

FY 2018/19 Quarter 2  
(October –December 2018)  
Broadcasting Report

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## **FY 2018/19 QUARTER 2 (OCTOBER – DECEMBER 2018) BROADCASTING REPORT**

### **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 gives an overview of the performance of the broadcasting services during Quarter 2 FY 2018/19.

### **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**

#### **a) FTA Broadcasting Services**

In the second quarter, the reach of commercial FTA radio was 131 radio stations being on air, 74 Commercial FTA TV stations, 42 Community FTA Radios and 1 Community FTA TV being on air as represented in Figure 1.

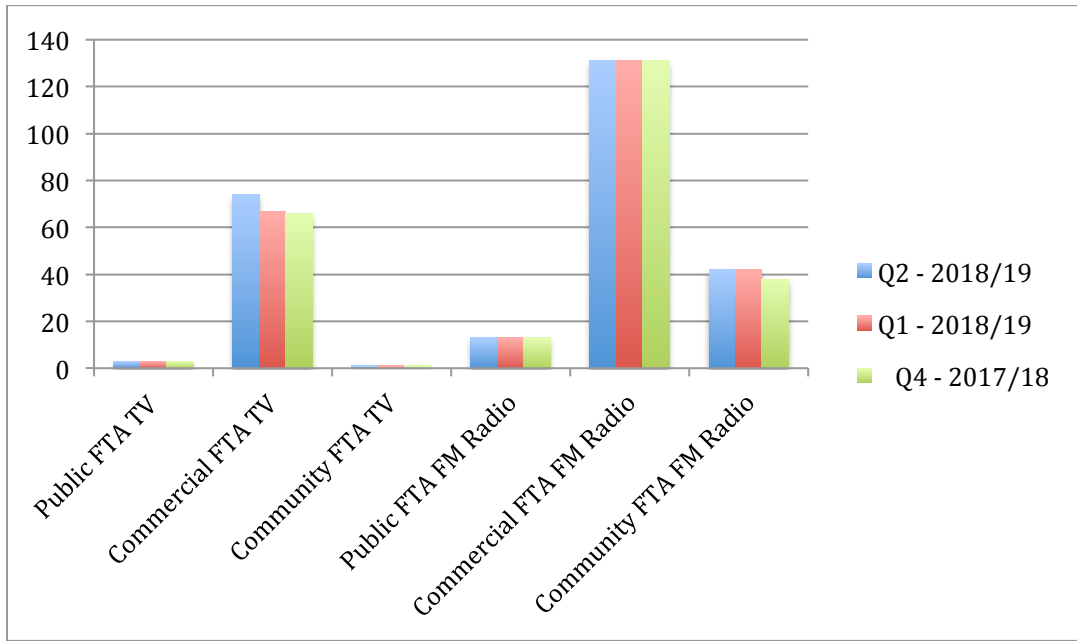


Figure 1: Comparison of on air FTA broadcasting services as at the end of Q2 of FY 2018/19 v/s Q1 FY 2018/19

**b) Subscription Broadcasting Services**

On Subscription Broadcasting Services, by the end of the second quarter, Digital Terrestrial Television had a subscriber base of 4,008,946 from 3,848,423 in the previous quarter. Satellite Subscription Service (DTH) subscribers grew from 1,036,553 to 1,110,563, while Cable subscriber base grew from 155,453 to 169,698 Subscribers as shown in Figure 2.

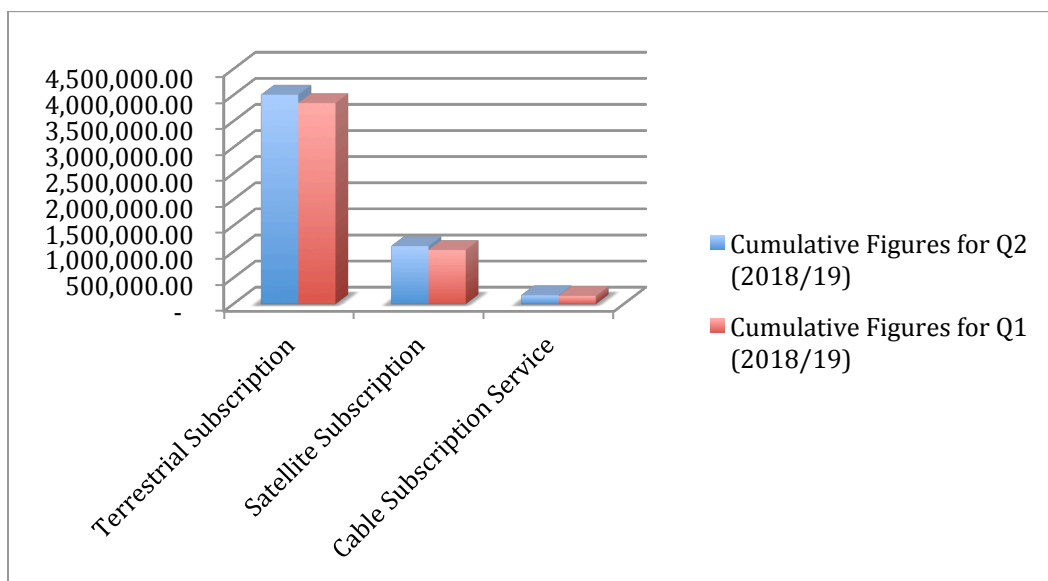


Figure 2: Comparison of subscription broadcasting services Q2-2018/19 and Q1-2018/19

