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AUDIENCE PERCEPTION OF DIGITIZED BROADCAST OPERATION IN SOUTH WEST, NIGERIA

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Abstract

This study examines the platform in which the broadcasting stations in South West operate, and the degree to which their transmission influence their audience. The study adopts the survey research design with the use of questionnaire and a qualitative method in the use of interview guide to elicit the needed information. 200 sample size were selected from viewers and listeners of Ondo State Radiovision Corporation, Akure and Splash FM, Ibadan, Oyo State for the study. A total of 182 copies of a questionnaire duly completed were analyzed. The finding of the study reveals that majority of the respondents felt that the technical quality(56.7%), news casting(61.5%), programmes(67%) and audio-visual(72.9%) quality of broadcast station in South-West, Nigeria is poor and the effort put in place by stations and government to transit the country into digital broadcasting is not proactive. The study also reveals that majority of broadcast stations in the South-West, Nigeria are still operating in analogue transmission. Findings also reveal that funding and manpower are the major challenges that are slowing down the smooth switchover from analogue to digital broadcasting. Funds to purchase digital equipment are too costly for stations to source for while funds to train manpower to sustain the equipment are not accessible. This shows that broadcast stations in South-West, Nigeria are still operating in analogue, with poor technical quality and facing challenges of manpower and funding. Hence, the National Broadcasting Commission as a regulatory body should liaise with the federal government for funding support from financial institutions for broadcast stations to fulfill their mandate of digitization.

Keywords: Audience Perception, Digitized Broadcast Operation, South West, Nigeria

Introduction

Digitization is a process of transmission from analogue information system in any form (text, photographs, voice, etc.) to digital form with suitable electronics devices (such as a scanner or specialized computer chips) so that the information can be processed, stored, and transmitted through digital circuits, equipment, and networks. Digitization is the modern concept of communication and broadcasting all over the world, therefore its role must be structured in Nigerian broadcasting stations.

Studies have indicated the advantages of digitization over the analogue mode of broadcasting. This is seen in the ways pictures are transmitted and seen, quality maintained and ease of storage of information (Khan, 2010). Therefore, the importance of digitization in broadcasting industry in Nigeria cannot be overemphasized because Digital Television (DTV) is a superior television format that delivers better pictures and sound quality and with versatility to the range of its applications.

Digital Television represents a new technological infrastructure for Broadcast Television. This refers to the shift from analog broadcasting to digital broadcasting. This new transmission technology has been argued to invite a broad reassessment of established programming practices, competitive strategies, and regulatory requirements. This includes also public interest obligations that have always been considered fundamental to broadcast television in Nigeria. Many countries of the world have recognized the huge benefit which digital broadcasting offers and are making a huge effort to shift from analog broadcasting to digital broadcasting (Onuh, 2010).

The switch over from analogue to digital in Nigeria was supposed to take place in the year 2012. DTV is transmitted on radio frequencies through the airwaves that are similar to standard analogue television, with the primary difference being the use of multiplex transmitters to allow reception of multiple channels on a single frequency range (such as a UHF or VHF channel). The transition from analog to digital broadcasting involves changing the transmission signals as well as making sure that members of the public buy high definition television sets and get rid of standard definition television sets (Onuh, 2010).

Hence, to understand fully the level of digitization of broadcast media in South West Nigeria, the study seeks to assess the perception

of the audience about broadcasting operating in South-West, the standard of broadcast operation in South-West, Nigeria and the challenges confronting digitization among broadcasting stations in South-West Nigeria.

Statement of the Problem

Analogue transmission covers only some few hundreds of kilometers around the transmission base due to poor coverage, poor picture and audio quality. Analogue television transmission was discovered cumbersome, taking longer picture processes in broadcasting because it is not High Definition in standard. This is why a Television set situated in Akure, Ondo State will hardly pick a signal from Broadcasting Cooperation of Oyo State and a TV set in Lagos, Lagos State will not see any signal from Oyo State as well. Other challenges of Analogue transmission are the cost of installation and maintenance. Hence, the International Telecommunication Union (ITU) in 2006 at Geneva signed a treaty known as GE06 which adjures its member countries to switch over to Digital broadcasting Technology by June 17, 2015 (Paschal Ihechu Uwaoma Uche, 2012).

