

APPLICATION FORM FOR PUBLIC BROADCASTING SERVICE LICENCE	CA/F/MMS/APL-01
	MARCH 2025

NOT FOR SALE

1. MANDATORY REQUIREMENTS FOR AN APPLICANT

SECTION A: INSTRUCTIONS

1. This application should be completed in English and any document in foreign language must be translated into English.
2. The application should be accompanied by an affidavit sworn by one of the Directors submitting the documents listed herein in line with the template attached as Annex 1.
3. Completed application form should be presented at our offices on Ground Floor, Wing B, CA Centre Waiyaki Way, at the Front Desk where you will be issued with a Payment Instruction Form.
4. Payments of fees can be made through ecitizen platform. To pay, visit <https://ca.ecitizen.go.ke/> and follow payment guidelines. Our accounts team accounts@ca.go.ke are available to support and assist. The account's office is open in the morning between **0900** and **1200** hours and in the afternoon from **1400** to **1600** hours on weekdays (and closed on public holidays).
5. Applicants **MUST** submit a business plan addressing among others **ALL** issues highlighted in the business plan guideline attached as Annex 2.

SECTION B: REQUIRED DOCUMENTATION

I. Originals of the following documents:

- | | |
|----|---|
| 1. | A covering letter, signed by the applicant, addressed to the Director General (see address below) on Applicant's letterhead.
For Government Entities, the Application letter should be by Institution's Chief Executive Officer. |
|----|---|

II. Clear photocopies of the following documents of the Applicant:

- | | |
|----|--|
| 1. | Copy of Act, Gazette Notice or other relevant legal instrument creating the Agency. |
| 2. | Kenyan National Identity Cards (ID) or valid Kenyan/Foreign passports for all Directors and Shareholders of the Applicant. Both sides of ID should be copied on the same side of an A4 size paper. Copies of passport should include pages showing the nationality, date of issue and expiry, name and photograph of the holder. |
| 3. | Valid Tax Compliance Certificate from the Kenya Revenue Authority for applying entity. |

SECTION C: APPLICATION AND LICENCE FEE:				
The table below shows fees payable for the respective licences:				
Broadcast Licence Category	Licence Duration (Years)	Application Fee (KShs.) (payable when submitting application form)	Initial Licence Fee (KShs.) (payable after approval and before issuance of licence)	Annual Operating Fee (KShs.) (payable on/or before 1st July of each year)
Public free to air television (on DTT Platform)	10	2,500.00	100,000.00	80,000.00
Public FM Radio Licence (on DTT Platform)	10	2,500.00	50,000.00	40,000.00
Public DSB Service Licence	10	2,500.00	50,000.00	40,000.00

- Note 1:** Frequency fee, in cases where spectrum is utilised, is separately charged in accordance with the CA Approved frequency fee schedule on an annual basis
- Note 2:** Applicants for FM radio broadcasting licence **MUST** complete Application for FM Frequency Assignment in the Sound Broadcasting Radio Communication Service form CA/F/FSM/04 for each of the proposed transmission site attached as ANNEX 3
- Note 3:** Licence amendment application fees KShs. 10,000
- Note 4:** For Licence Transfers, full Initial Licence Fees and Annual Operating Fees for the respective licence shall be paid.

2. APPLICATION ACCEPTANCE SECTION – CHECKFOR OFFICIAL USE ONLY

No	Application Requirements	Receiving Officer	Checking Officer
1.	Duly signed Cover letter on applicant’s letterhead		
2.	Duly completed application form		
3.	Declaration by the applicant with name, designation, signature and date		
4.	Duly executed affidavit submitting copies of the documents (no erasures)		
5.	Application fees paid		

Submit all documents using a sworn affidavit while all foreign documents must be notarized.

No	Application Requirements	Receiving Officer	Checking Officer
	Registration Details of Applicant		
6.	A copy of the Act, Gazette Notice or other Relevant legal instrument creating the Agency		
	Identification Documents of Directors		
7.	i) In case of government officials, submit a gazette notice appointing the officer. ii) Clear Copies of ID for Directors		
8.	Copy of Valid Tax Compliance Certificate from Kenya Revenue Authority of the Applicant (Not of the owners/Directors)		

Receiving and Checking Officers MUST confirm submission of all requirements by checking against each requirement before accepting and logging an application

Receiving Officer	Checking Officer
Comments:	Comments:
Name:	Name:
Signature:Date:	Signature:Date:

3. NAME OF APPLICANT

(In bold capital letters in the order the names appear on Registration Certificate etc)

M/S _____

Explain the literal meaning of the name.....

