



# **University of Nairobi**

**IMPACT OF MULTICHANNEL TELEVISION BROADCASTING ON TV  
VIEWERSHIP AMONG AUDIENCES IN AYANY WARD,  
NAIROBI COUNTY**

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## DECLARATION

I hereby declare that this project is my original work which has not been presented for a degree in this, or any other university or learning institution.

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This project has been submitted under my approval as the university supervisor

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## **ABSTRACT**

This study examined the impact of multichannel television broadcasting on TV viewership among audiences in Ayany Ward, Nairobi County. In so doing, it was guided by three objectives: to establish how multichannel television broadcasting influence content availability, to examine how audience makes choices on content available on multichannel television sets and to explore factors that determine TV audience's content choice. The research questions were answered through the lenses of Users and Gratification and Rational Choice Theories. The methodology employed in this study was analytical survey that enabled the examination of the inter-relationships among the three objectives and draw explanatory inferences. The research revealed that more content is being developed to meet the ever-changing demand; there is increased competition among TV stations to match what their competitors have at the same time slots. The study also found out that audiences still rely on their initial preferences, like sports, entertainment among others to decide what to watch and on what TV channel only that they are now exposed to many channels to choose from and most viewers prefer programmes with less commercial breaks. The study recommends that content developers introduce more feedback mechanisms to be able to understand audience preferences. The study concludes that the shift from analogue to digital platform offers a variety of channels and video content. The study also concludes that for television stations to survive, as many channels s possible should be made available to the consumers to help satisfy the constant and increased consumer preferences.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Overview**

This chapter gives an insight on how broadcasting moved from analogue to digital, the factors that informed the decision and how the whole process has been undertaken so far.

#### **1.2 Background**

The transition into digital broadcasting is a global process involving the switch from analogue broadcasting to digital broadcasting signals. This whole process started in 2006 when the International Telecommunication Union (ITU), which is an agency of the United Nations (UN) hosted delegates from some 104 countries drawn from across the world at a meeting in Geneva, Switzerland. These were countries from Africa, Europe and the Middle East whose representatives met to discuss the switch-over from analogue broadcasting to the modern digital broadcasting. Following the successful meeting, several countries have already completed the transition, while several others are yet to complete.

Rosenberg (2013) contends that digital broadcasting is efficient and has ability to offer quality sound and picture. Further, she adds that the platform comes with applications that increase variety of content and consumer options. Digital migration intended to move all the analogue programs and more to a platform that ensured quality within a stipulated time (Digital Migration Policy for Television Broadcasting in Uganda, 2011).



Kenya is among the countries in Africa that have already completed the switch-over.

Severin and Tankard (2001) note that the "advent of the internet is arguably the biggest game changer in communication since the invention of broadcasting" (p33.). This no doubt is embedded in hardware and software configurations. The peculiar feature of digital broadcasting becomes even more glaring when viewed against its unique modular structure that is based on the fact that data can be broken down into bits and pixels that retain their identity and create larger objects when assembled together.

While most countries in Africa are yet to complete this switch-over from analogue to digital broadcasting, the situation is different in countries in Europe where migration was already done and completed.

In Germany for example, the switch-over was undertaken between 2002 and 2008 when it was completed. In Switzerland, it was undertaken, between 2006 and 2008. In most countries that have already undertaken this process, the main challenges included the cost of the decoders or set top boxes for TV owners, as well as politics and numerous court cases that sought to block the process.

But the most pre-dominant was the opposition mounted by local media houses which, at first, did not see the opportunity digital migration would present to them. Most felt they were being pushed out of business.

In some countries, respective governments even tried to mount opposition, fearing their citizens will be over-exposed, in what, some leaders feared could lead to increased rebellions. (Zettl, 2011; Balancing Act, 2011). Governments had fears that the switch will produce an effect

on what their citizens are watching and they will lack control of what is going to be discussed (Balancing Act, 2011).

Television has always been a medium in transition, shifting with the whims of the viewing public, and with the constant adaptation of television networks, producers, and advertisers to maintain ratings and maximise revenue, as well as creatively push the narrative potential of the medium. There has been ongoing tension in many areas between public service broadcasting and commercial television, with commercial television constantly stretching to find programming which will provide better ratings than that which is currently screening, since ratings attract advertisers and provide the necessary return on investment. Throughout the history of television, almost all aspects have been perpetually in transition.

Two major challenges were characteristic with the analogue TV; it had clutter potential and lacked flexibility. The structuring of the analogue TV is such that it had a pack of specific programs. The digital platform offers an array of programs because of its flexibility and ability to carry multiple programs. While the digital program has varieties, it must be noted that viewers have certain preferences and may not be bothered by the many other programs available. Digital TVs are said to address some of the challenges posed by the analogue signals (Rosenberg 2013).

In Kenya, for instance, the digital migration process started in 2004 and was spearheaded by the Information and Communications Ministry. It all started with the formation of a task force which was responsible for developing a national strategy for the switch-over from analogue to digital (Report of the Task Force on Migration of Terrestrial Television from Analogue to Digital Broadcasting in Kenya, 2007).

The digital television has many TV channels placed into the exact same frequency space, which is commonly known as bandwidth. Thus the consumer is exposed to a variety of television channels to watch as compared to the analogue broadcast. As for the broadcasters, numerous soundtracks and subtitling of languages will be introduced as part of a video channel on digital TV. The dramatic TV shift from analogue signals to digital signals was so noticeable to the viewing public and is the basis for the current study. The central argument of this study is that the digital shift to digital transmission of signals has affected how people watch and engage with television.

## **1.2 Problem statement**

Television viewing remains a popular leisure activity with an average duration of viewing times between three and four hours per person per day. People watch television due to different reasons, including entertainment, seeking information, leisure, as a hobby among others. Viewers are known to flip from one channel to another seeking satisfaction or simply to establish what is on the other channels. With the many channels available to watch on television stations, viewers are often spoilt for choice on which station to watch or which one to move to. And with Digital Migration, the channels are now even more, and viewers can find all they need by switching through from one channel to the other. This is guided by several reasons and factors.

As documented by research company IPSOS Kenya, only a handful of Kenyans, owned Set Top Boxes (STB) before analogue signals were switched off (IPSOS, 2014). A further projection of low acquisition of STBs by the Kenya Audience Research Foundation (KARF) means that subsequent incidence of TV viewership and average time spent on TV was likely to decline (KARF, 2013). It outlines the disenfranchisement that digitization has caused to overall TV viewership on one hand. On the other hand, TV digitization gives the power to the viewer to

choose what to watch and when to watch (Rosenberg 2013). Whereas previous studies focused on the impact of digitization before the analogue signals were switched off, there is no known study that has focused on the impact of the analogue switch off on the audience. The current study aims to address the gap by seeking to establish the impact of multichannel television broadcasting on TV viewership among audiences in Ayany Ward, Nairobi County.

