

# Survey of Nigeria's Failed Transition From Analogue to Digital Broadcasting

By

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## Abstract

*Arising from the International Telecommunications Union's demands for global digital switch over since 2006 and the June 17, 2015 deadline, the study, investigated Digital Terrestrial Transmission failure in Nigeria: Implication for sustainable development. The study was hinged on, mediamorphosis theory and technological determinism theory. Mixed research design was used. The results show that there is no indices pointing to the fact that Nigeria was ready both technologically and otherwise. Findings show that the level of preparedness towards the transition and audience awareness campaign was very low as 55.4%, representing more than half of TV*

*audience were unaware of digitization and the DTT deadline. Lack of adequate knowledge in practical application of digital*

*technology in broadcasting, politics, lack of funds and commitments on the part of all stakeholders was a major stumbling block. Multiple interferences in transmissions from neighbouring countries were discovered to be the implications of not switching over with negative effect on development of the nation. The study concludes that a lot still needs to be done especially in the area of the application of digital technology in broadcasting. The study recommends that Government, NBC, TV stations and other stakeholders should intensify their efforts towards the success towards DSO.*

***Government, NBC, TV stations and other stakeholders should intensify their efforts towards the success of the switch over.***

## 1.1 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, 2014) 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, (Karim Sabbagh et'al, 2012).

Considering the gains of DTT 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 since channels will be available for them to market their products and have wider reach to consumers.

This is in line with (Ekeh, 2014, p.1-2) 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.

## **1.2 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, DTT is far-fetched from reality. It would be recalled that the process of digital switchover started in Nigeria on 13<sup>th</sup> October 2008 of which 17<sup>th</sup> June 2012 was set as deadline being three years ahead of ITU's deadline of 2015. This deadline was not meant.

At this point, one begins to wonder if Nigeria's digital switch over will ever be achievable or a perpetual mirage as "nothing seem to be happening after the ITU's deadline. Another bugging issue that comes to mind is why and how Nigeria missed her deadlines of 17<sup>th</sup> June 2012 and 17<sup>th</sup> June 2015 respectively. The bugging questions that readily comes to mind are; what tangible effort has been made to meet up for her failure? Are there any implication(s) for not meeting the current global trend as stipulated by ITU? Are Nigerians aware of

what digitization is, are they ready to accept this change as it has come?

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 standard. 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 order to benefit from digitization. The researcher seeks to know if indeed NBC and the Broadcast Industry in Nigeria as it is today, is adequately positioned and ready for this global project and to embrace the change in television broadcast technology.

### 1.2 Objective of Study

The specific objective of the study was to:

1. To find out why Nigeria was unable to meet up with the June 2015 DTT deadline.
2. To find out what effort(s) NBC and TV stations put in place to meet the technical challenges involved in DTT in terms of preparedness.
3. To find out the implication(s) of DTT failure in Nigeria on sustainable development?
4. To find out the level of awareness of Nigerians about the DTT.

### 1.3 Research Questions

The study seeks to provide answers to the following research questions with a view to achieving the purpose of the study. The research questions include the following:

1. Why was Nigeria unable to meet up with the June 2015 DTT deadline?
2. How well did NBC and TV stations brace up to meet the technical challenges involved in DTT?

3. What are the implications of DTT failure in Nigeria on sustainable development?
4. What is the level of awareness of Nigerians about the DTT?

### Conceptual overview

Digitization programme in Nigeria commenced in Abuja on 3<sup>rd</sup> 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 (Ibemesi, 2007, p.28).

In November 2007, the NBC briefed the 38th National Council on Information and Communication in Jos, on the imperatives of digitization 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 (Robinson, 2006, p. 373) 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, 2014, p.1 ), 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”.

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, (2009, p. 3) 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(24) 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 (Daramola, 2003,p.35). 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 DTT.