The digital television signals were found to be clearer and stronger in their audio and video output. Also television sets would perform the tasks of computers and telephone handsets, under digital technology. This implies that TV sets would be able to provide access to the internet. It would also be able to store data from received audio and visual signals. In essence, the broadcast media will begin to experience new dimension of transmission, while broadcasters will be able to simultaneously transmit a minimum of four programmes and operate four channels from the same station that used to transmit only one programme or channel in the analogue transmission (Ihechu and Uche, 2012).

Based on the numerous advantages in operating digital broadcasting, Ihechu and Uche (2012:38) observed that “the Nigerian Ministry of Information and Communications, through its agency, National Broadcasting Commission, NBC, looks confident on successfully transiting from analogue to digital by the end of 2012”. However, to what extent are the government, broadcasters and Nigerians complying with the demands of this new technology? Hence, this study seeks to assess the standard of broadcast operation in South-West Nigeria in the face of digitization, the perception of

audience about broadcasting operations in South-West, Nigeria and the challenges confronting digitization among broadcasting Stations in South-West, Nigeria.

Research Questions

1. What is the perception of audience about broadcasting operation in South-West, Nigeria?
2. What is the standard of broadcast operation in South-West, Nigeria?
3. What are the challenges confronting digitization among broadcasting stations in South-West, Nigeria?

Literature Review

Advent of Broadcasting

Broadcasting can be defined as the giving out, sharing or transmission of information or messages through an electronic device. The electronic device or medium can be radio, television, wireless microphone, or video sender which can be referred to as transmitter. Broadcasting is the distribution of audio and video content to a dispersed audience via the audio visual medium of mass communication, but usually on using electromagnetic radiation i.e. Radio waves (Ibulubo, 2008).

Chioma Patricia (2014:1) defines broadcasting “as the distribution of audio and video contents to a dispersed audience; It is the dissemination of information to a large heterogeneous audience who receive the information simultaneously”. Other scholars define “broadcasting as dissemination of information through an entirely electronic means of encoding and decoding communication messages” (National Open University of Nigeria, 2006:2). “Broadcasting is the planned provision of information, education and entertainment to a large and heterogeneous audience through two major media of mass communication of the radio or television, broadcast audiences are able to access broadcast messages on the radio and television through their receivers which help in decoding such information” (Chioma, 2014:1 citing Folarin, 2000 and Onabajo, 2000).

The development of the Nigerian broadcast industry is bedeviled with diverse challenges. The industry has gone through a lot of

changes in the development of the Nigerian social structure. However, some of these challenges were introduced by political development of Nigeria after the colonial masters gave independence to the country. Hence, television broadcasting in Nigeria began in Nigeria through Chief Obafemi Awolowo on October 31, 1959 named Western Nigeria Television (WNTV). The establishment of television broadcasting in Nigeria was motivated by two major factors: politics and education. Television programmes were used to serve as tools to improve upon the level and quality of the regional educational systems that were then handicapped by the shortage of qualified teachers in certain subject areas. This establishment of television broadcasting by the political class of that time was faced with numerous challenges (Chioma, 2014).

However, indigenous broadcasting began through radio and television electronic media, but with the intervention of globalization, broadcasting moved beyond indigenous media to a wider form of satellite broadcasting, and webcasting which is facilitated by the internet whereby broadcast messages can be sent to wider heterogeneous international audience (Chioma, 2014). The broadcast industry has come a long way in Nigeria with the proliferation of both private and government owned stations in the country, but operating in analogue transmission mode. Hence, the major challenge being faced by the Nigerian broadcasting industry is the transmission from the analogue transmission to digital transmission. The question is why is digital transmission better than analogue transmission?

The Emergence of Digitization

The word digital denotes “a process or device that operates by processing information that is supplied and stored in the form of a service of binary digits” (Ihechu, and Uche, 2012:39). Corroborating this, Okpanachi Stanley (2008) stated that digital radio is the pure digital transmission medium that improves the sound quality of radio broadcast, virtually eliminating static, hiss, pops and fades. It also offers data display capabilities a receivers and open up opportunity for multicasting, broadcasting multiple high quality channels on each frequency. Hence, digitization is the representation of object, image, sound, document, or a signal, usually an analog signal, by a discreet set of points; the results of this processes are

digital representation, digital image for an object and digital form for a signal. Dennis McQuail (2000:28) also defines the process of digitization as one that “allows information of all kinds in all formats to be carried with the same efficiency and also intermingled”. Nancy Hicks Maynard (2000) described digitalization as “a mega media”, whereby the much about the ways we define, gather and produce news will have to change.

