

**Remarks By Ezra Chiloba, Director General, Communications Authority of Kenya (CA)
During the Champions Cocktail Reception at Safari Park Hotel on 28th July 2023**

Hon. Ababu Namwamba, Cabinet Secretary, Ministry of Youth Affairs, Sports and the Arts

Mr. Peter Tum, Principal Secretary, State Department of Sports

**Mr. Ismail Madey, Principal Secretary, State Department of Youth Affairs and the Arts
Kenya's Greatest Stars**

Invited Guests

Ladies and Gentlemen.

Good Evening.

1. I first thank the Cabinet Secretary for the invitation to this champions reception, that seeks to honour Kenya's greatest talents.
2. Being in such a gathering can be overwhelming by all accounts, as I feel completely dwarfed by the greatness that abounds here today.
3. It is also refreshing to see Kenya's legends, some of whom I only heard or saw on TV, but who have left an indelible footprint on the sands of Kenya's sporting scene.
4. Suffice it to say that what we are witnessing here today signals a paradigm shift in how we approach our creative industry, and the premium we place on the men and women who have brought glory and have become natural ambassadors of this great country.
5. The Communications Authority of Kenya is therefore quite proud to be associated with efforts such as these. Youth empowerment has been at the heart of our programmes that bring the greatest good to the greater society.
6. Over the last 10 years, we have supported the development of sports and other creative initiatives targeting our youths.
7. We have been the main sponsors of FC Talanta, which now plays in the Premier League, since its inception in 2012, as a byproduct of the then National Youth Talent Academy (NYTA), the predecessor of today's Kenya Academy of Sports (KAS).
8. During that period, we have invested upwards of KSh. 250 million towards this club, and the results have been self-evident in over 300 youths who have gone through the club and made gainful living from their talents.
9. A number for them have gained call ups to the national team, Harambee Stars while some have secured opportunities out of the country. I can confidently say, that a majority of local Premier League clubs have an FC Talanta alumnus.
10. When we ventured into this space, it was quite a gamble for us, and the greatest question we were always asked, why are you people involved in this space?

11. Our answer has always been, if we have to create a positive and lasting impact on the society, then we must focus on the future, the young people, to whom the destiny of this country lies in their hands.
12. The youth have who transitioned through FC Talanta also have a chain of other dependents who rely on them for survival. Our impact, has therefore been beyond the young men we have supported directly.
13. These young men, in the absence of this sponsorship, would otherwise be engaged in other non-productive endeavours, denying them as chance to be the best they can, particularly, living off their talent.
14. And that's why we are proud to see concrete steps being taken by the Government, through the Bottom Up Economic Transformation Agenda (BETA) to establish mechanisms to ensure our youth can monetize their talents across the spectrum of the creative economy.
15. The ICT sector that we regulate is prime anchor of the creative economy. Emerging digital technologies and platforms, have provided content creators with diverse avenues to market their content beyond our borders.
16. With technological convergence, our local media and content creators can effectively completely on the global stage, giving consumers high quality content.
17. Given that the creative economy value chain continues to change, so are how the content creators and distributors relate.
18. While content creators have immense opportunities to distribute their content, and can now connect directly with the consumers, the question of distribution is no longer a going concern.
19. No one can now claim monopoly in this sphere. Blogs and websites, and online streaming platforms such as YouTube and Tiktok have democratized content creation.
20. We there see greater versatility in this space going forward, with new technologies such as New technologies such as Artificial Intelligence, Augmented Reality Graphics and Over the Top Technologies that present unprecedented possibilities with the potential to turn around the creative industry.
21. Our business is to advance strategies to strengthen the creative industry going into the future.
- 22. Thank you very much for your kind attention.**