



PUBLIC NOTICE

PUBLIC CONSULTATION ON THE CO-REGULATION FRAMEWORK FOR BROADCAST, VIDEO ON DEMAND (VOD) AND OVER THE TOP CONTENT

The Kenya Film Classification Board (KFCB) is a regulatory agency established under the *Films and Stage Plays Act, Cap 222* to regulate the creation, broadcasting, possession, distribution and exhibition of film and broadcast content in the country.

Section 46 I (2) (b) of the *Kenya Information and Communications Act (KICA)* requires broadcasters to submit recorded programmes meant for broadcast to KFCB for classification before the content is aired.

Digitization and increase in the number of players in the broadcast sector have witnessed a proliferation of unclassified audiovisual content on broadcast, VOD and online streaming platforms. In response, the KFCB has developed a Co-Regulation Framework aimed at equipping content broadcasters, VOD and OTT platform operators with the requisite knowledge and skills to enable them classify a determined proportion of content in conformity with KFCB's Film Classification Guidelines. The ultimate implementation of the Framework is expected to result in enhanced compliance with Section 12 (2) of the *Films and Stage Plays Act, Cap222*.

In this regard, KFCB wishes to subject the Co-Regulation Framework to public consultation in line with the provisions of the Constitution.

The proposed Framework is available on the KFCB's website at <https://kfcbb.go.ke/policies>

All written submissions on the Proposal should be forwarded through coregulationframework@kfcbb.go.ke or the address provided below, on or before **Monday, 4th April 2022**.

The Chief Executive Officer

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14th March 2022

