

Online media seen as Kenya's next advertising frontier

The Kenyan media landscape is no longer what it was in the 1990s; holding a television screen your palm is now a reality; the internet continuously keeps online readers updated with breaking news at every turn. The digital era has led to renewed competition, as consumers look for comfort and speed.

Business Daily Africa reported that after many years of trailblazing modern media, television globally seen threatened; especially the free-to-air that heavily relies on advertising to survive.

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