Ihechu and Uche (2012) from another perspective define digitization as a technological innovation that will change the scope of radio and television broadcasting in Nigeria and beyond. Hence, digital television transition is the technological evolution and advance from analogue terrestrial television, which broadcasts land based (terrestrial) signals.

Based on this understanding, digitization for the broadcasting media will enhance audio and visual quality. In another breath, digitalization also means an enhanced viewers experience through for instance: Electronic Programme Guide (EPG), sub-titling, additional language options, and interactive services such as weather and news reports. In the same vein, digitization of video signals, according to Baran Stanley (2010: 227), “reduces their sizes; therefore, more information can be carried over phone wires and stored”. Also Hanson Raphael (2005:241) states: “just as sound recording has moved to digital formats with CDs and MP3 files, so is television in the process of going from analogue technology of Farnsworth and Zworykin to the computerized digital technology. There are two distinct digital formats. High definition television (HDTV) is a wide screen formats and features an ultra clear high resolution picture with superior sound. The other digital format is standard digital television which will make it possible to broadcast up to six channels on the same frequency space that now carries only one channel”.

Ogah Anthony (2009) in a paper on “Digital Broadcasting: Migrating Implications and the Challenges for Nigeria Broadcast Stations” stated the implications of digital techniques of broadcasting over analogue and the challenge posed by the transition from analogue to digital techniques for broadcast stations in Nigeria. The study revealed that digital broadcasting has more advantage over analogue because it has to do with quality content production, good reception, possibilities of huge spectrum for broadcasting, access to internet, less band width, quality signal, among others.

Observers have it that the difference between traditional analogue and digital broadcasting resembles the disparity existing between AM and FM signal qualities. These outstanding qualities of digital broadcasting prompted the world through its regulator, International Telecommunication Union (ITU) to make moves towards digitizing all broadcast outfits in the world.

Obviously, digital broadcasting has many advantages over analogue. Programme presentation would be well improved by the time analogue is over. These are true in terms of clarity and quality of signals and spectrum efficiency. Supporting the foregoing, Ihechu and Uche (2012) underscored that since technology has created improved platforms for broadcasting, there is need for a bigger spectrum to be made available for radio and television broadcast. That will result to interactivity in broadcasting, a situation whereby television and radio will do much more than receiving signals. These media will be able to provide access to Internet, store received data from audio and visual signals. The implication of this is that a radio station can do more than one transmission at a time.

Theoretical Framework

Media Dependency Theory

Media dependency theory is also known as Media System Dependency theory. According to Baran Stanley and Davis Dennis (2010: 87), “the more a person depends on having his or her needs gratified by media use, the more important will be the role that media play in that person’s life”. In this, audiences depend greatly on the media; they see media as the only source of their information and their attitude toward any issue being aired by the media change. Also, they see it as a true and genuine information. As a result of this, the media influence the lifestyle, attitude, belief and sometimes the behavior of the audience. If large audiences rely on the media, the media satisfy them, the media institution will be reshaped, reformed to serve their dependencies. The overall influences of the media will rise and media’s role in the society will be more central. Thus, the relationship between the amount of overall dependency and the degree of media influence should be centrally direct. Baran and Davis (2010) citing DeFleur and Ball-Rokeach (1975) provided the proposition of the media dependency theory. First, the “basis of media influence lays in the relationship between the larger social

system, the media's role in that system, and audience relationships to the media" (Baran and Davis, 2010:90). Second, "the degree of audience dependence on media information is the key variable in understanding when and why media messages alter audience beliefs, feelings, or behavior." Third, "in our industrial society, we are becoming increasingly dependent on the media (a) to understand the social world, (b) to act meaningfully and effectively in society, and (c) for fantasy and escape. Finally, "the greater the need and consequently the stronger the dependency... the greater the likelihood (Baran and Davis, 2010:90) that the media and their messages will have an effect. Hence, in relation to media dependency theory, audience will depend more on the media when the quality of the content and audio visual improved drastically.

Methodology

The study adopts survey research design with the use of questionnaire and a qualitative method in the use of interview guide to elicit the needed information. A sample of 200 respondents was selected from viewers and listeners of Ondo State Radiovision Corporation, Akure, and Splash FM, Ibadan, Oyo State, for the study. One hundred respondents were drawn from OSRC, Akure, while the other 100 respondents were drawn from the listeners of Splash FM, Ibadan. A total of 182 copies of the questionnaire duly completed were analyzed.

