
MEDIA INDUSTRY IN KENYA

Media is definable as any tool that stores and transmits information. It takes the forms of broadcasting, advertising, print, recording, multimedia, digital, electronic, mass and hypermedia, all present in Kenya. The media industry in Kenya dates back to 1895 with the introduction of Taveta Chronicles by Rev. Albert Stegal. In 1901, an Asian trader launched the African Standard which was later bought by two British men. It was renamed East Africa Standard and is now a daily newspaper.

Media in Kenya include FM stations, TV stations, print magazines and newspapers. There are over ninety (90) FM stations, 15 TV stations and an unknown flock of magazines and newspapers. Kenya Broadcasting Corporation (KBC) remains to be the only state corporate, with coverage across the whole country. Royal Media Services are the largest private sector followed by Nation Media Group.

REGULATORY ENVIRONMENT OF MEDIA

In 1998, the Kenya Corporation Act and Postal Act were created in the constitution. They gave rise to Communications Corporation of Kenya which was the regulatory body.

Later in 2013, the Media Council Act (2013) and the Kenya Information and Communications (Amendment) Act were assented to by President Uhuru Kenyatta.

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