



TALKING NOTES FOR MR. MAINA MUIRURI, CHAIRMAN, MEDIA COUNCIL OF KENYA, DURING THE CHINA-AFRICA MEDIA COOPERATION FORUM 2020

Ladies and Gentlemen.

As we focus on the impact of digitization on journalistic practice, it is worth noting that Kenya hosts one of the most vibrant media in the continent. Kenya has 200 FMs, 92 television stations, 100 print and online publications and a very high internet and mobile phone penetration that are ideal for digital media.

Kenya was chosen to host the high-level meeting because the Kenyan media is on top level of Africa, with many vigorous and innovative media houses and high-level professionals.

The forum comes at no better time, as it provides the opportunity to look at how media, is remodelling its viability plans in the face of challenges in revenue streams, safety of staff and coping in the COVID-19 era.

Most of the COVID-19 containment measures have recommended the use of digital in news collection, management, sourcing and distribution, and for those yet to embrace digital technology, what are the opportunities and lessons, and how do they acquire it.

As the industry struggles with issues of sustainability industry players have made proposals to ensure the media continues to not only survive but grow. These include appeals to the government to consider zero-rating taxes on digital tools used by the media, regulation of digital distribution of content and enhance media information and digital literacy programmes especially in education institutions to create responsible use of media content instead of reverting to draconian laws to regulate the digital space.

As we host the forum today, it is our hope that the experiences shared today and the expertise showcased will culminate in concrete proposals on models for long-term cooperation, providing technical support and capacity building in digitization of electronic media.

As a Council we commit to continue leading by example in putting in place policies that promote digital models of regulation in consultation with other players in the industry.

We urge our counterparts across Africa and China to partner with us in supporting capacity building efforts for media officials and journalists, as well as technical support and personnel training for the digitization of radio and TV, and the development of the industry in Africa.

Thank You !