

**VIDEO-ON-DEMAND FOR PERSONALISED WATCHING AND  
ENGAGEMENT: A CASE OF VIUSASA**

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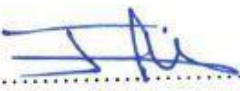
**A Thesis Submitted to the Graduate School in Partial Fulfillment of the  
Requirements for the Award of Master of Arts Degree in Journalism and Mass  
Communication of Chuka University**

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## DECLARATION AND RECOMMENDATION

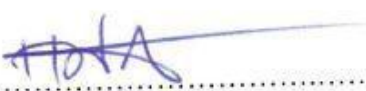
### Declaration


This research proposal is my original work and has not been submitted for any Masters award in any other institution of higher learning.

Signature:  ..... Date: 11/10/2024  
Peter James Wainaina  
AM21/51239/21

### Recommendation

This thesis has been examined, passed and submitted with our approval as University supervisors.

Signature:  ..... Date: 11/10/2024  
Dr. Henry Nkoru Nabea, PhD  
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## **ABSTRACT**

Since its inception, TV has undergone significant institutional and technological changes, influenced by shifts in audience values, daily routines, and technological advancements. This evolution has given rise to revolutionary applications such as Video-on-Demand (VoD), which offer personalized viewing experiences. Despite the unique viewing practices facilitated by platforms like Viusasa, understanding of VoD platforms in Kenya remains limited due to scarce research on the efficacy of personalization and user engagement, resulting in delayed adoption of these transformative platforms. This study sought to bridge this gap by examining the media transformation facilitated by Viusasa, particularly its impact on personalized viewing experiences and audience engagement. Specifically, the study assesses the effectiveness of personalized content delivery, explores Viusasa's role in promoting local content, and identifies key challenges faced by Viusasa users in accessing content. Anchored in the Mediamorphosis theory, which explores the dynamic interplay between existing and emerging media forms and the uses and gratification theory, this research employs a descriptive research design. The study targeted 111,212 subscribers at the time of the study, out of whom 383 subscribers were sampled. Purposive sampling technique was employed to select participants with vast knowledge and experiences from their interactions with the Viusasa platform. Data was collected through open-ended and closed questionnaires administered to 383 Viusasa users in Nairobi's central business district, specifically within Starehe constituency. Descriptive statistics was employed to analyze the data, revealing insightful patterns and trends. The findings underscore several critical points: first, personalized content delivery on Viusasa significantly enhances user satisfaction and engagement, aligning with the diverse preferences of media consumers. Second, Viusasa plays a pivotal role in promoting local content, thereby fostering cultural diversity and supporting local creators. However, the study also identified substantial challenges faced by users, including frequent buffering issues, occasional login difficulties, variable content loading speeds, and concerns about video quality consistency. The study recommends that Viusasa should invest in enhancing its technical infrastructure to address buffering issues, improve login processes, and ensure consistent content loading speeds and video quality. To further support local content creators, the study recommends that Viusasa establish partnerships with local production companies and provide funding or resources for the creation of high-quality local content.

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## **DEDICATION**

I dedicate this project to the almighty God, my late father Peter Kamiti Waweru and my entire family for their unwavering support towards making my studies seamless.

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