### **1.3 General objective**

The general objective of this study was to examine the impact of multichannel television broadcasting on TV viewership audiences.

#### **1.3.1 Objectives of the study**

The research was guided by the following objectives:

- i. To find out how multichannel television broadcasting influences content availability.
- ii. To examine how television audiences make viewing choices on content available on multichannel.
- iii. To examine how multichannel broadcasting has affected audience viewing experience

### **1.4 Research questions**

The following research questions were used to help address the study objectives

- i. How has multichannel television broadcasting influenced content availability?
- ii. How do television audiences make choices on content available on multiple television channels?
- iii. What are the factors that determine audiences' content choice?

### **1.5 Significance of the study**

The research findings of this study will contribute to a better understanding of how multichannel TV broadcasting affects audience viewership. The research will aid development of innovative solutions that can be used to improve audience satisfaction. This will enable the formulation of focused intervention strategies and coordinate efforts aimed at facilitating TV programming that is beneficial not only to the service providers but to the audience as well. The findings of the study will also be important for scholars and academicians who may wish to use the findings of this study as a basis for further research to build on the subject.

### **1.6 Rationale**

Establishing the impact of multi-channel television broadcasting is a significant informer on television programming. The findings of this study have thus been of relevance to content developers as it informs the significance TV audience preference that informs what the market is ripe for. Content developers will therefore be responsive in the content they develop.

### **1.7 Scope and Limitations of the study**

The scope of this study was in Nairobi County. Nairobi was selected because according to KARF (2013), it has the most households with TV sets, being the country's capital city. The study focussed on the period between December 2014 and October 2016. It was limited to 196 households and this was deemed to be representative and cost effective in terms of time to be spent in data collection and analysis. Data was collected between September 1 and October 10 2016. The researcher encountered several limitations, including respondents unwilling to answer the questionnaires. There were also challenges of getting the relevant materials and literature for use in the study.

## **1.8 Operational Definitions**

**Audience**                    The target group that a particular TV station seeks to serve.

**Program**                    The mode through which a TV station schedules its content for its audience.

**Transmedia**                A kind of TV programming that is not bound by genre but one that responds to media convergence in a way that it highly depends on the audience participation.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Overview**

This chapter reviews literature in relation to the increased TV channels, otherwise known as multichannel exposed to the audience, and which is brought about by digital migration. The chapter is subdivided into two sections; the first section covers empirical review of literature categorised as, factors influencing individual viewership, programming shifts and television viewing in a multichoice environment. The second section is a presentation of theoretical review.

#### **2.2 Programming shifts**

For audiences, an obvious shift that TV digitization brought is the many television channels available at their disposal for them to choose from. There has been much critical and popular discussion of a new “golden age” of television, as well as a suggestion that fictional series television has matched or surpassed cinema as an art form.

With the increased number of channels available to viewers, there is increased need to understand their influence on audience viewership and how the increase has affected programming by individual TV stations.

##### **2.2.1 Reality TV and audience behaviour**

Reality television is known to be a major component preferred by most viewers as a rating force. According to (Hill, 2005), very little of reality television is new and she cites the Survivor series unveiled in 2000 owes as much to the game show as Britain’s Got Talent does to the variety show. Many of these formats pre-date television, stretching back to radio, and even further, to traditions of music hall and vaudeville. However, she points to Reality television

undertaking a “continual evolutionary process” (Hill, 2005) subsuming prior formats and concepts of TV shows and reconceptualising them into novel hybrids, in a process that allows for the constant production of new content to meet the ever changing market demands. Hill’s assertions are corroborated by the suggestions of Curtin and Shattuc (2009) who point out that the rise of reality television seemed to be just a revival of previously rehearsed formats. By viewing reality television through a continually in transition phenomenon lense, it might be considered an exemplary style in a period of television that is also about transition and transformation.

Notwithstanding the scholarly work which has been produced on reality television in recent years, there seems to be no consensus on the precise date for the emergence of reality television as a genre. Studies suggest different historical claims depending on which national context is prioritized or how reality television is generically defined. Moments such as the PBS documentary series *An American Family* (1973), *Candid Camera* beginning in the late 1940s (1948-2004), and fly-on-the-wall MTV series *The Real World* (1992 - present) have been lauded as some of the precursors to what is now recognized as the reality television format. The most concise recent periodization of Reality television comes from a study by Kavka, that identifies a pre-reality TV period that includes some of the aforementioned series, a first generation from 1989-99 which includes *Cops* (1989 – present) and *The Real World*, a second generation of competitive surveillance programming from 1999-2005, and a third concurrent generation from 2002 onwards (Kavka, 2004). The launch of the 1999 first season of *Big Brother* in The Netherlands (1999-2006) and the first season of *Survivor* in the US (2000), are frequently identified as significant for the emergence of reality television as a distinct and widely recognizable format and for the changed global scheduling practices that the series initiated.



Lotz (2007) describes the success of unscripted programming (reality television), specifically of *Survivor* and subsequent series, as “unexpected”. In her opinion, prior to *Survivor*, US networks were using low-cost news-magazine unscripted programming in the face of rising costs of scripted programming, but the launch of *Survivor* reconfigured expectations for the position that reality television could fill in the programming schedule. It is interesting to note that there were low expectations for the first season of *Survivor*, with CBS head Les Moonves suggesting that it was being launched in summer where it could be guaranteed to make a profit, due to the reduced competition (Huff 2006). Against the expectations, *Survivor* provided ratings and economic proof that reality television could compete successfully with scripted programming in the primetime schedule (Huff 2006). On the same vein, Hill identifies economic concerns that were facing networks and producers in the 1990s: the rising costs of producing or paying licence fees for scripted television, versus a constantly diversifying market (Hill, 2005). Reality television seemed to be a cost-effective answer, with the low possibilities for syndication or home-market sales offset by low cost production. Lotz opines that unscripted programming reduces the need for deficit financing, which was making television production a greater financial risk (Lotz, 2007). Even in later years, as the costs of certain reality series viz *American Idol* rose, ratings for premium reality series have compensated past imaginable measures.

### **2.3 Television viewing in a multi-choice environment**

TV broadcasting has a variety of channels, often leaving the audience with a range to choose from. The channels have increased even more with the advent of digital migration, a process that has significantly expanded and or increased the number of channels available for viewers to choose from.

The audience no longer has to wait until a particular day or time to watch their favourite programme, unlike before digital migration when one waited for a specific day to watch a programme dedicated to a particular discipline, for example farming, gospel or even specific entertainment. With the advent of digital migration, viewers can switch on their TVs at any time of the day and watch their programs on specific channels and like news, sports among others that broadcast 24 hours a day.

