

Citizen TV's Viusasa: A Tool for Encouraging Local Content Creators

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ABSTRACT

Video-on-Demand (VoD) platforms have revolutionized media consumption globally, offering personalized content experiences and challenging traditional broadcasting norms. This paper investigates the role of Citizen TV's Viusasa in promoting local content within Kenya's dynamic media landscape and evaluates the effectiveness of its personalized content delivery. Through a comprehensive analysis of user feedback, scholarly perspectives, and industry insights, the study examines how Viusasa leverages VoD technology and personalized recommendation algorithms to enhance user engagement and satisfaction. The Mediamorphosis Theory provides a conceptual framework, illustrating Viusasa's adaptation to technological advancements while supporting local content creators amidst competition from global streaming giants. This research highlights Viusasa's strategic initiatives in content diversification, user interface enhancements, and market positioning, underscoring its impact on Kenya's media industry. By fostering a platform that accommodates indigenous storytelling and cultural expression, Viusasa bridges the gap between traditional broadcast media and modern digital platforms. The findings suggest that Viusasa's success hinges on its ability to sustainably meet the evolving preferences of Kenyan audiences while navigating challenges such as financial sustainability and content diversity. Looking forward, Viusasa's strategic growth initiatives and partnerships with local stakeholders are crucial for its continued relevance and influence in Kenya's media ecosystem.

Keywords: Video-on-Demand, Citizen TV's Viusasa, Local Content Promotion, Mediamorphosis Theory, Personalized Recommendation Algorithms

INTRODUCTION

The entertainment industry has undergone a significant transformation with the rise of digital streaming services, which have revolutionized the distribution and consumption of media content [1]. These streaming platforms have not only changed the structure of the entertainment industry but also presented challenges and opportunities that need to be addressed in depth [2]. The emergence of streaming platforms has led to the paradigm shift in how entertainment is consumed, with a particular focus on understanding the factors that drive individuals to subscribe to these services [3].

This shift has been facilitated by the widespread availability of the internet and the growing use of smartphone applications [4]. Video streaming platforms, particularly video-on-demand (VoD) services such as Netflix, Amazon Prime Video, and Hotstar, have become dominant players in the global media market, by disrupting the industry offering a wide selection of content for a subscription [5], offering audiences the flexibility to access their favorite content at their convenience [6].

In accordance to the International Telecommunication Union (ITU), Video on Demand (VoD) refers to non-linear audiovisual media services that allow viewers to select and watch content of their choice from a provided selection [6]. VoD introduces new dimensions of mobility in media consumption, including spatial mobility, which enables users to access content from any location, and platform mobility, which allows for seamless transitions of TV shows across different devices [7]. Additionally, temporal mobility has transformed content

creation by catering to audience demand without being constrained by traditional programming schedules [8].

Subscription-based VoD models, where users pay a fee for unlimited access to content without advertisements, have become increasingly popular. Platforms like Netflix, Amazon Prime Video, and Viusasa are prominent examples of this model [9]. In contrast, advertising-supported VoD relies on ad revenue, transactional VoD involves pay-per-view models, and broadcaster VoD integrates online services with traditional broadcasters for on-demand viewing [10]. Viusasa, operating as a subscription platform, falls into the subscription VoD category.

Media convergence has been crucial in the evolution of VoD, merging elements of television, film, home video, the internet, and technology to create a new audiovisual medium [11], [12]. This convergence has reshaped the media landscape, fostering collaborations between sectors and altering audience behavior towards seeking diverse entertainment content across various platforms [13]. However, the rise of global VoD platforms has posed challenges for local content creators, who now face intense competition from international producers with larger budgets [14]. Major global players, such as Netflix and Amazon Prime Video, known for their significant investments in original content, present a considerable threat to smaller platforms like Viusasa [15]. This competitive environment has compelled local creators to adopt alternative promotional strategies to attract audiences amidst the ongoing streaming wars [16].

As audiences increasingly gravitate towards VoD platforms, traditional broadcast programs are experiencing a decline in viewership due to the rigid scheduling of preprogrammed shows [17]. This shift underscores the growing preference for internet-based content that offers enhanced flexibility and personalized viewing experiences [18]. VoD platforms like Viusasa have the potential to bridge the gap between local content creators and global markets, serving diverse audience preferences [19]. This paper aims to examine the role of Citizen TV's Viusasa in promoting and supporting local content creators in the face of global competition.

