



Broadcasting Services Report for Quarter 3 FY  
2017/18  
(January –March 2018)

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## **I. INTRODUCTION**

The ICT sector law mandates the Communications Authority of Kenya (the Authority) with promoting and facilitating the development of a diverse range of broadcasting services in Kenya. This mandate includes issuing licenses for various broadcasting services, facilitating the development of Kenyan programmes, administering the broadcasting content aspects of the ICT Law, developing media standards, and regulating and monitoring compliance with these standards. In addition, the Authority promotes the observance of public interest in broadcasting services and ensures that broadcasters provide internal mechanism for disposing of complaints related to broadcasting services.

This report is an overview of the performance of broadcasting services during the 3rd Quarter 2017/2018 Financial Year (January-March 2018).

## **II. STRATEGIC IMPLICATIONS**

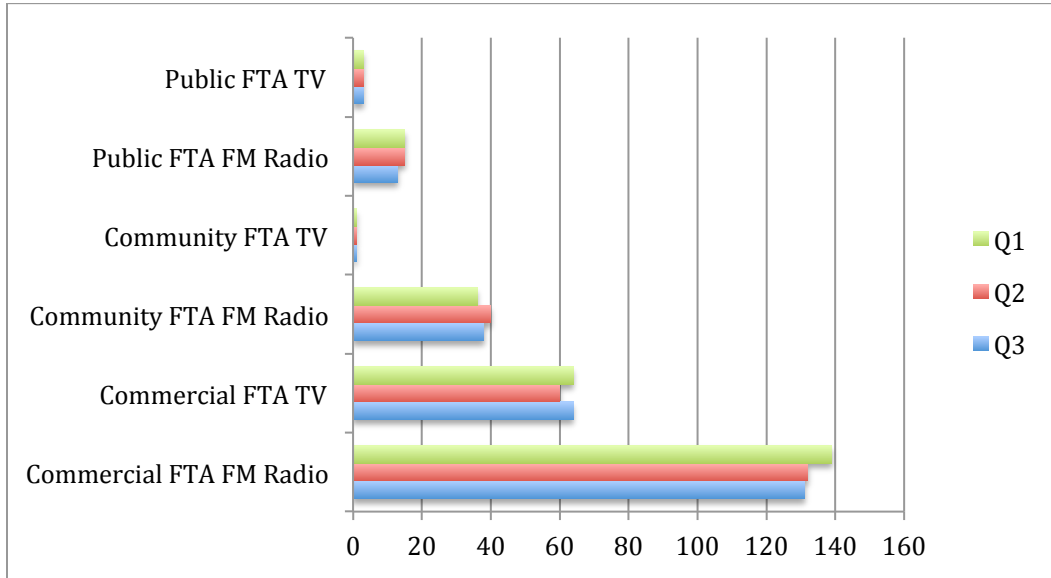
In the Corporate strategic plan, the Authority has identified compliance to regulatory requirements as one of the strategic objectives. In an effort to ensure compliance, the Authority monitors broadcasters compliance with license requirements as per the ICT Law.

## **III. OVERVIEW OF THE BROADCASTING MARKET**

### **1. FTA Broadcasting Services**

Commercial FTA Radio had the greatest reach with 131 radio stations on air, followed by Commercial FTA TV with 64 stations, Community FTA TV with 1 station and Community FTA Radio with 38. This is represented graphically in Figure 1 below.

