Digital media is growing in use as more private organizations and Government institutions move their operations from paper based to electronic based. This is because of the relative ease of access and also since it’s easier to work with digital files. Digital Media offers flexibility in the operations of most organizations and also competitive advantage in competitive markets and industries. Over the years, media firms have adopted digital media so as to enhance their operations in the field of media industry. In developing countries in particular, digital media has not been fully adopted by media firms. This research focused on Factors that influence the growth of Digital Media in Kenya. The aim was to find out how the various factors influence the growth of digital media in Kenya with specific focus on media firms in Kenya. The research was guided by the following research objectives: To find out how copyright policies influence growth of digital media, To analyze how Government policies influence growth of digital media in Kenya, To investigate how population growth influence growth of digital media in Kenya and lastly to find out how competition among media firms has influenced growth of digital media in Kenya. The target population was 46 media organizations in Nairobi. The respondents were the 1.T Managers in these media organizations. In this study the researcher used census. Both primary and secondary data was used to conduct the study. The use of primary data used was questionnaires. Data Analysis was carried out using SPSS software. The data is presented in tables, pie charts and bar charts. The findings from this study show that Copyright policies available currently are weak and not well enforced and have thus affected the growth of digital media negatively. There are technologies available that can be used to enforce copyright protection on digital media content. It also shows that Government policies are not properly formulated and suffer from poor implementation which has slowed down growth of digital media. Further it also shows that population growth and competition have contributed positively to growth of digital media in Kenya through innovation, increased usage and demand for digital media content.