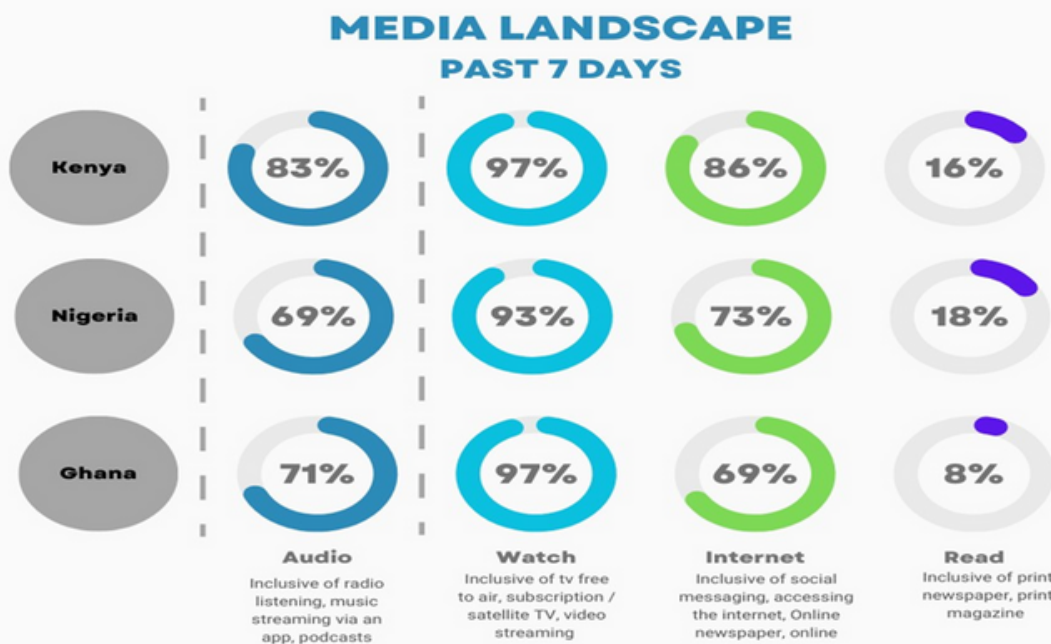


The Media Landscape Kenya, Nigeria and Ghana

Watch inclusive of (access to TV, free to air, subscription, and satellite as well as video streaming) has the highest consumption within the media landscape amongst Kenya, Nigeria, and Ghana consumers, when comparing past 7-day media landscape access between different media platforms.

Ground Control Research conducted a survey to gauge access to different media platforms in these countries, as advertisers aim to reach audiences to ensure product and service buy-in. Audience tastes and preferences continuously evolve, impacting the platforms through which brands and organisations can reach them. The research was designed to compare past 7-day media landscape access between the following platforms:

- Audio, inclusive of radio listening, music streaming, and podcasts.
- Watch, inclusive of TV viewing (all platforms) and video streaming.
- Internet, inclusive of social messaging, accessing the internet, online newspapers, and magazines.



Watch has the highest consumption in the countries, i.e., 97% in Kenya, followed by 93% in Nigeria and 97% in Ghana. Internet consumption was the second highest in all three countries, with Kenya having the highest consumption at 86%, followed by Nigeria at 73% and Ghana at the lowest with 69%. Audio has high traction among consumers in these African countries, with audio consumption in Kenya being the highest at 83%, followed by Ghana at 71% and Nigeria at 69%.

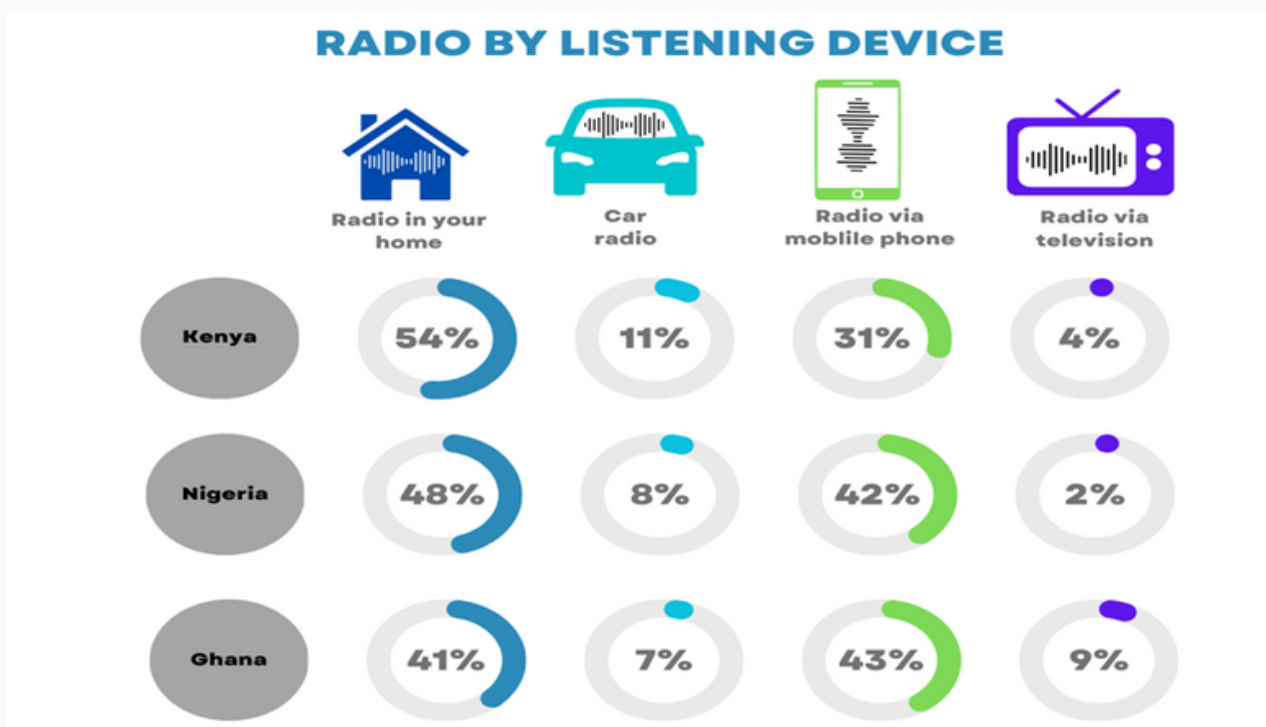
Consumption of print newspapers and magazines recorded the lowest levels. This finding aligns with the overall trend where fewer consumers prefer the print version to online versions.

The Media Landscape

Kenya, Nigeria and Ghana

Radio Listening by Device

Of further interest was the device through which radio listening took place. The majority (54%) of Kenyans listen to the radio at home, followed by listening via a mobile phone. Similarly, Nigerians listen at home (48%) and via a mobile phone (42%). Most listeners in Ghana prefer listening via a mobile phone (43%), followed by listening at home (41%).



The Media Landscape Kenya, Nigeria and Ghana

Loyalty to Favourite Station

The influence of a media channel depends primarily on whether its audience is loyal to a channel or station. The data showed that 61% of Kenyan listeners are loyal to their favourite station. The data showed that Nigerian and Ghanaian radio listeners exhibit much lower loyalty towards their favourite station, with 47% and 36% respectively.



The study was conducted in November 2023 among urban (city and town) citizens, ranging from 15–65 years old, within Kenya, Nigeria, and Ghana.