## **Literature review**

### **Digital Broadcasting: Migrating Implications and the Challenges for Nigeria Broadcast Stations**

(Ogah, 2009) 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 content analysis method 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.

Ogah's study shares some similarity with this work in terms of objective but this work has one of its objectives, this study probes why the initial deadline(s) failed in Nigeria including the recent June 17<sup>th</sup> 2015 deadline. It would be recalled that Ogah's study was carried out in 2009, being 3 years before the 2012 deadline of the digital switch over. Hence, this study becomes imperative as it will provide up to date information about the digital migration and filling the knowledge gap created between his study in 2009 and this study being 2016.

Secondly, Ogah noted some of the challenges militating against the smooth transition. Such challenges range from unnecessary delays in acting on the PAC's report, regulatory/legal frame work, implementation of the policy, inadequate public awareness/campaign about

digitization among others and gave some recommendations.

This study, takes a bearing from there, giving that all these problems have been identified and recommendations given. This study seeks to find out the implication of the failure to meet up with the digitalswitchover on the government, stakeholders, and media operators including NBC. And to also find out the level of public awareness about digitization since 2009.

Furthermore, both studies differ in method. While his study used the content analysis as method of generating data for the study, this study employed the survey method, interview and focused group discussion as its methodology.

### **The Challenges of Digitization on the Broadcasting Media in Nigeria**

(Akinredi et al 2013) 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, Labaran Maku, 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.

Again, in filling the knowledge gap created by the study they carried out in 2013, this study objectives seeks to find out why Nigeria couldn't meet up with the 2015 deadline for the digital migration and to find out the level of preparedness towards this noble project.

Interestingly, their study shares similarities with this study in that, both studies sourced data from both primary and secondary sources. In terms of primary source of data, both studies used interviews with media experts and stakeholders while materials from libraries, newspaper archives, magazines and online articles on digitization were used as secondary source of data.

Furthermore, both study, share another similarity in the use of Roger Fidler's mediamorphoses theory in terms of theoretical standpoint, but differ in technological determinism theory to give the study a critical thought about the phenomenon under study.

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.

### **Challenges of Transition to Digital Broadcasting in Nigeria**

In this study, (Umoru, 2014) 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.

The study was hinged on diffusion of innovation and technological determinism theory. She made use of survey as her methodology, and questionnaire in gathering her data.

Findings from her study revealed that, majority of the broadcasting stations in Benin metropolis rated the audio visual broadcasting high. That government's effort towards the realisation 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 politics, lack of finance amongst others as the challenges facing transition to digital broadcasting.

Both study share similarity in the use of technological determinism as a common theoretical framework adopted for the study. But this study further adopted the Roger Fidler's mediamorphoses theory to give the study a critical thought about the phenomenon under study.

The study differ in methods, while Umoru's study used the questionnaire method in generating data for the study, this study not only made use of questionnaire but also adopted the interview and focused group discussion method in generating data for the study. This study becomes relevant because it is carried out in 2016 and therefore will provide current information about the digital switchover process in Nigeria.

### **2.8 Theoretical Framework**

The two theories employed are Mediamorphosis theory by Roger Fidler in 1997 and technological determinism theory formulated by Marshall McLuhan in 1964.

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 shapes the society

## **Research Methodology**

### **Research design**

In this study, mixed research design was used with particular emphasis on triangulation. According to Crosswell and Clark (2007) cited in Ekhareafo (2014, p.74) Mixed method anchored on collecting, analysing 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.

### **3.2 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 researcher's 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 audience for this study, the researcher limited it to students and lecturers of Biochemistry Department in the University of Lagos. Mass Communication students and lecturers were not used as audience. The reason is because they are into communication studies and it is believed that they would have heard about digitization of television or monitored the level of progress concerning digitization of the media especially TV. Hence, the choice of Biochemistry students and lecturers who are neutral TV audience for the study.

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 Chief regulating officer of broadcasting and digital switch over race and custodian of the required relevant information needed for the study.

