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Digital Terrestrial Transmission Failure in Nigeria: Implications for Sustainable Development

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***Abstract*—Nigeria quest to join the committee of nations operating Digital Terrestrial Transmission was conceived in 2008 with a target date of 2015. In the light of the governments' failure to meet the deadline, the study sought to ascertain the implications of the failure on sustainable development. Anchored on the mediamorphosis theory and the technology determinism theory, the study used a mixed research design to generate data from 400 respondents, using questionnaire and focus group discussion guide as instruments. The analysis of the data generated show that the digital transition failed as a result of poor funding, politics and absence of relevant infrastructure. The result further shows that Nigeria may lose ITU's protection against signal interference and may be sanctioned by the ITU; Loss of revenue from sale of freed spectrum and Nigeria may become a dump site of obsolete analogue broadcast equipment. The capacity of content creators and future broadcasters will become hampered. The study recommends the need for government to fund the project while encouraging total compliance.**

Keywords-digital; Transition; transmission; analogue

I. INTRODUCTION

A global revolution started in the broadcasting sector few years ago which, resulted into some countries migrating from Analogue system to Digital platform. The emergence of this technology no doubt, represents one of the most significant innovation and changes in the broadcasting environment today. This innovation has changed broadcasting from its traditional mode of transmission to the current trend of Digital Terrestrial Transmission.

Hitherto, broadcasters depended heavily on Radio Spectrum for Television Transmission which has some limitations. Such limitations include interferences, poor picture quality, low quality transmission and reception, limited availability of Spectrums for transmission and inconsistencies. But now, we have an advanced broadcasting technology called digitization or otherwise known as digital terrestrial transmission for a more efficient, reliable and improved television viewing experience and transmission.

Digital Terrestrial Transmission according to Jayson, [1] is also called Digital Switchover or Analogue Switch-off which is the process, in which analogue TV broadcasting is converted to and replaced by Digital TV. This revolution in digital technology has brought undeniable global impact on the broadcast industry. It has replaced the old analogue with digital technologies, which gives better clarity and quality of signals, spectrum efficiency, improved accessibility, sharp picture quality, good and efficient programming, interactivity, provide more frequencies or wavelength, its faster, cheaper, more convenient, delivers superior services to consumers and clients and so on, [2].

Considering the gains of Digital Terrestrial Transmission as highlighted above, one should not lose sight of other benefits as they relate to development and the society, As it will create a good avenue for advertisers to market their products and have wider reach to consumers.

This is in line with [3] assertion that:"The migration of television from the traditional television set to the mobile device will portend a whole new world of opportunity to advertisers wishing to reach customers and prospects and to the entire advertising industry itself."

It is against this backdrop that this study seeks to find out the implications of DTT failure on development.

A. Statement of the problem

The broadcast industry in Nigeria has passed through many changes ranging from the era of monochrome analogue (Black and White) to colour transmission and today the new trend in broadcasting - Digital Terrestrial Transmission platform. So much has been said about digitization globally. In fact, it is no longer one of the top most priorities of some countries of the world as they were able meet up with the June 2015 deadline set by the ITU which is also known as the United Nation's

Specialized Agency for Information and Communication Technologies (ICTs)

In Nigeria, the quest for the transition has been on for some time now. It would be recalled that the process of digital switchover started in Nigeria on 13th October 2008 of which 17th June 2012 was set as deadline being three years ahead of ITU's deadline of 2015. This deadline was not meant. It is not certain the reasons for the failure in meeting the deadline and the current efforts at preparing technically for the new set target.

Against the backdrop of the benefits of digitization, one cannot ascertain what may be the likely implication of Nigerian broadcast industry not meeting up with international switch over deadline. More so, it is difficult to say for sure whether Nigeria is ready to accept the change as it has come. In the light of the financial demands that broadcast consumers must make in other to benefit from digitization. It is against this backdrop that the study sought to find ought the implication of the digital switch failure on sustainable development.

B. *Objective of the Study*

The study aims at the following:

- To find out why Nigeria was unable to meet up with the June 2015 DTT deadline.
- To find out what effort(s) NBC and TV stations put in place to meet the technical challenges involved in Digital Terrestrial Transmission in terms of preparedness.
- To find out the implication(s) of Digital Terrestrial Transmission Digital failure in Nigeria on sustainable development.

