



THIS IS AFRICA

Pan-African story-telling and Publishing

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T.I.A

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WHO WE ARE:

This Is Africa (TIA) is a leading pan-African digital media platform that employs various digital tools and social media platforms to present a credible informed, and accurate reflection of the continent to a global audience. We are an independent source of news, informed opinion and views on African issues delivered direct to the public.

The Brand

HOW IT ALL BEGAN

This is Africa was launched in 2013. Since then, TIA has built a network of about 200 contributors and African change makers from 25 African countries and beyond (East, Southern Africa and the diaspora) who contribute regular lifestyle and opinion pieces on its platform.



The Trust

This is Africa is registered as a Community Trust with the Kenyan Government. A lean team of five young Africans work collaboratively via the internet to curate stories of leadership, innovation, entrepreneurship, identity and governance. The core contributors are complemented by a network of technical support specialists, creatives, contributors and subscribers from across the continent and the diaspora

Our Mission



**WE AIM TO ENSURE THAT YOUNG PEOPLE IN
ANGLOPHONE AFRICA ARE EMPOWERED TO
MAKE INFORMED CHOICES ABOUT LIFE AND
SOCIETY.**

How We Roll.

CONSTANTLY INNOVATING AND CREATING IDEAS

Through our recognisable brand and voice, we endeavour to achieve our goals by producing content, which raises awareness, through informing our audiences, increase knowledge through education, and connecting our community through the content created/curated using our various digital tools, and published on our website and social media platforms.

Our Advantage



VALUE , QUALITY AND CREDIBLE STORIES

We aim to help rebuild trust in journalism, through content which:

Informs, Educates and Connects.

Part of objectives is to place young Africans at the centre and forefront of our agenda, amplify their voices, making an impact through our Theory of Change approach.

Our inclination



AFRICANS RISING EVERYWHERE

We support the Africans Rising narrative, and endeavour to advance thought leadership in indigenous Africa knowledge, identities and cultures in the global space.

FUTURE PLANS



Current efforts are underway to set up operations in Nairobi, with long-term plans to set-up similar scalable self-sustaining multimedia hubs in West and Southern Africa.

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Let's talk

