

Nigerian Broadcast Stations on Cable Networks: Navigating the Entry, Sustenance and Exit Triad

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ABSTRACT

The Nigerian broadcasting industry has been facing significant challenges for 33 years, despite leveraging cable networks to improve broadcast quality. This study aims to identify the factors that influence their ability to enter and exit cable networks, explore the factors that affect their effectiveness, and assess their current condition on cable networks. This study relied on normative theories that provide guidelines for the media to operate in a way that best serves society. The theories include public interest, freedom of expression, and economic efficiency, as canvassed by authoritarian, liberation, and social responsibility theories. The methodology used in this study was survey research of media practitioners, with a sample size of 385, a questionnaire research instrument, and the use of simple percentages for data analysis. The study found that several factors, such as regulatory frameworks, market structures, and technological infrastructures influence the Nigerian broadcast industry's success on cable networks. To promote the industry's growth, the regulatory framework needs to be more transparent, the market structure needs to be more competitive, and the technological infrastructure needs to be more developed. To make Nigerian broadcast stations succeed, they need to focus on improving content quality, fostering strategic collaborations, and creating a competitive landscape. Furthermore, specific policy adaptations should be made to help Nigerian broadcast stations keep up with industry trends and improve the quality of their content.

Keywords: Broadcasting; Triad; Libertarianism; Freedom of expression; Regulatory frameworks

INTRODUCTION

A broadcast station is a facility that transmits audio or video content to a wide audience via radio or television waves. Broadcast stations are typically owned and operated by commercial entities, non-profit organisations, or government agencies (Ash & Galletta, 2023). A cable network typically comprises a central headend, distribution nodes, and subscriber premises equipment. The headend houses the equipment responsible for receiving, processing, and distributing television signals. Distribution nodes, also known as amplifiers, are strategically placed throughout the network to amplify and distribute signals to subscriber homes. Subscriber premises equipment, such as cable modems and set-top boxes, allows subscribers to access and view the distributed content. Cable networks utilise coaxial cables to transmit

television signals. Coaxial cables are designed to carry high-frequency signals with minimal interference and signal loss. They consist of a central copper conductor surrounded by an insulating layer and a metallic shield. This construction ensures efficient signal transmission over long distances (Ridwanullah & Bala, 2022).

The Nigerian broadcasting industry has experienced significant transformations in recent years. The industry's liberalization in the 1990s led to the emergence of a multitude of private broadcast stations (Idigo & Bakare, 2021). This, combined with the expansion of cable and satellite television, has created a more competitive environment for broadcast stations. In this context, the ability of Nigerian broadcast stations to enter and exit cable networks is becoming increasingly significant in that the issues of liberalisation, contents, regulations and technology are either conspiring to make for easy or difficult entry and vice versa.

The Nigerian Broadcasting Commission (NBC) serves as the regulatory body overseeing the broadcasting industry in Nigeria. Nigerian broadcast stations seeking access to cable networks must adhere to specific criteria established by the NBC, as outlined in the Nigerian Broadcasting Act (2004). This legislative framework, which brought about the establishment of the NBC, empowers the commission to grant licenses to broadcast stations and stipulate operational conditions. These conditions serve to ensure the stations' adherence to high standards and compliance with Nigerian laws. The entry of Nigerian broadcast stations into cable networks is influenced by regulatory, economic, and technological factors. Additionally, the NBC Code plays a pivotal role in shaping content standards and licensing procedures. The NBC Code categorizes criteria into technical, content, financial, and other requirements, with licensing, content requisites, signal quality, carriage fees, exclusivity, technical standards, and consumer protection standing as key conditions for entry into cable networks.

Section 22 of the NBC Act outlines the guidelines for Nigerian broadcast stations seeking entry into cable networks. To gain entry, a broadcast station must possess a valid NBC license, adhere to the Nigerian Broadcasting Code and pertinent laws and regulations, execute a content distribution agreement with the cable network operator, and remit appropriate fees to NBC. Furthermore, NBC may impose specific conditions on broadcast stations based on their content or target audience. For instance, stations targeting children will be held to higher content standards.