But the problem is usually the choice they have to make from time to time whenever switching from one channel to the other. The variety of decisions is huge, and the substance itself is more shifted and progressively particular as television programmers look for audience niches (Mullen 2003). Individuals can look over various outlets that offer news programming or redirection 24/7.

The role that the media plays in arousing political engagement is well researched (Kanervo, Weiwu, and Sawyer, 2005). Nevertheless, concerns have been raised regarding the contracting audience (Bennett and Iyengar, 2008). Today, the conventional news outlets are faced with a lessening number of viewers as the viewers' resort to alternative news sources (Hollander, 2008; Prior, 2007; Webster, 2005). This phenomenon is also referred to by Tewksbury (2005) and Webster (2005) who have called it the audience discontinuity pattern. Ksiazek, Malthouse, and Webster (2010) and Prior (2007) contend that the probability of audience polarization is high when the options of TV channels to view is small because viewers are compelled to view the only available thing, the audience will then be segmented to either news "junkies" and "avoiders".

TV broadcasting industry is a complex one because the TV channels have to compete for viewers whose personality and preferences they do not know (Christiansen and Tax, 2000; Webster, 2008). Besides television channels being in competition with one another, viewers can also choose to tune into a channel of their choice at any one particular time. Hamill (2011) further contends that media not only concentrate in media activities but also engage in other non-media activities such as leisure, domestic work, studying, or sleeping. When individuals choose to utilize media, they are expected to practice a propensity of exposure to their choice. On account of news and information, this may show itself as a propensity to search out news or evade it by and large (Ksiazek, *et al.*, 2010). On the other hand, among those with an enthusiasm for news, we may anticipate that individuals will choose ideologically compatible stories or channels (Iyengar and Hahn, 2009; Stroud, 2010). These micro-level predispositions then scale-up to larger patterns of audience behaviour—fragmentation and polarization.

For decades, fragmentation of audience is not a new phenomenon but one that has been observed and expected in Europe (Hindman and Wiegand, 2008; Meier, 2003). TV viewing became widely distributed as more channels competed for the audience. The ratings of newscasts in major broadcast channels in the US have recorded a steady decline (Prior, 2007). It is also noted that while mainstream media audience has eroded, the consumption of TV news has not been significantly affected mostly because of the presence of cable-news networks 24/7. It is important to note that TV viewership may not have been affected much even though telecasters have lost viewers because cable news has gained them. What is not clear is whether the time spent viewing has been affected or whether news viewership is currently enraptured into audience groups that do and don't watch news.

Audience polarization is characterized as the inclination of audience to push toward extremes of picking or keeping away from some class of media content, for example, program sorts or channels (Webster and Phalen, 1997). This sort of audience conduct is absolutely what one would hope to happen once individuals turned out to be allowed to practice their mental inclinations. Regardless of whether audiences are enraptured into news addicts or avoiders would not be uncovered by taking a gander at normal news seeing after some time, however must be caught by measuring the aggregate sum of news every individual expends and evaluating variety over the populace (Webster, 2008).

Past studies in both audience research communications propose that expanding media decisions advance polarization in news media use. This is at times a matter of devouring or keeping away from news generally (Ksiazek, *et al.*, 2010; Prior, 2007), and now and then a matter of choosing ideologically compatible outlets (Graf and Aday, 2008; Gurevitch, Coleman and Blumler, 2009; Hollander, 2008; Stroud, 2008, 2010; Webster, 2005).

Especially pertinent is Prior's (2007) contention that news audiences have turned out to be partitioned into "news junkies" and "switchers." This happens in light of the fact that, in a high decision condition, individuals with a news inclination will probably search out news, while individuals having a diversion inclination like games will tend to switch into favoured channels of their decision. Prior contends that the strength of the normal aggregate news seeing in the United States does not uncover expanding imbalance in the level of news utilization among individuals who incline toward following news versus the individuals who appreciate watching entertainment. Diagnostically, the more telling measurement is variety in normal news seeing from year to year. On the off chance that his contention is right, we ought to have the capacity to

discover expanding change in all our news utilization after some time which implies remaining at a comparative level.

## **2.4 Transmedia TV on audience viewership**

The final programming shift that needs to be highlighted, transmedia television, is less bound by genre than the two previous, but has come to equal fruition within this period. Jenkins provides an early academic investigation into transmedia storytelling, referring to it as “a new aesthetic that has emerged in response to media convergence – one that places new demands on consumers and depends on the active participation of knowledge communities” (Jenkins, 2006). Transmedia storytelling involves a narrative which is explored across multiple platforms, whether they are television, film, the written word, graphic novel, video game, episode, alternate reality game, social media, or any other medium that might be utilised to tell a portion of a story. Many television series in the past 20 years have begun to explore the possibilities of transmediality, some simply through a dedicated website, and others by pushing the bounds of narrative possibility. Gray has noted that the myriad texts which surround many modern television shows shape the core text almost as much as the core text itself (Gray, 2007).

## **2.5 Individual viewership behaviour**

The literature below highlights the individual, social, program-related, and contextual factors that influence viewing behaviour.

### **2.5.1 Individual Factors**

Depending on socio-demographics, viewing patterns differ. Studies (Bilandzic and Rössler, 2004; Comstock and Scharrer, 1999) reveal that the variations on viewing both in terms of frequency and duration and also type of program relate to socio-demographic factors. Individuals

opt to view television for varying reasons, depending on their dispositions, personality traits and the function they think TV serves. Satisfactions looked for can be classified, for example, into escape, i.e., affective needs, for example, delight and breathing easy; observation, which portrays integrative needs, for example, self-identification and social comparison; and looking for information, which incorporates what they should know about continuous occasions and developments and in addition the need to keep up TV as media offer (Comstock and Scharrer, 1999).

The choice of watching TV and of a particular program can likewise take after the oblivious need to adjust one's level of excitement with a specific end goal to abstain from being under-or over stimulated (Zillmann and Bryant, 1985). Literature suggests that diverse mind-set states affect people's choice of program depending on their personality (Anderson, Collins, Schmitt and Jacobvitz, 1996). Generally, people's daily routines also influence how much they have for TV viewership (Westerik, Renckstorf, Wester and Lammers, 2005). According to Rosenstein and Grant (1997) TV viewing is highly habitual, one's future viewing habits can be predicted based on their past viewing habits (Klövekorn, 2002). The same is valid for self-detailed interests in program sorts and for general demeanors towards TV (Espe and Seiwert, 1986; McDonald and Reese, 1987; Rubin, 1984). Other review related variables researched are the effect of remote control gadgets (RCD) and TV-manage use on exchanging conduct (Kaye and Sapolsky, 1997; Ottler, 1998; Van Meurs, 1999) or the utilization of intelligent TV guides (Kang, 2002).

### **2.5.2 Program-Related Factors**

The program offer, the accessible channels and their attributes, and the media framework overall may be, obviously, inescapable forerunners of individual viewing conduct (Prior, 2007).