C. *Research Questions*

The study sought to provide answers to the following research questions:

- Why was Nigeria unable to meet up with the June 2015 Digital Terrestrial Transmission deadline?
- How well did NBC and TV stations braced up to meet the technical challenges involved in Digital Terrestrial Transmission?
- What are the implications of Digital Terrestrial Transmission failure in Nigeria on sustainable development?

II. CONCEPTUAL OVERVIEW

Digitization programme in Nigeria commenced in Abuja on 3rd June, 2008, with a meeting of stakeholders in the broadcast industry which recognized the concept of digitization, as an important global movement that will enhance broadcasting experience in Nigeria. The forum emphasized the need for Nigeria to embrace the new technology, so that the country would not be turned into a dumping ground for obsolete analog equipment [4].

In November 2007, the NBC briefed the 38th National Council on Information and Communication in Jos, on the imperatives of digitation and urgent need for the nation to take advantage of this inevitable global phenomenon. Thus, in December 2007 President Umaru Musa Yar'Adua approved that the commission should set in motion and pilot Nigeria's digitization programme toward the target date of June 17, 2012.

Digitization as [5] puts it, is the conversion of analogue information in any form (text, photograph, voice, etc) to digital form with suitable electronic 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.

He further states that digitization is "a process or device that operates by processing information that is supplied and stored in the form of a series of binary digits."

Okhakhu [6] defined digitization as "the cutting edge technology that enables broadcast industry to do away with obsolete method of transmission. He explained that, digitization of broadcasting is all about making broadcast transmission to be digital compliant. To be digital compliant in this case "television" means that the quality of image of broadcast transmission be improved upon".

He goes on to assert that digitization of television essentially has to do with pictures not sound because radio has gone digital long ago. He further stated that, digitization is more of pictures now, which is the image that is being worked on at this point in time to enhance television viewing experience.

For instance, old TV sets that are currently being used, falls under analogue set because the quality of the image in the new digital platform is no longer compactible with the system that powers analogue. Therefore, there is need to swith over to the new digital technology. That is why we have new TVs in the market now ranging from PLASMA, LEDs, LCDs among others. The new TV sets have inbuilt system that enables them to receive such digital signals.

TV has gone a shade higher than what it used to be. There are now HDTV which you can no longer view images clearly with your naked eyes, unless with the aid of HD goggles to give you a distinct and super crystal clear image(s).

In fact, digital television signals in particular are clearer and stronger in their audio and video output. It is worthy of note that 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 and would also be able to store data from received audio and visual signals. In essence, the ephemeral nature of the broadcast media would have been reduced, if not eradicated. The broadcast media would also, begin to have value.

On the side of broadcasters, digital broadcasting equipment will enable the simultaneous transmission of a minimum of four programmes and four channels from the same station that hitherto transmit only one programme or channel in the analogue transmission.

Moreover, Ocholi [7] asserts that "digital television offers variety of added services such as multimedia, banking, home shopping and faster rates of data. It is a technological innovation that will change the scope of radio and television broadcasting in Nigeria.

Sennett [8] reveals that, the transition to digital terrestrial broadcasting will affect all segments in the broadcasting value chain namely: content production, transmission and reception as all will require technical upgrading to support digital broadcast.

The digital terrestrial transition, also called digital television transition, digital switchover or analogue switch-off, is the process by which analog television broadcasting is converted to and replaced by digital television [9] It involves the conversion of analogue cable to digital cable, and conversion of analogue satellite to digital satellite. The study used the illustration of diagrams to demonstrate the concept of analogue terrestrial television and the concept of digital terrestrial television as well as buttress the benefits of Digital Terrestrial Transmission.

III. LITERATURE REVIEW

Ogah [10] in his study examined the implications or benefits of digital techniques of broadcasting over analogue and the challenge posed by the transition from analogue to digital techniques for broadcast stations in Nigeria.

He adopted the secondary method of data collection in generating data for the study which were mainly reviewed works from books, articles and online materials. His findings revealed that the implications or benefits of digital broadcasting over analogue 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.

His study revealed that, digital broadcasting possess threat to the old analogue equipment by rendering some obsolete. He note that the use of converter box and the low economic power of some broadcast station and individuals to transit conveniently is a big problem.

His study concluded that Nigerians should endeavour to embrace the technology right away and not wait for 2012 before doing so in order to avoid a fire brigade approach.