4. APPLICANT'S CONTACTS

1. Physical Address:

Town Street/Road

LR No. Floor Room

Name of Building

2. Postal Address:

P. O. Box Postal Code

Post Office Town

3. Phone and Fax Contact:

Tel. No. Fax. No.

Mobile Other Tel. Nos.

4. Email Address:

5. LICENCE DETAILS

Please identify the commercial free to air broadcasting service being applied for:			
5.1	Tick the category of the broadcasting service you wish to provide (tick only one).	Public Free To Air Television (on DTT Platform)	
		Public Free To Air Radio (on DTT Platform)	
5.2	Provide the name of the area you wish to provide the broadcasting service.		
5.3	Language(s) of Broadcast		
5.4	Nature of programming		
5.5	Nature of Application (<i>tick only one</i>)	New Application	
		Licence Transfer	
		Licence Renewal	

FOR LICENCE RENEWALS	
NAME OF LICENSEE AS PER THE LICENCE	
LICENCE NUMBER	
DATE LICENCE WAS ISSUED	
LICENCE EXPIRY DATE	

FOR LICENCE TRANSFERS	
CURRENT HOLDER OF LICENCE (TRANSFEROR)	
LICENCE NUMBER	
DATE LICENCE WAS ISSUED	
LICENCE EXPIRY DATE	

PROPOSED STATION IDENTITY OF BROADCASTING SERVICE (e.g. Wakenya FM) (attach registration of **business name certificate/ trademark certificate** for the station identity)

.....

Explain the literal meaning of the name.....

6. OTHER INFORMATION ABOUT THE APPLICANT

6.1 State whether any of the partners/ directors/ shareholders have a beneficial interest in any other business licensed to provide or operate telecommunication and or broadcasting services.

6.2 Has any previous application by you been rejected under the Act? (If so give details)

6.3 Has any previous license granted to you under the Act been cancelled, suspended or amended? (If so give details)

6.4 Have you or any of the directors or shareholders adjudged bankrupt or has entered into a composition or scheme of arrangement with his creditors or is of unsound mind, if so please explain.

7. REFEREES (referees should not be employees of the applicant entity, Ministry of Information & Communications or the Communications Authority of Kenya)

The following details should be completed by two different and independent referees who have known you for at least three (3) years.

7.1 First Referee

I certify that the information given in this form is true and correct to the best of my knowledge

Full Name

(Block letters as the names appear on the ID/Passport)

Postal Address:

P. O. Box Postal Code

Post Office Town

Phone and Fax Contact:



Tel. No. Fax. No.

Mobile Other Tel. Nos.

Email Address:

Occupation Signature

7.2 Second Referee

I certify that the information given in this form is true and correct to the best of my knowledge

Full Name
(Block letters as the names appear on the ID/Passport)

Postal Address:

P. O. Box Postal Code

Post Office Town

Phone and Fax Contact:

Tel. No. Fax. No.

Mobile Other Tel. Nos.

Email Address:

Occupation Signature

8. DECLARATION

I/We hereby certify the information we have provided in this application is true and correct to the best of my/ our knowledge. I/We also understand that it is an offence under the Penal Code to give false information in support of any application.

Name.....

Designation.....
(the signatory should be accountable and a senior person in the organization)

Signature.....

Date.....Company Stamp.....

9. COMPLETED APPLICATION FORMS SHOULD BE ADDRESSED TO: -

**Director General
Communications Authority of Kenya
CA Centre, Waiyaki Way
P. O. Box 14448
NAIROBI - 00800
Tel: 254-20- 4242000
Fax: 254-20- 4451866.**

10. FOR OFFICIAL USE ONLY

BPC COMMENTS	
<p>Not Recommended <input style="width: 40px; height: 15px;" type="checkbox"/></p> <p>Applicant to do the following:</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>Name:</p> <p>-----</p> <p>Signature:</p> <p>-----</p> <p>Date:</p> <p>-----</p>	<p>Recommended <input style="width: 40px; height: 15px;" type="checkbox"/></p> <p>for:</p> <p>-----</p> <p>Name:</p> <p>Designation</p> <p>Signature:</p> <p>Date:</p> <p>-----</p> <p style="text-align: right; margin-top: 20px;">Official Stamp</p>

Deferments:

CLC#	Reason for deferment	Name & Signature

CLC COMMENTS

Name of Applicant.....

