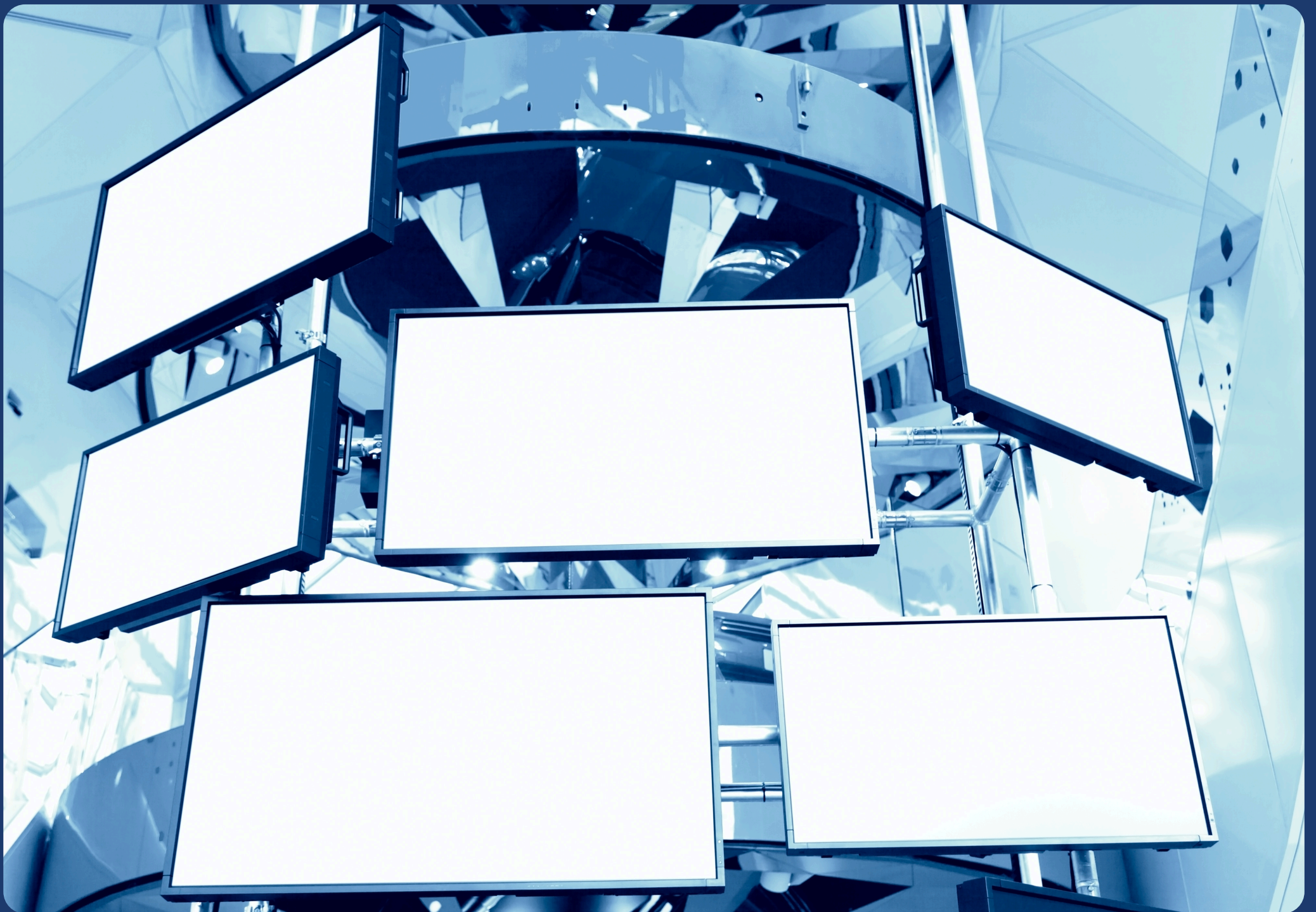


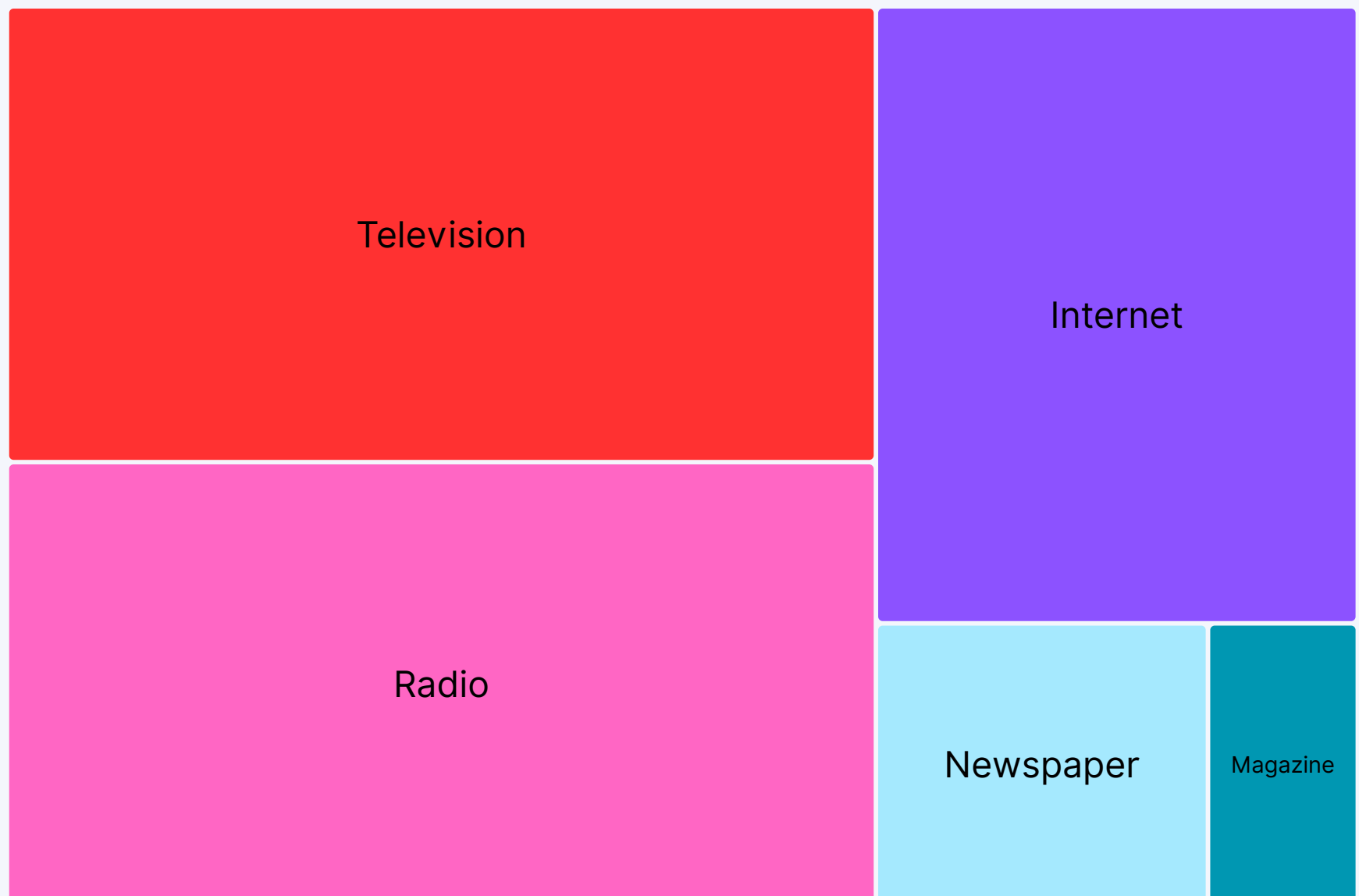
2024 Kenya Media Landscape Insights: Economic Implications, Media Consumption And Advertising Trends.



Economic Context

Kenya's media environment presents significant challenges and opportunities in 2024, with total advertising spending declining to KSh 84.9 billion (from KSh 126.1 billion in 2023). Kenya's economy backpedaled to 5% growth (down from 5.6% in 2023), and marketing professionals must adapt to this economic reality.