**c) Broadcasting Signal Distribution Services –Population coverage**

The Digital Terrestrial Television (DTT) broadcasting population coverage remained at 86% by the end of the second Quarter of FY 2018/19 i.e. 31<sup>st</sup> December 2018.

**IV BROADCAST CONTENT MONITORING PERFORMANCE**

The table below shows a summary of the levels of compliance with the various monitored parameters during the quarter. Performance is based on an analysis of 45 FTA TV stations monitored.

Table 1: Summary of Broadcast Content Monitoring Performance during Q2 FY 2018/19

Requirement	No. of Compliant TV stations	No. of Non-Compliant TV Stations	2018/19		2017/18
			% Compliance Quarter 2	% Compliance Quarter 1	% Compliance Quarter 4
Local content quota requirement of 40%	38	7	84	92	83.3
PWDs sign language insert requirement	19	1	95	96	96
Advertisement (maximum limit of 10 minutes in every 30 minutes of TV programming)	45	0	100	100	100

Requirement	No. of Compliant TV stations	No. of Non-Compliant TV Stations	2018/19		2017/18
			% Compliance Quarter 2	% Compliance Quarter 1	% Compliance Quarter 4
Advertisements (40% local) requirement	45	0	100	100	100
Children's programs requirement of at least 5hrs per week	6	39	13	13	12.5
Appropriate content requirement during the watershed period	45	0	100	96	100

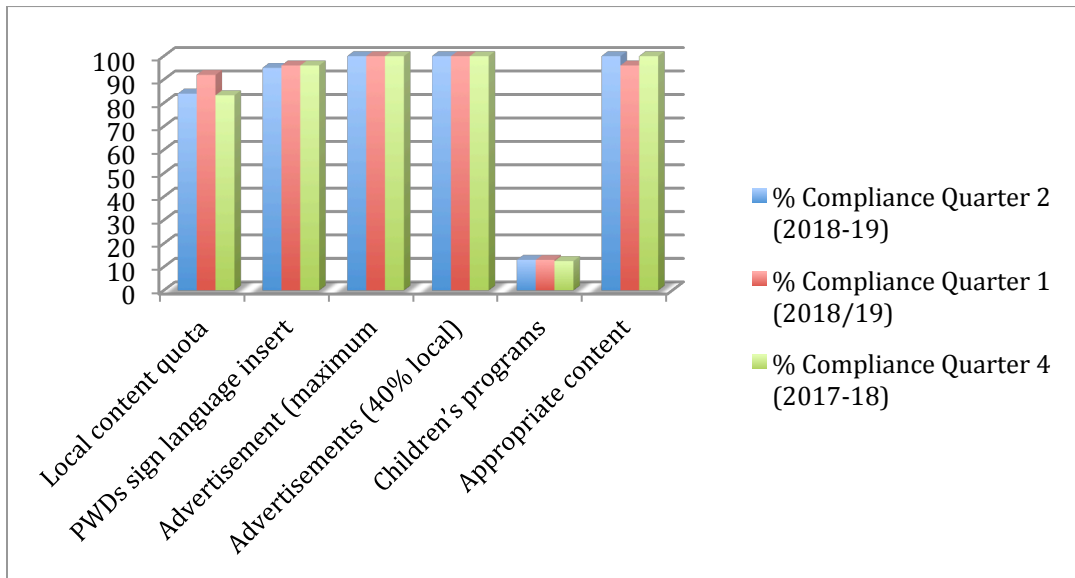


Figure 3: comparison of compliance levels in quarter 2-FY 2018/19 vis a vis other quarters