The applicant **MEETS/ DOES NOT MEET** the Authority's requirements and is hereby **RECOMMENDED/NOT RECOMMENDED** for Licensing/Renewal

.....
.....

.....
.....

Subject To:

.....

.....
The reasons for not recommending the applicant are as follows: -

.....
Name:.....

Designation..... Signature.....

CLC No..... Date.....

ANNEX 1: TEMPLATE OF AFFIDAVIT TO BE SUBMITTED

REPUBLIC OF KENYA

**IN THE MATTER OF OATHS AND STATUTORY DECLARATIONS ACT CHAPTER 15, LAWS
OF KENYA**

AND

**IN THE MATTER OF AN APPLICATION FOR LICENSE FROM THE COMMUNICATIONS
AUTHORITY OF KENYA**

AFFIDAVIT

I, _____ of Post Office Box Number

_____ (Town) _____ (Postcode) do hereby make oath and state as follows:

1. THAT I am an adult of sound mind and _____
(position/ status in the applicant entity) of _____ (name of the applicant) and
hence competent to swear this Affidavit.
2. THAT I am a citizen of the _____ and holder of
National Identity Card No. (or Passport No.) _____.
3. THAT _____ (name of the applicant) has resolved to make an application
to the Authority for a _____ (name of the licence in accordance with
the Broadcasting Market Structure) licence.
4. THAT I have submitted the following copies of our documents in support of the said application: [tick
documents for which copies have been provided]
 - 4.1. Registration and ownership status:
 - 4.1.1. For an applicant registered under the Companies Act (Cap 486):
 - 4.1.1.1. Copy of Certificate of Incorporation
 - 4.1.1.2. An original letter from the Registrar of Companies listing the directors and
shareholders of the company and details of their shareholding – Original Form
CR/12
 - 4.1.1.3. Attach copy of original CR/12 for other companies which are shareholder of the
Applicant until all shares are attributed to individuals.
 - 4.1.2. Copy of Business Name, or

- 4.1.3. Copy of Registration Certificate etc.
- 4.1.4. If the company is listed in a stock exchange in Kenya, copy of Certificate from Capital Markets Authority (CMA).
- 4.1.5. For any foreign company which is a shareholder of the Applicant attach copies **certified by a Notary Public** of:
 - 4.1.5.1. Certificate of Incorporation of the foreign company/ies and
 - 4.1.5.2. Shareholder Register of the foreign company/ies.
- 4.1.6. Copies of Kenyan National Identity Cards (ID) or Kenyan/Foreign passports for all Directors and Shareholders of the Applicant:
 - 4.1.6.1. Both sides of the ID should be copied onto the same side of an A4 size paper, and
 - 4.1.6.2. Passport copies should include pages showing the nationality, date of issue and expiry, name and photograph of holder.
- 4.2. Compliance with Kenya Revenue Authority rules:
 - 4.2.1. Copy of Valid Tax Compliance Certificate.
- 4.3. A business plan relevant to the specific broadcasting market segment whose licence is being sought
- 4.4. A copy of one of the document listed below:

APPLYING ENTITY	REQUISITE CONSTITUTING DOCUMENT
1. Non-Governmental Organization (NGOs)	Constitution of the NGO
2. Cooperative Society	Cooperative Society's By-Laws
3. Partnership	Partnership Deed
4. Society	Society's Constitution

4.5. Other documents (please list)

.....

5. THAT I swear that the documents listed in 4 above are authentic copies of the original documents issued by the relevant authorities to the applicant.

6. THAT this Affidavit is sworn in support of _____ (*Applicant's name*) application for

_____ license.

7. THAT what is deponed to herein above is true and within my own knowledge.

SWORN at _____ by the said _____)
_____)
_____) _____)
This _____ day of _____ in the year _____) (*Deponent*)
_____)
_____)
BEFORE ME)
_____)
COMMISSIONER FOR OATHS

Drawn by:

_____ (*law firm*)

_____ (*physical address*)

P. O. Box _____

_____ (*town*)

_____ (*postal code*)

ANNEX 2: BUSINESS PLAN GUIDELINE

Please provide separately a Business Plan ensuring that the following details are included in the sequence provided below. The applicants have to provide separate Business Plans for each license applied for. Any additional information is encouraged.

