

## **K24 and Royal Media Services join A24 Media**

NAIROBI: A24 Media, the African online content delivery site has added K24 and Royal Media Services, two Kenyan broadcasters, to its list. K24, a 24-hour TV news channel which features local eyewitness reports, and Royal Media Services, a media empire with outreach across Kenya have joined A24 Media to broaden the broadcasters local content.

Royal Media, with local television and radio content programming, owns Citizen Television, Radio Citizen & numerous vernacular and regional radio stations.

Commenting on the new partnerships, Salim Amin, A24 Media chairman commented, "We are delighted to join hands with K24 and Royal Media Services to open up access to their content to broadcasters across the world seeking a fresh and informed local insight into African issues. We are confident that these will be the first of many national broadcasters across the continent who embrace the A24 Media platform as a unique way to gain greater share of voice for Africa's stories."

According to A24, limited access to local content is the greatest challenge faced by international journalist when addressing African issues. Local journalists often have no means to distribute their content to broadcasters forcing broadcasters to pay hefty for local coverage by international crews. Since its launch 20 stories have been uploaded on the A24 site.

A24 Media is also launching a new category on its website called "African Leaders" featuring biographies prominent African leaders such as Nelson Mandela, Robert Mugabe and Mwai Kibaki whose achievements and failures have shaped the African continent.