The process of obtaining a license from NBC entails meeting stringent technical, financial, and content-related criteria. Cable networks are mandated to feature a certain percentage of local content, encompassing news, current affairs, educational programs, and cultural programming. This requirement aims to provide viewers with diverse and locally relevant content. Cable networks are also obligated to uphold high signal quality to ensure clear and uninterrupted broadcasts. Moreover, they may levy carriage fees on broadcast stations for carrying their signals, subject to approval by NBC. Exclusive agreements between cable networks and broadcast stations afford viewers access to a wide array of content options. Cable networks must conform to NBC's technical standards regarding equipment, transmission protocols, and encryption methods while also complying with consumer protection regulations (Idigo & Bakare, 2021).

For a broadcast station to gain entry into cable networks, it must possess financial viability and resources for sustainable operation while being capable of meeting associated fees. The economic landscape is shaped by market competition and potential revenue generation through advertising and subscriptions. The industry's structure, characterized by a few dominant players and numerous small and medium-sized entities, presents challenges for new entrants. Establishing a strong reputation, compliance with laws and regulations, and a commitment to public service are essential for broadcast stations seeking entry into the market. Collaborations with cable operators and content aggregators can facilitate entry into the market.

Case studies, such as the collaboration between Multichoice and local stations (Vanguard, 2023), offer practical insights into such partnerships. The entry process for Nigerian broadcast stations into cable networks is influenced by regulatory, economic, and technological factors – the triad. Cable networks may also engage in exclusive agreements with broadcast stations to secure sole broadcasting rights within specific areas, thus broadening content options for viewers. Adherence to NBC's technical standards and consumer protection regulations is imperative for cable networks (Hughes, 2023).

The Nigerian broadcasting industry is undergoing a transformation, and although broadcast stations may withdraw from cable networks for various reasons, it also presents prospects for expansion and advancement. A thorough examination of the factors impacting the departure of Nigerian broadcast stations from cable networks is crucial to assist stakeholders and industry participants in making well-informed decisions.

Regulatory frameworks, economic challenges, and strategic considerations play pivotal roles in the withdrawal of broadcast stations from cable networks. However, these factors also offer opportunities for industry participants to collaborate and devise innovative approaches to address the challenges. For example, shifts in licensing requirements or policies by the National Broadcasting Commission (NBC) can spur innovation and ingenuity that can enhance the overall performance of the broadcasting industry. Financial constraints, influenced by economic downturns or rising operational expenses, may lead to withdrawals, but they also underscore the necessity for innovative financing models and partnerships among industry participants. Advancements in broadcasting technology and cable networks can render existing infrastructure obsolete, but they also create opportunities for investment in infrastructure development and innovation.

Audience behaviour towards alternative media platforms can impact decisions but also provides opportunities for the industry to adapt and experiment with new content formats and delivery platforms. Legal issues, disputes, or contractual obligations may contribute to withdrawals, but they also offer opportunities for resolving disputes and clarifying contractual obligations to ensure a healthy ecosystem for industry participants (Shoutcommunications, 2023). Charging fees for content carriage by cable network operators can act as a barrier for new broadcast stations, but it also presents opportunities for innovative business models and partnerships among industry participants to address the challenges. The underdeveloped technological infrastructure in the Nigerian broadcasting industry adds complexity to content distribution to cable networks, but it also provides opportunities for investment in infrastructure development and innovation (Samson & Adeniran, 2023).

Given the opportunities and challenges faced by broadcast stations in Nigeria, and in comparison to other regions with either more liberal or stringent regulations, it is essential to thoroughly examine the issues in the Nigerian broadcasting industry over the past thirty-three years. This examination should address the reasons for the lack of growth, development, and the absence of excellence in the industry. From the regulatory point of view, the leverages are there for improved service delivery and productivity, but these seem not to be the case, raising a lot of questions on the workability of these regulations and budgetary provisions. Liberalisation has been argued to promote productivity and service delivery, and in Nigeria, it is expected that with all the liberalisation agenda, Nigerian broadcast stations' ability to connect with and access cable networks pragmatically would be a given, but is this the case? Are the regulatory structure governing the integration of Nigerian broadcast stations into cable networks delivering on their mandate or just stifling the processes? What is the nature of the conditions offered and how does it catalyse entry and exit into the global spectrum? Or is it possible that the broadcast industry is just bereft of ideas on how best to leverage these opportunities? This becomes the driving focus of this study because liberalisation is expected

to open more vistas of opportunities, encourage sustainability and make for greater freedom in operation. In this light, we seek to:

