



# Kenya Quarter 1 2018: Radio & TV Audience Ratings Report

We are pleased to provide you with a Media Measurement report with audience statistics on Top TV Stations and Top Radio Stations for Quarter 1 2018 (January-March) in Kenya, where the [GeoPoll Media Measurement service](#) is currently available .

## Radio

The Media landscape has been evolving over time. Which not only introduced a variety of channels on Radio, but also diversified Radio stations. GeoPoll has continued to provide daily ratings to track audience behavior for the top Radio stations in Kenya.

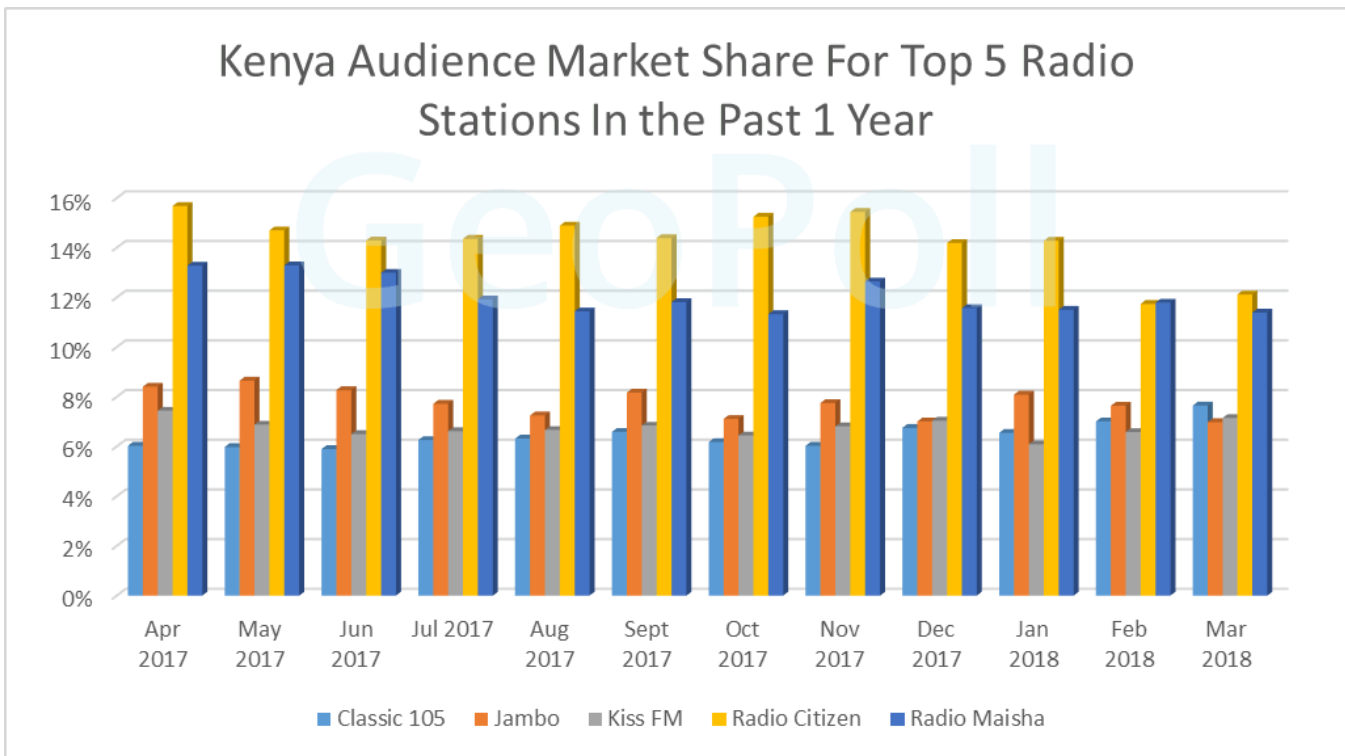
We sampled the top 5 Radio stations in Q1 2018 and below is the analysis performed to observe their trends.

### Kenya Top 5 Radio Stations Quarterly Trend Audience Share

Kenya Radio Audience Share_ Q3, 2017-Q1, 2018			
Station	Q3, 2017	Q4, 2017	Q1, 2018
Radio Citizen	15%	15%	13%
Radio Maisha	12%	12%	12%
Jambo	8%	7%	8%
Classic 105	6%	6%	7%
Kiss FM	7%	7%	7%

Radio Citizen leads in audience share with a drop of 2% share in Q1, 2018. Radio Maisha and Kiss FM maintains their share of 12% and 7% respectively since July 2017.

