

## **Kenyan Telecommunication**

Telecommunication in Kenya mainly consists of broadcast, telephony and internet services, with the telegraph and other early forms of telecommunication having been phased out. In each of the identified categories there are a number of players whose services stand out, and some of who have specified client types. The Government of Kenya has laid down plans to improve local telecommunication through a strategic plan dubbed Vision 2030.

### **Sub-Sectors and Competitive Environment**

#### **Broadcast**

Television in Kenya is split into free-to-air and pay television. The latter has payments made on a monthly basis, and also offers channels under free-to-air television, with the addition of exclusive content. MultiChoice, StarTimes and Zuku are examples of pay television firms that have set their roots locally. The most note-worthy free-to-air provider is Radio Africa Group with their *Bamba TV* decoder. Kenya has no established television subscription system and streaming providers such as the ones offered in the United States by providers such as Hulu, Hulu Plus, HBO Go and Netflix. As such, data on viewership is done through external poll companies rather than by the television stations themselves based on subscriptions. A 2015 survey on primetime television viewership considered the country's main television channels. It gave the following results: