

**AN ASSESSMENT OF MEDIA VALUE SEQUENCING AND RESPONSE TO ITS
PERFORMANCE IN KENYA: A CASE STUDY OF ELDORET MUNICIPALITY**

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ABSTRACT

The objective of this study was to determine the relationship between television audience preferences and content diversity in television programming. This was done by obtaining audience ratings of programmes being broadcast on Kenyan television channels in the following categories: prime time news coverage, talk shows, soap operas, serials, documentaries, comedies and sports coverage. The programmes were both local and foreign productions. Five research questions were addressed: Which channels covered the Eldoret Municipality? What range of programmes, local and foreign, did they offer and how did the viewers rate these programmes? What were the viewers looking for in these programmes and why did the viewers prefer a local or a foreign production over the other? How satisfied were the viewers with the programme lineups and on what basis did they rate these programmes? Did the viewers desire more content diversity and how would this affect the local Kenyan television industry? Which channels did the viewers prefer between mainstream versus pay channels and what were the reasons for this trend?

The data for this study was collected from primary and secondary sources. The theoretical framework was based on an approach fronted by the Foundation for International Understanding (2006) that advocated for parallel expansion of satellite and domestic services. The study was done within Eldoret Municipality with a study population of 240 respondents who had televisions in their houses and who could at least access the available free channels: KBC, KTN, NTV and Citizen TV. The sample was selected using stratified and simple random sampling methods.

The data collected was analyzed using descriptive statistics, interpretive and comparative techniques and presented using tables and graphs. The findings of the study identified what viewers looked for in the programmes as content diversity and other issues such as local content, foreign content and local cultural values. The viewers preferred and derived great satisfaction from local productions and were eager to see increased broadcasting of local TV programmes. The study concluded by proposing changes that can be made to add value to the viewers. Recommendation for future research was also presented.