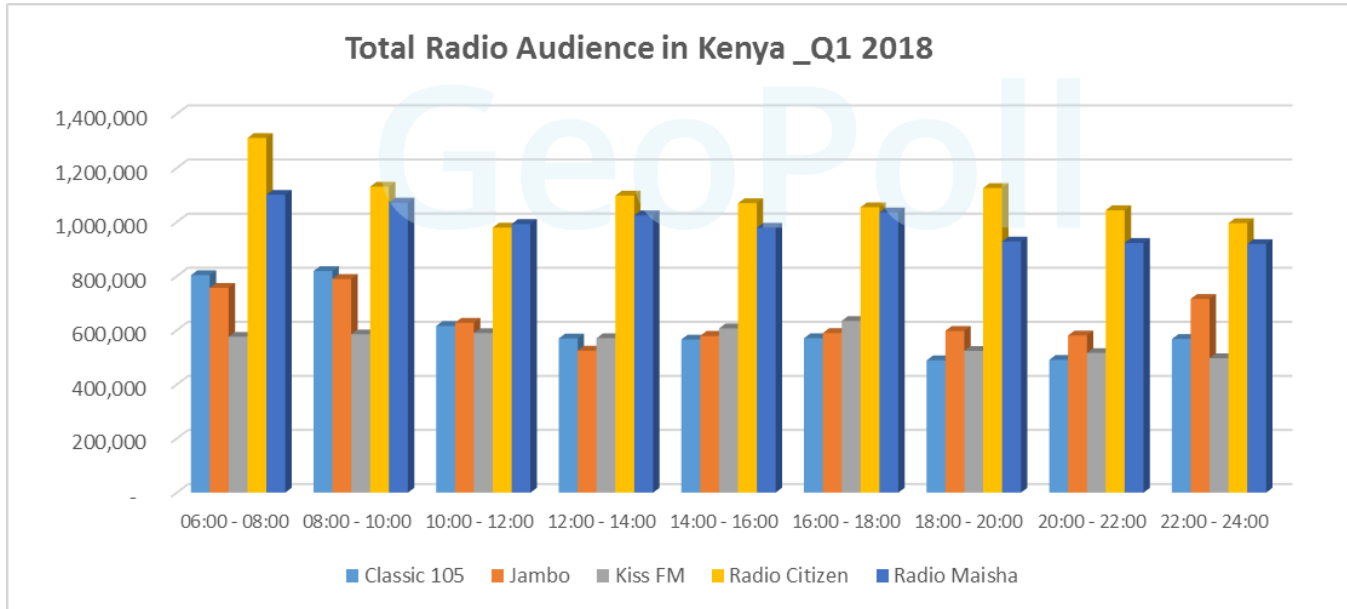
## Audience Market Share of selected Radio Stations in Kenya for the past 1 Year



Radio Citizen has the highest audience share throughout the year with its peak being observed in April 2017 of 16% share. Radio Maisha is ranked the 2<sup>nd</sup> with a share of 13% throughout Q1 2017 and in November 2017.

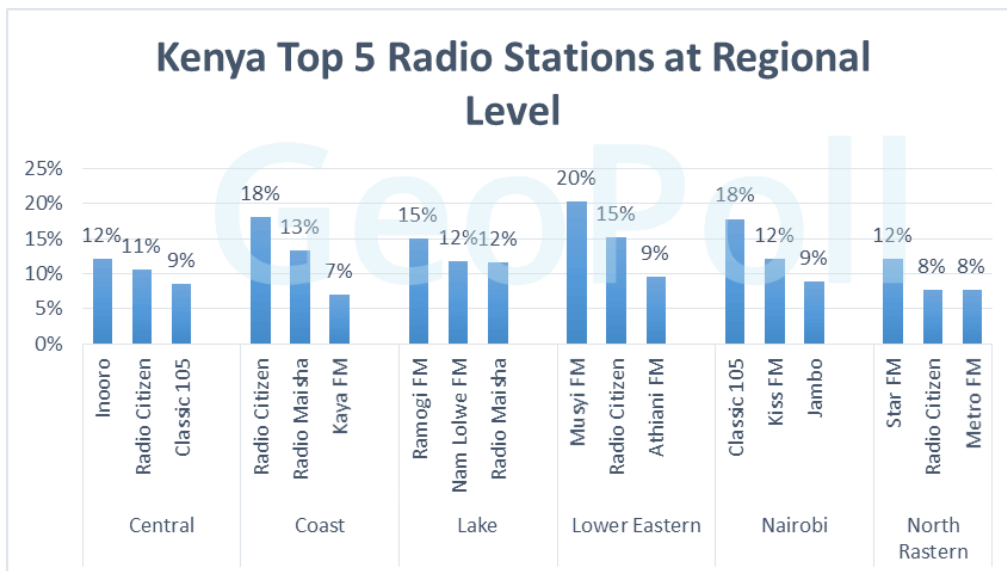
### Kenya Top 5 Radio Stations Day part Analysis for Q1, 2018

