

SIMALOI DAJOM



Simaloi Dajom is a seasoned media expert with two decades of experience leading strategy, people, content and innovation for top media organizations, including Citizen Radio, the most consumed media station in Kenya.

She has been instrumental in the growth and transformation of 50+ media brands In Kenya & Africa through training. Simaloi has successfully managed, mentored and trained 1000+ media personalities, journalists and managers in Kenya and across Africa. She has been a Judge of the prestigious Annual Journalism Excellence Awards (AJEA) in Kenya.

Simaloi is highly experienced in transformative media training, audience attraction and retention strategies, winning content & talent strategies, Media sustainability strategies, media development, digital transformation, solution journalism, media trends & data analysis, Media Leadership, media monetization & innovation strategies in a fast changing audience, business & digital landscape.

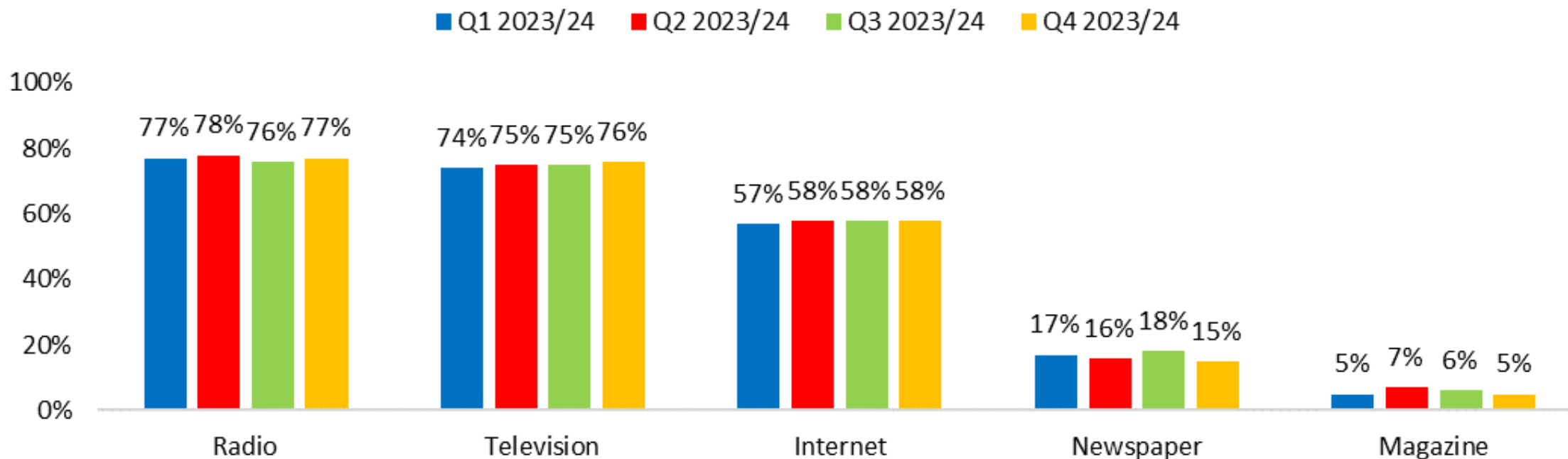
Her expertise cuts across Radio, TV, Print & Digital media on the community, national and international development media scope.

Simaloi is a recipient of the Kenya Top 40 Under 40 Women award, in honor of her impact in the media industry. She is the Head of Broadcasting at Nation Media Group, leading the broadcast strategy, people & growth for NTV & Nation FM.

