



**REPUBLIC OF KENYA  
MINISTRY OF INFORMATION, COMMUNICATIONS AND  
TECHNOLOGY**

**REMARKS BY CABINET SECRETARY MR. JOE MUCHERU,  
MINISTRY OF ICT,**

**AFCON 2019 FREE-TO-AIR BROADCAST RIGHTS  
WEDNESDAY, 12TH JUNE, 2019**

## **Ladies and Gentlemen,**

It is a great honor to announce that the Kenya Broadcasting Corporation (KBC) has clinched the Free-to-air broadcast rights for the Africa Cup of Nations (AFCON) that kicks off on Friday 21st June to Friday 19th July, 2019 in Cairo Egypt.

AFCON is a biennial soccer extravaganza that brings together top Africa football playing nations to showcase their prowess. This tournament was first played in 1957 in Khartoum, Sudan, where only four teams participated. The tournament has grown by leaps and bounds, and is now in the 32nd edition to be staged in Egypt.

In this year's edition, we have an expanded field of 24 teams participating, including our very own national soccer team the *Harambee Stars*.

As you all know, broadcast rights are expensive but worth having due to the immense benefit it brings to Kenyans.

AFCON tournament is set to put Kenya on the continental map given the fact that Harambee Stars are participating in the event with the full support of our President H.E. Uhuru Kenyatta and the Government in totality.

The journey to acquiring the rights has been a long one, taking the Kenya Broadcasting Corporation over six months. The cost of acquiring the Exclusive Free-to-Air Broadcast rights for both television and radio was 1.7 Million Euros but KBC negotiated the amount downwards to 1 Million Euros which is an equivalent of Kshs. 115 Million.

KBC as a public broadcaster has a mandate to the Kenyan public and there was a need to acquire these rights for the public good. KBC will beam all 52 matches live on **KBC Channel 1 as well as on 22 radio stations.**

The Ministry of ICT recognizes the role played by KBC as the national broadcaster in creating cohesion and encouraging Kenyans to embrace diversity by ensuring coverage of the event against all odds and advancing government communication more so the Big Four Agenda.

As the parent ministry, we commit to support the turn-around strategies that are being put in place to transform KBC into a modern public broadcaster. I urge the Board, Management and Staff of KBC to take this opportunity and employ all strategies that will assist in revamping the Corporation.

As I conclude, I assure the national and county governments, institutions and organizations both local and international value for money in advertising their products on KBC, a consistent brand in promoting sportsmanship.

And with those few remarks, It is now my great pleasure to welcome you all to tune into our quality live broadcasts on KBC from next week Friday, and support our national team at the 2019 AFCON tournament.

#AFCONikoKBC

**MR. JOE MUCHERU**

**CABINET SECRETARY – ICT**