A. Problem Statement.

Kenya's digital media space has undergone significant transformation with the rise of on-demand content platforms. Viusasa, a digital content platform developed by Citizen TV, has positioned itself as a major player in promoting local content by providing a space where Kenyan creators can share their work with a broader audience. Despite its growing popularity among Kenyan audiences, Viusasa faces several challenges that hinder its ability to fully support local content creators.

Local content creators in Kenya often struggle with visibility and financial stability due to Viusasa's competition with well-established international streaming services like Netflix and YouTube, which dominate the market with their extensive resources and global reach. This competitive environment is problematic for local creators, who depend on platforms like Viusasa to showcase their work and sustain their livelihoods. The dominance of international platforms underscores the limited resources and visibility available to local creators, which constrains their ability to effectively compete and limits the diversity of content accessible to Kenyan audiences.

The lack of sufficient support for local creators not only impedes the growth and sustainability of the local media industry but also risks the loss of cultural expression and economic potential for the region. Without adequate opportunities and support, many talented creators may be forced to abandon their craft, impacting the richness of Kenya's media landscape.

This study explores Viusasa's role in promoting local content creation and identifies the major challenges faced by local content creators using the platform. By surveying Viusasa subscribers, the study aims to provide insights into the effectiveness of Viusasa's current strategies and initiatives. The goal is to contribute to the development of a more vibrant and sustainable media space in Kenya, where local content can thrive alongside international offerings by identifying actionable recommendations.

B. Objectives of the Study.

- i. To assess the effectiveness of Citizen TV's Viusasa in promoting and supporting local content creators in Kenya.

C. Research Questions.

- i. What is the level of effectiveness of Viusasa in promoting and supporting local content creators in Kenya?

D. Assumptions and Limitations.

The study proceeded with the assumption that Viusasa's personalized content delivery system effectively matches users with content that aligns with their preferences and viewing history. Furthermore, it was assumed that increased exposure to local content on Viusasa enhances viewer satisfaction and therefore supports local content creators by broadening their audience base and promoting a more diverse media space. The study primarily laid focus on the role of Viusasa in fostering local content creation in Kenya. Consequently, the findings may not be applicable to platforms or media ecosystems outside Kenya or those operating under different regulatory and market conditions.

This limited the generalizability of the study's insights to other regions or international contexts. The study's conclusions were based on data from Viusasa, which included platform-specific challenges such as financial constraints, technological limitations, or content diversification issues. These factors might not have fully captured the broader challenges faced by local content creators across different platforms or industries, potentially limiting the comprehensive understanding of local content promotion beyond Viusasa.

ROLE OF VIDEO ON DEMAND

Kenya's digital media space has undergone significant changes with the rise of local Video on Demand (VoD) platforms like Viusasa. These platforms have gained traction among consumers, reshaping media consumption habits. According to [4], Kenya has rapidly embraced VoD platforms, with a notable number of active Viusasa subscribers. This trend underscores the growing influence of digital platforms on the country's media landscape. Viusasa, developed by Citizen TV, has emerged as a key player in promoting local content by providing a digital space where Kenyan creators can showcase their work to a broader audience [4].

Despite its growing popularity, Viusasa faces considerable challenges in supporting local content creators. As highlighted by [20], Viusasa plays a crucial role in expanding content creation possibilities by incorporating indigenous content tailored to diverse ethnic groups. This strategic focus fills a niche left by international platforms like Netflix, which predominantly feature content not specifically targeted at the Kenyan audience. However, Viusasa's efforts are hampered by strong competition from well-established international streaming services. Major players like Netflix and Showmax have solidified their presence in Kenya, presenting a competitive landscape that challenges Viusasa's market share [21].

The competitive environment has significant implications for Viusasa. According to [21], while Viusasa initially saw growth due to lower subscription costs, it faced financial struggles and a decline in subscribers due to competition and co-commission issues with content creators. Despite these challenges, Viusasa has leveraged the resources of Royal Media Services to maintain a strong market presence [22]. This highlights the platform's resilience but also underscores the difficulties it faces in balancing affordability with content quality and creator compensation.