The quantity of accessible program choices impacts how quickly watchers may remain with one channel (Hasebrink and Krotz, 1993). Switching from a program to another is highly dependent on program genre and length of the program, that is to say every genre has its adherents (Ottler, 1998). Across channels, the type of program is also a factor to be considered (Klövekorn, 2002). Additionally, the impacts of commercial breaks on one's propensity to switch channel are well documented (Van Meurs, 1999). Overall, viewers switch channels at the beginning or towards the end of a program or even toward the start of a subject, (for example, scenes) in a program.

From the review, it is clear that the factors that influence audience viewership are interrelated. The response of viewers to a program is more or less influenced by one's psychological disposition (Perse, 1998) or personal preference for particular genres (Klövekorn, 2002). These preferences are highly dependent on their personality (Shim and Paul, 2007). Shachar and Emerson (2000) takes the argument further and opine that the interaction between program genre and personality traits must be at play for one to switch channels. On the same vein Shachar and Emerson (2000) contends that content related attributes must also interact with personality traits.

Structurally, previous studies have focused on factors influencing programming strategies. The interest of research is primarily interested in audience duplication, for example audience overlap in two or more programs. The audience overlap is subsumed on factors such as inheritance or lead-in effect, channel loyalty, repeat viewing, and repeated exposure (Cooper, 1993). The current study therefore sheds significant insights in audience behaviour because of its focus on specifics of the relationships between audience behaviour and TV programs.

### **2.5.3 Social Environment**

Often, viewer's choice is influenced by social factors including politics, sports, among others. As a matter of fact, TV's social function that is not only information based but also one that provides a conducive environment for social growth is closely linked to this aspect (Comstock and Scharrer, 1999). Likewise whether somebody begins or quits watching can be because of components of one's social condition, for example, exercises of one's partner, children, or visitors (Westeriket *et al.*, 2005). Social view appears to prompt less steady program decisions than solitary view (Webster and Wakshlag, 1982) and to a channel switching option (Van Meurs, 1999). Nevertheless, mixed findings are recorded on how for example to negotiate program choices and who is most dominant in taking viewing decisions (McDonald, 1986). The influence of culture on viewers' choice cannot be washed away, findings of Weaver and colleagues (1993) revealed that Americans and Germans were influenced by culture and personality traits.

## **2.6 Theoretical Framework**

This section presents the theories that guide the study:

### **2.6.1 Uses and gratification theory**

Research on TV viewing has dependably battled with the inquiry to which degree watchers are dynamic or aloof. From one perspective, broad communications correspondence is viewed as a restricted procedure with the medium as the prevalent determinant of recipients' conduct. This basic approach concentrates on the regularities of audience conduct (Webster and Phalen, 1997). The inverse point of view has its roots in the uses-and-gratifications approach to media utilization. This approach demonstrates that viewers act reasonably, guided by singular needs and thought processes, by gratification sort and acquired (Rubin and Windahl, 1986). Surely,



most uses-and-gratification models suggest that there is in some influence of program offer on viewers' conduct, or more general on the media framework, and of social and social conditions.

Much research on TV seeing is really in light of a hypothetical trade off taking into consideration dynamic and in addition detached parts of viewing. Personal traits and in addition program-related properties are considered when impact factors on TV seeing are described. Bilandzic (2004) contend that active and passive viewing are not mutually exclusive but are in themselves end points of a continuum of audience activity. In light of this hypothetical blend, a few endeavours have been made to outline individual and basic factors that may impact viewing conduct. This study reviewed on the basis of this theory how multichannel TV broadcasting affects TV viewership among audiences.

### **2.6.2 Rational choice theory**

Decision making and rational choice theories were not readily available before the 20<sup>th</sup> century. Post 20<sup>th</sup> century; a lot has changed, seeing the emergence of models of rational behaviour and finally the rational choice theory. Critics of rational choice theory emphasize that the theory is reductionist, individualistic and psychological (Golubovi , 2011). The psychological aspect is characterized by the actors' procedures by starting from their mental states. The rational choice theory affords individuals an opportunity to choose the best alternative from the available options based on their convictions and desires.

The individualistic aspect of the theory relates to the fact that the theory applies to the behaviours of the actor. The reductionist aspect of the theory relates to because the explanations of the differentiated aspects of a complex process are reduced to a series of fundamental causes (actors) or to a single social subsystem (i.e. the economic one) (Hafner and Krsti , 2011). The

assumption of the rational choice theory is that individuals are rational and are able to make the right choice for their situation.

### **2.6.3 Active-passive TV viewing model**

The degree of activeness or passiveness of TV viewers has never been established. Claims have been made that one-mass media communication is a one way process that gives the medium the prerogative to determine recipients' behaviour. An approach that primarily focuses on the regularities of audience conduct (Webster and Phalen, 1997). Uses and gratification presents a different approach to utilization of media, it assumes that viewers are rational and are guided by their conviction and desires and the satisfaction sought and obtained (Rubin and Windahl, 1986). According to the uses and gratification theory, there is a blend of personal characteristics and program traits at play in an individual's decision to watch a program or switch to another channel (Bilandzic, 2004).

Webster and Wakshlag (1983) developed a comprehensive model that factored both uses and gratification and rational choice theories. In their model, availability of viewers and choice are a precondition. In their assumption, before any other factor is at play in relation to viewing a program, the ability to watch must be there. That availability may be defined by the viewer's expectation of a particular program, their preference among others. For example, a viewer may choose to watch a program that brings their favourite commentator. Their model is also cognisant of viewers who begin to watch because they have the time. After the decision to view is established, then one chooses from the several available channels based on their preferences.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Overview**

This chapter contains the methodology and design used in the researcher in data collection and analyses data and is divided into six sections. Under the first section, the researcher highlights the site or location of the study in this case Ayany Ward, Nairobi County and its population while the second section covers the research design that was employed in this study and the justification for the choice of the design.

The third section outlines the sample size of the population that was studied while the fourth section is about the data source and collection techniques employed by the researcher. The fifth section is about data analysis technique employed by the researcher while the sixth and last section highlights the ethical considerations.

#### **3.2 Site Description**

The research was carried out in Ayany Ward in Kibra Constituency, Nairobi County between June and October 2016. Ayany is one of the wards in Nairobi County. The researcher settled on Ayany due to its mixed socio economic population. The researcher was keen on an area with a mixed economic status in this case very low and relatively mid income and the area suits this well given its proximity to Kibera slums and neighbouring middle income households on Ngong Road. In Ayany, there is a mixed population of households, which makes it representative of a mixed socio economic population.

### **3.3 Research Design**

The researcher employed the analytical survey design which attempts to describe and explain why certain situations exist. In this approach two or more variables are usually examined to test research hypotheses.