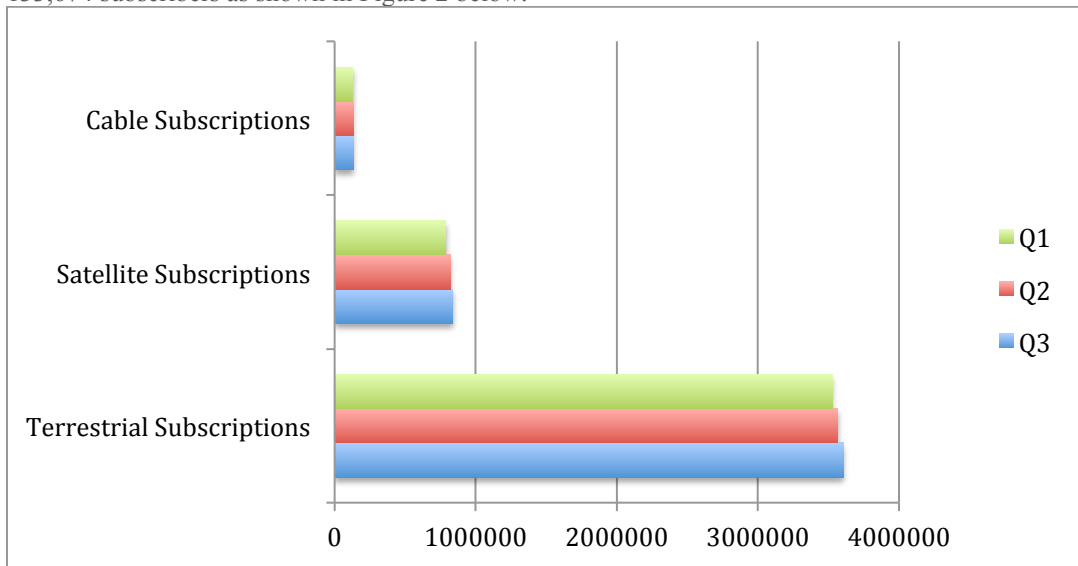
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**Figure 1: Comparison of on air FTA broadcasting services as at the end of Q3 vs Q1 and Q2 FY 2017/18**

**2. Subscription Broadcasting Services**

On Subscription Broadcasting Services, Terrestrial subscription broadcasting services had the highest subscriber base with 3,604,022 subscribers, followed by Satellite at 834,981 and Cable at 133,674 subscribers as shown in Figure 2 below.



**Figure 2: subscription numbers for the various subscription broadcasting services**

- i. There was an increase in the number of subscribers on Terrestrial and Cable subscription broadcasting services, while the subscriptions for Satellite declined during the period January-March 2018.
- ii. Terrestrial subscription remains the preferred Pay TV option in Kenya which can be attributed to the affordability of subscription bouquets in the platform with prices ranging from KShs. 259.00 – 3,600.00, compared to KShs. 399.00 – 7,900.00 for Satellite subscriptions and KShs. 399.00 – 2,000.00 for Cable.
- iii. In addition, the initial set up costs for the various broadcasting subscription services may be a determinant of the number of subscribers on the various subscription services, with terrestrial requiring the least set-up cost as compared to Satellite and Cable broadcasting services.
- iv. The impact of IPTV on the market with the launch of Video On Demand (VoD) services is set to increase the content options for Kenyan audiences. The VoD platform offers music, videos, and a combined content package whose subscription rates start at KShs. 15.00 per day or KShs. 450 per month for the various content options. The platform has leveraged on consumer demand for quality local content, increased availability and affordability of Internet and the uptake of smart phones to provide quality and affordable everywhere.

### **3. Broadcasting Signal Distribution Services –Population coverage**

The Digital Terrestrial Television (DTT) population coverage stood at 85% by the end of the third quarter.

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**IV. BROADCAST CONTENT MONITORING PERFORMANCE**

The table below shows a summary of the levels of compliance with the various monitored parameters during the quarter.

This performance is based on an analysis of 48 out of 64 FTA TV.

<b>Standards</b>	<b>Quarter 3 Compliance</b>	<b>Quarter 2 Compliance</b>	<b>Quarter 1 Compliance</b>
Local content quota requirement of 40%	75	83	82.4
PWDs sign language insert requirement	96	92	92
Advertisement (maximum limit of 10 minutes in every 30 minutes of TV programming)	100	100	100
Advertisements (40% local) requirement	100	100	100
Children’s programs requirement of at least 5hrs per week	13	19	7.8
Appropriate content requirement during the watershed period	94	98	96

**1. Local content quota compliance**

36 of the 48 TV stations monitored met the 40% threshold, translating into a 75 % compliance rate with the 40% quota requirement. This is a decline from last quarter’s performance of 83 %. Compliance. The Authority consequently instituted enforcement action on non-compliant stations.

