

ABSTRACT

The evolution, adoption, and contribution of electronic newspapers (ePapers) remain underexplored in Global South media scholarship, particularly Uganda. Existing literature often conflates ePapers with social media or frames them as threats to print journalism, overlooking their distinct potential. A key unanswered question is whether ePapers can viably deliver traditional newspaper services amid digital transition. This study addresses that gap by examining the case of *New Vision* and exploring drivers, challenges, and efficacy of ePapers in Uganda. Grounded in technological determinism, social shaping of technology, and critical political economy, it highlights how technological innovation, socio-economic pressures, and institutional dynamics shape digital adoption. Using in-depth interviews and netnography, findings reveal that technology and socio-cultural factors such as the Structural Adjust Programmes of the 1990s, internet/ telecommunications penetration, social media, and COVID-19, are central to ePaper uptake in the Global South. ePapers have transformed news dissemination, redefined economic models, elevated digital archival journalism, and offer potential resistance to press censorship. The study introduces the ePaper Business Viability Model offering insights into sustainable revenue and digital resilience. Recommendations include further research on the digital divide, cultural-technological intersections, and more case studies. Newspapers should improve accessibility, innovate content formats, monetize archives, and integrate Artificial Intelligence. Strategic partnerships with other industries are essential. Policy interventions must prioritize broadband infrastructure, digital literacy, media freedoms, and fair competition to foster public-private collaboration and digital transition. This study contributes to rethinking digital press viability in Uganda and offers a roadmap for sustainable media transformation across similar contexts