GeoPoll also examined the performance of the top 5 Radio stations throughout the day in Q1 2018. The below chart shows the outcome of the ratings.

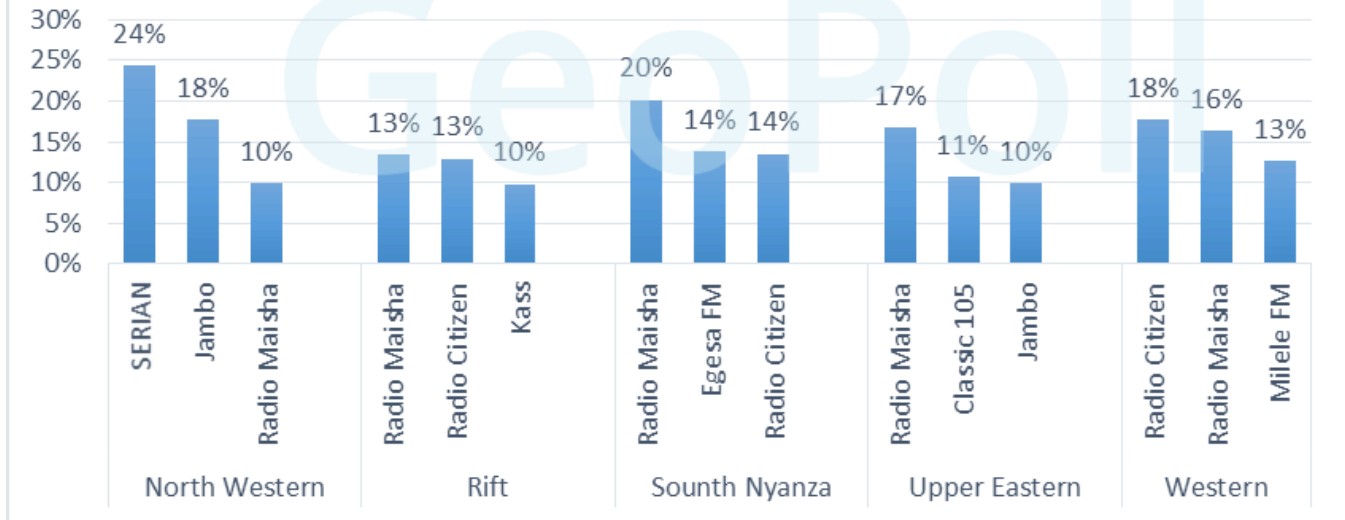


Radio Listeners in Q1 2018 tends to be loyal to Radio Citizen throughout the day with its highest audience being observed during the morning show with over 1.3M unique listeners.

### Kenya Top 3 Radio Stations at Regional level



## Kenya Top 5 Radio Stations at Regional Level



## Television

The Media landscape has been evolving over time. Which not only introduced a variety of channels on TV, but also diversified television stations. GeoPoll has continued to provide daily ratings to track audience behavior for the top TV stations in Kenya.

