REPUBLIC OF KENYA

MINISTRY OF INFORMATION, COMMUNICATIONS AND THE DIGITAL ECONOMY

REMARKS BY MR STEPHEN ISABOKE, EBS, PRINCIPAL SECRETARY FOR BROADCASTING AND TELECOMMUNICATIONS, MINISTRY OF INFORMATION, COMMUNICATIONS AND THE DIGITAL ECONOMY DURING THE TV47 PRE-LAUNCH.

FRIDAY, 10 APRIL 2026.

ARGYLE HOTEL, NAIROBI.

SALUTATION

- Distinguished Guests
- Industry Leaders
- Members of the 4th Estate
- Ladies and Gentlemen,

Good evening,

I. It is a pleasure to join you today as we mark this important milestone for Kenya’s media sector. What we are witnessing this evening is not just the unveiling of Cape Media's new content ecosystem, it is a bold statement that Kenya’s media industry is evolving, embracing innovation and positioning itself for the future in the midst of the ongoing technology disruptions and shifts.

II. The Government of Kenya acknowledges the critical role played by the media and creative sector in driving forward our economic transformation agenda. Under the Digital Superhighway and Creative Economy pillar of the 5th Administration's BETA Plan, the Government is firmly committed to creating an enabling environment where innovation thrives, talent is nurtured and opportunities are expanded, particularly for our young people.

III. The media plays a vital role in our society. It informs citizens, shapes national dialogue and reflects who we are and who we aspire to be. Today, it is also a powerful economic driver, contributing to job creation, enterprise development and national growth.

IV. Globally, the creative economy is among the fastest-growing sectors, and Kenya is no exception. Our young people are creative, connected and ambitious. They are not just consumers of content, but creators, storytellers and innovators shaping the future of our digital and cultural landscape.

V. It is therefore our shared responsibility, both Government and industry, to ensure that young people have access to the platforms, tools and opportunities they need to thrive and contribute meaningfully to national development.

VI. The establishment of Cape Studios stands as a strong statement of intent, a commitment to nurturing local talent, building skills and ensuring that Kenyan stories are told authentically by Kenyans, for Kenya and for the world.

VII. Equally, the transformation of TV47, Radio 47, and TV47 Digital reflects a deep understanding of today's audience. Media is no longer confined to a single platform. Audiences are digital, mobile, and interactive, and they demand content that is relevant, relatable and real.

VIII. As the industry evolves, we must also uphold responsibility. As access expands and voices grow louder, credibility, accuracy and integrity must remain at the core of media practice. The strength of the media is not only in its reach, but in the trust it commands.

IX. To the team at Cape Media, I commend your boldness and vision. Transformation requires courage - the courage to rethink, to innovate and to lead.

X. To the broader media and creative community, and especially to the young people of Kenya—the opportunities in the creative sector are growing. The platforms are expanding, and the future is yours to shape. As Government, we will continue to walk this journey with you to build a media industry that reflects the strength, diversity and ambition of our nation.

Thank you, and congratulations once again.