

GROWING DATA CONSCIOUSNESS IN KENYA

Steve O. Oyugi

Head of Reelcore & Shared Services



KENYA IS AN AWESOME MARKET

Ease of Doing Business

Women in Business

Competitive

Influencer Space

Nairobi.



OPERATIONS



MGD.

Kampala.



GROWTH AGENDA

We are investing in growth in key areas of Africa, forming Strategic partnerships and collaborations on the way

Dar Es Salaam.



DATA CONSCIOUSNESS IN KENYA



———— **WHY?**

Demographics

YOUTH

Youngest continent on the planet, with the youth accounting for over 60% of the population

60% of the population

is under **25**
years



EDUCATION

Accelerating literacy levels

64% *Sub-Saharan
Africa*

*South Asia, West Asia &
Sub-Saharan Africa* **75%**

UNESCO. 2015

44.1m

Mobile

Subscribers

*Overall Population
in Kenya*

51m

ACCESS TO INFORMATION

*High mobile penetration rates, with
Kenya at over 90% and of those 83%
consume internet content*

Lit - 78% in 254

#YOUTH

How Are they Consuming Data.



We are seeing a significant shift in consumption habits and the fact that we have a young population makes it even more interesting because people are being born with this phenomena. It is the youth's NORMAL



Radio consumption is generally static, and in some instances there is growth



Radio



— TV

Consumption decline

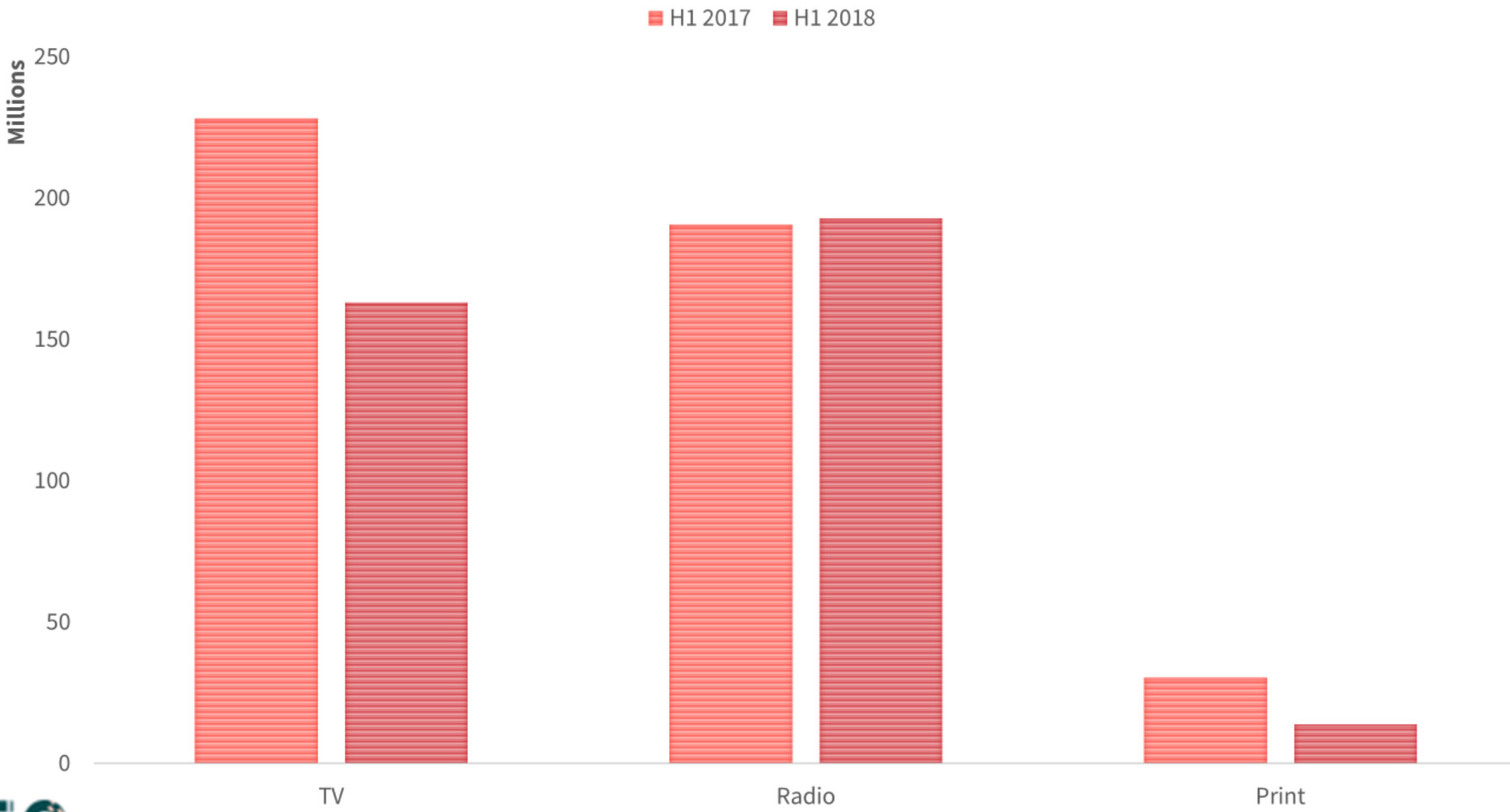


The setup costs have shifted dramatically over the years

The content has also changed with majority of key stations broadcasting local content

Introduction of influencers in shows

Growth in community stations seeking an ear in their localities and a piece of the pie



Radio is King

#Euros



News

News on social media. It breaks on TV but we will get in on Twitter

Print

Significant losses in revenue as a result of lower paper sales. Print subscription are falling and some of it is going online.

