E-Paper Innovation and Profitability of Newspaper Companies in Uganda: A Case of New Vision Printing & Publishing Co. Ltd

Nalumu Annet
Dr. Oguta James (PhD)
2024

ABSTRACT

The purpose of this study was to examine the effect of e-paper innovation on the profitability of New Vision Publication Company Limited. The research was conducted through the review of financial performance of the company over a period of seven years from 2017-2023. Specifically, the study sought to assess the effect of online subscription, examine the effect of use of paywall and assess the effect of digital apps on the profitability of New Vision Publication Company Limited. The study employed longitudinal research design. The researcher got panel data from New Vision Printing and Publishing Company Limited. The data was on its financial performance over the last seven financial years. The study used annual reports of new vision publication company limited for a period of seven (7) financial years (2018-2022). Data relating to profitability was manually extracted from the annual reports of New Vision Publication Company Limited using content analysis. These annual reports for the period 2017 to 2023 was downloaded in electronic form from company websites. The data was captured using a secondary data collection tool. This study used panel data regression in analyzing the influence of e-paper digital apps on profitability of New Vision Printing and Publishing Company Limited using longitudinal data. The results indicate that online subscription, and paywall access. The result also indicated digital apps moderates the relationship between e-paper innovation and profitability of New Vision Company Limited. Based on the above findings, the study concluded that increase in online subscribers, usage of paywall and digital apps help in enhancing profitability of New Vision Company Limited. The study therefore recommended that new vision apps should be made available. It was also recommended that New Vision Publication Company Limited exchange should put paywall to important contents that attracts people's attention as it has been seen to positively impact on the profitability of the Company.

Keywords: E-Paper Innovation, Profitability, Newspaper, Companies, Uganda New Vision Printing & Publishing Co. Ltd