1. Executive Summary

Briefly describe your organization and the business concept, including summary of services to be provided.

2. Details/Profiles of Directors/Shareholders

Details and profiles of directors/shareholders (name, employment/businesses/activities involved in).

3. Association with CA Licensees

Details of association of the business or directors/shareholders with existing CA licensees, if any.

4. Technical Information

Provide the proposed system configuration with block diagrams. Specifically provide details of your studio equipment, studio to transmitter/BSD link and where satellite is used, the name and transponder being used. Please indicate if broadcasting equipment quoted complies with the relevant ITU Recommendations for ITU Region 1

In addition, applicants for FM radio broadcasting licence **MUST** complete **Application for Frequency Assignment in the Sound Broadcasting Radio Communication Service form CA/F/FSM/04 (Annex 3)** for each of the proposed transmission site.

5. Station Programming

Provide your proposed station's programming indicating the proposed hours of broadcasting for each day of the week, a schedule of your programme segments for each day of the week, specific value proposition of your programming format in the proposed coverage area, your own produced programmes and their weekly proportions, any planned external source of programming (local or foreign). Also indicate if regular news services programmes on matters of public interest form part of your programming and how often these will be broadcast. Also indicate the principal sources of news.

6. Market Information

With respect to the proposed coverage area, please provide the rollout plan and a market study report of the area for which the license is sought profiling the population and existing broadcasting services in the area. Indicate which licensees provide similar services in the proposed area, identify any gaps in the market and demonstrate how unique your intended programming is and how it differs from them and address the existing gaps.

7. Value Proposition (Unique contribution) to the market

Demonstrate the value proposition (unique contribution) that your intended programming and business is adding to the market. How it differs from what is existing in the market.

8. Revenue Stream

Provide the anticipated revenue stream from advertising, sponsorships and other sources describing how in the provision of the proposed services the business will generate income to sustain its operations, improve the services and, where applicable, a payback to its owners.

9. Financial Projections

Based on the revenue streams highlighted in 8 (above) provide at least three-year financial projections including Income statements, Balance sheet and Cash Flow statement projections as per International

Accounting Standards (IAS). Highlight specifically:

- (a) Costs for capital investment (equipment, building, offices, vehicles etc)
- (b) Recurring costs (staff salaries, royalties, rent energy communications etc)
- (c) Financial investments from the applicant(s)

Please provide the financial estimates in Kenya Shillings (KSHs) only.

10. Capacity to provide proposed services

Attach evidence of capacity to provide the proposed service, including:

- (a) Evidence of capital (Bank deposits, credit facilities, or bank guarantee)
- (b) Demonstration of technical experience and capability as well as access to technical expertise and experience
- (c) Operational arrangements (Human resource plan, customer service plan support arrangements)
- (d) Projected start date of the business

11. Quality of Service Assurance Statement

Describe how you will ensure provision of quality services, how quality services will be maintained in provision of the proposed services, and the measures that you will put in place to ensure consumer protection. In addition, provide the set of technical related activities that will be implemented to ensure that you provide services to customers' satisfaction.

ANNEX 3: LICENSE CATEGORIES AND ENTITIES THAT CAN OR CANNOT APPLY

Entities that can apply for;	Limited Company	Cooperative Societies	Business Names	Community Based Organisations
Commercial Broadcasting Licence	√	√	√	×

Key: √ - Can Apply

× - Cannot Apply

ANNEX 4: INFORMATION ON THE LICENSING PROCEDURE AND PROCESS

1. Submission and Receipt of Licence Application

Submission of an application may be done through the postal system or in person at our office. We encourage you to present your application in person where our receiving officer will check the documents and advise you on any shortcoming.

Once the receiving officer has confirmed that all documentations are in order, you will be requested to pay the application fees. Please retain your original payment receipt.

2. Consideration and approval of application by the Authority

An application, which meets all the licensing requirements, will be processed within **100 days** from the date when all the requirements have been met.

The Authority considers applications on a first-come-first-served basis. Although your application will undergo several internal processes, you will be informed in writing and advised on the way forward in the event that the application is not successful at any stage.

3. Letter of licence offer

If the application is approved, you will be informed in writing (letter of offer) and may also be contacted via phone/email.

The letter of offer is valid for a period of 1 month from the date it is granted and states the initial and annual operating licence fees to be paid before a licence is issued. Please note that the upfront annual operating fees in the offer letter is prorated based on the date of the Offer letter.

