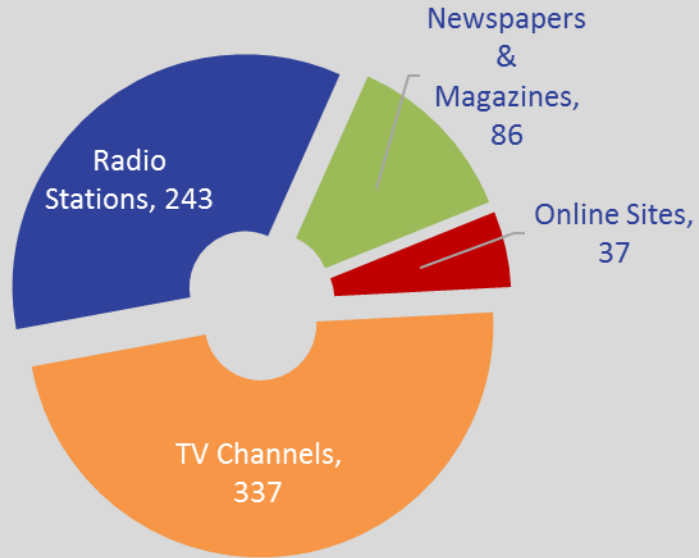
Average Daily Media Consumption Habits



94% of Kenya's daily media consuming population consume TV, Radio and Print.

33% consume new media, though not exclusively.

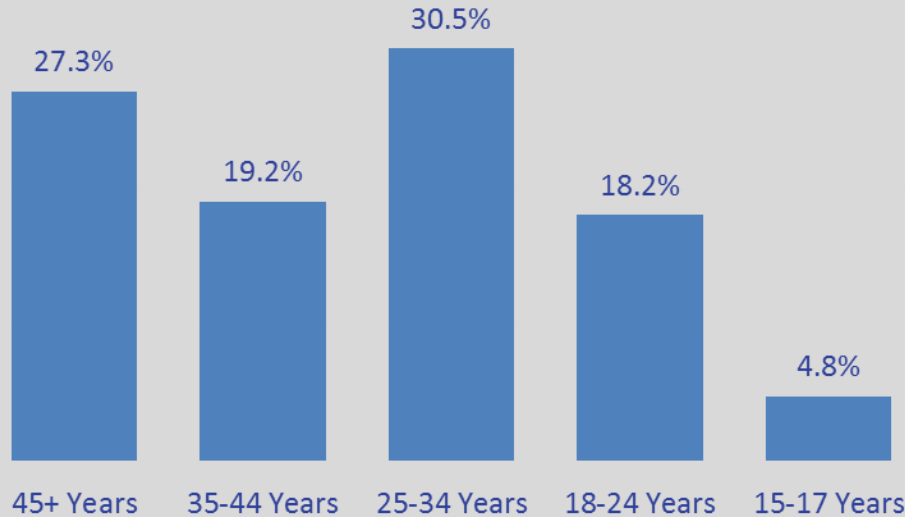
Radio is still the hottest in spite of switch to digital TV broadcasting



Since the TV digital migration in 2015, Kenyans are currently accessing more than 300 TV stations with 66 of these being free to air local channels.