Akinredi [11] in their study examined the challenges of digitization and the extent to which it has impacted on the operations of broadcast media in Nigeria. They pointed that "the resignation of the Minister of Information and Communication, Late. Professor Dora Akunyili, the lukewarm attitude of the media operators and prohibitive cost of digitization project particularly for state media organizations affected the 2012 Nigeria's initial mandate for the switchover.

They further stated that the separation of Ministry of Information and Communication into two, the Ministry of Information headed by a new Minister, LabaranMaku, a journalist and the Ministry of Communication led by Mrs. Mobolaji, an IT expert actually affected the smooth transition of digitization drive. According to them, the two Ministers had to start the digitization drive over again; and a new date of 2015 was canvassed" to justify the decision to alter the June 2012 digital switchover.

Their study concluded that for the digital vogue to work here in Nigeria users should be educated about the new technology and media operators should seize the opportunity of the preparation period to get acquainted with the technology and prepare for the challenge it may bring. The study recommended a seamless digitization of broadcasting media in Nigeria as the deadline for 2015 approaches and government subsidy to enable lower market segment to acquire the digital receivers as they get ready to imbibe the digital culture.

In her study, Umoru, [14] examined the challenges facing selected broadcasting stations in Benin in transiting to digital broadcasting. She evaluated possible ways of addressing these challenges, her study also sought to find out the socio-economic advantage of digitizing in the broadcasting industry and to find out the readiness of Nigeria in meeting the ITU 2015 deadline.

Findings from her study revealed that government's effort towards the realization of the 2015 deadline as only fair, not much has been done. Her findings further revealed that incompetent personnel with low technical knowhow, negligence of the government to the plight of the media houses, lack of adequate power supply, various economic challenges, ignorance/illiteracy, bad government policies, lack of finance amongst others as the challenges facing transition to digital broadcasting.

IV. THEORETICAL FRAMEWORK

The two theories employed are Mediamorphosis theory by Roger Fidler [13] and technological determinism theory formulated by Marshall McLuhan.

The mediamorphosis theory holds that, "Transformation of communication media is usually brought about by the complex interplay of perceived needs, competitive, political pressures, social and psychological innovation". According to him, the media do not just arise spontaneously and independently, rather they emanated systematically from the metamorphoses of the older media. While technological determinism theory holds that technology is the main force for change in human society. The relevance of both theories to the study lies in the fact that it is technological change that has propelled the transition from analogue to digital. Furthermore, todays broadcast media industry is driven by digital technologies, the adoption and use depends on the political, economic, and social conditions dominant in the society.

V. RESEARCH METHODOLOGY

A. Research design

In this study, mixed research design was used with particular emphasis on triangulation. According to [14], mixed method anchored on collecting, analyzing and mixing both qualitative and quantitative data in a single study or series of studies. Its central premise is that the use of qualitative and quantitative approaches in combination provides a better understanding of research problems than one approach alone. Qualitative data were generated through focus group discussion and in-depth interview, while quantitative data were generated through the question designed to generate data from industry and non- industry personnel.

B. Population of Study

The population of the study were media personnel, audience and regulators of media houses in the South-West region of Nigeria. As at the time of carrying out this study, Nigeria had 155 analogue TV stations operating on a Regional/State basis .To make the study manageable, the researcher covered only the South-West region of Nigeria. This is based on the fact that broadcast transmission in Nigeria started in this region and was also based on the researchers' capacity and to minimize the level of errors.

Furthermore, there are six States in the South-West region of Nigeria namely; Lagos, Ogun, Ondo, Oyo, Osun, and Ekiti State. The researcher randomly picked two television stations each from the six States in the South-West including public and private Station, making a total of 12 TV stations to provide a true representation of television stations in the South-West. The population of the 12 TV stations in the six States is 700.

In terms of the population for NBC (the regulatory body for all media houses in Nigeria). There are 306 staff in NBC nationwide. However, the researcher limited it to the Director General alone through in-depth interview to derive qualitative data for the study, since he is the Chief regulating officer of broadcasting and digital switch over race and custodian of the required relevant information needed for the study.

C. Sample size

A sample size of 406 respondents, representing 58 percent of the target population of 700 staff from the 12 TV stations sampled in the South-West was taken for the study. This sample was derived using what Okoro, citing Nwanna, in Ekhareafo [15] submission for arriving at a given sample "if a study is a few hundreds, a 40 percent sample or more will do. If it is several of hundreds, a 20 percent sample will do and if it is few thousands, a 10 percent or more will do, if several thousands, a 5 percent sample or less will do.