### **3.3 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,2001, p.69) citing (Nwanna,1981) 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,1981) said “if a study is a few hundreds, a 40 percent sample or more will do...”

In the same vein, there are a total of 18 lecturers and 400 students in the department of biochemistry in the University of Lagos. Making the target population of TV audience to be 418. Furthermore, 58 percent of 418 (being the target population of TV audience) was taken as sample for the TV audience which gives 242 respondents or TV audience.

### 3.4 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. This justifies and aligns with what Okoro (2001, p.69) citing Nwanna (1981) said “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. .

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.

**Table 4. The table below shows a breakdown of the TV stations in the South-West region of Nigeria**

S/ N	STATES UNDER SOUTH- WEST GEOPOLITICAL ZONE	TV STATIONS	OWNERSHIP
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1	Lagos State	TV Continental	Private
		Channels TV	Private
		Silverbird TV	Private
		AIT	Private
		MITV	Private
		LTV Channel 8	State Owned
		Superscreen TV	Private
		Galaxy TV	Private
		ONTV	Private
		NTA 2 Channel 5	Govt. Owned
		NTA Channel 10	Govt. Owned
		NTA Channel 8	Govt. Owned
2	Ondo State	NTA Akure	Govt. Owned
		Galaxy TV	Private
		AIT	Private
		OSTV	Govt. Owned
3	Ogun State	NTA Abeokuta	Govt. Owned
		OGTV	State Owned
4	Oyo State	BCOS Channel 4	State. Owned
		NTA Channel 5	Govt. Owned
		NTA Channel 7	Govt. Owned
		MITV	Private
		Galaxy TV	Private
5	Ekiti State	NTA Channel 22	Govt. Owned
		BSES TV	State Owned
6	Osun State	NTA Osogbo	Govt. Owned
		O STV	State Owned
		New Dawn TV Osogbo	Private

The table below shows a breakdown of the 12 sampled TV stations out of the 6 selected States representing the population of the study

S/N	SAMPLED STATES	SAMPLED TV STATIONS	NO. OF STAFF
1.	Lagos State	Channels TV	174
		NTA 2 Channel 5	97
2	Oyo State	NTA	87
		MITV	35
3.	Ogun State	NTA Abeokuta	40
		OGTV	28
4	Ondo State	OSTV	48
		AIT	64
5	Osun State	NTA Oshogbo	36
.		OSTV	28
6	Ekiti State	NTA Channel 22	42
		BSES	21
Total	6 States	12 BTV Stations	700

### 3.5 Method of data analysis

The questionnaire was analysed using cross tabulation with frequency tables and simple percentages. This format made

the presentation clearer and the calculation of percentage scores much more feasible. Furthermore, the convergence model of triangulation design was employed in

analysing the data. In this model quantitative data and qualitative data were analysed separately. They were compared and contrasted before interpretation of both sets of data was made.

Data for the interview was analysed in line with Yin (1984) explanation building model based on the research questions coined for the study.

#### 4.0 Presentation of data/ Discussion of findings

Data collected from the study were tabulated and interpreted using cross tabulation with frequency tables and simple percentage scores as well as the discussion of findings from the study.

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

**Table 1: Reasons for switch over failure**

Successful/non successful transition			Reasons for failure to meet the deadline		
Response	Frequency	Percentage	Response	Frequency	Percentage
Yes	0	15.25	Inadequate fund	85	21.25
No	400	23	Lack of commitment	72	18
			Technical reasons	60	15
			All of the above	183	45.75
<b>Total</b>	<b>400</b>	<b>100</b>	<b>Total</b>	<b>400</b>	<b>100</b>

A close look at the Table revealed that no television station was able to meet up with previous deadlines for digital switch over. On the other hand, the same Table, summarize 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, representing 18% 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 shows 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 in 1997 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.