The random sampling technique was used to select two broadcast stations (OSRC and Splash FM) as a representative of other stations in South West, Nigeria, while the purposive sampling technique was used to draw respondents for the study. The questionnaire and structured interview guide were used as research instruments for the study. While the questionnaire contained two sections, the structured interview guide contained 8 questions designed to elicit information on perception of the audience about broadcasting operating in South-West, Nigeria. The data collected from the study were analyzed using simple frequency count and presented in tables. The structured interview data were recorded, transcribed and coded with relevant issues and retrieved to support the findings of the study.

Data Presentation

This section of this study aims at analyzing the data collected from the questionnaire administered on the selected respondents. Frequencies of various respondents were collected for interpretation. Two hundred (200) copies of the questionnaire were distributed but 182 that were duly completed were retrieved for analysis. The demographic information collected from respondents is hereby presented below.

Table 1: Distribution of Respondents by Age, Gender and Marital Status

Categories	No	%
18-25	18.2	10
26-30	9.1	5
31-35	18.2	10
36-40	72.8	40
41-45	27.3	15
46 and above	36.4	20
TOTAL	182	100%
Gender	No.	%
Male	94.6	52
Female	87.6	48
Total	182	100%
Marital Status	No	%
Single	45.5	25
Married	136.5	75
Total	182	100%

Table 1 shows that majority of the respondents were between the age range of 36-40 years and numbered 40 (72.8%); respondents between the age range of 41-above years were 20 (36.4%); respondents between the age of 41-45 years were 15 (27.3%); 31-35 years of age were 10 (18.2%); 18-25 years of age were 10 (18.2%),

while respondents between age 26-30 years of age were 5 (9.1%). This implied that respondents between age range of 36-40 years (72.8%) were well represented in the study. Findings on gender shows that 52 (94.6%) of the respondents were male, while 48 (87.6%) of the respondents were female. This study shows that majority of the respondents were male. Findings on respondents' marital status show that 75 (136.5%) were married, while 25 (45.5%) were single. This implies that majority of the respondents are married.

Standard of Broadcast Operation in South West, Nigeria

In order to measure the operation standard of broadcast stations in South West Nigeria, primary data were obtained from the National Broadcasting Commission, to assess the broadcast stations that have switched over from analogue to digital.

Table 2: Television Stations' standard of operation in South-West, Nigeria

S/N	Name Of Television Stations	Digitized Station	Yet - To- Be Digitized
1	Africa Independent Television (AIT)	√	√
2	Channels Television	√	
3	Continental Television		√
4	Galaxy Television		√
5	Gateway Television		√
6	Nigeria Television Authority, Lagos		
7	SilverBird Television, Lagos		√
8	Broadcasting Corporation of Oyo State	√	
9	MITV, Lagos		√
10	On- TV Lagos		√
11	Super screen, Lagos		√
12	Lagos Television		√

13	OSRC, Akure		√
14	OSBC, Osogbo		√
15	NTA, Osogbo		√
16	NTA, Ibadan		√
17	NTA, Akure		√
18	NTA, Ekiti		√
19	NTA 2 Channel 5 Lagos		√
20	NTA, Saki		√
21	NTA, Ogbomosho		√
22	NTA, Oyo		√

Source: National Broadcasting Commission (2014)

The study shows in the above table that there are twenty three television stations in south-west, Nigeria, (8 private and 14 government owned stations). Among the twenty two (22) television stations in south-west, only two television stations (Africa Independent Television (AIT) and Channels Television) were fully digitized.

Table 3: Radio stations' standard of operation in South-West, Nigeria

S/N	Name Of Radio Stations	Digitized	Yet - To- Be Digitized
1	88.9 – Brila FM – Sports	√	√
2	89.7 – Eko FM,		√
3	89.7 – Eko FM		√
4	90.9 - Top Radio FM		√
5	92.3 – Inspiration FM	√	
6	92.9 – Bond FM		√
7	93.7 – Rhythm FM	√	
8	95.1 – Wazobia FM	√	
9	96.1 - Traffic radio		√

