

Introduction

The media is part of any developed or developing society, a crucial part of moving the latter into the former. The Fourth Estate has been cited by many as the eyes and ears of the general public, tasked with collecting and dispensing information in an unbiased, non-partisan and completely neutral manner and thus allowing the world to know what happens as it happens. Media houses across the globe have gained mass followings, in some countries even gaining more trust than the government. Objectivity and transparency are the key driving forces behind those in the media fraternity. While the size and scope of media houses differ, there are media houses whose scale and reach is enormous, going past national borders. This report covers the Nation Media Group, one of the mainstream media houses in Kenya. The report includes details on the history of the media in Kenya and that of Nation Media Group. It also gives information on the performance of the media house as well as the risks that it faces in its operations and execution of its core business.

(Number of Pages: 12)