Therefore, using 58 percent of 700 which is the target population for TV stations to arrive at a given sample for the study justifies and aligns with what Nwanna, said "if a study is a few hundreds, a 40 percent sample or more will do..."

D. Sampling Procedure

In Lagos, there are a total number of 12 television stations (including public and private). In Ogun, there are 2 TV stations (one Federal and one State owned TV station). Ondo has 4 TV stations (including public and private). In Oyo there are a total of 5 TV stations (including public and private). Osun has 3 TV stations (including public and private).and Ekiti, has 2 TV stations (one Federal and one State owned).

Out of the TV stations in Lagos, Ondo, Osun and Oyo State that have both public and private television stations, the researchers randomly picked 1 each from the public stations and 1 each from the private stations. To make it one public and one private TV station from each State. While States such as Ogun and Ekiti State where there are no private TV station. The researcher purposively picked 1 state and 1 Federal owned TV station.

The total population of TV staff in Lagos, Ogun, Ondo, Oyo, Osun and Ekiti. are 271, 68, 112, 122, 64 and 63 respectively making a total population of 700 staff from the sampled TV stations. Then the researcher took a 58 percent of 700 (total population) being 406 respondents as sample size for the study. The respondents were administered with the research instrument

Furthermore, the purposive sampling technique was employed to select persons who constituted the focus group discussion session that was held in Ibadan. They were selected based on the fact that, they are media personnel who work especially in television broadcast stations and have knowledge of digitization and the June 2015 deadline. Members that constituted the FGD respondents were TV staff comprising of both middle level management staff and junior staff. The focus discussion held with them helped in providing information for the qualitative data.

E. Instrument of data collection

An 8-item questionnaire was designed to generate data from the sampled respondents. Questions 1-4 measured the level of technical readiness, question 6 measured the implications of the failure, while question 7-8 sought to find out the reason for the failure.

The research question was validated by a senior academic who examined the questions in relation to the research questions and the topic. A reliability test was carried out with the instrument using the split-half method. The correlation coefficient stood at 0.68, which we considered reliable enough.

F. Method of data analysis

The questionnaire was analyzed using cross tabulation with frequency tables and simple percentages. This format made the presentation clearer and the calculation of percentage scores much more feasible. The focus group discussion and the in-depth interview were discussed in line with the research questions raised.

VI. Presentation of Data/Discussion of Findings

Out of the 406 questionnaire administered on the sampled respondents, 400 were retrieved and found usable. The analysis is therefore based on the retrieved questionnaire.

Research Question 1: Why was Nigeria unable to meet up with the June 2015 DTT deadline for digital migration?

A close look at Table I revealed that only 1 television station representing 0.25% was ready to meet up with previous deadlines for digital switch over while, 399 TV stations representing 99.75 were not able to meet up. On the other band, the same table, summarizes respondents' reasons for the failures of previous deadlines.

The result shows that 183 respondents, representing 45.75% of the total respondents adjudged the reasons to be inadequate finance, lack of commitments of stakeholders and technical reasons. 85 respondents, representing 21.25% of respondents were of the opinion that inadequate finance was the reason behind past failures to meeting the deadline. While 72 respondents, representing18% and 60 respondents, representing 15% of the total respondents were of the opinion that lack of commitments of all stakeholders and technical bane were the reasons behind past failures to meet previous deadlines respectively.

Matching this side by side with interview and FGD conducted revealed that the major frustrations that impeded the digital switch over is the non-availability of the required funds to complete the digital migration exercise, Further findings show that lack of commitment by all stakeholders, lack of implementation of planned programme of action and policies that would have led to the success of the global project, inadequate funding, inadequate audience awareness campaign, absence of set top boxes and the right technology to adopt amongst others were discovered to be the major barriers that militated against the successful digital switchover.

It means that for a station that is not technologically compliant, the tendency is that it may not be able to play in the business (the business is all about the new digital technology) this is in line with what Roger Fidler who propounded the Mediamorphosis theory [13] advocated, when he said that "Transformation of communication media is usually brought about by the complex interplay of perceived needs, competitive, political pressures, social and psychological innovation". According to him, the media do not just arise spontaneously and independently, rather they emanated systematically from the metamorphoses of the older media.