10	96.9 – Cool FM - urban music	√	
11	97.3 – Classic FM	√	
12	97.7 – Metro FM		√
13	98.1 - SMOOTH FM, - soul,	√	
14	99.3 - Nigeria Info	√	
15	102.7 – Naija FM		√
16	103.1 – Unilag FM (University		√
17	99.9 – The Beat FM	√	
18	100.5 – RayPower FM,		√
19	101.5 – Star FM, Ikeja		√
20	102.3 - Radio Continental		√
21	105.9 - City FM		√
22	106.5 – Faji FM		√
23	107.5 – Radio Lagos, I		√
24	6090 - FRCN (Radio Nigeria		√
	Ogun State		√
25	89.1 - Hope.FM		√
26	Babcock University Radio		√
27	94.1 - Rainbow FM		√
28	94.5 - Paramount FM, FRCN,		√
29	101.9 - Rockcity FM, Abeokuta		√
30	123.5 - Geolabious FM, Abeokuta		√
31	90.5 - OGBC 2 FM, Abeokuta		√
32	88.2 - Hebron FM Covenant University Radio Station,		√
	Ondo State		√
33	93.1 - FUTA		√
34	96.5 - OSRC FM		√
35	102.5 - Positive FM (FRCN)		√
36	94.5 - Orange FM, Akure		√

37	96.1 - Raypower FM,		√
38	88.9 - Adaba FM		√
	Osun State		√
39	89.5 - Orisun FM, Ile Ife		√
40	94.5 - Great FM		√
41	95.5 - Gold FM		√
42	103.1 - Uniq FM		√
43	101.9 - Isundunrin Fm		√
44	104.5 - Living Spring FM,		√
	Oyo State		√
45	92.1 - Ajilete FM,		√
46	93.5 - Premier FM (FRCN)		√
47	96.3 - Oke-Ogun FM		√
48	98.5 - Oluyole FM,		√
49	99.1 - Amuludun FM,		√
50	101.1 - Diamond FM		√
51	105.5 - Splash FM, Ibadan		√
52	97.9 - Beat FM, Ibadan		√
53	91.5 - Star FM, Ibadan		√
54	Ayefele Fresh FM (Internet)	STREAMING	
55	90.1 - Space FM		√
	Ekiti State		√
56	100.5 – Progress FM (FRCN) Ekiti		
57	91.5FM – Golden Voice of Ekiti (BSES)	√	

Source: National Broadcasting Commission (2014)

Similarly, the study shows in the above table that the radio stations in South-west, Nigeria are fifty seven (57); twenty four (24) radio stations in Lagos, eight (8) radio stations, in Ogun state, eight (8) radio stations in Ondo and Ekiti State, while, Oyo and Osun have seventeen (17) radio stations respectively. The study

reveals that there are large numbers of radio stations in the south-west, Nigeria; only nine (9) stations were fully digitized.

Audience perception about Broadcast Operation in South West, Nigeria

To further explore this issue, the opinions of the audience (viewers and listeners) were sought on the operation of broadcast stations operating in South West Nigeria. Findings are presented below.

Table 4: Respondents' Perception about Broadcasting Stations Operating in South West, Nigeria

S/N	Statements	Agreed	Disagreed	Total
1	Excellent Technical quality	80(44.0%)	102(56.5%)	182(100)
2	Good Content	112(61.5%)	70(38.5%)	182(100)
3	Interesting News casting	70(38.5%)	112(61.5%)	182(100)
4	Clear programmes	60(33%)	122(67%)	182(100)
5	Visual and audio quality	49(26.9%)	133(72.9%)	182(100)

Table 4. shows that 80(44.0%) of the respondents agreed that technical quality of broadcasting is excellent in south-west, Nigeria, 102(56.5%) of the respondents disagreed, 112(61.5.0%) agreed that content of television stations in south-west, Nigeria is good, 70(38.5%) disagreed, 112(61.5%) of the respondents disagreed that news casting on local station in south-west, Nigeria is interesting, 70(38.5%) of the respondents agreed, 122(67%) of the respondents disagreed that programmes presented on the local stations in south-west, Nigeria is clear, while 60(33%) agrees and 133(72.9%) of the respondents disagreed that the quality of visual and audio programme transmitted on local station in south-west, Nigeria is excellent, while 49(26.9%) agreed.

From the foregoing, the study reveals that majority of broadcasting stations in Southwest Nigeria are not digitized, hence viewers and listeners were of the opinion that their operations are poor. However, findings from the interview with two key directors in the two selected stations under the study revealed that funding and manpower are the major challenges confronting the digitization of the stations in South West Nigeria.

