REPUBLIC OF KENYA

MINISTRY OF INFORMATION, COMMUNICATIONS AND THE DIGITAL ECONOMY

ADDRESS BY MR STEPHEN ISABOKE, EBS, PRINCIPAL SECRETARY FOR BROADCASTING AND TELECOMMUNICATIONS, MINISTRY OF INFORMATION, COMMUNICATIONS AND THE DIGITAL ECONOMY DURING THE CELEBRATION OF THE 35TH ANNIVERSARY OF KTN.

FRIDAY, 31 OCTOBER 2025

NOVOTEL WESTLANDS, NAIROBI.

SALUTATION

- The Board, Management and Staff of the Standard Media Group,
- Pioneers and Legends of KTN,
- Distinguished Guests,
- Ladies and Gentlemen

Good evening!

I. I am pleased to join you tonight as we celebrate a remarkable milestone in Kenya's media landscape — the 35th Anniversary of KTN, our nation's first private television station. This is not just a celebration of years gone by; it is a tribute to vision, courage and innovation that forever transformed Kenyan broadcasting.

II. The theme of this celebration is one of legacy and renewal. KTN's journey since 1990 tells the story of a trailblazer, a channel that broke barriers when it started, redefined storytelling in the 90s and expanded the airwaves to diverse voices. Its legacy is interwoven with Kenya's democratic evolution, giving citizens a platform to exchange ideas freely and to see themselves reflected on screen.

III. As the Ministry of Information, Communications and the Digital Economy, we are driving the Digital Superhighway and Creative Economy agenda, connecting homes, schools and enterprises across the country. This vision is creating a digitally inclusive society where innovation and creativity thrive. The media stands to gain from this transformation through broadband expansion, digital skills development and opportunities within Kenya's growing creative economy.

IV. I congratulate KTN and the Standard Group for your unwavering commitment over the years. You have nurtured some of Kenya's finest journalists and media professionals, many of whom began their distinguished careers right at KTN. Their impact continues to shape the narrative of our nation and continent.

V. The Government recognises that a free and responsible media is indispensable to democracy. We reaffirm our commitment to protect media freedom as enshrined in our Constitution. Media freedom is not only a legal guarantee but also a cornerstone of good governance, accountability and informed citizenship.

VI. At the same time, we appeal to media houses to uphold fairness, accuracy and ethics in reporting. Fair coverage and constructive criticism strengthen our democracy; distortion and misinformation erode public trust. Let our journalism always be guided by facts, integrity and the national interest.

VII. We also acknowledge the Government's financial obligations to media houses and assure you that steps are being taken to address outstanding payments. We value the essential service that media institutions render to the public and are committed to settling pending obligations in a structured and transparent manner.

VIII. The media industry today stands at a crossroads of digital transformation. The rise of artificial intelligence, on-demand platforms and changing audience habits demands agility and innovation. The future belongs to media houses that can adapt, reinvent and harness technology responsibly.

IX. In this digital age, content remains king, but credibility is the crown. I urge the media to invest in quality, original and

authentic storytelling that uplifts our nation and tells the African story with pride. Let us leverage AI responsibly to enhance storytelling and insight and not to compromise truth or ethics.

X. As we celebrate 35 years of KTN, let us imagine the next 35 years. A future where technology and creativity converge to inform, inspire and unite Kenyans. May KTN continue to embody the values of integrity, professionalism and patriotism, remaining a trusted voice in our national conversation.

Congratulations once again on this historic milestone.

Thank you, and God bless you.