This theory agrees with the fact that digitization of the television broadcast media didn't just spring up overnight. It was triggered by the latest development in telecommunication technologies which enables a more efficient use of Radio Frequency Spectrum and improved picture quality and audio

output. This is a better technology with huge advantages over the analogue system of broadcasting.

In this way, stations who have failed to comply and without the appropriate technology will be overridden by others with their signals. Where a station has the right technology, it means it can compete favourably in a market arena.

This confirms what Oshodin [16] foresaw when he said: ''Nigeria's digital broadcast migration a mirage'' if certain measures are not taken by government and stakeholders. If only Nigeria had been able to manage the digitization process very well and action had been expedited and adequate funding, legislation and all necessary mechanism set in motion, Nigeria would have, by now, moved closer to wrapping up the transition"

Findings also revealed that television stations on the other hand, were also faced with almost the same problem with the NBC: lack of funds to venture into the huge capital intensive project, poor planning, inability to up- grade the broadcasting facilities for the transition amongst others. Moreover, the government/NBC that are the regulatory bodies are yet to show good example in terms of the level of seriousness and preparedness towards the project, so many of the stations relaxed.

Research Question 2: How well did NBC and TV stations braced up to meet the technical challenges involved in DTT?

Information from Table II indicates that most of the television stations which form 83.25% of TV stations were not technically ready for transition only 16.75% representing the total population said they were technically ready for digital switch over.

Similarly, in terms of technical training of staff to match the new technology, the table clearly shows that only 5% were above average. 18% of stations fall within average category while the largest percentage of television stations constituting 77% were not technically ready for the transition in respect to staff training.

Information from the in-depth interview with NBC representative indicates that lack of provision for funds to purchase relevant equipment to match the new technology remains a stumbling block to Nigeria's inability to muster the stamina required to face the technical aspect of the transition.

Findings from the FGD show that television stations have no indices pointing to the fact that they were ready to meet up with the deadline for digital transition, as there were not up to 10% of technical staff that were trained for the transition. Furthermore, there were no tangible equipment on ground to match the new technology due to lack of funds to cater for the huge capital intensive equipment needed for the transition. From the analysis above, it is clear that all these are indication that stations were not ready and hence could not meet up with deadline as well.

The implication of this data is that many of the stations were not ready. Because staffs had not been technologically trained and equipment for transition had not been provided by majority of stations.

With further reference from the interview, media operators were only able to see a sample of how the set top box look like when it was exhibited in Jos but they were yet to be distributed or sold. The interview data also support this position in that government had not provided the resources NBC needed to order for digital set top boxes that Nigerians can purchase. The implication of this is that if only a handful of people in Jos have only the set top boxes, it does not mean the entire country is ready.

In the same vein, the in-depth interview data also support the above assumption. For instance, barely three weeks to the deadline for digital switch over, Government was yet to release adequate funds for the accomplishment of the project, set top boxes were yet to be produced and distributed across Nigeria as earlier planned by NBC. This confirms [18] assertions in his article titled "transition to digital broadcasting in slow motion."

Research Question 3: What are the implications of DTT failure in Nigeria on sustainable development?

From Table III, it is glaring that majority of the TV stations representing 94% were not prepared at all, while 5.75% were partially prepared and only 0.25% was fully prepared for the switchover.

TABLE I. REASONS FOR SWITCH OVER FAILURE

Successful/non successful transition			**Reasons for failure to meet the deadline**		
Response	**Frequency**	**Percentage**	**Response**	**Frequency**	**Percentage**
Yes	1	0.25	Inadequate fund	85	21.25
No	399	99.75	Lack of commitment	72	18
			Technical reasons	60	15
			All of the above	183	45.75
Total	400	100	Total	400	100

TABLE II. PREPAREDNESS IN TERMS OF TECHNOLOGY

Technical readiness of TV station			**Level of staff training to match the Technology**		
Response	**Frequency**	**Percentage**	**Response**	**Frequency**	**Percentage**
Yes	67	16.75	Above average	20	5
			Average	72	18
No	333	83.25	Below average	308	77
Total	400	100	Total	400	100

TABLE III. IMPLICATION OF NOT MEETING THE DEADLINE

Level of preparedness for the transition			Implications of not meeting deadline		
Response	**Frequency**	**Percentage**	**Response**	**Frequency**	**Percentage**
Well prepared	61	15.25	Sanction from ITU	59	14.75
Partially prepared	93	23	Signal Inference	45	11.25
Not prepared	247	61.75	Blockage from foreign programme	37	9.25
			Loss of financial revenue	39	9.75
			All of the above	220	55
	400	100	Total	400	100