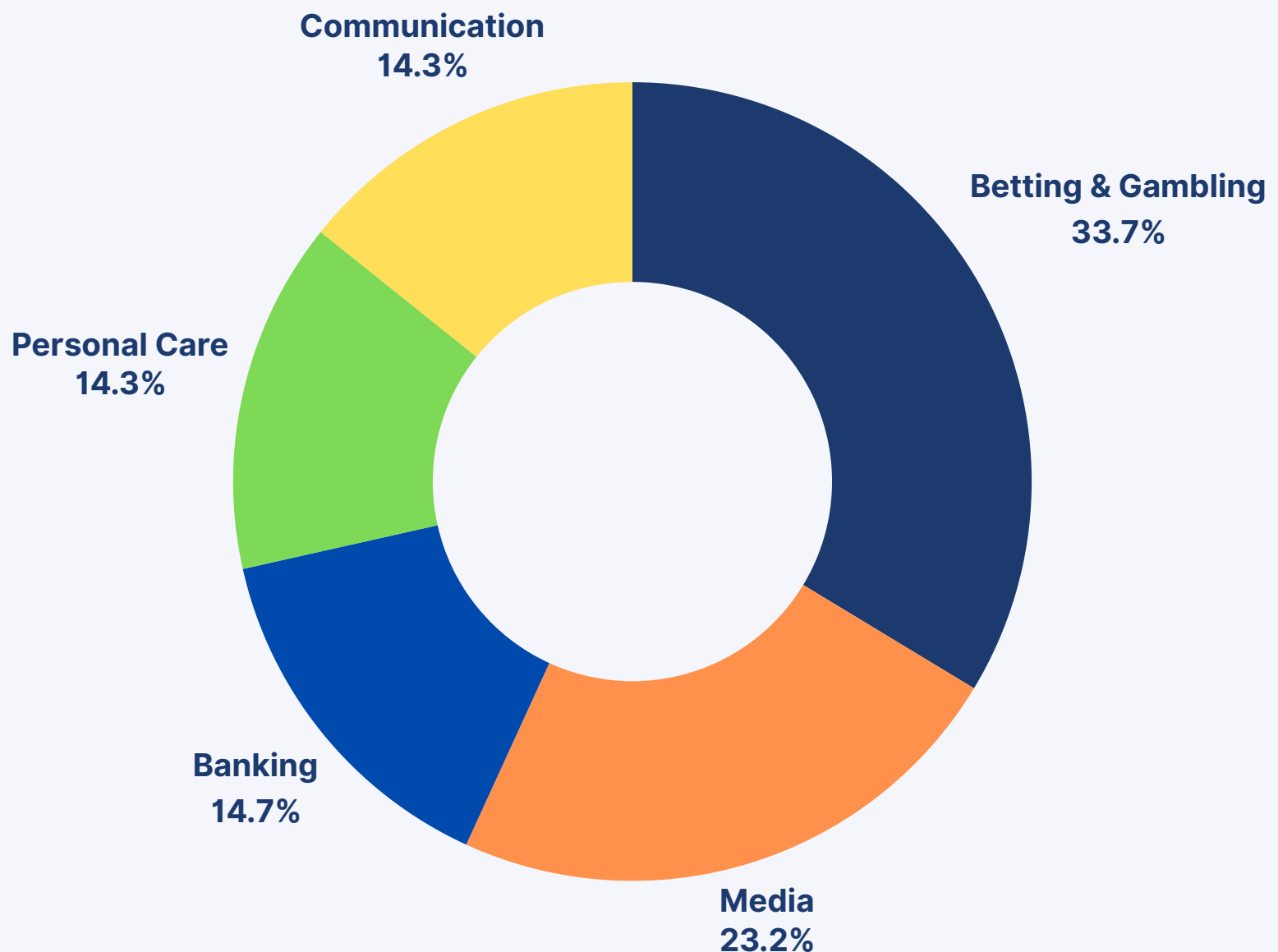
% Media Penetration By Type: Communications Authority Of Kenya



Top Advertising Sectors

- The betting and gambling sector contributed 17% of the total ad expenditure. Betika and 1XBET were the top spenders.
- The media sector followed, with MultiChoice Kenya and Royal Media Services spending the most.