1. Identify the determinants influencing the capacity of Nigerian broadcast stations to enter and exit cable networks in the liberalisation era.
2. Examine the regulatory framework overseeing the entry and exit of Nigerian broadcast stations on cable networks.
3. Explore the factors influencing the efficacy of Nigerian broadcast stations on cable networks.
4. Assess the present condition of Nigerian broadcast stations on cable networks.

Understanding why Nigerian broadcast stations are leaving cable networks is essential. While this trend may present challenges, it also opens up opportunities for growth, development, collaboration, and innovation within the Nigerian broadcasting industry. Industry participants need a comprehensive understanding of the factors driving the exit of these broadcast stations from cable networks to make informed decisions and develop innovative solutions to the challenges they face. The conditions for the entry and exit of Nigerian broadcast stations in cable networks are crucial for ensuring that the broadcasting industry operates fairly and orderly, protecting the rights of both broadcasters and cable network operators.

Although the study has some limitations, it provides valuable insights for policymakers to improve the transition of Nigerian broadcast stations into the cable spectrum for greater efficiency and productivity. The study was conducted in five states with high concentrations of broadcast media professionals, and while it would have been ideal to include representatives from each state, time and resource constraints made this impossible. The study is exploratory and evaluates the entry and exit of broadcast stations into the cable network. While the research was limited to the use of questionnaires as the research tool, conducting interviews with key personnel could have enriched the data. Overall, the study provides a solid foundation for future research to build upon and improve the transition of Nigerian broadcast stations into the cable spectrum.

LITERATURE REVIEW

STATE OF DIGITAL TELEVISION AND CABLE NETWORKS

Indigo and Bakare (2021) conducted a study to evaluate how digital television signals in Nigeria performed on the cable network, specifically in terms of signal strength, path loss, and other technical considerations, with a focus on Star Times TV signals. The study found that technical capabilities played a crucial role in broadcast stations entering and staying in the cable network spectrums.

The design of a cable television system requires a series of difficult compromises and trade-offs. The early days of the mom-and-pop phase of the cable television industry were instructive, as were franchise, authorization, and licensing. However, the opportunities afforded by distant signal importation attracted a new class of entrepreneurs, leading to an increase in the market value of cable television systems, higher revenues, and more subscribers (Inglis, 1990). Broadcasting is facing increased competition from new media platforms and changing consumer expectations, according to Hirschmeier, Tilly and Buele (2019). Many broadcasters are experimenting with potential solutions and changing their production processes in response. However, challenges remain in deploying cable networks from the perspective of service-dominant logic and digital service innovation, as highlighted by Adam et al. (2022).

Ash and Galletta (2023) have argued that partisan cable news broadcasts have a causal effect on the size and composition of budgets in localities. Exposure to conservative news

channels reduces revenues and expenditures, while private provision compensates for the reduced public services, despite the priorities of small-government conservatism.

The growth of user-generated content and people's transition from audience to participants is a significant change brought on by media convergence. This has led to increased involvement, autonomy, and diversity in the production, distribution, access, and reuse of information, knowledge, and entertainment by users. Technological advancements have made content that was once exclusive to particular communication media, such as print, broadcast, newspapers, magazines, radio, television, and cinema, now accessible to billions of people. This paradigm shift has affected how individuals in society think, feel, act, and even how society operates as a whole, according to Bu et al. (2022) and Ridwanullah & Bala (2022).

The challenge posed by media convergence has prompted conventional media to switch to a multimedia approach to content production and distribution, as noted by Saeed et al. (2022). Katsoudas (1987) argues that there is a historical perspective to this, tracing the close links from the establishment of radio in the 1930s to the present day. Despite attempts at reform, structural reorganization, and changes in government, the relationship between broadcasting and media convergence has continued to evolve and remain relevant.