Furthermore, respondents felt that sanctions from ITU/ government are the implication of not meeting up with the deadline. Thus, 45 respondents, representing 11.25% were of the opinion that signal interferences were the implications of not meeting up with deadline. Furthermore, 37 respondents, representing 9.25% are of the view that foreign stations signal interference will be the implication of not meeting up with the deadline. In the same vein, 39 respondents, representing 9.75% opine that the implication of not meeting up with deadline is the loss of financial revenue that would have been derived if stations were able to meet up.

The implications of not meeting up with the deadline would have been worse for Nigeria if African countries like Chad, Niger, Cameroon and its other neighbors had met the deadline as signal interferences from such countries on Nigeria's broadcast spectrum would become obvious.

Further implication is that Nigeria may lose ITU's protection against signal interference and may be sanctioned by the ITU. Loss of revenue from sale of freed spectrum and that Nigeria will become a dump site of obsolete analogue broadcast equipment.

Furthermore, indigenous television stations may not be allowed to broadcast foreign programmes. Arising from the loss of freed spectrum and loss of business opportunities/ financial growth, it is glaring that where a station has the right technology, it means that it can compete favorably in the market arena and make more revenue. If TV stations do not make revenue, they cannot survive. A station that faces this kind of scenario will not be able to get digital advertisement which is necessary for the station to run.

In addition, such station will not be visible to the global community because the era of digitization suggests a global media player that is visible. And if the quality of the programmes aired are okay, they can get international or multinational adverts that would contribute to the station in terms of revenue which will contribute to the national income of the nation and also help in boosting the nation's Gross Domestic Product (GDP). But where the reverse is the case, the tendency is that the station may lose its place in the broadcast industry and run out of business which will indirectly affect the GDP of the nation thereby, affecting the nation's economy negatively.

Another issue mentioned from the focus group discussion session was the issue of Nigeria becoming a dumping site for obsolete analogue equipment. This is not far from the truth because most Nigerians are familiar with the so called "tokunbo Commodity" (a local name for second hand) this has to do with the sale of items (such as used/ obsolete fridge, pressing iron, refrigerator, old TV sets, washing machines etc) that are obsolete in developed nations which are shipped down to Nigeria sooner than one can imagine, the analogue sets from countries that have successfully switched over will be shipped to Nigeria, thereby making Nigeria a dumping ground for such items. This is why government needs to prohibit the importation of such item into the country.

Further findings from the interview conducted revealed that NBC had organized so many conferences and seminars and gave early warnings to government. But it appeared that government ignored the warnings and was more interested in winning elections rather than coping with the international minimum regulation.

On the part of NBC, it was able to, internally generated money from within the broadcast industry, and did her best to set the road map for the actualization of digital migration and provided some skeletal infrastructure that would help drive the exercise while awaiting the release of funds by government. But the funds were not released.

More importantly, it was also gathered that Government, failed to recognize that communication is power, and that the media is very central to any meaningful democracy and the fact that communication remains the engine oil that lubricates the heart of democracy. Without a free press that is in line with international best practices, we are neither here nor there.

For the Nigeria broadcast media to be sustainable, the industry must change with the times. Where the industry failed to change with the times, it means Nigeria will lack the capacity to compete in the global arena. Future generations of broadcasters who dream of an industry they act as producers and presenters will be lost.

VII. SUMMARY/CONCLUSION

Based on the findings, the study concludes that, Nigeria quest for digital migration remains a plan. The inability of government to translate such plan to action stems from poor funding, political will and interest. Thus, Nigeria's quest for a broadcast industry that can compete as a global brand remain more in paper than in action. It is largely unsustainable.

A. Recommendations

Arising from the findings, the study recommends that, Nigeria should refrain from slow approach to issues and projects in Nigeria. Government should release adequate funds and serious commitments on the part of all stakeholders. Government should subsidize the price of set top-boxes to make it affordable to the citizens. Government through constituted agencies should prohibit the importation and or production of analogue television set/equipment into Nigeria. The Federal government directives that all set top boxes be manufactured in Nigeria to create job opportunities for Nigerian youths and empower local operators in the meantime should be followed to the letter.

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