VoD platforms, including Viusasa, operate on a subscription-based model that links economic success to subscriber numbers and consumer financial capacity. The rise of VoD services has led to substantial revenue growth for providers [23], with Viusasa's subscriber base potentially reshaping the economic landscape for Royal Media Services and presenting enhanced revenue prospects for content creators [24]. However, for low-income households, traditional media remains a more affordable option, impacting the accessibility of VoD services [25]. The advent of VoD applications has significant implications for content creators, offering opportunities to secure contracts and access global markets [26].

Viusasa's role in promoting local content is further emphasized by its ability to provide a direct feedback loop for content creators. Technological advancements in VoD have enabled greater diversity in content creation and dissemination. Unlike traditional media platforms that rely on sponsorship or endorsements, Viusasa allows

creators to produce and upload media focused on diverse audiences, earning income based on viewership. This model addresses some of the challenges faced by local content creators, offering a viable solution for monetizing their creations and expanding their reach [27].

A. Content Recommendation Algorithm.

The evolution of television viewing from a communal experience in the 1950s to today's individualized consumption reflects broader changes in media consumption patterns. According to Chunk Tryon, a media professor, modern television viewing is increasingly about personal escapism rather than shared experiences [8]. This shift has been accelerated by the rise of Video-on-Demand (VoD) services, which allow users to curate their entertainment according to personal preferences and schedules [28].

In the context of VoD platforms, personalized content recommendation systems are crucial for enhancing user engagement and satisfaction. These systems are designed to provide users with content suggestions tailored to their viewing habits and preferences. The primary aim of recommendation systems is to deliver content that aligns with users' interests, thereby improving their overall viewing experience [29]. Recommendation systems can be classified into personalized and non-personalized categories, with personalized systems focusing on individual user preferences and non-personalized systems providing generic recommendations to all users [30].

Personalized recommendation systems employ various techniques to offer tailored content suggestions, including collaborative filtering, content-based recommendations, and context-aware approaches [31], [32], [33]. These techniques analyze user behavior, content interaction patterns, and individual preferences to recommend relevant content, thereby enhancing user satisfaction and increasing content consumption [31], [34].

Citizen TV's Viusasa utilizes these recommendation algorithms to boost user engagement by delivering content that resonates with different audience segments [35]. By leveraging user data and sophisticated algorithms, Viusasa aims to provide a personalized viewing experience that caters to diverse preferences. This approach is integral to maintaining user interest and satisfaction on the platform, particularly in a competitive landscape where personalization can significantly impact user retention and engagement [36].

B. The Mediamorphosis Theory

The Mediamorphosis Theory, proposed by [37], provides a comprehensive framework for understanding the dynamic interplay between traditional and emerging media. This theory posits that the evolution of communication media results from complex interactions among social and technological innovations, perceived needs, and competitive and political pressures. Mediamorphosis suggests that new media do not entirely displace older media but rather coexist and evolve alongside them. The theory's tenets—delayed adoption, coevolution and coexistence, metamorphosis, propagation, survival, and opportunity and need—highlight how media forms adapt to ensure their sustainability and relevance.

In the context of Citizen TV's Viusasa, the Mediamorphosis Theory illustrates how the platform effectively leverages technological advancements and societal trends to support local content creators. Viusasa embodies the theory's principles by creating a media environment where local content thrives despite the presence of multinational streaming giants. The platform's strategic focus on local content demonstrates the coevolution of new media with existing cultural and social frameworks. By offering a mix of traditional and innovative content, Viusasa exemplifies the propagation of valued media traits and underscores the necessity for media to adapt to survive in a rapidly evolving landscape. Through its approach, Viusasa not only coexists with global streaming services but also adapts to the local media environment by catering to the unique preferences of the Kenyan audience. This adaptability and survival in a competitive market reflect the Mediamorphosis Theory's emphasis on the continuous evolution and coexistence of media forms.

METHODOLOGY

A. Research Design.

This study employed a descriptive research design to investigate the experiences of users and services provided

with the Viusasa platform. The selection of this design was grounded on its effectiveness in capturing both quantitative and qualitative data through structured questionnaires. The descriptive approach allowed for deeper assessment of opinions, attitudes, and perspectives regarding the Viusasa platform. It made it possible to identify existing variables and their relationships, providing a clear and detailed understanding of the study's subject [38].