DETERMINANTS AND INFLUENCING CAPACITY OF BROADCAST STATIONS

In Nigeria, the National Broadcasting Commission (NBC) plays a vital role in regulating content to ensure appropriate messaging (Chukwuma, 2022). Meanwhile, Zambia's shift from analogue to digital broadcasting has led to a surge in TV stations, primarily driven by private companies like DSTV. However, these private stations face issues such as unqualified staff, poor programming, and ineffective marketing strategies (Mwale, 2021). Research by Epey et al. (2022) shows that audiences in Nigeria prefer foreign cable TV over local options, citing high-quality content, engaging programs, and 24-hour availability as key factors. This indicates a pressing need for local producers to enhance their offerings (Agina, 2022). Additionally, a study on the signal strength of terrestrial TV stations in Calabar and Uyo revealed inadequate coverage, suggesting the need for repeater stations or cable networks to improve reception (Faithpraise & Basse, 2022).

In Delta State, Okereka, Orhero, and Okolie (2023) explored factors influencing the commitment and adaptability of digital employees in broadcasting. They found that alignment with the organization, job satisfaction, and coworker support are essential for fostering employee engagement, beyond just technical requirements. Similarly, Madrid-Morales and Wasserman (2022) discovered that exposure to Chinese media in Kenya, Nigeria, and South Africa leads to more favourable attitudes toward China, largely due to the quality of programming available on cable networks.

Iredia and Agada-Mba (2020) emphasized the critical role of content providers in Nigeria's digital broadcasting landscape, urging regulators to prioritize content quality for successful cable broadcasting. Ajila (2021) examined how socioeconomic factors affect viewers' choices between satellite and local TV in Kwara State. The edited handbook by Musila and Barber (2022) offers insights into African popular culture across diverse contexts.

Moreover, Igbashangev (2021) and Pepple and Onah (2022) highlighted the importance of aesthetics in TV programming, stressing that high production values are necessary to attract and retain viewers on cable networks. Anyanwu (2021) assessed the Apprentice Africa TV format, suggesting that local content can achieve global recognition when properly distributed through cable networks. Lastly, Betiang (2006) explored the role of community media within global media networks in Nigeria, while Eludoyin and Lemaire (2021) investigated energy decision-making among energy-poor households in rural Lagos, emphasizing how daily life and urgency shape their choices.

REGULATORY FRAMEWORK AND BROADCAST STATIONS

The United States is currently debating political bias in the content of cable networks. This discussion has renewed interest in the Fairness Doctrine and how it might help regulate social media. People are closely examining the Fairness Doctrine, especially as there are calls to review broadcasting regulations (Napoli, 2021). Key issues include the need to license stations and manage who can enter or exit the market. However, these licensing frameworks often limit the ability of new technologies to make traditional media, like radio, more inclusive. Regulations differ by country and media type, but they generally hinder efforts to create platforms that promote broader inclusion (Bidwell et al., 2021; Obukoadata, Okon & Obogo, 2024).

Stout and Jong (2020) have studied how government regulations affect broadcast technologies and provided important historical insights into innovations. They argue that government actions can significantly influence technological changes through laws and policies. The idea that governments help industrial growth by giving private companies more options is often misleading.

Emwinromwankhoe (2020) raises important issues regarding regulations on the convergence of different media and the roles of cable networks in this process. The blending of media has changed broadcasting, creating new opportunities through more distribution channels. However, these improvements may not last if stakeholders fail to address ongoing challenges. These challenges stem from how regulations are implemented and the reasons behind them (Adam et al., 2022; Jalali et al., 2022; Muela-Molina et al., 2020).

Supadiyanto (2021) argues that the broadcast media industry has become a powerful force that current laws cannot keep up with. This makes regulating cable networks difficult. For example, the timing of certain shows and their advertising can conflict with each other. A show not suitable for children in the U.S. may be watched by kids in Africa because of the time difference. Supadiyanto claims that TV stations using digital cable networks often lack a strong legal basis. Alfandika and Gwindingwe (2021) state that the airwaves belong to the public, which means licensing decisions should be made by the people, not just government officials. Their review of Zimbabwe's media from 2000 to 2020 questions the government's commitment to promoting media diversity. They argue that political priorities often overpower professionalism and community values. They suggest that more open approaches are better than competitive authoritarianism. They also point out that the concentration of media ownership among a few has been aided by ineffective regulations (Sümer & Taş, 2020).