Kenya Media Spending By Sector

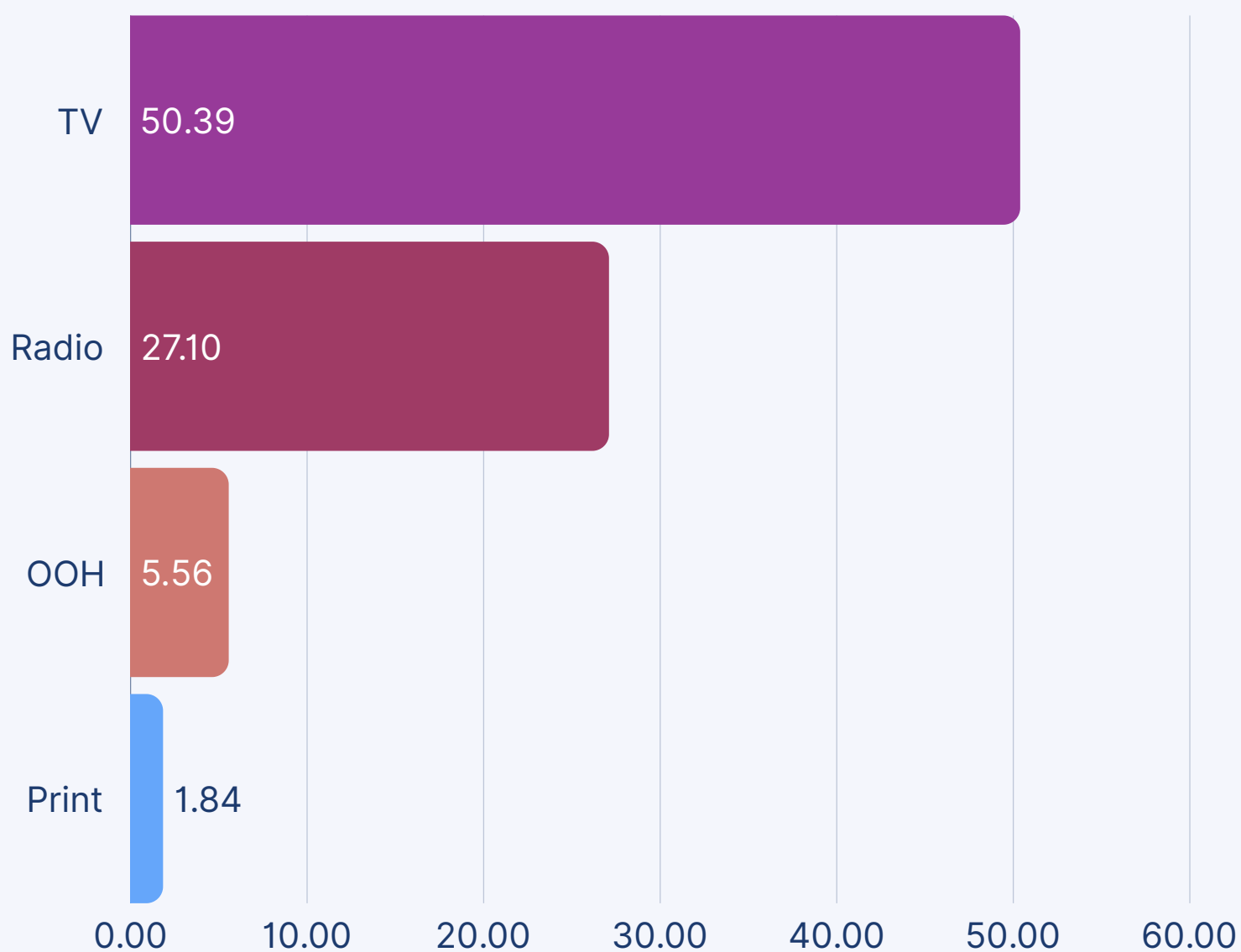


Media Allocation

Despite digital media growth, traditional media maintains a strong presence:

- Television (59% of ad spends)
- Radio (32% of ad spends)
- Out-of-Home Advertising (7% of ad spends)