B. Study Site.

The investigation was conducted in Nairobi County, Kenya, where the Viusasa VoD platform operates. The selection of Nairobi as the study location was based on its role as a major technological hub in Africa, characterized by rapid advancement in tech industries and high internet connectivity [39], [40]. Major streets such as Moi Avenue, Uhuru Highway, University Way, Haile Selassie Avenue, and Kenyatta Avenue in the central business district of the city of Nairobi were chosen for their diverse population and high concentration of early adopters of digital platforms. This location provided a representative sample of Viusasa users and facilitated access to relevant data.

C. Sampling Procedure.

A purposive sampling technique was employed in the selection of study participants who had substantial experience and knowledge of the Viusasa platform. This sampling technique was selected to ensure that the data collected was relevant and specifically applicable to the focus of the study on video-on-demand applications. Participants were selected based on their interactions with Viusasa, ensuring that the sample accurately represented the experiences and perspectives of the platform's user base.

D. Data Collection and Analysis.

Data was collected using a combination of open-ended and closed ended questions in a questionnaire. The open-ended questions allowed respondents to provide detailed opinions and experiences regarding the Viusasa platform, while the closed-ended questions provided quantitative data on specific aspects of user and service provider interactions. The questionnaires were distributed to participants selected through purposive sampling across the major streets in Nairobi CBD.

The collected data were subjected to descriptive statistical analysis to determine patterns and trends in user experiences, and therefore the role of Viusasa in the promotion of local content creators in Kenya. Qualitative data was subjected to thematic analysis where recurring themes were identified in the responses of participants and then coded and subjected to frequency analysis.

FINDINGS

A. The Role of Viusasa in Encouraging Local Content.

Local Content Usage on Viusasa:

The data on the consumption of local content on Viusasa as presented in Table I, showed that a significant proportion of respondents engaged with local content on Viusasa frequently. Specifically, 46.7% of respondents reported consuming local content on Viusasa very often, while an additional 38.4% indicated doing so often. This indicates a robust level of engagement with local content through this platform, aligning with principles outlined in the Mediamorphosis Theory. According to [37], Mediamorphosis involves the evolution and coexistence of new and traditional media forms, where newer platforms like Viusasa adapt and thrive amidst established media landscapes. The high frequency of local content consumption on Viusasa reflects its successful adaptation strategy, catering to the cultural and entertainment needs of its audience within the dynamic media environment. This pattern of adoption and usage underscores Viusasa's role in not only surviving but thriving by meeting the demand for localized content in a competitive digital media market.

Table I: Frequency of Consumption of Local Content on Viusasa

	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	179	46.7	46.7	46.7
Often	147	38.4	38.4	85.1
Often	18	4.7	4.7	89.8
Undecided	27	7.0	7.0	96.9
Not often	12	3.1	3.1	100.0
Total	383	100.0	100.0	

The Type of Local Content Consumed on Viusasa:

The data on the type of local content consumed on Citizen TV’s Viusasa as shown in Table II, revealed a diverse consumption pattern of local content on Viusasa, reflecting the platform's adaptation to meet varied audience preferences. Vernacular dramas emerged as the most consumed type, with 30.5% (117 respondents) indicating a preference for this genre. Music videos and DJ mixes followed closely, with 26.1% (100 respondents) engaging in these forms of entertainment. News and current affairs content garnered significant interest, with 20.4% (78 respondents) indicating consumption, highlighting a blend of entertainment and informational needs. Sports content attracted 13.6% (52 respondents), showcasing Viusasa's appeal across different interest groups. Comedy and skits (5.7%) and reality shows (3.7%) rounded out the preferences, illustrating a niche yet engaged viewership. These findings align with Mediamorphosis Theory, which emphasizes media's evolution to accommodate societal preferences and technological advancements. Viusasa's ability to offer a mix of culturally resonant vernacular dramas alongside popular music and timely news content demonstrates its strategic adaptation within Kenya's digital media landscape.

Table II: Types of Local Content Consumed on Viusasa

	Frequency	Percent	Valid Percent	Cumulative Percent
Vernacula Dramas	117	30.5	30.5	30.5
Music Videos and DJ mixes	100	26.1	26.1	56.7
News and Current Affairs	78	20.4	20.4	77.0
Sports	52	13.6	13.6	90.6
Comedy and Skits	22	5.7	5.7	96.3
Reality Shows	14	3.7	3.7	100.0
Total	383	100.0	100.0	

Diversity of Local Content on Viusasa:

The respondents were asked to express their level of agreement with statements related to the diversity of Local Content on Viusasa. The results were summarized as shown in Table III. Respondents indicated varying levels of agreement regarding Viusasa's provision of a diverse range of local content catering to diverse interests. A significant portion of respondents, 46.5%, strongly agreed that Viusasa offers a diverse range of local content. Additionally, 27.7% agreed with this statement, while 16.7% remained neutral. On the other hand, 8.1% disagreed, and only 1.0% strongly disagreed with the idea of Viusasa catering adequately to diverse interests. Viusasa's ability to garner strong agreement regarding its provision of diverse local content aligns with the principle of media evolution and adaptation to meet diverse user demands presented by the Mediamorphosis Theory.