THEORETICAL FRAMEWORK

Normative theories are frameworks that provide guidelines for the media to operate in a way that best serves society. There are three main categories of these theories: public interest, freedom of expression, and economic efficiency. Public interest theories emphasize that the media should prioritize the common good and act in the interest of the public. This means that the media should report on issues that are relevant to people's lives, and hold powerful institutions accountable (Chikwuma, 2022; Obukoadata, Okon & Obogo, 2024). Freedom of expression theories argue that the media should be free to report on any issue without fear of censorship or reprisal. This is because freedom of expression is a fundamental right in any democratic society. This means that the media should be able to express opinions, share information, and report on events without interference from the government or other powerful groups.

Economic efficiency theories focus on the market forces that shape the media industry. These theories suggest that the market should be allowed to operate freely, with minimal

government intervention, in order to achieve maximum efficiency. This means that broadcast stations should be able to enter and exit cable networks to provide the public with a diverse range of programming without fear of censorship or reprisal. Admittance or removal should be determined by market forces.

The normative theories rely on three main frameworks: authoritarian, liberation, and social responsibility. Authoritarian theory suggests that the media should be controlled by the government to ensure that it serves the interests of the state. Liberation theory, on the other hand, emphasizes that the media should be free from any kind of control or interference. Social responsibility theory suggests that the media should act as a watchdog for society, holding powerful institutions accountable and prioritizing the public interest over commercial interests (Ajila, 2021).

METHOD

This study employed the survey research design, utilizing a questionnaire as the primary instrument. The study encompassed media practitioners operating nationwide. However, due to the absence of a definitive population register for all media practitioners, the population size was presumed to be infinite. Utilizing a sample size calculator with a ± 5 error margin and 95% significance level, a sample size of 385 was derived for the infinite population, and conveniently sampled from media practitioners from five purposively selected states of Lagos, Delta, Kaduna, Kano and the FCT. The research instrument was structured based on the four-point Likert scale encompassing Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). The instrument underwent face validation by field experts, and reliability tests and re-tests achieved 0.83 or 83% using Cronbach’s Alpha (α) at a ± 5 confidence level, which was deemed significant (Rogers, 1995). The questionnaires were personally administered to procure responses, and upon completion, the researcher retrieved the completed copies. This direct engagement with respondents and key staff members added depth to the research methodology, fostering a more comprehensive understanding of the subject matter. The information gathered from the questionnaires was organized into frequency tables and subjected to both statistical and descriptive analysis employing the simple percentage method.

RESULTS

DATA PRESENTATION AND ANALYSIS

Table 1. Determinants influencing the capacity of Nigerian broadcast stations

<i>Items</i>	<i>SA</i>		<i>A</i>		<i>D</i>		<i>SD</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
Regulatory frameworks	155	40	115	30	85	22	30	8
Technological advancements	189	49	151	41	22	6	15	4
Economic	151	39	170	44	45	12	19	5
Content quality	117	31	183	48	44	12	41	11
Collaborations and partnerships	165	43	111	29	71	18	38	10

The survey results in Table 1 highlight the key factors that significantly influence Nigerian broadcast stations' ability to enter and exit cable networks. Respondents identified several essential determinants: the regulatory framework, technological advancements, economic viability, content quality, and collaborations/partnerships. Seventy per cent of

respondents emphasized the critical role of an effective regulatory framework in creating a level playing field for broadcasters. Additionally, 90% underscored that embracing the latest technologies is vital for competitiveness, necessitating investments in modern equipment and infrastructure. Economic viability is critical, with 83% recognizing the need for a sustainable business model that generates sufficient revenue. Content quality is also paramount, as 78% asserted that high-quality programming is essential for attracting and retaining audiences. Finally, 72% of respondents stressed the importance of collaborations and partnerships to enhance reach and impact. In summary, these factors are vital for Nigerian broadcast stations aiming to succeed in cable network distributions, and neglecting them significantly increases the risk of exit from these networks. Other influences, such as social responsibility theory, libertarian theory, and authoritarian theory, may also play a role.