Discussion of Findings

Findings from Tables 2 and 3 above imply that there is low level of switch over from analogue to digital among broadcasting stations in South-west, Nigeria. Also there is tendency for private stations to achieve transition before government-owned media. Of course, this will promote healthy competition in the industry, and it is to the advantages of the audience. However, this shows a slow pace of transition among broadcast stations in South West, Nigeria from analogue to digital. This implies that majority of broadcast stations in South West Nigeria will experience limited contents on air wave. One of the directors in OSRC stated that the only “aspect of the station that is fully digitized, according to the Assistant Director of Engineering, is Electronic News Gathering. ENG is a broadcast news industry description of television producers, reporters and editors making use of electronic video and audio technologies for gathering and presenting news”. However, Westmidland Cable Communication, owner of Splash FM is digitized. A Senior Engineer in the station stated that: “substantial part of our radio station is digitized. With this submission, there is tendency for Splash FM to meet up with the switchover deadline”. This shows that the broadcasting outfits in the South-West Nigeria are mindful of the benefits derivable from digital broadcasting in which viewers and listeners will enjoy good picture quality and audio clarity.

The findings which show that majority of broadcast stations in South West Nigeria still operate on analogue rather than digital transmission was buttressed by findings of audience perception about their programmes. This implied that majority of respondents felt that the technical quality, news casting, programmes and audio visual quality of broadcasting in south-west, Nigeria is poor. Technical quality is one of the things that endear a programme to the audience. Without good technical quality programmes, programme transmitted from the stations will not be fully appreciated by the audience. This finding supports the Media dependency theory which states that “the more a person depends on having his or her needs gratified by media use, the more important will be the role that media play in that person’s life” (Sandra Ball-Rokeach and Melvin DeFleur, 1976: 4). The audience will depend more on the media when the quality of the content and audio visual improved drastically. Hence, there is need to improve broadcast

transmission in South-West, Nigeria through digitization for high technical and programme quality.

On the issue of funding and manpower as major challenges confronting the digitization of the stations, Ihechu and Uche (2012) in "The Challenges of Digitization of Broadcasting in Nigeria" buttress this finding as they listed some of the following issues confronting digitization of broadcasting in Nigeria. They emphasized that the deadline of migration from analogue to digital is delayed by technical and financial challenges which require huge investment on the equipment, gadgets and manpower. These involve the task of training and re-training personnel to fit into the digital process, epileptic power supply which would create high cost of programme production and presentation and knowledge gap which requires the awareness of the audience, government officials and sundry, of the digitization process

This shows that, according to them, the digitization process is faced with the challenge of being drawn backwards by people who do not understand the issues and other intricacies of the programme which was revealed in the finding of the study on poor audience perception of broadcasting in South West Nigeria (Ihechu and Uche, 2012). Other major issues that could pose a great challenge to the digitization process are law and policy for the implementation of the broadcast digitization. Emmanuel Idoko Onuh, (2010:1) writing on "the Challenges of Digital Television Broadcasting in Nigeria" also mentions other challenges not found in the study like:

digital television signals must not interfere with each other, and they must also coexist with analog television until it is phased out, analog switch-off would render a non-digital television obsolete, unless it is connected to an external digital tuner, an external converter box for digital signal, the adoption of a broadcast standard incompatible with existing analog receiver has created the problem of large number of analog receivers being discarded during digital transition in the US where an estimate of 99 million unused analog TV receivers are currently in the storage. Same thing is bound to happen in Nigeria, and the economic power of all broadcast station to transit to digital before the date assigned is a big threat due to millions of naira which will be involved in such transition.

This shows that there is a great challenge for broadcast operation in Southwest Nigeria. Hence, both the private and government owned broadcast stations must plan to switch over from analogue to digital through a gradual process.

Conclusion/Recommendation

The findings from the study reveal the poor operating standard of broadcast station in Southwest Nigeria, hence the urgent need for digitization in order to meet up with international standard of transmission in south west Nigeria. Therefore, it is recommended that the Federal Government of Nigeria should provide a dynamic investment climate and funding through the Central Bank of Nigeria or Capital Market Investment to broadcast stations in south west Nigeria to support the purchase of equipment needed for digitization and the training of their personnel to maintain it. Also, the National Broadcasting Commission as a regulatory body should be lenient in dealing with stations, because many broadcast stations face challenges of inadequate funds to run the stations. Hence, they need support and encouragement to keep up with transmission. Broadcasting stations on their part should seek for funding opportunities from other sources, either private or donor organizations who might be interested in contributing to national development.

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