Table III: Level of Agreement Regarding Viusasa's Diversity

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	178	46.5	46.5	46.5
Agree	106	27.7	27.7	74.2
Neutral	64	16.7	16.7	90.9
Disagree	31	8.1	8.1	99.0
Strongly Disagree	4	1.0	1.0	100.0
Total	383	100.0	100.0	

Table IV: The Level of Agreement on the Exclusivity of the Local Content on Viusasa

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	82	21.4	21.4	21.4
Agree	163	42.6	42.6	64.0
Neutral	95	24.8	24.8	88.8
Disagree	35	9.1	9.1	97.9
Strongly Disagree	8	2.1	2.1	100.0
Total	383	100.0	100.0	

The respondents were requested to provide explanation on the range of local content that caters for diverse interests, and the results summarized in Figure 1. The responses indicated diverse perceptions among users regarding the provision of a diverse range of local content catering to various interests on Viusasa. A notable 25.6% of respondents agreed that the content was educational, highlighting its role in informing and enlightening the audience. Additionally, 16.4% perceived the content as representing cultural values, emphasizing its significance in cultural preservation and identity. Entertainment diversity was noted by 12.8% of respondents, indicating appreciation for the variety of entertainment options available. However, challenges such as inconsistent quality (8.1%) and thematic repetition (12.0%) were also identified as areas that warrant improvement. In light of these findings, Viusasa's efforts to provide educational and culturally relevant content reflect adaptations to meet audience expectations and maintain relevance in a dynamic media landscape, which aligns with the provisions of the Mediamorphosis Theory regarding the evolving nature of media in response to societal needs and technological advancements.

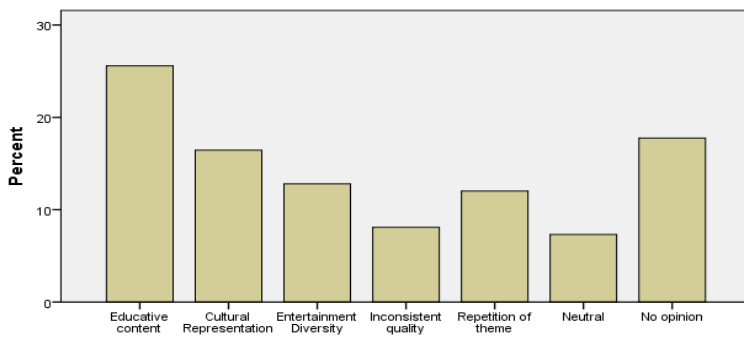


Figure 1: Explanation on the Range of Local Content that Caters for Diverse Interests on Viusasa

Viusasa’s Ability to Offer Exclusive Local Content Compared to Other Platforms:

The study sought to compare between local content on Citizen TV’s Viusasa and other platforms. The results of the analysis were presented as shown in Table IV. The findings demonstrated diverse opinions on Viusasa’s ability to provide exclusive local content compared to other platforms. A combined 64.0% of respondents agreed or strongly agreed that Viusasa offered exclusive local content, with 21.4% strongly agreeing and 42.6% agreeing. Conversely, 9.1% disagreed, and 2.1% strongly disagreed, while 24.8% remained neutral. In reference to the Mediamorphosis Theory, this distribution suggests that Citizen TV’s Viusasa has successfully positioned itself as a unique provider of local content, leveraging technological advancements and societal needs to differentiate itself from competitors. The high level of agreement indicated that Viusasa's strategy of offering exclusive local content resonated well with a majority of its users, reflecting the theory's tenets of coevolution and coexistence. However, the presence of neutral and negative responses highlighted areas for improvement, suggesting that Citizen TV’s Viusasa needed to continually adapt and enhance its content to maintain and grow its competitive edge in the evolving media landscape.

