

Ericsson report on changing media preferences in Kenya

Ericsson's ConsumerLab has published its first TV and Media report for Kenya, which indicates that TV ownership is 92%, including traditional TV and viewing on smartphones and tablets for short videos and clips.



Image via [123RF](#)

The changing media landscape offers a multitude of entertainment choices for Kenyans

- 63% of students and 59% of young white-collar professionals who watch TV and video content over the internet at least weekly would like to watch content of their choice on a personal device
- 80% of consumers who watch TV and video content over the internet at least weekly own smartphones and 60% of their viewing time is spent on mobile devices other than TVs
- The smartphone is the most widely used device to connect to the internet - 84% use mobile broadband on their smartphones or tablets

Since they have access to a variety of mobile devices, Kenyans are not restricted by time or place when it comes to watching TV and video. This trend of watching TV and video content throughout the day in different locations and on different devices is creating a demand among Kenyans for better connectivity.

The report also notes new trends in viewing behavior in Kenya. There was a time when watching TV was a communal

experience for the family. However, with the proliferation of devices, there is freedom and flexibility to choose what and when to watch.

Robert Rudin, country manager, Ericsson Kenya says, "The rise of mobile devices, such as smartphones and tablets as the viewing devices of choice, is an opportunity for local operators, content providers and broadcasters alike. We are seeing a shift in the way people consume television and video content and the demand for flexibility and reliability will influence operator strategies."

Another key finding of the report is that 83% of those surveyed are interested in having a single provider for TV and broadband services. This is a compelling statistic for operators wanting to offer bundled services to subscribers.

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