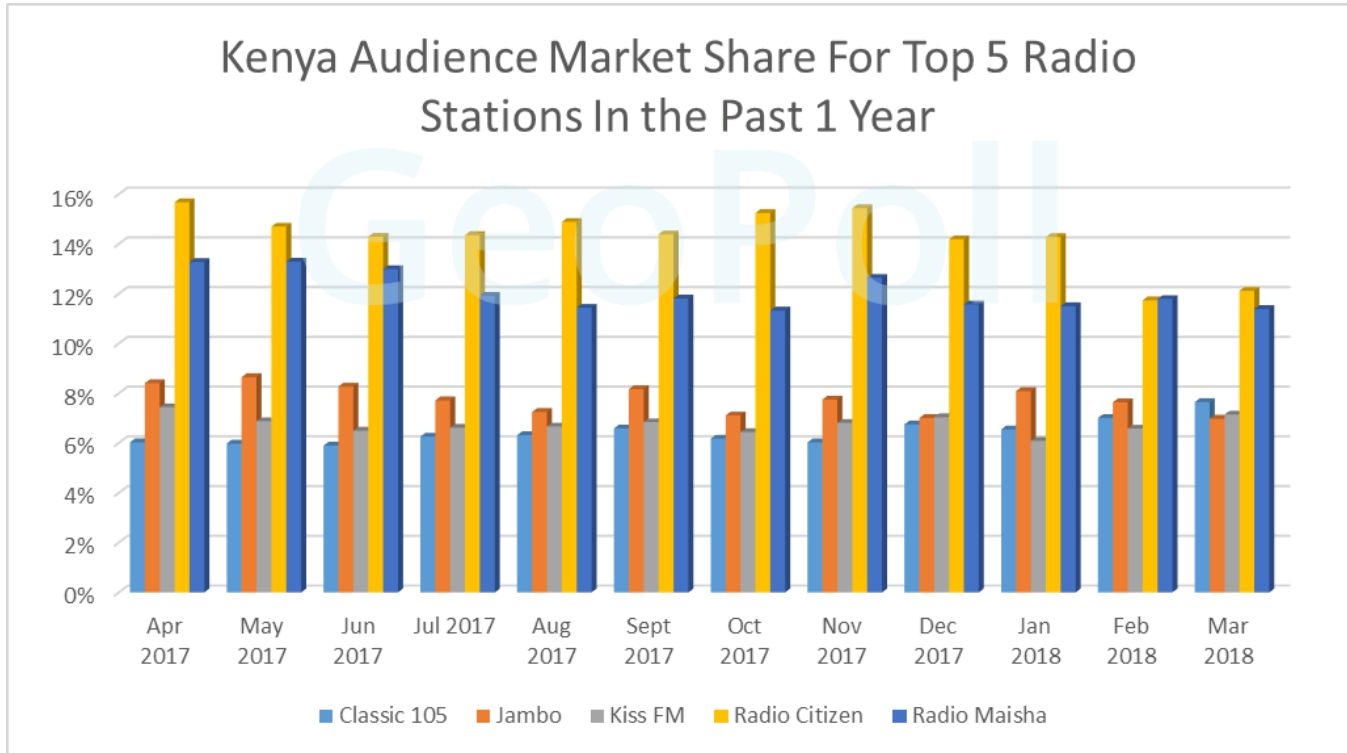
We sampled the top 5 TV stations nationally in Q1 2018 and below is the analysis performed to observe their trends.

### Kenya Top 5 TV Stations in Audience Share for the past 3 quarters

Kenya TV Audience Share_Q3 2017-Q1 2018			
Station	Share_Q3, 2017	Share_Q4, 2017	Share_Q1, 2018
<b>Citizen</b>	28%	27%	22%
<b>KTN</b>	14%	13%	13%
<b>NTV</b>	11%	11%	11%
<b>KTN NEWS</b>	11%	12%	9%
<b>K24</b>	6%	6%	8%

Citizen TV takes the leading position in audience share from July 2017. KTN drops by 1% share in Q4 2017 thus maintaining its 13% share thereafter. NTV has 11% audience share throughout the quarters.