Table V: Level of Agreement on Viusasa's Support for the Local Content Industry in Kenya

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	172	44.9	45.1	45.1
Agree	169	44.1	44.4	89.5
Neutral	28	7.3	7.3	96.9
Disagree	10	2.6	2.6	99.5
Strongly Disagree	2	0.5	0.5	100.0
Total	381	99.5	100.0	
Missing -99.00	2	.5		
Total	383	100.0		

The study further sought to explore the reasons for the level of agreement on the exclusivity of the local content on Viusasa. The findings of this exploration are presented as shown in Figure 2. A considerable number of respondents found offers like ‘The unique and high-quality shows’ (18.3%) useful, valued ‘The timely updates and premiers’ (21.4%), and recognized the platform for ‘More local content than other platforms’ (24.3%). However, issues related to the existence of non-exclusive materials and their dissemination in other networks were noted by 22.5% of respondents. Additionally, 9.4% of respondents indicated that ‘Most of the content available on mainstream TV stations’ implying concerns about the source and type of content on Viusasa. In reference to the Mediamorphosis Theory, these varied responses underscore the dynamic interplay between technological advancements and user needs. The theory suggests that as media evolves, platforms like Citizen TV’s Viusasa must continuously adapt to meet user expectations.

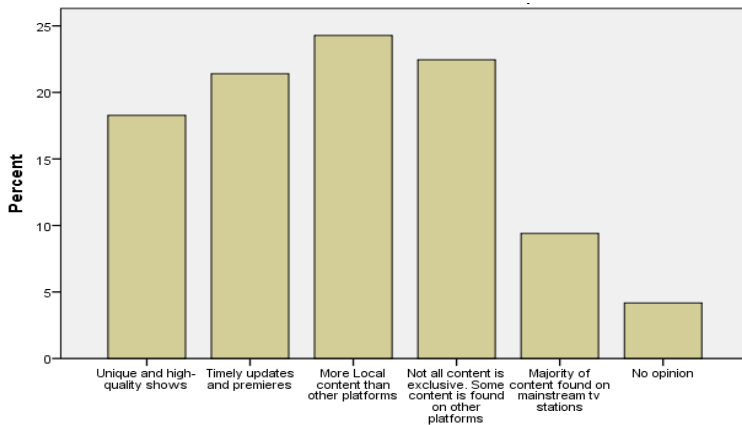


Figure 2: Explanations for the Level of Agreement on the Exclusivity of The Local Content on Viusasa

Perceived Role of Viusasa in Supporting the Local Content Industry in Kenya:

The results on the level of agreement regarding Viusasa's support for the local content industry in Kenya as shown in Table V, indicated a strong positive perception among respondents. Specifically, 172 individuals, constituting 45.1% of the sample, strongly agreed that Viusasa supports the local content industry. An additional 169 respondents, accounting for 44.4%, agreed with this statement. A minority expressed neutral (7.3%), disagree (2.6%), or strongly disagree (0.5%) opinions. The cumulative percentages demonstrate a predominant favorable sentiment towards Viusasa's role in supporting the local content industry, with only a small fraction indicating uncertainty or disagreement. This widespread agreement aligns with the principles of Mediamorphosis Theory, which emphasizes the evolving role of new media platforms in facilitating and promoting local content amidst changing technological and societal landscapes. Viusasa's perceived support likely contributes to its integration within Kenya's media ecosystem, reflecting broader trends in media adaptation and audience engagement.

Table VI: Level of Satisfaction with the Quality of Local Content on Viusasa

	Frequency	Percent	Valid Percent	Cumulative Percent
Very satisfied	83	21.7	21.7	21.7
Satisfied	91	23.8	23.8	45.4
Neutral	86	22.5	22.5	67.9
Dissatisfied	104	27.2	27.2	95.0
Not satisfied at all	19	5.0	5.0	100.0
Total	383	100.0	100.0	

B. Challenges and Opportunities in Using Viusasa.

Quality of Videos Produced:

The data on respondents' satisfaction with the quality of local content on Viusasa as shown in Table VI, illustrated a mixed reception among users. A notable portion, 21.7% (83 respondents), expressed being very satisfied with the content, while 23.8% (91 respondents) reported satisfaction. However, a significant number, 27.2% (104

respondents), indicated dissatisfaction, with 5.0% (19 respondents) stating they were not satisfied at all. The neutral category accounted for 22.5% (86 respondents), reflecting a segment hesitant to lean towards either satisfaction or dissatisfaction. These findings suggest a nuanced response to Viusasa's content quality, indicative of the premise of media evolution and adaptation to consumer needs presented by the Mediamorphosis Theory. Citizen TV's Viusasa's ability to satisfy a considerable portion of users while acknowledging areas for improvement aligns with the theory's emphasis on media platforms adjusting to technological advancements and audience preferences.