Matching this side by side, 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 quality picture and audio output. This is a better technology with huge advantage over the analog system of broadcasting.

In this way, stations who have failed to comply and without the appropriate technology will override 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,2009) foresaw when he said:

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

**Table 2: Preparedness in terms of technology**

Technical readiness of TV station			Level of staff training to match the technology		
Response	Frequency	Percentage	Response	Frequency	Percentage

“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”

Furthermore, successive information ministers who were not trained enough to know the importance of transition from analogue to digital platform./political instability, insurgency, change in administration, inability to up-grade the broadcast training institutions as recommended in the PAC report are a major setback and lack of implementation of the planned series of trainings/workshops for the broadcast personnel amongst others

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.

Responses from the table above align with the data from in-depth interview and focus group discussion. In that, responses from table 10 agreed with most of the challenges pointed out in the interview and focus group discussion sessions.

Yes	67	16.75	Above average	20	5
			Average	72	18
No	333	83.25	Below average	308	77
<b>Total</b>	<b>400</b>	<b>100</b>	<b>Total</b>	<b>400</b>	<b>100</b>

Information from the above table 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 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 shows 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 don't

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 in-depth interview with NBC representative indicates that lack have it in their stations. According to response from the interview, 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 some people in Jos have only the set top boxes. That means the entire country is not ready. Because the entire data in table 2 indicate that broadcast stations were not be able to meet up with the June 2015 deadline for digital television broadcasting. Also, data from the table show that 49 representing 82% of the total respondents strongly believe that they will not be able to meet up either, given the June 2015 deadline for the digital transition.

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 (Kabir, 2014, p.1) 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?**

**Table 3. 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 Interference	45	11.25
Not Prepared	247	61.75	Blockage from foreign prog.	37	9.25
			Loss of financial revenue	39	9.75
			All o the above	220	55
<b>Total</b>	<b>400</b>	<b>100</b>	<b>Total</b>	<b>400</b>	<b>100</b>

Respondents felt that sanctions from ITU/ government are the implication of not meeting up with the deadline. 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 blockage from airing foreign will be the implication of not meeting up with the deadline. 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.

It was discovered that the implications of not meeting up with the deadline is minimal but would have been worse for Nigeria if African countries like Chad, Niger, Cameroon and its other neighbours had met the deadline due to

signal interferences from such countries on Nigeria’s broadcast spectrum.

Further implications is that Nigeria may lose ITU’s protection against signal

interference and may be sanctioned or slammed by the ITU. Loss of revenue from sale of freed spectrum and that Nigeria will become a dump site of obsolete analogue broadcast equipment.

Also, loss of business opportunities/financial growth, loss of confidence in the government 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 favourably in the market arena and make more revenue. If TV station does not make revenue, it can’t survive. A station that faces this kind of scenario suggest that they may be able to get digital advertisement which is necessary for the station to run.

Furthermore, 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 collection which will contribute to the national income of the

nation and also help in boosting the nation’s 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 analog equipment. This is not far from the truth because most Nigerians are familiar with the so called “Okrika Commodity” 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 analog sets from countries that have successfully switched over will be shipped to Nigeria, thereby making Nigeria a dumping ground for such item. This is why urgent ban need to be in place 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, they were 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 will help drive the

Gross Domestic Product (GDP). But where exercise while awaiting the release of funds by government. But the funds are yet to be released, three weeks to the June 17, 2015 deadline given to Nigeria by ITU to migrate from analogue to digital broadcasting.

Similarly, television stations according to him are also faced with the problem of not being able to meet the technical demands of the project. In terms of raising funds for the massive project as it is highly capital intensive. Information from the table indicates that out of the 400 respondents, 220 constituting 55% agree that all of the above options in the Table are the implications of not meeting up with deadline.

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 will could call their own will be lost.

