GROWING YOUNG AUDIENCES IN AFRICAN NEWSROOMS

How Nation Media Group Connects with Gen Z & Millennials

James Smart, Managing Editor, Broadcast & New Media

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THE CHANGING MEDIA LANDSCAPE

African youth are highly **connected and digitally active**, making them a critical audience for newsrooms and content creators.

Among the **15-24 age group,** 79% have high internet usage & their daily engagement is exceptionally high, with **97% using the internet every day.**







THEIR CONTENT VALUES

Authenticity: Youth distrust overly polished or “corporate-sounding” messaging. They respond better to raw, real, and relatable storytelling.

Cultural relevance: Stories that are produced in local languages, trends and memes resonate strongly.

Social impact: They value content that addresses real issues like gender equality, youth empowerment, and political accountability.



PLATFORM POPULARITY

YouTube is the most used social media platform among the youth with **93%** having used it, followed by **TikTok (63%)**, **Snapchat (60%)**, and **Instagram (59%).**

Gen Z and Millennials spend significant time on TikTok, Instagram, YouTube Shorts, and WhatsApp, favoring short-form, interactive content over traditional long reads or TV broadcasts.

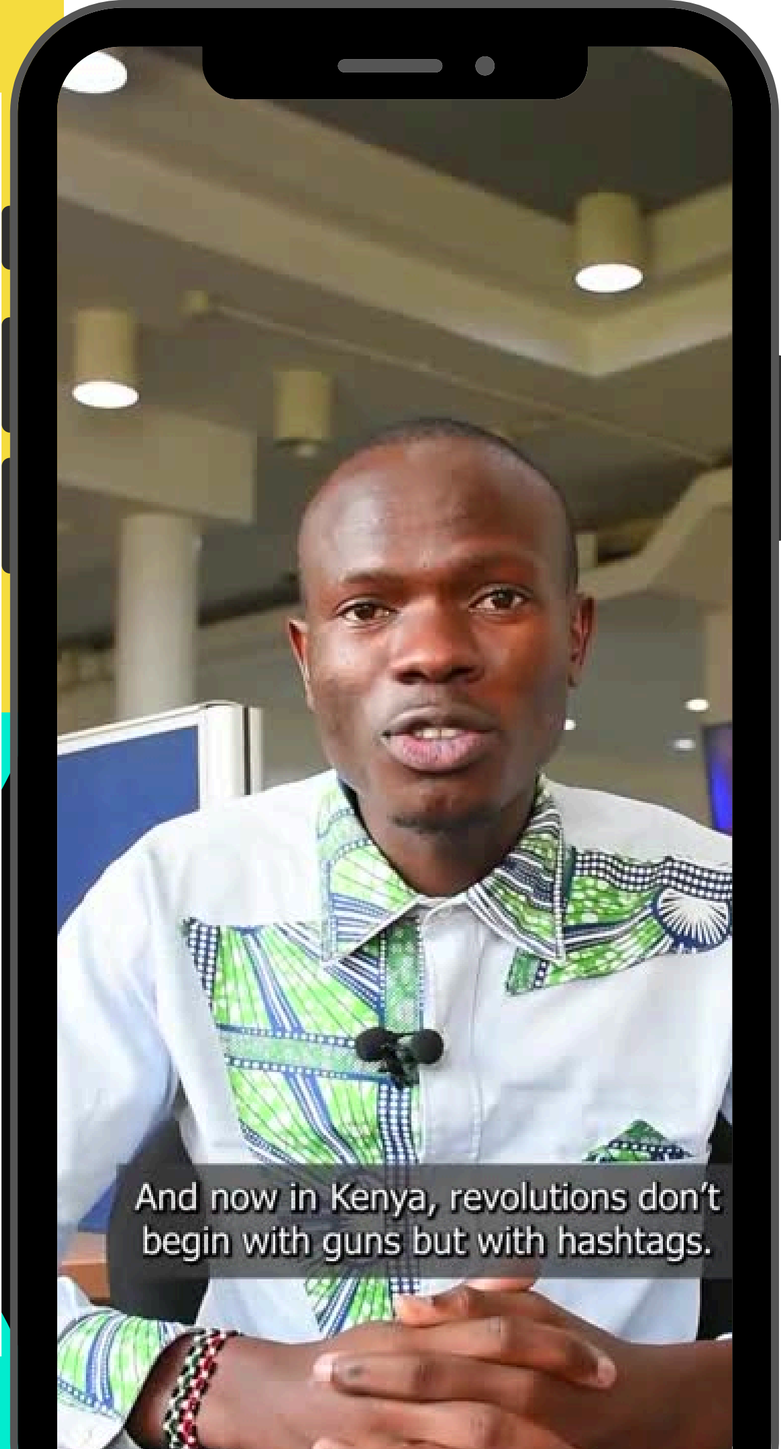
TikTok is often used for **entertainment**, **viral news snippets**, and **social commentary**.