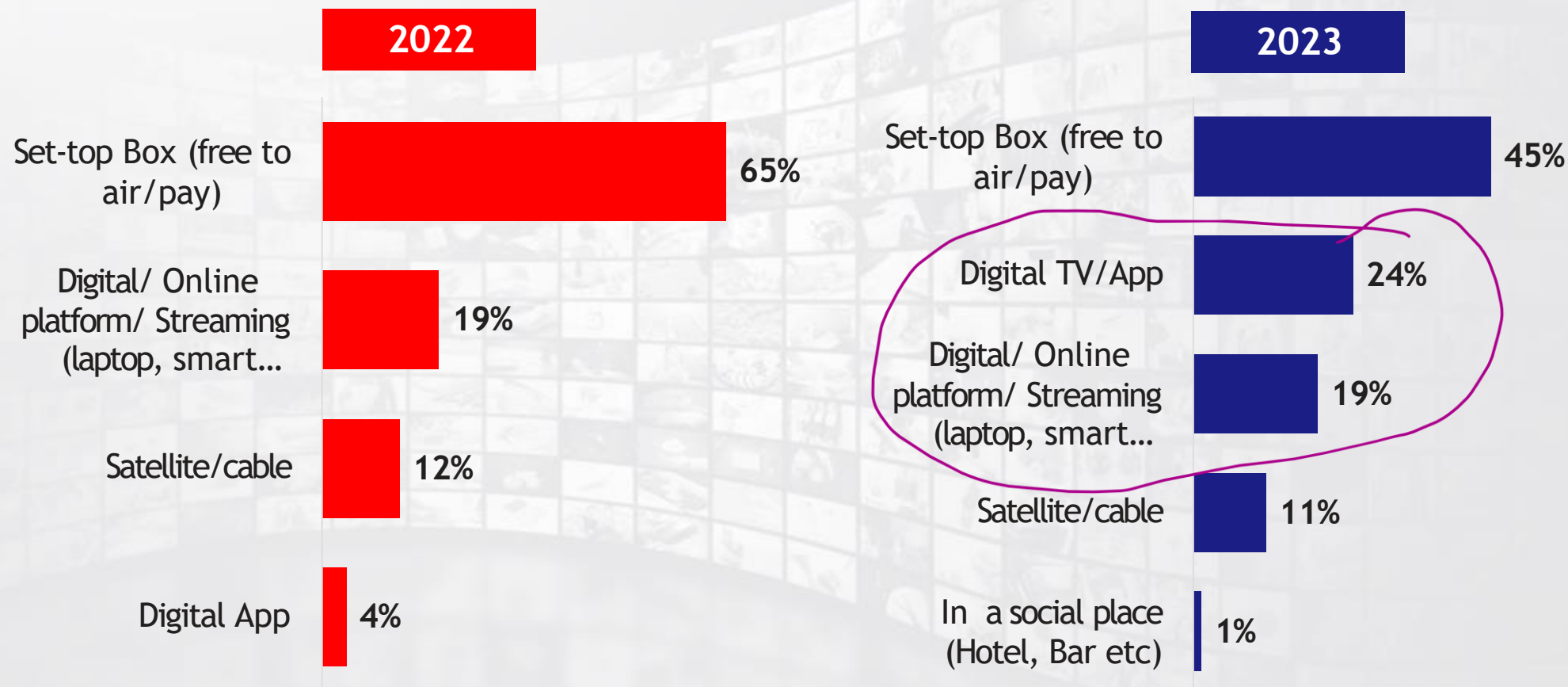
State of media in Kenya

- More than 76% of respondents reported watching TV and listening to the radio as their most popular activities while Internet engagement remained stable at 58%
- Current quarter's data shows a modest increase in both radio and television consumption.
- Conversely, there was a slight decrease in magazine and newspaper reading during this period.

Access and Usage in the last 7 days



HOW TV CONTENT IS ACCESSED



How do you access your TV?

n=2729, Those who watch TV

FIXING THE NATION

One conversation at a time...



JANET
MBUGUA

ERIC
LATIFF

MARIAM
BISHAR

MON - FRI 6AM - 10AM

WATCH

LISTEN

STREAM



www.ntvkenya.co.ke



First of it's kind: Live 360 Show (TV, Radio & Digital – Broadcast meets Podcast)

- In-depth discussions on issues affecting mwananchi
- Solutions-driven journalism
- Expert panels & audience engagement
- On-ground peoples parliament & digital barazas
- Anchored by respected journalists, **Eric Latiff, Mariam Bishar and Janet Mbugua.**

airs across TV, radio, and digital platforms, offering an audience - centered, interactive, and highly engaging experience

Designed to hold leaders and systems accountable

FIXING THE NATION is live on **NTV, Nation FM**, NTV website, & Across digital Platforms enabling a seamless, uninterrupted 360 content consumption experience

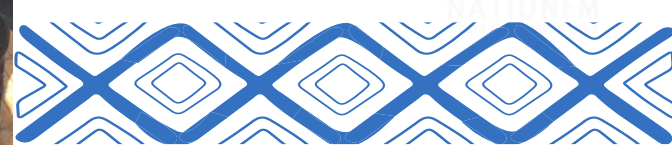


FIXING THE NATION

FIXING THE NATION – KWA GROUND



Fixing The Nation
Audience
engagement On-
ground at Jeevanjee
gardens & online.



Live chat

Top messages 553

- Eugene Uchieng watching from Qatar, insightful show.
- Horace Wandera Tuned in from 3rd Parklands
- Don Sabwa yes Eric do you know all the roads in North Eastern?? what about SHA, SHIF, n high education funding ..can we recall the progress of the same
- Job Okemwa-Public Health Practioner tuned in from lokichar Turkana
- hram gathundu Hello team..@Eric you have a PhD in Finance..weah
- Mestroy vids tune from Northampton Uk
- David MANG'ERA Eric, magenche is in kisii county

@josephgichohi7165 8 days ago

Just changed my routine morning show from Citizen which over and over brings politicians to this show. Its more insightful and orderly. Big up guys, this is sure the way to FIX THE NATION. 🗣️🗣️

42 Reply

@LarryNgetich 8 days ago

Great conversation. Personally the MMFs and stocks work for me because I am terrible at business. I focused on that and even if I get fired now, I know I can survive on the dividends and interest since all my monthly expenses are less than Murugi's maintenance 🤔

41 Reply

6 replies

@bmm3182 3 days ago

Funny how I recently started tracking my expenses down to the coin and realized I spend a lot on transaction fees... then BOOM Ivy mentions it.... Great Conversation!

7 Reply

@winnieowuor6946 8 days ago

Great talk: Respect your money and it will respect you back.

@juliussongim1301 2 days ago

I love the quality of the discussion. Kudos Eric, Janet and co

3 Reply

@nancykiberenge5597 2 days ago

Eric you have brightened NTV! Bravo!

8 Reply

@briankimotho5622 2 days ago

Please keep this Segment as Organic as possible. No political

1 Reply



DIGITAL 1st MEETS TV!

FLAQO on NTV

The ONE MAN ARMY is now on NTV!

Relatable storytelling with a side of Humour, Wit.

Renowned for his versatile content creation. With his unique ability to portray multiple characters within his skits, most notably the "Mama Otis" persona.

The content primarily revolves around humorous depictions of typical Kenyan family dynamics, societal norms, and everyday situations, offering a comedic yet insightful reflection of Kenyan culture

Flaqo's sketches often feature recurring characters such as Mama Otis, Baba Otis, and their son Otis, each embodying distinct traits that resonate with a wide audience

Mon – Friday 12:00 pm – 12:30 pm

This is your 'at work' comedy fix and breather.





Thank You

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Nation Media Group
Media of Africa for Africa