**Research Question 4. What is the level of awareness of Nigerians about the DTT?**

**Table 4: Level of audience awareness**

Awareness about DTT			Awareness about DTT & Rate of level of awareness of DTT June 2015 deadline of DTT			Rate of level of awareness of DTT		
Response	freq.	%	Response	freq.	%	Response	freq.	%
Yes	88	36.7	Yes	103	42.9	Fully aware	48	20

No	152	63.3	No	137	57.1	Partially Aware	59	24.6
						Unaware	133	55.4
<b>Total</b>	<b>240</b>	<b>100</b>	<b>Total</b>	<b>100</b>	<b>Total</b>		<b>240</b>	<b>100</b>

Findings in Table 4 clearly shows that audience awareness about digitization of television is low. This is because data from the table indicate that Only 88 respondents, 57.1% of television audiences are not also aware about the switchover deadline. Similarly, 42.9% of audiences are aware of the deadline, while 57.1 are not aware of the deadline.

From the above analysis, One may begin to wonder that if 63.3% of TV audience are not aware of digitization of television, how come it is only 57.1% of audience that are not aware of the switchover instead of the same 63.3% that are not aware of digitization of television. Reasons may be that television audience stumble into the switch over jingles/campaigns but are not knowledgeable about what it really means. Hence it is possible that television audience must have heard about the 2015 deadline but are not knowledgeable about the phenomenon.

Furthermore, findings show that the rate or level of average of TV audience, representing. 55.4% forms the highest percentage of audience who are completely unaware of digital switchover. 246% are partially aware. Only 20% are fully aware of digital switch over. This means that majority of TV audience are not aware of digitization of television.

This is what Marshal McLuhan (1964) posit in the Technological Determinism Theory. The thrust of the theory says that technology is the main force for change in human society, that every successful civilization has been enabled by technology. For instance when printing, telephone and other technologies were

representing 36.7% of television audience are aware of digitization.

A greater number of 152 audiences, representing 63.3% of television are not aware of digitization of television. Similarly invented, important changes started taking place in the human society.

In the same vein, unless NBC and TV stations make conscious effort to create adequate awareness about the new digital technology, there is no way audience will get to embrace with the technology that will bring about the desired change. In this case, the change is to move from analog TV to the new digital TV platform.

Furthermore, the analysis in table 12, shows that a lot still needs to be done in terms of audience campaign about digitization because majority of TV audience are not properly sensitized about DTT in Nigeria.

Generally speaking, the audience awareness about digitization of television is not up to average yet. Because not up to 50% of Nigerians are fully knowledgeable about digitization talk more of the last 17<sup>th</sup> June, 2015 deadline by the ITU. This is where Everett Rogers' diffusion of innovation theory comes in, in term of using the mass media in creating awareness about new technological innovation to the masses for easy adoption.

Furthermore, Rogers in his theory, talked about the early adopters and the late adopters. Early adopters are TV stations who already acquired digital equipment and are ready for the transition. Late adopters are those who are not ready. In this case, they want other people (audience or TV stations as the case may be) to succeed or start using the technology first before they can start copying them (follow the trend).

In summary, the level of preparedness of NBC/TV stations towards the transition and audience awareness campaign was very low as more than half; representing 55.4% of TV audience is unaware of digitization of television and the switch over deadline.

## Conclusion

Based on the findings, the study concludes that, a whole lot still need to done by the Nigerian government and all other stakeholders if this global project must be achieved in Nigeria. In addition, until there is release of adequate funds by government and commitments on the part of all stakeholders. Nigeria will not be able to switch over.

## Recommendations

Arising from the findings, the study recommends that: the Nigeria should refrain from slow approach to issues and projects in Nigeria. Release of adequate funds by government and commitments on the part of all stakeholders. Massive public awareness campaign should be intensified to breach the knowledge gap about digitization process as people do not fully understand the intricacies of the programme down to the grassroots level. Government should subsidize the price of set top-boxes to make it affordable to the citizens. Government through constituted agencies should place a ban that will 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 latter.

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