Table 2. Regulatory framework and entry/exit of broadcast stations on cable networks

<i>Items</i>	<i>SA</i>		<i>A</i>		<i>D</i>		<i>SD</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
Licensing and Approval Processes	200	60	99	26	47	12	39	10
Content Regulations	148	39	221	58	10	3	6	2
Market Competition Policies	150	39	105	27	85	22	45	12
Digital Transition and Infrastructure Regulations	153	40	101	26	95	25	36	9
Ownership and Cross-Ownership Restrictions	152	40	167	43	35	9	31	8
Consumer Protection Measures	189	49	151	41	22	6	15	4
Enforcement Mechanisms	144	37	97	25	67	17	77	20
Policy Adaptations to Industry Trends	135	35	159	41	52	14	39	10

The data in Table 2 provides a clear analysis of respondents' views on the regulatory framework for Nigerian broadcast stations. A significant majority (86%) assert that the licensing and approval processes required by the NBC Code are essential for accessing and exiting cable networks. Non-compliance with these processes could result in exclusion from the network. While concerns about strict regulations stifling innovation are valid, the study does not address this issue. It also fails to consider the risks of corruption and favouritism within licensing processes or the impact of various normative theories on industry dynamics.

Respondents highlight several other critical regulatory frameworks: content regulations (97%), market competition policies (66%), and digital transition and infrastructure regulations (66%). Ownership and cross-ownership restrictions (83%) are identified as vital for managing entry and exit from cable networks. Furthermore, the importance of consumer protection (90%), policy adaptation to industry trends (76%), and enforcement mechanisms (60%) is emphasized. Overall, compliance with these regulatory frameworks is crucial for broadcast stations. Policymakers should use this report to develop effective regulations for the Nigerian broadcast industry.

Table 3. Factors that influence the efficacy of Nigerian broadcast stations on cable networks

<i>Items</i>	<i>SA</i>		<i>A</i>		<i>D</i>		<i>SD</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
Content Quality and Diversity	267	69	118	31	0	0	0	0
Technological Infrastructure	207	54	159	41	10	3	9	2
Regulatory Compliance	255	66	111	29	12	3	7	2
Advertising Revenue and Market Demand	135	35	159	41	52	14	39	10

Audience Engagement Metrics	184	48	187	49	9	2	5	1
Competitive Landscape	211	55	154	40	15	4	5	1
Strategic Collaborations and Partnerships	233	61	137	36	9	2	6	2
Technological Adaptability	53	14	112	29	153	40	67	17
Consumer Trends and Preferences	105	27	90	23	99	26	91	24
Financial Stability	150	39	105	27	85	22	45	12

Table 3 offers an interesting analysis of the factors that affect the efficacy of Nigerian broadcast stations on cable networks. The table identifies various factors, including content quality and diversity, technological infrastructure, regulatory compliance, advertising revenue and market demand, audience engagement metrics, competitive landscape, strategic collaborations and partnerships, technological adaptability, consumer trends and preferences, and financial stability.

While the analysis shows that technological adaptability has a lower agreement score, indicating room for improvement, the other factors, such as content quality and delivery, strategic collaborations, and the competitive landscape, show a stronger agreement level, indicating that these factors are crucial for the effectiveness of broadcasting stations. The analysis also highlights the importance of regulatory compliance, advertising revenue and market demand, audience engagement metrics, consumer trends and preferences, and financial stability, as these factors play a significant role in the efficacy of Nigerian broadcast stations on cable networks. By considering the identified factors, stakeholders in the broadcasting industry can make informed decisions to improve the effectiveness of Nigerian broadcast stations on cable networks.

With a focus on improving content quality, fostering strategic collaborations, and creating a competitive landscape, broadcasting stations can ensure that they meet the needs and expectations of their audiences, while also complying with regulations and achieving financial stability. Overall, the analysis of Table 3 provides valuable insights for stakeholders in the broadcasting industry, enabling them to make constructive decisions that can enhance the efficacy of Nigerian broadcast stations on cable networks.