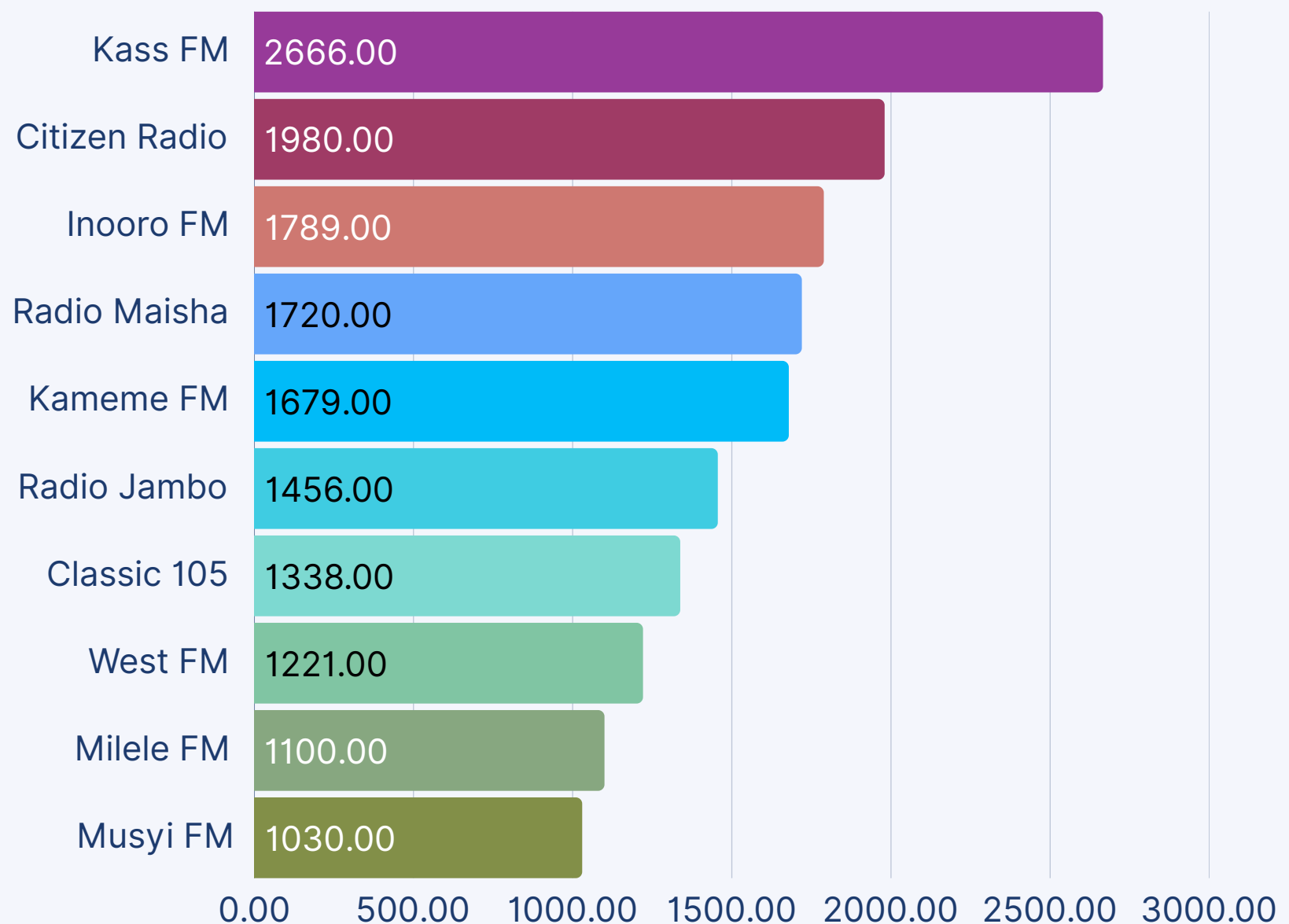
Medium Specific Expenditure Billions (KES)



Radio Allocation

- Regional stations show strong performance, with Kass FM leading in advertising revenue.
- Betting & Gambling (21%), Banking (11%), and Communication (10%) dominate radio spending.
- Audience loyalty creates valuable targeting opportunities for specific demographic segments.