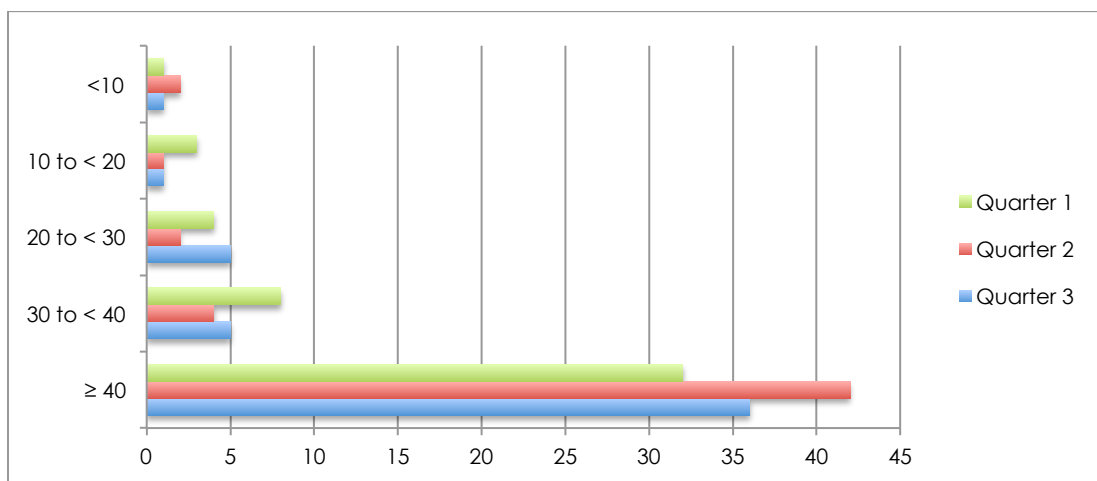


Figure 3: Local Content quota compliance

**2. Local Content Quota Genre Performance**

Music had the highest weekly average during the quarter at 37.2 % with religious content coming second at 20.5 % of local programming.

Talk shows were third at 18.2 % with Children, reality, Documentaries/features, Current affairs, Drama, Comedy and sports genres recording the lowest local content across most of the stations monitored during the quarter at 4.6%, 4.3%, 3.6%, 2.2%, 2.1%, 1% and 0.7% respectively.

Genre	Quarter 3	Quarter 2	Quarter 1
Music	37.2	39	40.1
Religious	20.5	18.2	19.7
Talk shows	18.2	20.3	17.6
Children	4.6	4.4	3.6
Reality	4.3	4.1	3.9
Drama	2.1	2	2.1
Comedy	1	1	1
Docs/Educ	3.6	2.8	3.5
Sports	0.7	0.5	0.2
Current affairs	2.2	2.6	3
Magazine	5.6	5.0	5.3

### 3. Prime Time Genre Performance

Music and talk shows had the highest weekly average of 27% each during prime time, while religious content coming in third at a weekly average of 21.3 % of local programming.

Comedy, current affairs and sports genres had the lowest local content across most of the stations monitored during the period under review registering 2.7%, 0.5% and 0.1% respectively.

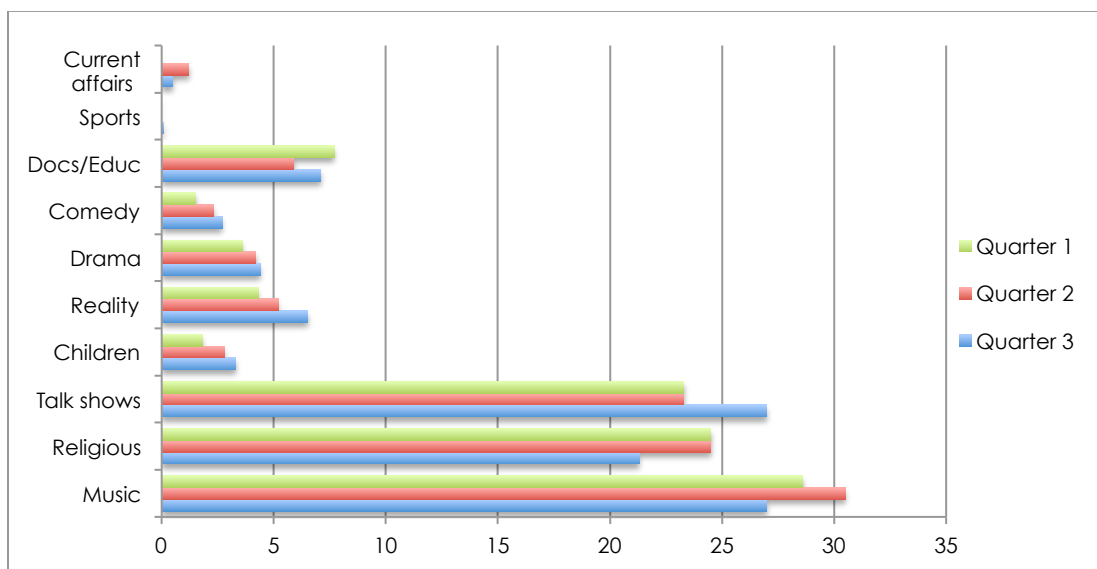


Figure 4: Prime Time Genre Performance

### 4. Advertisements

During the quarter under review, none of the stations monitored contravened this requirement.