Table 4. Present conditions of Nigerian broadcast stations on cable networks

<i>Items</i>	<i>SA</i>		<i>A</i>		<i>D</i>		<i>SD</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
Content Landscape	215	56	150	39	11	3	9	3
Technological Advancements	139	36	162	42	53	14	31	8
Regulatory Dynamics	152	40	167	43	35	9	31	8
Advertising and Revenue Trends	189	49	151	41	22	6	15	4
Audience Engagement Metrics	200	52	154	40	15	4	11	3
Competitive Environment	39	10	42	11	103	27	201	52
Strategic Collaborations	151	39	170	44	45	12	19	5
Technological Adaptability	193	50	142	37	33	9	17	5
Consumer Trends	117	31	183	48	44	12	41	11
Financial Stability	148	39	221	58	10	3	6	2

The table in this analysis highlights key insights into Nigerian broadcast stations on cable networks, emphasizing vital areas for industry growth and success. The content landscape is promising, with 56% of respondents affirming its strength, while 3% raise concerns that need to be addressed for improved quality and diversity. In terms of technological advancements,

36% recognized progress, but 14% disagreed indicating a need for urgent infrastructure upgrades and technology adoption. This presents a clear opportunity for regulators to create a strong technological framework. Regulatory dynamics reflect a stable environment, with 40% agreeing on this. However, the 9% who disagreed point out challenges that require attention. Advertising and revenue trends show positive growth, as indicated by 49% agreement, though the 6% who disagreed suggest potential obstacles. Audience engagement metrics reveal a strong connection with viewers, evidenced by 52% agreement. However, continuous innovation is essential. The competitive landscape needs urgent improvement, with only 10% agreeing on its competitiveness, representing an opportunity for stakeholders to enhance collaboration and strategy.

Strategic collaborations are crucial, as 39% strongly agree on their importance, while 12% highlight existing challenges. Technological adaptability is also strong, with 50% agreement, yet 9% call for improvements in flexibility. Consumer trends reveal diverse opinions, with 31% strongly agreeing and 12% disagreeing, underscoring the need to tailor services effectively. Lastly, financial stability appears promising, but the 3% who disagree indicate vulnerabilities that must be addressed. In conclusion, the analysis identifies critical areas for growth in the Nigerian broadcast industry, including technological advancements, competitive positioning, and audience engagement strategies. Addressing these areas will drive sustainable growth and ensure relevance in a rapidly evolving landscape.

DISCUSSION

What are the determinants influencing the capacity of Nigerian broadcast stations to enter and exit cable networks in the liberalisation era?

The ability of Nigerian broadcast stations to enter and exit cable networks is decisively influenced by several critical factors identified in recent studies. These factors operate within a complex ecosystem, fundamentally shaping the industry's landscape. Regulatory frameworks are paramount in this equation. The authoritarian model highlights the vital importance of regulations, such as those set forth by the National Broadcasting Commission (NBC). These guidelines directly impact market entry and exit, making it imperative for stations to stay vigilant and informed about regulatory changes to ensure successful market penetration, as emphasized by Samson and Adeniran (2023).

Technological advancements are equally consequential. The transition to digital broadcasting and the rise of cable networks have dramatically transformed station capacities (Obukoadata et al., 2024; Stout & Jong, 2020). Recent developments in broadcast technology and infrastructure investments are not just important—they are essential for formulating effective entry and exit strategies. Staying abreast of the latest technologies and infrastructure advancements is crucial for making informed decisions and fulfilling social responsibility. Economic factors are also central to success in the industry. The economic stability of the region and consumer preferences significantly influence a station's viability within cable networks, as suggested by the liberation model. Recent empirical evidence (Sümer & Taş, 2020; Pepple & Onah, 2022; Napoli, 2021) underscores the importance of economic variables in understanding the dynamics of the broadcast industry, making it essential to factor these elements into crucial business decisions.