4. Operational period

Once you have paid the fees required in the Offer letter, you will be issued with a licence. You will then be required to put the licence into operation within period stipulated in the specific licence.

5. Resources for rolling out the licensed systems or services

After you are issued with a licence, you will be required to apply for type approval of your equipment/s as applicable and utilize resources related to the rollout of your licence as required in the licence.

THE AUTHORITY DOES NOT GUARANTEE AVAILABILITY OF TYPE APPROVAL OF EQUIPMENT

For Licence Transfer/Renewal

In addition to the requirements listed above, Licence Transfer /Renewal will require the following:

1. Submission of request for transfer/renewal

This will include application letter, compliance status statement and statement of accounts.

2. Addition documentation

For licence transfer, the following additional documentation will be required:

- a) Board extract from the company transferring the licence showing minutes of the meeting approving the licence transfer.
- b) Letter of no objection to transfer from the Competition Authority of Kenya.
- c) Letter of no objection to transfer frequency(ies) for FM applications for transfer.
- d) Payment proof of licence Transfer fees of Ksh.10,000.

Payments of fees can be made through e-citizen platform. To pay, visit <https://ca.ecitizen.go.ke/> and follow payment guidelines. Our accounts team accounts@ca.go.ke are available to support and assist. The account's office is open in the morning between **0900** and **1200** hours and in the afternoon from **1400** to **1600** hours on weekdays (and closed on public holidays).

N/B: For transfer of licence, the applicant will be required to pay the Initial licence fees afresh before the transfer can be completed.

**ANNEX 5: APPLICATION FOR FREQUENCY ASSIGNMENT IN THE SOUND
BROADCASTING RADIO COMMUNICATION SERVICE CA/F/FSM/04**

Serial No.....

1. Administrative Details:

- a) Name of the organisation (or individual)
Nationality..... ID / PP No.....
Postal address.....
Business telephone..... Email.....
Physical location: Road/street..... Building..... LR. No.....
- b) Name and postal address of the local supplier (if any).....
Postal address.....
Business telephone..... Email.....
- c) Authorised broadcasting area
- d) Name of person / organisation responsible for payment of bills.....
.....

2. Transmitter Site Details:

- i) Name.....
- ii) LR. No.
- iii) Road/Area.....
- iv) Geographical co-ordinates:
Latitude: deg..... min..... sec..... (N/S)
Longitude: deg..... min sec..... (E).
- v) Altitude above sea level (in metres).....
- vi) Relative height around 15 kilometre radius

3. Transmitter Equipment Details:

- a) Equipment and performance characteristics.
 - i) Name of Manufacturer.....
Make.....
Model.....
 - ii) Carrier output power.....
 - iii) Effective Radiated Power (dB W).....
 - iv) RF bandwidth... .. kHz
 - v) RF Filter Loss dB
- b) Transmit Antenna Details:
 - i) Type of antenna.....
 - ii) Antenna height above ground level
 - iii) Relative antenna height around a 15 kilometre radius.....
 - iv) Polarization.....
 - v) Radiation pattern:
 - a) Omnidirectional: (YES or NO).....
 - b) If not omnidirectional provide the following details:
 - 1. Azimuth of the main lobe.....
 - 2. Angular beam width of the main lobe at the 3 dB point.....
 - vi) Antenna gain in dBi.....
 - vii) Estimated Antenna losses (splitter, harnesses, null fill losses) in dB.....

- a) Feeder:
- i) Feeder type.....
 - ii) Feeder length... m
 - iii) Attenuation per metredB
 - iv) Total feeder loss..... dB

2. Band Pass Filter Details:

- i) Name of Manufacturer.....
Make.....
Model.....
- ii) Return loss over the frequency range $f_c \pm 100$ KHz.....
- iii) Return loss outside the frequency range $f_c \pm 1$ MHz.....
Where f_c = Centre Frequency

3. Miscellaneous

- i) Proposed date of commencement of service.....

Applicants Declaration:

I declare that the above information is true to the best of my knowledge

Contact person..... Designation:..... Date..... Signature:.....

Confirmation by your Radio Vendor/Local Supplier:

I confirm that the above information is true to the best of my knowledge

Radio Vendor Technical Personnel's Name.....

P.O. Box Technical Personnel's Licence No.....

Date Signature.....

Official Stamp.....