The respondents were requested to provide reasons for their level of satisfaction with the quality of local content on Citizen TV's Viusasa. The data was summarized as shown in Figure 3. The responses indicated diverse perspectives on the quality and relevance of content offered by Viusasa. 12.0% of respondents positively evaluated the "Excellent quality of production," indicating an appreciation for high production standards. Similarly, 9.9% valued "Maintaining consistency in providing new content," highlighting the importance of regular updates to maintain user interest. Conversely, 12.8% cited "Content of lower quality compared to other platforms" as a concern, suggesting a need for improvement in content standards. Another 15.1% noted that "Content not aligning with personal preferences" was an issue, emphasizing the significance of content relevance to user satisfaction. These findings align with Mediamorphosis Theory, which emphasizes the dynamic evolution of media in response to technological advancements and user preferences. Viusasa's ability to adapt its content quality and diversity to meet changing audience expectations reflects this theory's principles of media adaptation and coexistence.

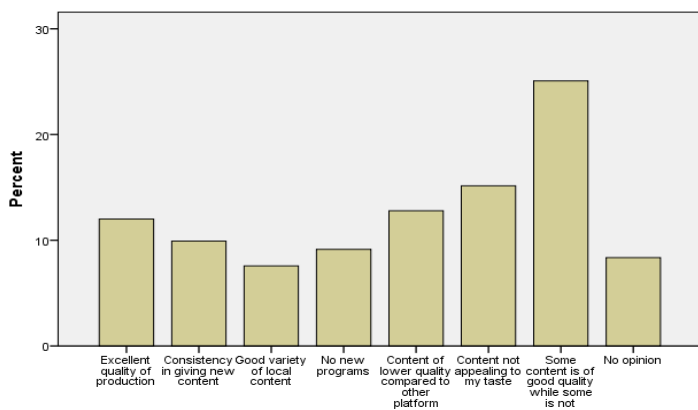


Figure 3: Explanation on the Level of Satisfaction with the Quality of Local Content on Viusasa

The User Interface and Experience of Viusasa in Accessing Local Content:

The survey assessed the levels of satisfaction among the respondents and the results summarized in Table VII. The results showed varied levels of satisfaction among respondents regarding the user interface and experience of Viusasa for accessing local content. Specifically, 18.8% of respondents reported being very satisfied, while 29.0% were satisfied, suggesting that nearly half of the users found the interface and experience favorable. However, 23.8% of the respondents were dissatisfied, and 12.8% were not satisfied at all, indicating significant areas for improvement. Only 15.7% remained neutral about their experience. These findings highlight the need for Viusasa to continually adapt and refine its user interface to meet evolving user expectations and technological advancements. The Mediamorphosis Theory asserts that media must co-evolve with technological and societal changes to remain relevant and competitive.

Table VII: The Level of Satisfaction with the User Interface and Experience of Viusasa

	Frequency	Percent	Valid Percent	Cumulative Percent
Very satisfied	72	18.8	18.8	18.8
Satisfied	111	29.0	29.0	47.8
Neutral	60	15.7	15.7	63.4
Dissatisfied	91	23.8	23.8	87.2
Not satisfied at all	49	12.8	12.8	100.0
Total	383	100.0	100.0	

Finding New Local Content on Viusasa:

The results of this assessment as shown in Table VIII revealed various ways through which respondents discovered new local content on Viusasa. The most common method was search and discovery within the platform, reported by 32.9% of users. Recommendations from the platform itself were also significant, accounting for 28.5% of responses. Advertisements on Citizen TV played a notable role, with 18.3% of respondents discovering new content this way. Social media recommendations contributed to 10.7% of new content discovery, while recommendations from other users were less influential, at 9.7%. Through the lens of the Mediamorphosis Theory, these findings illustrate the dynamic interplay between technological innovation and user behavior. The theory’s tenet of coevolution and coexistence is evident as Viusasa leverages both internal mechanisms (platform recommendations) and external influences (social media and television ads) to engage users. This multifaceted approach reflects the theory’s emphasis on the evolution of media forms to meet the changing needs and preferences of the audience, highlighting the platform’s adaptability in a competitive media landscape.

