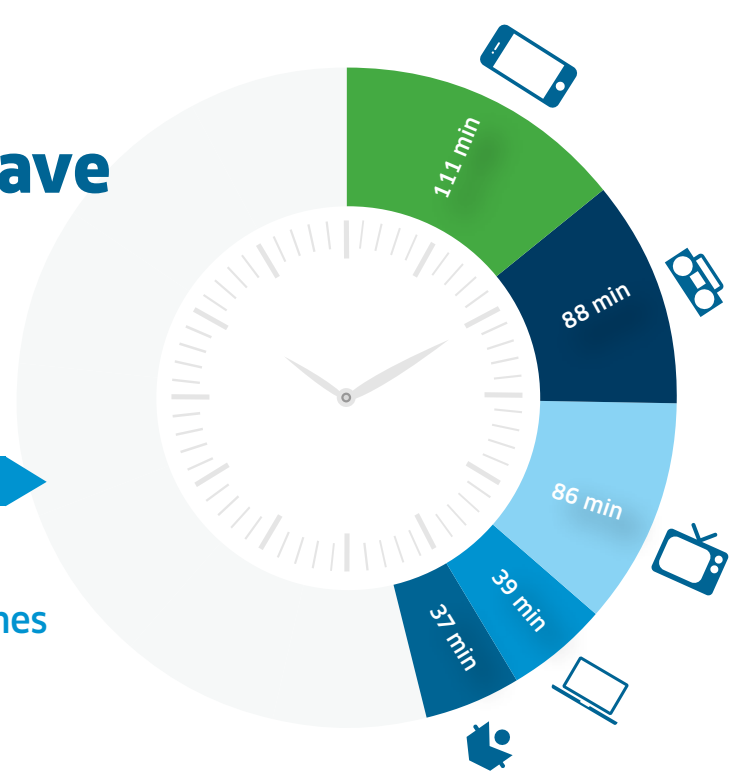


# Kenya

## 5 ways mobile devices have changed the way Kenya consume media

### 1 | Mobile devices are the #1 channel for media

The average mobile web user in Kenya consumes over 6 hours of media daily. Mobile devices represent 31% of this time.



### 2 | Mobile device usage is throughout the day

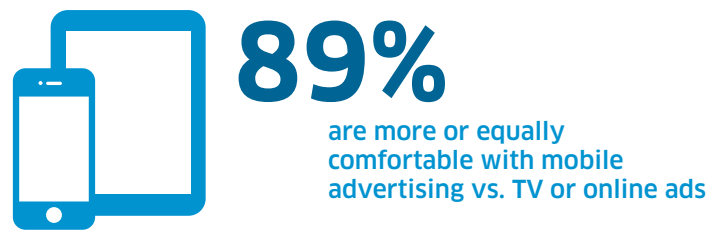
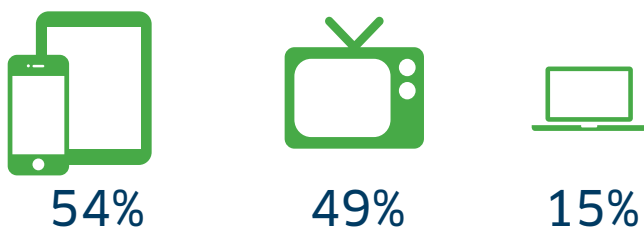


### 3 | Mobile content consumed varies by gender



### 4 | Comfort with mobile advertising is already greater than tv or online advertising

Which forms of media most impact your purchasing decisions?



### 5 | Mobile impacts consumer behaviors throughout the purchase path