5 Million Kenyans are Media Dark

Base: 19 Million media consumers
weekly

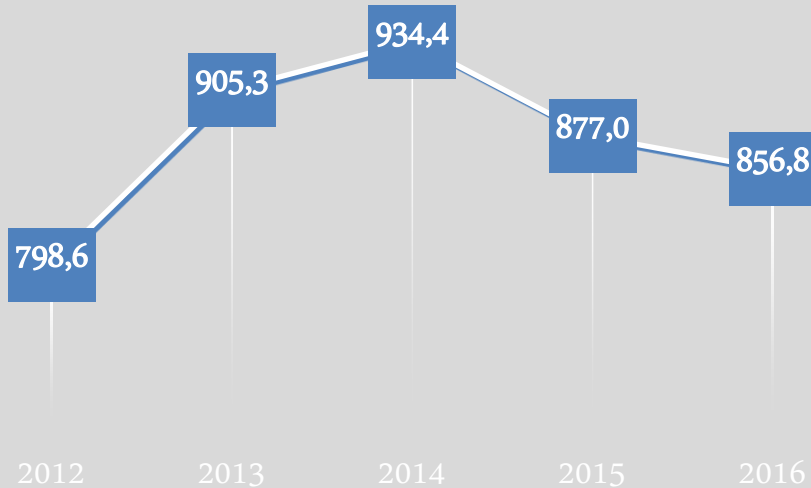


Out of the 24.7 million Kenyan Media consumers aged 15 years and above, 19 million (or 77%) consume media on average week.

More men (51%) than women consume media (49%).

Digital migration dents the rise in traditional media spends

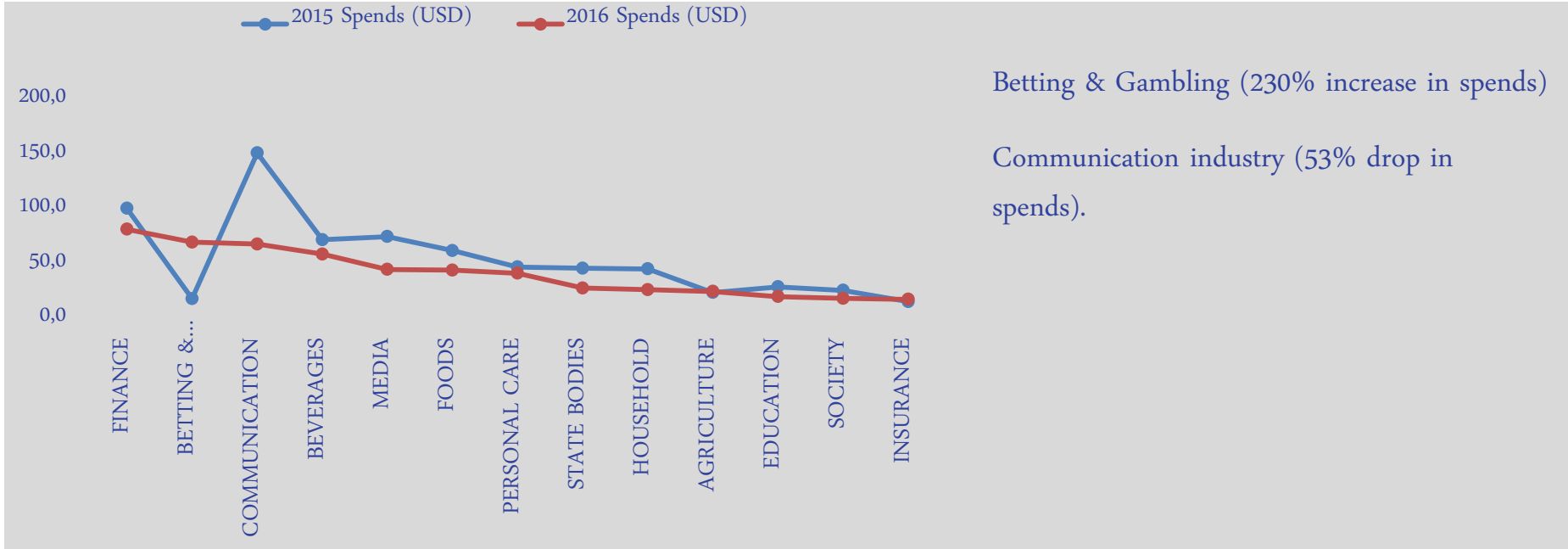
SPENDS (USD MILLION)



Digital TV broadcasting has fragmented the audience (opportunities for new players).