At the end of it, the results allow researchers to examine the interrelationships among variables and to draw up explanatory inferences. Odo (1992) opines that research design implies outlining the names of the equipment and other materials the researcher intends to use and applying same to successfully execute the practical aspect of the research study. The design for the study therefore entails the various steps, procedures and techniques employed by the researcher in collecting and analysing data for the study. In this study, the researcher sought to establish more about the impact of Multichannel Broadcasting and TV viewership in Ayany Ward, Nairobi County.

The researcher adopted the survey research method mainly for purposes of effective data gathering and processing. Survey method is usually applied when only a representative sample is to give information to be generalized for the whole population (Keyton, 2001). Questionnaires were deemed suitable in this study because of their ability to facilitate quick responses from a population that helps in the achievement of effective results.

### **3.4 Sampling procedure and Sample Size**

#### **3.4.1 Sampling Procedure**

Cooper and Schindler (2003) have argued that random sampling frequently minimizes the sampling error in the population and this in turn increases the precision of any estimation methods used.

In this case, the researcher employed simple random sampling technique to select the ward that was sampled in the study. Nairobi County has 85 wards; the researcher used a scientific technique to select one ward out of the existing wards in Nairobi for the study.

In all the wards, there is a mixture of population in terms of economic class and the researcher was looking at an audience from a socio-economic region. The researcher used purposive sample by looking at a ward that had mixed social economic demographics. This was done to be able to achieve a low and middle-income population given the people who live in the area and its neighbourhood.

### **3.4.2 Sample Size**

A sample is a part of a population observed for the purpose of making scientific statement about the population. It is often chosen from the population of the study when the population is too big to be studied as a whole. The study was conducted in Ayany Ward, which according to the 2009 population census has an adult population of 53,000.

#### **Sample size**

Sample size was calculated using Fishers' formula. In a context where the target population is more than 10,000 the formula is;

$$n = \frac{Z^2 Pq}{d^2}$$

n= desired sample size

z=standard normal deviate (1.96) that corresponds to 95% confidence level.

p= the proportion in the target population with a specific characteristic (15% CPR)

q=1.0-p

d= the degree of accuracy desired (0.05 was used)

$$n=1.96^2 \times 0.15 \times 0.85 / 0.05^2$$

$$n=195.9$$

$$n = 196$$

### **3.5 Data sources and data Collection methods**

This survey was carried out using questionnaires (Appendix 2) which were distributed randomly to the targeted respondents. A total of 196 questionnaires were distributed for self-administration by the respondents in Ayany Ward. Once data was obtained, it was coded and analysed using statistical procedures. The respondents were free to note down their references without being observed.

#### **3.5.1 Questionnaires**

The questionnaire contained both structured and unstructured questions. The unstructured questions contained counter-check questions that were used to test the objective responses from the structured questions. They also enhanced the ability to make recommendations from the findings of the study. (See Appendix 1)

#### **3.5.2 Reliability**

In order to ensure reliability, the researcher tested the reliability of the questionnaires. To do this, a pilot test was conducted with a different population and responses recorded. After two weeks, the same questionnaires were issued to the same respondents. From the findings, the researcher was able to identify internal inconsistencies that were dully corrected.

### **3.5.3 Validity**

Establishing the validity of the tools of study is essential in studies that seek to find causal relationships between variables. Establishing this enables one to tell whether the findings can be used to infer causal relationship between variables. The degree of accuracy to which obtained data represents a given construct in a study (Mugenda, 2008).The questionnaire provided accurate data due to the process of pre-testing in the selected sample to maintain validity.

### **3.6 Ethical Issues**

**Confidentiality:** The respondents were given assurance that information they will provide will remain confidential for the purposes it was intended for only—academic.

**Anonymity:** The researcher obtained data from the respondents because they were informed that they were not required to include their names or details that can identify them on the questionnaire.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1 Overview

This chapter focuses on the data analysis, interpretation and presentation of the findings. The main purpose of this research was to examine the impact of multichannel television broadcasting on TV viewership among audiences in Ayany Ward, Nairobi County. The study was guided by three objectives; to establish how multi channels influence content availability, to examine how viewers make choices on content available on multi channels, and to explore the factors that determine TV content choice. The researcher made use of frequency tables, percentages, mean and standard deviation to present data.

#### 4.1.2 Questionnaire Return Rate

In this study, 196 respondents were sampled. As indicated in Table 4.1, out of all the questionnaires, only 160 were fully filled and returned, representing 82% return rate. In accordance to 1999 Mugenda and Mugenda guidance, this was considered an adequate return rate. The response rate demonstrates a willingness of the respondents to participate in the study.

*Table 4. 1Response Rate*

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Responded	160	82
No response	36	18
<b>Total</b>	<b>196</b>	<b>100</b>



### 4.1.3 Demographic Characterization of the Respondents

The demographic information (age, gender, religion and level of education) was recorded for the respondents in this study. This information was useful in categorisation of respondents by certain characteristics.

#### 4.1.3.1 Gender of the Respondents

The findings show the gender of the respondents. From the findings, the study established that the majority (52.5%) of the respondents were female while the rest (47.5%) were male. This shows that at the time of visit, more females were present in the households than men and chances are that women like watching more TV programs than their male counterparts.

*Table 4.1 Gender of the Respondents*

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	76	47.5
Female	84	52.5
<b>Total</b>	<b>160</b>	<b>100</b>

#### 4.1.3.2 Age Bracket

The study aimed to establish the age bracket of the respondents. Table 4.3 shows the summary of the findings, from the study 25% of the respondents aged 40-49 years, 19.4% aged above 60 years, 16.9% aged 50-59 years while 20.6% and 18.1% were aged between 30-39 years and below 30 years respectively. From the findings, it was established that more household heads are above 40 years and consequently were able to clearly articulate the issues that the study sought to establish.

**Table 4. 2 Age Bracket**

	<b>Frequency</b>	<b>Percent</b>
Under 30	29	18.1
30-39	33	20.6
40-49	40	25
50-59	27	16.9
60 and above	31	19.4
<b>Total</b>	<b>160</b>	<b>100</b>

#### **4.1.3.3 Education Level of the Respondents**

The study was also inquisitive to determine the highest level of the academic qualification of the respondents. Table 4.6 shows the findings of the result, most (73.8%) of the respondents had tertiary level of education, 1.3% had no formal education, 17.5% had secondary certificates while the rest (8.1%) had primary level of education. The researcher further established that the level of education also determined what channel viewers watch, because they get to be more exposed and others decide to watch channels that fulfil their area of specialization or future aspirations.