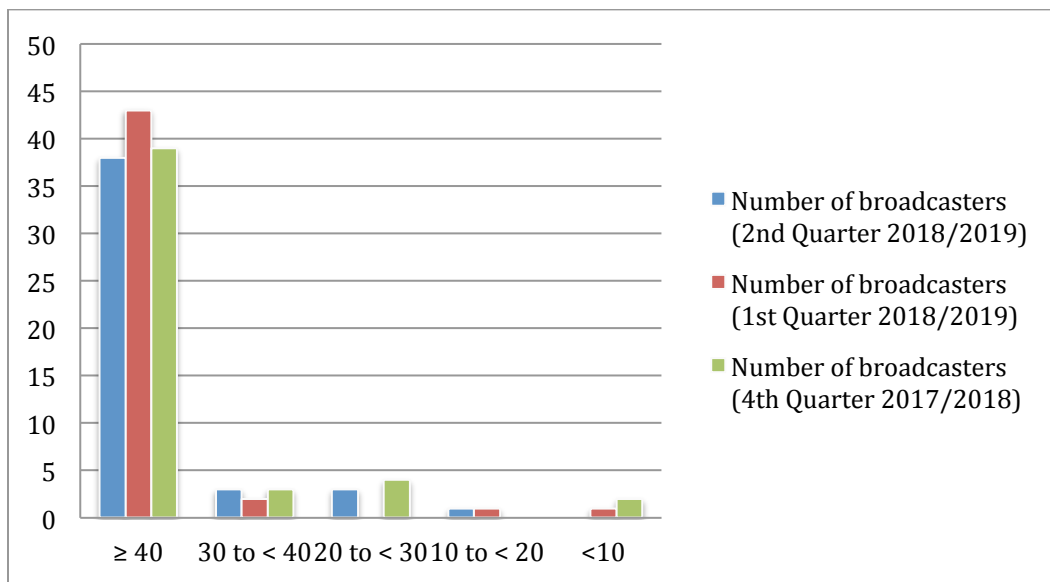
## V ANALYSIS OF THE FINDINGS

### a) Local Content Quota Compliance

During the monitoring exercise, we established that 38 of the 45 TV stations monitored met the 40% threshold. This means that, 84 % of the stations monitored were compliant with the 40% quota requirement. This is a decrease from last quarter's performance of 92 %, and it was noted that certain stations replaced some of their local shows with foreign ones. The Authority will continue to engage broadcasters with a view of increasing the amount of local content in their programming.

**Table 2: Summary of Local Content Performance during Q2 FY 2018/19**

Local Content Quota (%)	Number of broadcasters (2 <sup>nd</sup> Quarter 2018/2019)	Number of broadcasters (1 <sup>st</sup> Quarter 2018/2019)	Number of broadcasters (4 <sup>th</sup> Quarter 2017/2018)
≥ 40	38	43	39
30 to < 40	3	2	3
20 to < 30	3	0	4
10 to < 20	1	1	0
<10	0	1	2



**Figure 4: Local Content Quota compliance**

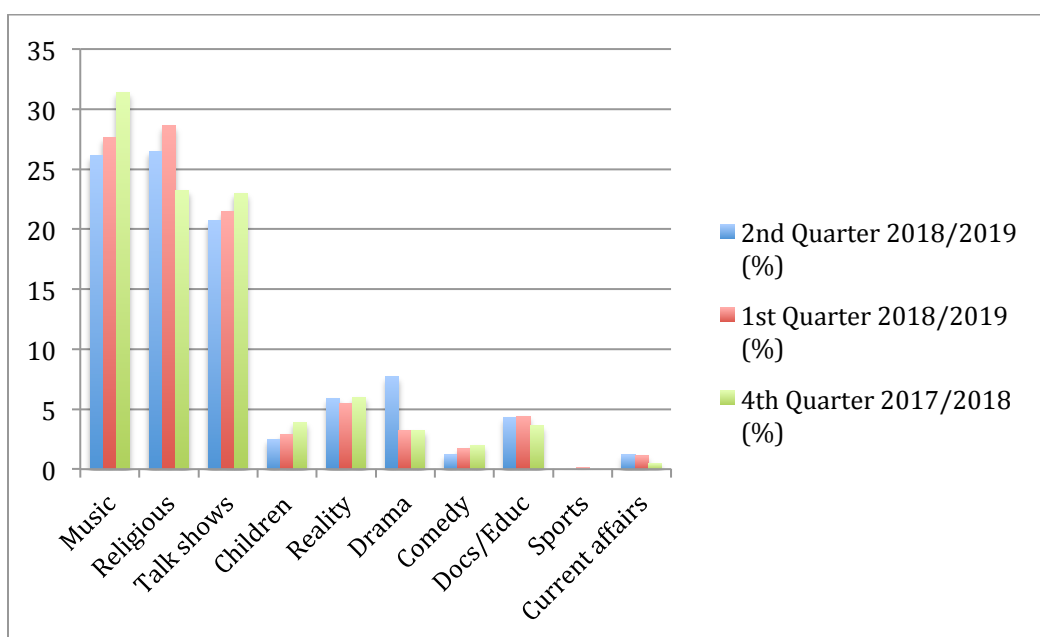
**b) Performance of the various genres of Local Content**

The performance of various genres of local content during the watershed period in Table 3 shows that Music had the highest weekly average of 31.7 % while religious content, as a genre was rated second with a weekly average of 24.1 % in local programming. Talk shows came in third at 15.6 %, Sports, comedy, and reality had the lowest local content across most of the stations monitored during the review period registering 0.5%, 0.5% and 2.9 % respectively.

