KENYA

Baseline

Genre	Music Show
No. of episodes	Ongoing
Dur. / episode	1 hour
Language of the programme	English & Swahili
On-air since	2011
Freq. of broadcast	5
Org. broadcast time	17H00 Monday – Friday
Rpt. Broadcast time(s)	N/A
Target audience - gender	Female
Target audience – age group	16 – 60
Target audience – income group	Lower – Middle
Synopsis	With differently themed episodes to captivate different types of audience personalities of different backgrounds, Baseline is a variety-filled show that guarantees enjoyment.

Watch trailer here