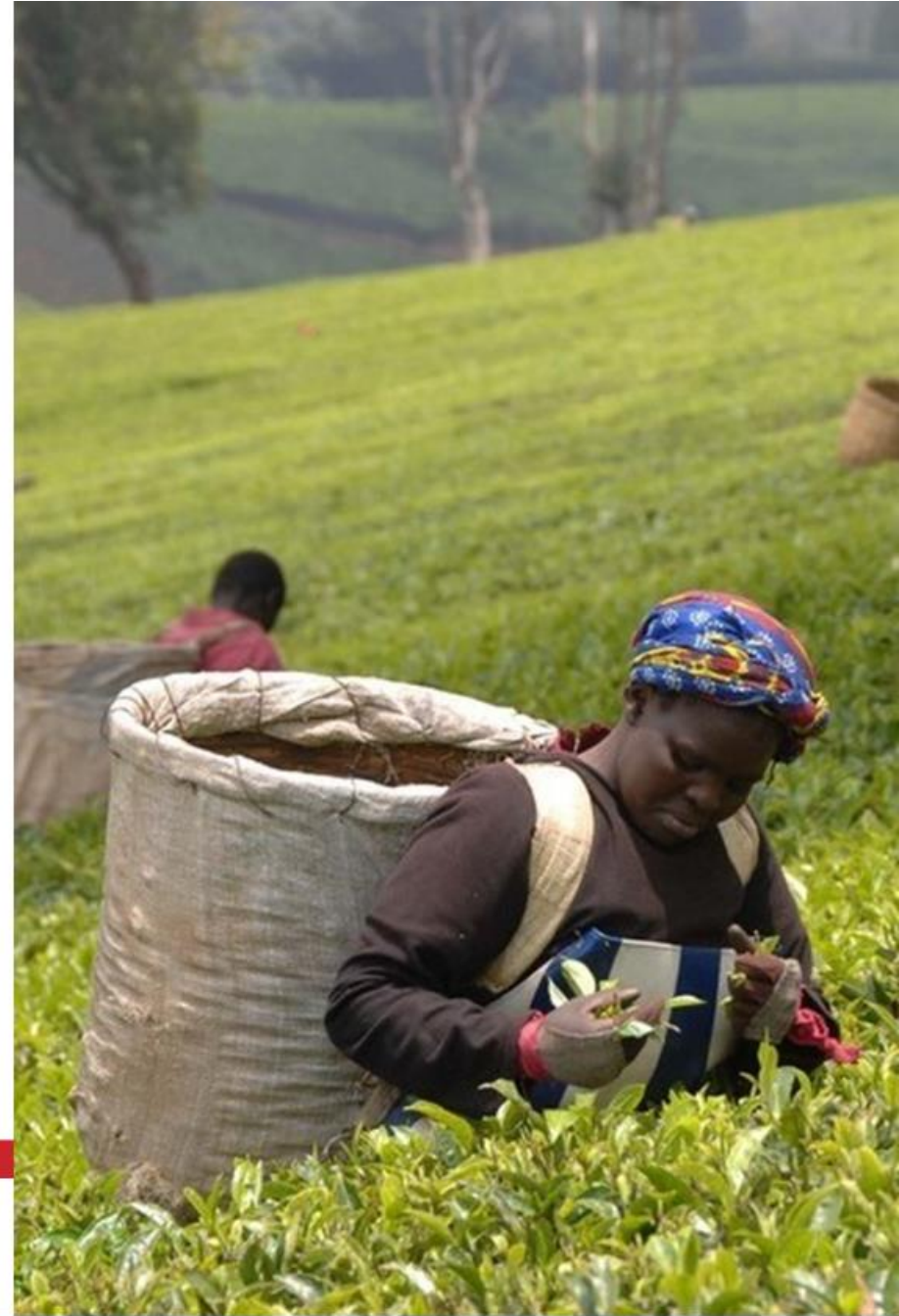
Subscription

Netflix and chill has hit us hard. More people are buying Netflix and other new-media channels

Impact:

Media monitoring Raw material.

The content of our raw material has changed. We have new mediums and our clients are on just about every available channel. However, traditional media has not lost its trust.



DATA IS THE NEW OIL

The market is demanding more DATA

TRANSLATE THE DATA TO INSIGHT AND PROVIDE VALUE

advisory roles

We are assuming advisory roles for our market.

We take their hands, welcome them to our every growing family and we walk with them every single step of the way.

The return on investment is very important to every single business just like us.

WORK.

THE DATA ALREADY EXISTS



FOR WHO? ADVISORY

Best Practice: Who, How and Why?

FOR EVERYONE

Disruption - Compliance is old

How fast we deliver is no longer a selling point but you still must deliver fast

Accuracy is important but relevance is ABSOLUTE

Optimal solutions or no solution at all. Indices and optimized plans.





FIN

BYE