Table VIII: Ways of Finding New Local Content on Viusasa

	Frequency	Percent	Valid Percent	Cumulative Percent
Search and discovery within the platform	126	32.9	32.9	32.9
Recommendations from another user	37	9.7	9.7	42.6
Recommendations from the platform itself	109	28.5	28.5	71.0
Social media	41	10.7	10.7	81.7
Viusasa advertisement on Citizen tv	70	18.3	18.3	100.0
Total	383	100.0	100.0	

User Engagement in Local Content Creation on Citizen TV’s Viusasa:

The results of this assessment as summarized in Table IX, indicated that a minority of respondents contributed to local content creation on Viusasa by uploading their own user-generated content. Specifically, only 26.6% of respondents reported engaging in content creation, while a significant majority, 73.4%, did not participate in uploading their own content. These findings underscore the selective engagement of users in content creation. The tenet of survival and propagation presented in the Mediamorphosis Theory is reflected here, as Viusasa depends on both user-generated content and professionally produced content to sustain its platform. The limited user participation suggests a reliance on more traditional content sources, aligning with the theory’s assertion that old and new media forms coexist and adapt together [41]. This highlights the platform's challenge in fostering a more active content creation community, crucial for diversifying and enriching the local content ecosystem on Citizen TV’s Viusasa.

Table IX: Frequency of User Engagement in Uploading User-Generated Content on Viusasa

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	102	26.6	26.6	26.6
No	281	73.4	73.4	100.0
Total	383	100.0	100.0	

CONCLUSION

The findings of this study underscored the significant role that Viusasa played in Kenya's media landscape as a Video-on-Demand (VoD) platform. Viusasa proved effective in promoting local content while navigating a competitive environment dominated by global streaming giants. The high engagement with local content and the diverse types of content offered illustrated Viusasa's success in supporting local content creators. By adopting personalized content recommendation algorithms, Viusasa enhanced user satisfaction, reflecting its alignment with contemporary trends towards individualized media consumption.

The platform's ability to offer a wide range of local content types, its role in providing exclusive local content, and its perceived support for the local content industry all demonstrated its commitment to the first objective of the study. The diverse content offerings, along with user engagement in content creation, reflected Viusasa's success in fostering local storytelling and bridging the gap between traditional and digital media forms. Viusasa should continue to invest in and promote local content by offering more incentives and support for local creators. This could include grants, mentorship programs, and collaborative opportunities that encourage diverse storytelling and production quality improvements. It is recommended that Viusasa expand its marketing efforts to highlight the uniqueness and cultural value of its local content, both domestically and internationally, to attract a broader audience.

Regarding the challenges and opportunities faced by Viusasa users, the findings revealed both strengths and areas for improvement. Challenges such as the mixed satisfaction with content quality and user interface pointed to areas where Viusasa needed to adapt and refine its services. Conversely, opportunities for growth were evident in the platform's ability to leverage technological advancements and user feedback to enhance its offerings. The mixed responses about the quality of local content and the varied methods users employed to discover new content highlighted the ongoing need for Viusasa to address user preferences and competitive pressures. Viusasa should focus on improving user experience by addressing issues related to content quality and user interface. Regular updates and user feedback mechanisms can help in refining the platform's offerings. The platform should explore strategic partnerships with technology companies to integrate more advanced features and improve its streaming technology, ensuring smooth and high-quality viewing experiences. Viusasa should conduct regular market research to stay ahead of emerging trends and user preferences, allowing the platform to adapt quickly to changes in the digital media landscape.

The Mediamorphosis Theory effectively framed Viusasa's evolution, illustrating how it adapted to technological innovations and societal changes while maintaining cultural authenticity. Viusasa's strategic initiatives in content diversification, user engagement, and technological adaptation aligned with the theory's emphasis on media evolution and coevolution with societal needs. In conclusion, Viusasa's continued growth and innovation hinged on its ability to sustainably meet the evolving demands of Kenyan audiences, expand its subscriber base, and forge strategic partnerships with local content creators and global distributors. The platform's resilience and relevance in Kenya's media landscape promised to enhance entertainment options for users and contribute significantly to the vibrancy and diversity of Kenya's media industry.

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