### 5. Accessibility to broadcasting services by persons with disabilities

During the quarter under review, twenty-four (24) out of twenty-five (25) TV stations with News as part of their programming complied with the requirement on accessibility to broadcasting services by PWDs. The Authority consequently instituted enforcement action on non-compliant station.

### 6. Religious programmes appropriate content during the watershed period

During the period under review, none of the stations monitored contravened this requirement.



**7. Appropriate content during the watershed period**

During the quarter under review, the three stations were found to be in contravention with this requirement and the appropriate Regulatory action was taken against them.

**8. Children’s programs requirement of at least 5 hours per week**

Six (6) stations complied with the requirement to air five hours of children programming per week. This was a decline from the nine compliant during the previous quarter.

The continued poor performance in Children programming is attributed to the cost implication associated with complying with this standard and the trend for broadcasters to move from general programming to niche programming also poses an additional challenge since programming for such niche stations may not be children oriented.

The Authority expects that the use incentive regulation on this requirement will yield positive results. In this regard, The Authority through the Recognition Award scheme (Kuza Award) has an Award category on Children Programming.

<b>Duration of Children Programming (Minutes)</b>	<b>Number of broadcasters Quarter 3</b>	<b>Number of broadcasters Quarter2</b>	<b>Number of broadcasters Quarter 1</b>
≥ 30 and <100	6	10	7
≥100 and <300	13	9	8
≥300	6	9	4

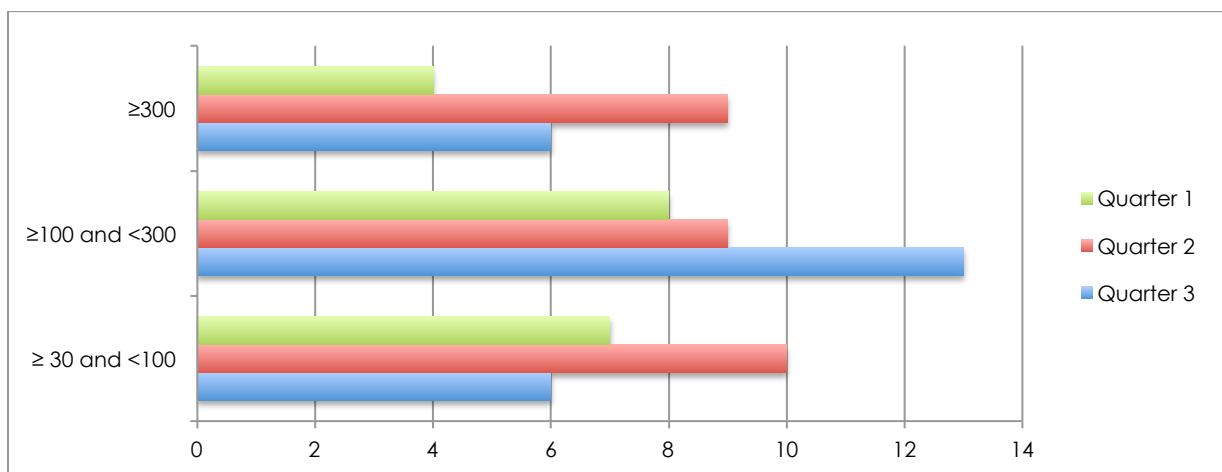


Figure 5: Children programme performance

**V. OTHER REGULATORY ACTIVITIES**

The following other regulatory activities was carried out during the quarter:

No.	Activity	Objective
1.	CA-KFC Capacity Building Workshops	The Authority in liaison with Kenya Film Commission carried out local content capacity building activities for content producers in Trans-Nzoia County and Makueni Counties. The forum enabled participants to develop Film Production skills in all areas such as Directing and Production, Screen-script writing, Acting, Editing and Cinematography, informed the participants on the latest trends in the local film industry, widened the skills pool in the local film industry to support the local creative industry, and provided an opportunity for participants to gain practical experience in aspects of film production and network with fellow film professionals from the local film industry.

\*\*\*\*\*END\*\*\*\*\*