



IPSOS IN KENYA MD CHRIS GITHAIGA'S TALKING POINTS DURING THE LAUNCH OF THE KENYA MEDIA ESTABLISHMENT SURVEY ON JULY 5TH 2022 AT THE NAIROBI SERENA HOTEL

Representative from the Communications Authority,

Representative from the Media Council,

The President of the Editors Guild,

The President & the CEO, Public Relations Society of Kenya,

Media Owners,

Advertisers,

Our clients,

Scribes present,

All protocols observed.

A very good morning to you all.

Today marks a very important milestone for the media industry in Kenya as we launch the Media Establishment Survey 2022 – the first in 7 years.

The last study was done way back in 2015.

You all agree that a lot has changed since 2015.

- Population has grown from 45M to 52M.
- Urbanization has grown from 26% to 28%.
- There is emergence of more media channels and more fragmentation - especially driven by vernacular, community, and niche stations (*RADIO from 109 to 250+ stations; TV from 45 to 250+ stations*).
- There is growth in VOD, free or paid own content creation.
- We have seen an explosion of social media – with social media growing in prominence as a perceived authoritative voice; more and more online platforms breaking news as they happen.
- There is increase in access to a phone – access to news in real time; a camera that turns anybody into an instant journalist.
- Globally, there is concern on fake news and journalistic ethics.

- COVID-19 has done a reset on all consumer behavior – including how they interact with media.

Media landscape has changed – and will continue to evolve.

Understanding the evolving audience consumer space is important in identifying opportunities for strategic targeting.

Given this background, it is only prudent to hit a refresh button on the audience data currently being used by the industry (*this should have happened years ago, but better late than never ...*)

I am extremely excited as we launch the Media Establishment Survey 2022 to help businesses, advertisers, media owners, academic and government institutions have access to recent, robust, and credible data as the benchmark for marketing and business strategy.

As input to strategic targeting, our audience data seeks to address the 3 Cs.

- Content - ever evolving and challenging wide array of media touch points that are available for consumers (*tv, radio, mobile, digital platform, OOH, print etc.*).
- Context – what conversations are attracting audiences (*macro & micro issues ... inflation, politics, pandemic, culture etc.*).
- Connections – what are consumer preferences based on cost, convenience, and ease of use – in ever growing touchpoints, shrinking consumer segments & heightened competition. *How do brands cut through the clutter? Leverage emerging digital media?*

In Kenya, Ipsos has conducted audience research since the early nineties and has been and continues to be the leading authority in all matters audience measurement.

It is my belief that the 2022 audience survey will set the new benchmark for the media landscape and become the industry currency.

Our data also shows that the advertising spend in Kenya has continued to grow since 2015 with 2021 data estimated at KES 7 Billion a month - and more than ever, advertisers seek to maximize ROI on their marketing budgets ...

... it is my belief that the audience data we are providing is a critical ingredient in the decision making as well as allows media, advertisers, agencies to keep pace with the changing consumer needs and habits to adapt accordingly.

The 2022 establishment survey is/ should not be an end in itself – as an industry we need to restart the conversation on what next?

From where I sit, we need to reopen the conversation on passive audience tracking. This remains the most ideal approach (gold standard) in measuring and tracking audience consumption behaviour in real time – industry will have access to granular and accurate data.

I don't see why Kenya should be left out.

As Ipsos, we have a perfect mobile – MediaCell which has been tested and proven in many markets ... including the latest South Africa. MediaCell is mobile app-based solution that passively tracks consumer media consumption – in home, transit and out of home.

As Ipsos, we will be happy to lead the conversation, BUT we will need all the industry stakeholders buy in and support.

Finally, I would like to thank all our clients who have supported us on this journey – and looking forward to continued partnership as we navigate the ever-changing media landscape.

Thanks to the clients who have already signed up for the 2022 audience survey... and for those who haven't, our team will be glad to have a conversation

Thank you.

CHRIS GITHAIGA – MD, Ipsos in Kenya.