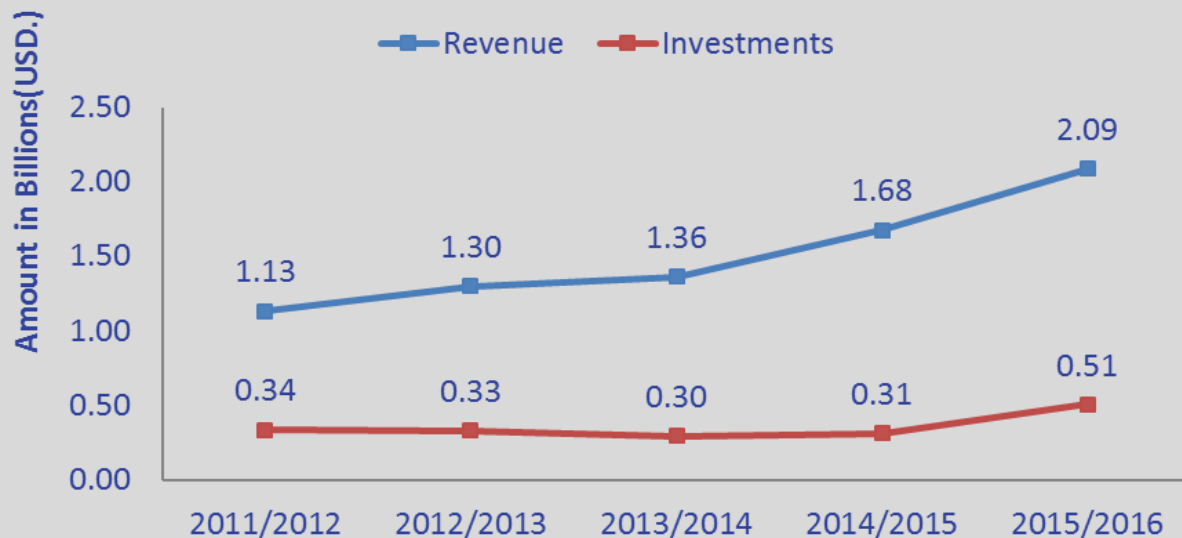
Spends spread across a larger number of players since 2014.

Betting & Gambling records significant rise in spends



Mobile Revenue and Investments trend as at 30th June 2016

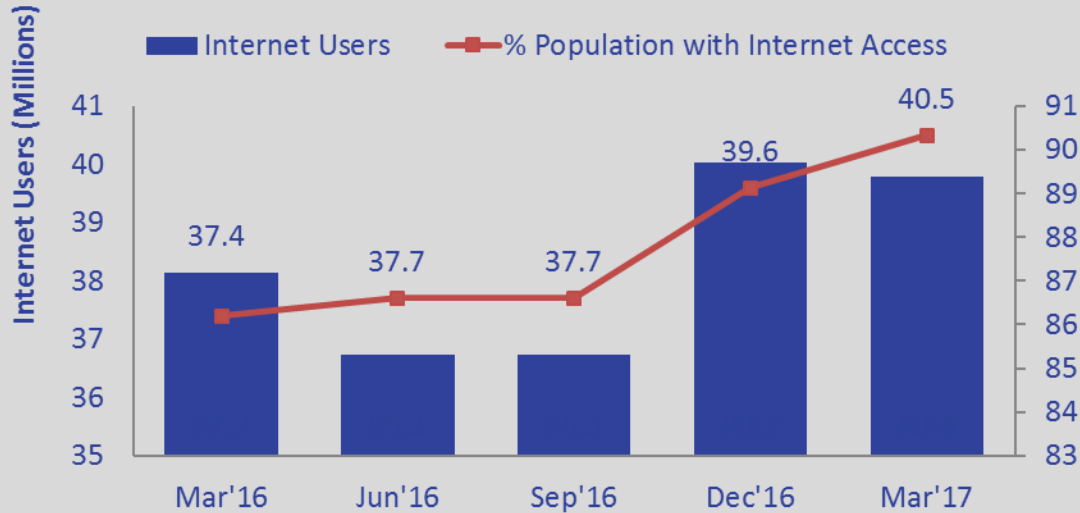
Mobile Revenue and Investments trend as at 30th June 2016



marked growth in Mobile Revenue (25% in 2015/16) compared to

Internet Penetration and Internet Users Statistics

Estimated number of Internet Penetration and Internet Users



the ability to access and use reliable internet services has become fundamental in our daily lives.

THANK YOU

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