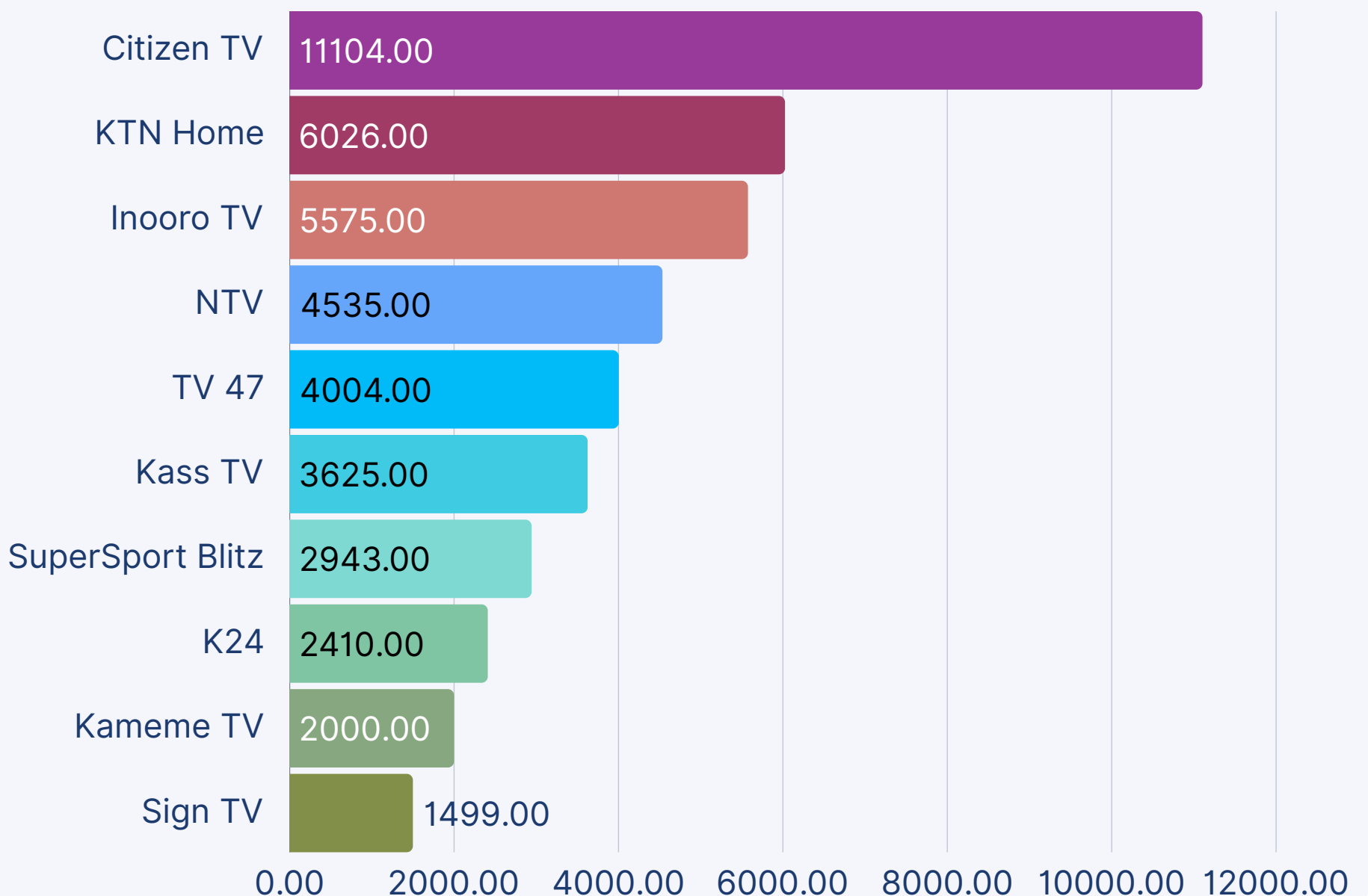
Advertising by Radio Stations(Millions-KES)



TV Allocation

- Citizen TV retains market dominance with a 35.15% viewership share.
- Betting (18%), Media (16%), and Personal Care (11%) lead TV advertising sectors.
- Media industry advertising expenditure on TV was mostly through Showmax and Viusasa campaigns.

Advertising by TV Stations(Millions-KES)





In a contracting market, brands that optimize media allocation strategically will outperform competitors.

This report provides the roadmap to optimize spending across media investments.



**Get The Complete
Analysis**