**Table 4.5 Education Level of the Respondents**

	<b>Frequency</b>	<b>Percent</b>
None	2	1.3
Primary	13	8.1
Secondary	28	17.5
Tertiary	118	73.8
<b>Total</b>	<b>160</b>	<b>100.0</b>

## 4.2 Digital TV signals access

### 4.2.1 Access to TV programs

This study particularly sought to establish whether the respondents had access to TV programs. This was done by first establishing whether the respondents owned TV sets and the means by which they receive the digital signals. The findings revealed that all the respondents owned TV sets and were able to receive signals, it was further established that 86.3% of the respondents subscribed to digital signal via TV set top boxes. Those who did not receive signals via TV set top boxes had digital ready TV sets and could get the signals directly. All the respondents were thus relevant for the study by virtue of them accessing TV programs. The findings are presented in Table 4.6 below

**Table 4.6 Access to TV programs**

Means of access	Frequency	Percentage
Own a TV set	160	100
Subscribed to Digital service provider	138	86.3
Own a digital ready TV	22	13.7

### 4.2.2 Service provider

The study sought to establish the service providers that the respondents subscribed to. The study established that most respondents subscribed to DsTV at 37.5%, followed by GoTV at 26.3%, Star Times followed at 18.8%. The rest of the respondents subscribed to Zuku, ADN, Bamba and Signet at 8.1%, 8.1%, 6.3%, and 3.1% respectively.

**Table 4.7 Service provider**

<b>Service provider</b>	<b>Frequency</b>	<b>Percentage</b>
Star Times	30	18.8
GoTv	42	26.3
Signet	5	3.1
Bamba	10	6.3
Zuku	13	8.1
DsTV	60	37.5

#### **4.2.3 Availability of channels and nature of contents**

The study sought to establish the number of channels available in digital media and the nature of content available in the digital TV platform. The study also established that majority of the respondents did not know the numbers of channels their set top boxes have. However, majority suggested that they receive more than local channels and estimated the number of channels to be over 100. It was also established that the digital platform accords the viewer the opportunity to choose from a variety of channels. Most respondents said they were exposed to many channels, up to 100 or more and cannot watch all of them. Some did not even know how many channels were available in their set top boxes, and as such do not get to watch all the channels available.

The study also established that television viewers have different desires and as such benefit from the many benefits that are brought by the digital channels. It further revealed that the digital platform has led to audience polarization where many respondents opined that they watched certain channels; it turned out that many female respondents watched African Movie channels

over the many available channels. The findings of Webster and Phalen (1997) support these findings. Their findings suggest that TV audience choose the channels they watch on their own volition and that when people are free in exercising their psychological predispositions.

The findings further revealed that the many available TV channels have reduced viewers to “program junkies and switchers”, something that happens because, in a high choice environment, people with entertainment preference for example are more likely to seek out entertainment channels, whereas people having news preference will tend to indulge in news channels. The findings imply that the switch to digital signals has enhanced the quality of TV programs and increased the number of TV channels thus giving viewers more choices at any given time.

#### **4.2.4 Benefits of DTV (Digital Television)**

The study sought to establish the benefits of DTV, the findings are presented in table 4.8 below. From the findings, most of the respondent agreed that DTV gives wider choice, and that DTV offers have better images and sound as depicted by mean score of 4.45, 4.26 and 4.16 respectively. It was further revealed that digital TV offers many channels

Only a small fraction of the respondents were of the opinion that digital platform has many interactive services. By implication, the findings indicate that not many of the respondents receive digital channels via inbuilt digital TV but rather through set top boxes. As such they do not know about the intractability of DTV. Many still stick to the traditional channels and have not established that if you are interested with farming for instance, you can get a channel available on the set top box that is airing farming content only.

**Table 4.8 Benefits of DTV**

<b>Statement</b>	<b>Mean</b>
DTV gives wider choice	4.45
Better images and sound	3.89
DTV has automatic user interface (those watching basic broadcast can preview other channels without "channel surfing,")	4.26
Offers many more channels	4.16
Has many interactive services	2.4

#### **4.2.5 Reasons for subscribing to digital TV channels**

The researcher sought to establish the reasons that make viewers subscribe to digital TV channels. The findings are presented in table 4.9 below. The findings of the study revealed that majority (48.7) of the respondents subscribe to digital TV services, this was followed by respondents who subscribe to digital TV service because it is a directive from the government to switch-off analogue TV, and with those that subscribe because of the love of movie channels, represented by 27.5% and 23.8% respectively. This implies that the reasons to subscribe to digital TV are very diverse and that the fact that more channels and programs are available, offers reason to viewers to subscribe.

**Table 4.9 Reasons for subscribing to digital TV channels**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
More movie channels	38	23.8
More sports channels	78	48.7
Government directive	44	27.5
<b>Total</b>	<b>86</b>	<b>100.0</b>

#### **4.2.6 Channel preference**

The study sought to establish the channels the audience preferred to watch. Table 4.10 below is a presentation of the findings. According to the study, majority of the respondents prefer sports channels and news channels at 82.5% and 80% respectively. These were followed by preference of entertainment channels in general at 67.5%, in particular, 62.5% prefer movie channels while 41.9% prefer music channels. Documentary and knowledge channels, terrestrial channels and children's programmes were the least preferred channels at 30.6%, 19.4% and 13.1% respectively. The findings imply that the availability of many channels has led to audience polarization. The polarization has enhanced selective exposure where the audience use the abundance of choice to avoid material they find distasteful and seek out material that are in line with their predispositions. This kind of filtering of dissident views in favour of like-minded views can lead to polarization. Sentiments from key informants support these findings as they opined that when they design the programs, they tend to take feedback from their audiences into consideration. They therefore expect varied preference because they respond to all possible preferences out there.

**Table 4.10 Channel preference**

<b>Channel</b>	<b>Frequency</b>	<b>Percent</b>
Terrestrials channels	31	19.4
Documentary/Knowledge channels	49	30.6
Sports channels	132	82.5
Movie channels- African movies, action, adventure, romance	100	62.5
Entertainment channels	108	67.5
News channels	128	80
Music channels	67	41.9
Children's channels	21	13.1
Other	11	6.9

### **4.3 Factors determining TV content choice**

#### **4.3.1 Individual factors for viewing TV programs**

The study sought to establish the individual factors that determine the choice of TV programs. The findings are presented in table 4.11 below. The findings revealed that majority of respondents view TV programs to pass time, and others simply watch because they enjoy watching programs, this, are represented with a mean of 4.95 and 4.91 respectively. Other respondents indicated that they watch TV programs just to feel like their neighbours.



**Table 4.11 Individual factors for viewing TV programs**

<b>Statement</b>	<b>Mean</b>
To pass time	4.95
I just enjoy watching programs	4.91
It helps me realise who I really am	4.19
Just to feel like my neighbours	4.63
To be aware of current stuff	4.37

### **4.3.2 Program factors**

The study sought to establish the program factors that drive viewers to watch TV programs. The findings are presented in table 4.12 below which revealed that most audience do not enjoy short programs or those with many commercial breaks. As presented in the figure below, majority of the respondents opined that they enjoy watching long programs with a mean of 4.95 followed by those who watch programs with less commercial breaks with a mean of 4.93. However, it was also revealed that there are respondents that enjoy watching shorter programs. Some respondents say they don't enjoy watching long programs because there are many programs to watch at any one particular time with a mean of 4.33, and those that said they enjoy watching programs because they are short with a mean score of 3.72.