**Table 3: Performance of the various genres of local content**

Genre	2 <sup>nd</sup> Quarter 2018/2019 (%)	1 <sup>st</sup> Quarter 2018/2019 (%)	4 <sup>th</sup> Quarter 2017/2018 (%)
Music	31.7	34.3	38.8
Religious	24.1	21.8	17.7
Talk shows	15.6	15.6	17.3
Children	5.1	5.3	5.5
Reality	2.9	3.1	5.3
Drama	3.8	2	2
Comedy	0.5	0.7	0.8
Docs/Educ	4.8	5.6	3.3
Sports	0.5	0.6	0.6
Current affairs	3.1	3.5	7.3
Magazine	7.8	7.4	3.2

The performance of genres during prime time period in Figure 5 shows that Religious programs had the highest weekly average of 26.5%, music content came in second at 26.1% and talk shows third at 20.7%. Sports, current affairs and comedy genres had the lowest local content across most of the stations monitored during the period under review registering 0%, 1.2% and 1.2 % respectively.



**Figure 5: Performance of the various genres of local content during prime time**



**c) Advertisements**

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

**d) Accessibility To Broadcasting Services By Persons With Disabilities**

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

**e) Inappropriate Content During The Watershed Period**

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

**f) Children’s Programs Requirement Of At Least 5 Hours Per Week**

On 5 hours of children’s programming, six (6) stations were compliant with this requirement. The poor performance in Children programming is attributed to the perception that it has lower returns compared to programming that addresses the general public since it targets a smaller audience. Another challenge is the trend for broadcasters to move from general programming to niche programming since programming for such niche stations may not be children oriented. The Authority will continue to engage broadcasters with a view of increasing the amount of local children programming content.

**Table 5: Children’s programs requirement of at least 5 hours per week**

<b>Duration of Children Programming (minutes)</b>	<b>Number of Broadcasters (2<sup>nd</sup> Quarter 2018/2019)</b>	<b>Number of broadcasters (1<sup>st</sup> Quarter 2018/2019)</b>	<b>Number of broadcasters (4<sup>th</sup> Quarter 2017/2018)</b>
≥ 30 and <100	9	9	9
≥100 and <300	11	11	11
≥300	6	6	6

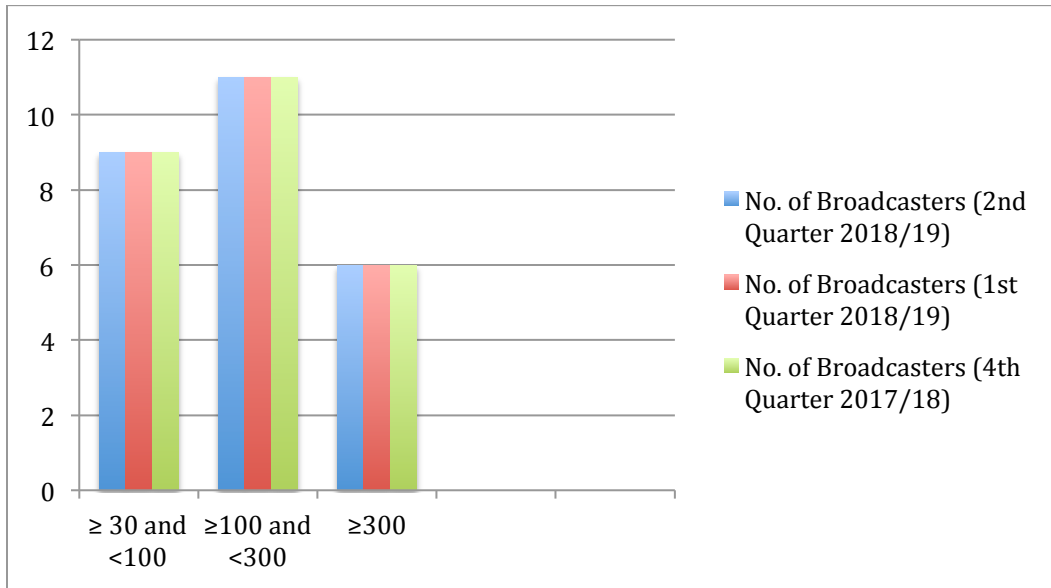


Figure 6: Children’s programs requirement of at least 5 hours per week

**g) Radio**

The Authority monitored a sample of twelve radio stations (12) and established that none of the stations aired inappropriate content during the period under review. This is attributed to the engagements the Authority has been making with broadcasters on the expectations and requirements of the broadcasting content standards.

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