**Audience Market Share of selected TV Stations in Kenya for the past 1 Year**

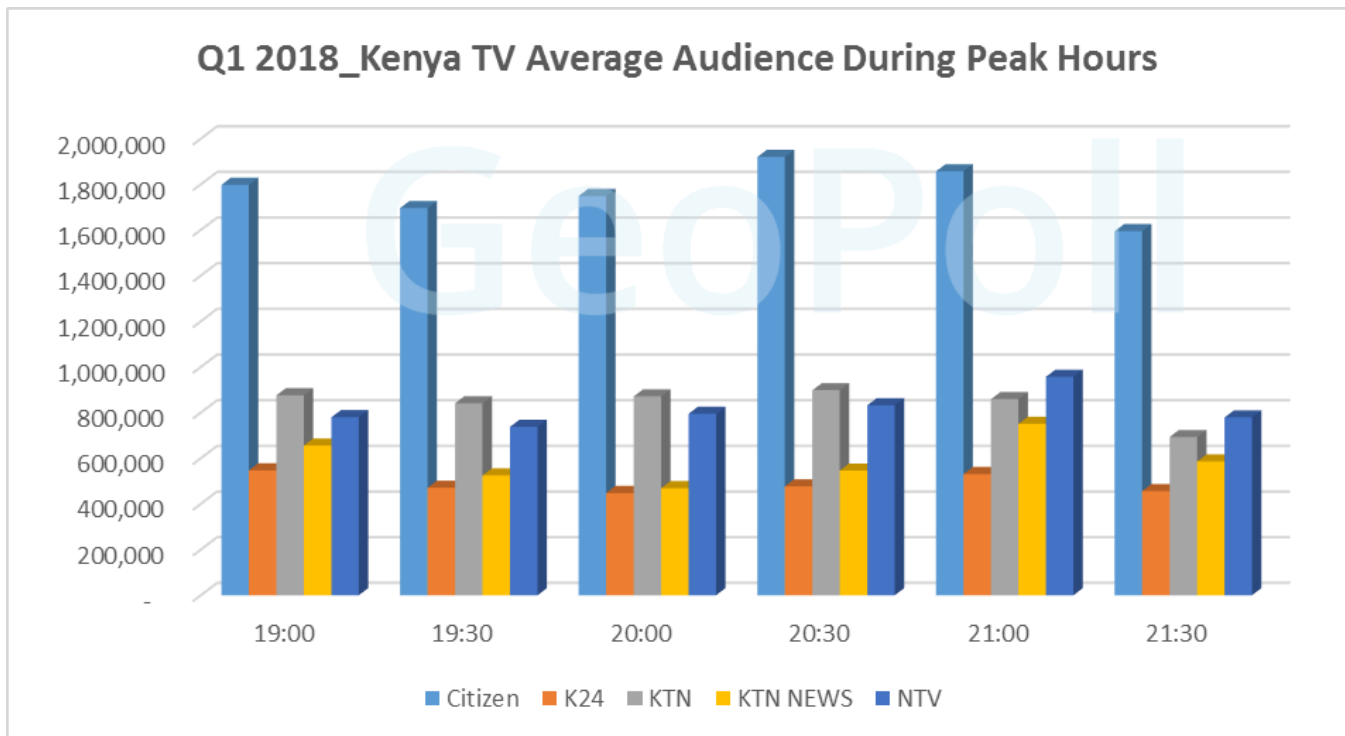


Citizen TV outperformed the market throughout the year with its peak being observed in April 2017 when it attained an audience share of 34%.

KTN is ranked second in share of viewership having a tie of 13% share with KTN News on Oct 2017.

**Kenya Top 5 TV Stations Day part Analysis for Q1, 2018.**

GeoPoll also examined the performance of the top 5 TV stations throughout the day in Q1 2018. The below chart shows the outcome during peak hours.



The graph above indicates that TV viewers spend most of their time watching Citizen TV during peak hours with most viewers tuning in during the news broadcasting hours.

**About GeoPoll**

GeoPoll is a leader in providing affordable market research from areas that are difficult to access using traditional methods. Working with leading brands, media agencies, and international development groups, GeoPoll facilitates projects that determine the ROI of advertisements, demonstrate demand for new products, assess citizen perception of government, and measure food insecurity.

GeoPoll combines a robust surveying platform with integrations to 85 mobile network operators that connect us to more than 240 million mobile subscribers. Key strengths lie in our ability to target extremely specific populations, deploy surveys in multiple countries, and provide expert guidance on how to collect accurate, reliable data through the mobile phone.

**About GeoPoll’s Audience Measurement Service**

GeoPoll’s Audience Measurement Service is the first and only provider of daily, overnight audience measurement ratings in multiple countries, including Kenya, Ghana, Nigeria, and Tanzania. Developed in conjunction with Kantar Media, GeoPoll’s Audience Measurement Service uses a unique mobile-based methodology to capture watching, listening, and reading trends in real-time, providing media owners and agencies with accurate, up-to-date data. Data is currently available in GeoPoll Media Measurement is currently available in [Democratic Republic of Congo](#), [Ghana](#), [Kenya](#), [Mozambique](#), [Nigeria](#), [Rwanda](#), [Tanzania](#), [Trinidad and Tobago](#), [Uganda](#), [Ethiopia](#) and [Afghanistan](#)