WhatsApp is a key channel for news circulation and peer sharing in African communities.

HOW NMG IS REACHING YOUNG AUDIENCES

Gen Z content creators were hired in the newsroom to bring fresh perspectives and insights that are used to create content that resonates with their peers.

The team identifies articles and creatively **transformed into engaging videos** making news content more accessible to young audiences.



PODCASTS

Gen Z listen while **commuting, studying or even while working out.** Podcasts fit their lifestyle perfectly because they don’t require full visual attention.

The **“host-listener relationship”** builds trust and loyalty in a way tweets or TikTok videos can’t.

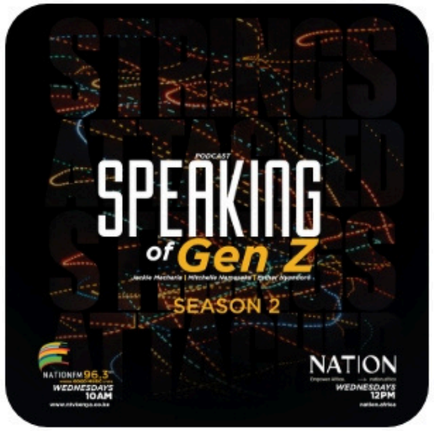
Our **podcasts content** showcases its effectiveness in engaging youth through multi-platform accessibility.

They are avialble on Afripods, the NMG websites & on YouTube reaching diverse audiences.



430 Episodes

31 Podcasts



Speaking of GEN Z

Speaking of Gen Z brings you entertaining but meaningful conversations about a generation that is trying to navigate through adulthood. Join hosts Michelle, Jackie and Esther as they unravel all things Gen Z.

Latest Episodes



February 26th 2025

Millennials & Gen Z: Same planet, dif...

In this episode of Speaking of Gen Z, host Mitchelle Namasaka sits down with millennial guest Velma to unpack the cultural shifts between Millennials and Gen Z. From ling...

39 min



February 12th 2025

Unfiltered & unpopular: Gen Z speak...

In this episode of Speaking of Gen Z, host Mitchelle Namasaka sits down with guest Anthony Muli to dive into some of the most controversial and unpopular opinions...

22 min



February 12th 2025

New Year, No Resolutions? | The Gre...

New year, fresh start... or just another day? 🤔 On this episode of Speaking of Gen Z, host Mitchelle Namasaka sits down with Antony Muli, NFM Drive Show host, to unpack th...

26 min



August 20th 2024

The season that was

On this final episode of season 3, Jackie and Mitchelle take a trip down memory lane to unravel the season that was.

25 min

CLIMATE & YOUTH HUB

The Editor, ***Climate & Young Audiences*** leads the development of fresh, innovative content that reflects the interests and trends of GenZs.

By championing youth-focused storytelling, the editor ensures NMG remains relevant, engaging, and influential among younger audiences. This strengthens **loyalty, trust**, and **future readership.**

RESULTS

High Engagement

Short form videos drive more engagement because Gen Z and Millennials spend more time on short video platforms.

Advertising Opportunities

Introduced advertising in trending content through the use of in video ads like squeeze backs.

Boost Subscription Conversions

Videos create curiosity and can push viewers to subscribe for the full story. There has been a 5% increase in young audience growth on the NMG owned platforms.



THE CHANGING MEDIA LANDSCAPE

Kenyan Gen Z now gets over **60% of their news from social media** not legacy media.

A newly released 2025 Reuters Institute Digital Report reveals a concerning trend: 59% of Kenyans surveyed believe **influencers are the biggest source of false or misleading information online.**

Traditional media outlets in Kenya continue to enjoy high levels of trust. Brands like Citizen TV, NTV, and the Daily Nation **maintain trust ratings of around 90%,** highlighting the enduring value of established journalistic standards and rigorous fact-checking processes.

Traditional journalism and influencer storytelling are merging because influencers reach audiences faster and more personally but legacy media still has the tools and manpower to create verified content.

THANK YOU