**Table 4.12 Program factors**

<b>Statement</b>	<b>Mean</b>
I watch the programs because they are short	3.72
Due to a big number of programs. I don't stay watching a program for long	4.33
I watch programs with less commercial breaks	4.93
I enjoy watching long programs	4.95

### 4.3.3 Social environment factors

The study was also keen to establish the social environmental factors that drive individuals to watch TV programs. The study revealed that majority of respondents were uncomfortable watching certain TV programs in the presence of their children, as such the head of the house decides what programs to watch when the whole family is present, and this was presented with a mean of 4.95. This was followed by respondents who said during election times, they watch TV with friends with a score of 4.91, and those who enjoy watching sports with friends with a mean of 4.14. The findings are corroborated by findings from key informants who were of the opinion that social factors do affect choice of TV program an individual watches. In an interview with a key informant, a discussant said, that even though he has installed DsTV in his house, he still goes out to watch football with friends because that is the only way he enjoys the game.

**Table 4.13 Social environment factors**

<b>Statement</b>	<b>Mean</b>
I watch news with friends during election period	4.91
I enjoy watching sports with friends	4.14
I do not watch certain programs when my children are around	4.95
The head of the house decides what channels we watch when everyone is around	4.95

### 4.4 Discussion and Analysis of Findings

The study found that all the respondents owned TV sets and were able to receive signals that expose them to multichannel. The study further established that most respondents subscribed to DsTV. In addition, the study established that majority of the respondents did not know the

number of channels their set top boxes have. The study further established that the digital platform affords the viewer the opportunity to choose from a variety of channels. This agrees with a study by Rosenberg (2013), who argued that the digital television has many TV channels placed into the exact same frequency space, which is commonly known as bandwidth. Thus the consumer is exposed to a variety of television channels to watch as compared to the analogue broadcast. As for the broadcasters, numerous soundtracks and subtitling of languages will be introduced as part of a video channel on digital TV.

The study found that most of the respondents agreed that DsTV gives a wider choice, and that DSTV has better images and sound. This is in agreement with a study by Prior (2007), who stated that today's digital television provides something for almost everybody. The array of choices is vast, and the content itself is more varied and increasingly specialized as television programmers seek audience niches. People can choose from a number of outlets that offer news programming or diversion 24 hours a day, seven days a week with quality images and better sound.

The study found that not many of the respondents receive digital channels via inbuilt digital TV but rather through set top boxes. The study further found that the reasons to subscribe to digital TV are very diverse and that the fact that more channels and programs are available, give reason to viewers to subscribe. The study further established that the availability of many channels has led to audience polarization. This finding echoes the findings of Ksiazek, et al., (2010), that found that polarization of news media is more when more channels are available. This, the study found, is made possible by choices made by viewers to either watch or avoid news, a question that informs the desire of viewers to align themselves with ideologies they

identify with. This polarization has led to selective exposure making the audience to avoid any material they think is not serving their interest at any one particular time.

According to the study, majority of respondents view TV programs to pass time, and others simply watch because they enjoy watching programs. This agrees with a study by Comstock and Scharrer (1999) that found that individuals' personality traits and perception of the functions of TV informs the drive to watch certain TV programs. A number of reasons can account for the satisfaction individuals seek by viewing certain programs, the reasons are as varied as fun, identity with characters in a program, love of a commentator, getting information and just to be updated. People thus are drawn to watching programs for the desire to get a kind of unique gratification. Digital migration affords the viewer with an opportunity to get this gratification at any time of the day from the many channels and program content that it provides.

The study also established that most audiences do not enjoy short programs or those with many commercial breaks. The study further found that socio-environmental factors influence the choice of TV programs that individuals watch. This agrees with a study by Westerik and his colleagues (2005) that have claimed that social events influence the scheduling of TV programs and the subsequent pattern of viewing. To take the argument further, that falls within the social function of TV that it does not only aim at provision of information but entertainment and family bonding as well.

## **CHAPTER FIVE**

### **SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Overview**

This chapter presents the discussion of key data findings, conclusion drawn from the findings highlighted and recommendations. The conclusions and recommendations drawn were focused on addressing the objectives of the study. The study sought to establish the impact of multichannel television broadcasting on TV viewership among audiences in Ayany Ward, Nairobi County. The study was guided by three objectives; to establish how multi channels influence content availability, to examine how viewers make choices on content available on multi channels, and to explore the factors that determine TV content choice.

#### **5.2 Summary of the Findings**

The findings of this study established that availability of multi-channels does indeed influence content availability. Because each TV station has access to many channels, the number of programs that it could air at any one particular time is found to be numerous. Viewers have been revealed to make choices on the channel they view based on myriad factors; personal, socio-environmental hobbies among others.

##### **5.2.1 News**

For viewers who watch news on local TV stations, most said they choose which station to watch depending on the perceived political affiliation of that channel but others do not consider politics as a factor. For example, there are viewers who said they watch NTV news because they believe the station has minimal interruption on news time, while those who prefer Citizen TV

news said they like watching it because it gives more airtime to panellists who elaborate on various topics in between prime time news.

There are also viewers who said they watch KTN news and Citizen because they bring in guests in between the news to explain issues into proper perspective, while others said they prefer NTV because its news is not long as compared to Citizen. Others said they flip through from one channel to the other to ensure they get what satisfies them, regardless of the time of the day and this includes entertainment programmes

### **5.2.2 Sports**

Other viewers interviewed said they mainly watch TV because of Sports whereby most of them said they wait to the end of news programmes to watch their favourite sports analysis and performances of the day. This viewership increases even more during key tournaments or major leagues or World Cup. Most of the viewers with a sports preference and who have DsTV subscription said they always ensure payment is up to date to access Supersport for them not to miss out, even though these are the same people who said they prefer watching matches in clubs or entertainment joints with friends.

### **5.2.3 Entertainment**

Some viewers said they mostly prefer entertainment programmes and that is what determines their channel of choice on television, these includes programmes like Papa Shirandula on Citizen TV and the Churchill Show on NTV.

With the advent of digital migration, this group said they now have the option of getting these programmes on specific channels on pay TV, as opposed to waiting to the day they are aired on regular local TV channels.

#### **5.2.4 Movies**

Some viewers said they mainly watch TV because of their favourite programmes, which have become plenty due to the advent of Digital Migration which has brought about more channels with movies.

The study further revealed that TV content was influenced by feedback from the audience through various interactive platforms, although some TV stations do not have these feedback mechanisms on some or all the programmes.

