

Kenya to save Sh3bn annually through digital advertising

Victoria Kioko, writing on CapitalFM, says that the Kenyan government aims to reduce advertising costs from Sh4bn per year to Sh1bn following the state directive on online advertising.



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- CapitalFM: [Online advertising to save Kenya Sh3bn annually...](#) The report states that earlier this year, the government came up with amendments requiring state organisations to use online platforms instead of newspapers for advertising.

ICT Director of Public Communication, Mary Ombara says "Our main objective is to streamline the sector through a Government Advertising Plan. Advertising is a shared responsibility that requires the input of all stakeholders. The Government will also engage with key players to help drive its agenda in domestic and global advertising."

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