It was clear from the findings that TV stations are competing to introduce programmes already introduced by other stations to be able to satisfy needs of the audience, like NTV introduced the Auntie Boss programme to rival the many locally produced programmes on Citizen TV.

Majority of TV audience still rely on their preferences to decide on what to watch at any given time, and this includes preferences like sports, entertainment and news and the only difference is that they are now exposed to many channels that offer almost similar programmes at any given time.

Other viewers reported that the decision on what to watch at home depends on who is at home at the particular time. Others prefer to wait until they are on their own to decide what to watch with no interruptions. Key events like the American politics, campaigns in Kenya that are gathering steam, Olympics in sports still determine TV viewership in households sampled, with some viewers saying they increase their desire to watch TV around such period. Influence from friends or relatives is another determinant to the choice viewers make, because there are respondents who said they find themselves watching news because others are watching it at

home otherwise they could have opted to watch other channels with their preferred programmes or wait until news is over to continue watching programs of their choice.

### **5.3 Conclusions**

From the findings of the study, it can be concluded that the shift from analogue platform to digital platform offers a variety of channels and video content. It also offers an avenue for cultural production and distribution. The study also concludes that the movement to the digital platform has provided the consumer with a high degree of gratification because they are able to view their preferred programs. What the study cannot confirm is the future interplay of TV production based on the adoption of the digital platform. The study has however initiated the process of analysis of the forms future TV may take considering the experiences of today's audience.

Whereas the findings of the study are valid, it is the contention of the researcher that the positions may get outdated soon because of the ever changing face of TV programs and audience behaviour. The study therefore, concludes that for television stations to survive, as many channels as possible should be made available to the consumer to help satisfy the constant and increased consumer preference, but still ensure that their feedback is taken into consideration on programme adjustments and timings.

### **5.4 Recommendations:**

Based on the ever-changing consumer preferences, the study recommends that media houses should invest in more interactive feedback mechanisms that can enable them move with the audience in their preferences change. The study also recommends that media the study recommends that media houses should invest in more interactive feedback mechanisms that can enable them move with the



audience in their preferences change, and that TV channels should not place related programmes at the same time, so as to enable viewers get them on other channels. For example, since all the channels air news at 7 pm and 9 pm, some can decide to change their timings to 6 pm or 8 pm, to ensure that when viewers are done with another station, they can also tune in

### **5.5 Suggestions for Further Research**

Further research is needed in order to keep abreast with the changing nature of audience behaviour in order to predict future TV programs and how to make them impressive to the audience.

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## Appendices

### Appendix I : Questionnaire

This study is being carried out by **Bernard Rwoti Momanyi**, a graduate student of the school of Journalism and Communication of the University of Nairobi who is undertaking his Masters degree. The study is on **‘MULTICHANNEL BROADCASTING AND TV VIEWERSHIP IN AYANY WARD, NAIROBI COUNTY’**, in partial fulfilment of the award of Master of Arts in Communication Studies. All information gathered will be treated with utmost confidentiality and would be solely used for academic purposes. Your support and contribution would be very much appreciated. In the event of citing a source of response, your expression permission will be sought before use.

Having been explained to the nature of the study, as detailed in a write-up, I do hereby give consent to participate in the study. I understand I can withdraw this consent any time before the data collection is over.

Name..... (Optional)

Signature..... Date.....

**Section A: General organizational information section**

Gender of the Respondent    Male    Female

What is your highest academic qualification?

Primary level of Education

Secondary Level of Education

Undergraduate degree

Postgraduate degree

Doctorate

Age of respondent    1. Under 30 ( ) 2. 30 - 39 ( )    3. 40 - 49 ( )    4. 50 - 59 ( )    5. 60 and above ( )

Religion of respondent .....

Do you have a TV set?

Yes {}            No {}

How do you receive the digital signals?

TV set is digital ready {}    Own a set top box {}

Have you subscribed with any digital signal provider

Yes {}            No {}

The following statements relate to potential reasons for a DsTV subscription, which reasons apply to your case

<b>Reason</b>	<b>YES</b>	<b>NO</b>
Wider choice of channels		
Better images and sound		
More sports channels		
More movie channels		
Government directive		
Instructiveness		

What type of channels do you prefer watching?

<b>Channel</b>	<b>YES</b>	<b>NO</b>
Terrestrials channels		
Documentary/Knowledge channels		
Sports channels		
Movie channels		
Entertainment channels		
News channels		
Music channels		
Children's channels		
Other		

**Section B: How multi-channels has influenced content availability**

Have you participated in contribution to TV program content development?

Yes {}      No {}

If Yes, How -----

-----  
-----  
-----  
-----

Has the multi-channel availability pushed you to choosing or avoiding some class of media content?

-----  
-----  
-----

**Section C: Factors determining TV content choice**

The following statements relate to reasons for viewing TV programs, to what extent do you agree or disagree with the statements. Where: 1= strongly agree. 2= Agree, 3= Neutral, 4= Disagree, 5= Strongly Disagree

### Individual factors

Statement	1	2	3	4	5
To pass time					
I just enjoy watching programs					
It helps me realise who I really am					
Just to feel like my neighbours					
To be aware of current affairs					

<b>What do you prefer watching</b>	✓
News	
Sports	
Movies	
Anything	

### Program factors

Statement	1	2	3	4	5
I watch the programs because they are short					
I enjoy watching long programs					
I watch programs with less commercial breaks					
Due to a large number of programs. I don't stay watching a program for long.					



### Social environment factors

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I watch news with friends during election period					
I enjoy watching sports with friends					
I do not watch certain programs when my children are around					
The head of the house decides what channels we watch when everyone is around					

## Appendix II: Interview guide for TV program managers

This study is being carried out by **Bernard Rwoti Momanyi**, a graduate student of the school of Journalism and Communication of the University of Nairobi on the Topic, **‘MULTICHANNEL BROADCASTING AND TV VIEWERSHIP IN AYANY WARD, NAIROBI COUNTY’**, in partial fulfilment of the award of Master of Arts in Communication Studies. All information gathered will be treated with utmost confidentiality and would be solely used for academic purposes. Your support and contribution would be very much appreciated. In the event of citing a source of response, your expression permission will be sort before use.

Having been explained to the nature of the study, as detailed in a write-up, I do here by give consent to participate in the study. I understand I can withdraw this consent any time before the data collection is over.

Name.....

Signature.....

Date.....

Does the public contribute in deciding issues to be aired?

How has media convergence contributed to TV content with the advent of the digital platform?

How has the advent of multi-channel affected type of TV content?

Has the multi-channel platform affected the quality of programs?

How do you handle the issues of audience fragmentation in the digital paradigm?

What factors determine program choice by your audience?

On what basis do you prioritise your programs?

## **Appendix III: Certificate of field work**

## **Appendix IV: Certificate of corrections**

## **Appendix V: Certificate of Originality**