While liberalization offers significant advantages, it is clear that broadcast regulators often prioritize revenue generation over establishing the necessary conditions for successful deregulation. The NBC's failure to invest in technological infrastructure that helps broadcast stations remain viable within cable networks is a glaring shortcoming. Issues such as unreliable

power supply and the lack of access to satellites—which are critical for reducing licensing costs and enhancing operational autonomy—persist. This situation reflects a troubling culture of impunity in Nigeria, where agencies focus on revenue generation rather than providing essential services (Obukoadata, 2010; Moses, Akpan & Obukoadata, 2013).

The quality and diversity of content produced by broadcast stations are pivotal determinants of success in the industry. Stations that deliver compelling and diverse content are far more likely to secure entry into and thrive within cable networks, reinforcing the principles of social responsibility (Jalali et al., 2022; Obukoadata et al., 2020). Metrics of audience engagement and current programming trends reveal the content dynamics that dictate entry and exit decisions. Therefore, prioritizing the delivery of high-quality content that resonates with audiences is non-negotiable for success. Furthermore, collaborations and partnerships are essential for expanding broadcasting footprints. Recent case studies clearly demonstrate the significant impact of strategic alliances on the industry, and a thorough examination of partnership trends reveals effective strategies for network entry (Inglis, 1990; Igbashangev, 2020). Collaborating with cable operators is not just beneficial; it is a critical consideration for enhancing a station's reach. In conclusion, the ability of the Nigerian broadcast industry to navigate entry and exit within cable networks is firmly linked to regulatory, technological, economic, content-related, and collaborative factors.

How has the regulatory framework overseen the entry and exit of Nigerian broadcast stations on cable networks?

The Nigerian broadcasting industry is governed by a regulatory framework that oversees how broadcast stations enter and exit cable networks. Understanding this framework requires looking at several key aspects that affect the industry's growth and performance. Licensing and approval processes are crucial. The National Broadcasting Commission (NBC) has recently changed its licensing procedures (Faithpraise & Bassey, 2022), which impacts how stations can join cable networks. NBC carefully reviews content, ownership structures, and compliance with broadcasting standards to ensure only quality content is aired (NBC, 2009). Content regulations are changing, and recent updates impact the types of programming available on cable networks. By adjusting these standards, the industry can provide relevant and engaging content to its audience, as shown by Eludoyin and Lemaire (2021) and Bidwell et al. (2021). Market competition policies are also key. Regulatory bodies are working to maintain a fair competitive environment among broadcast stations on cable networks.

Regulations about digital broadcasting and infrastructure standards influence how stations enter and exit cable networks. Recent policy changes (Epey et al., 2022; Chukwuma, 2022; Bu, Parkinson & Thaichon, 2022) show the commitment to technological advancements that can improve the industry's efficiency, performance, and reach. Ownership and cross-ownership restrictions are important as well. Changes in ownership regulations affect how broadcast stations plan their market entry strategies. Consumer protection measures are vital in this regulatory framework. Efforts to protect consumer interests impact the decisions of broadcast stations on entering or leaving the market. Recent updates around subscription fees and service quality highlight these consumer protection efforts (Betiang, 2006; Obukoadata et al., 2024).

Enforcement mechanisms are essential. They ensure that all industry players follow the established regulations. The effectiveness of these mechanisms influences how well broadcast stations comply with entry and exit rules. Recent regulatory actions against non-compliance shed light on this enforcement landscape (Anyanwu, 2021). Additionally, adapting policies to industry trends is critical for the broadcasting sector's growth and performance. The ability of the regulatory framework to respond to changes, such as the growth of online streaming

platforms, shapes how broadcast stations strategize in response to the industry's changing dynamics, as discussed by Adam et al. (2022).

In conclusion, this analysis shows how the regulatory framework oversees the entry and exit of Nigerian broadcast stations on cable networks. By examining licensing processes, content regulations, market competition policies, digital transition measures, ownership restrictions, consumer protection efforts, enforcement mechanisms, and policy adaptations, we gain a clearer understanding of the regulatory framework's role in the growth and success of the broadcasting industry.

What factors influence the efficacy of Nigerian broadcast stations on cable networks?

The Nigerian broadcast industry on cable networks is a dynamic environment that demands a thorough examination of the factors driving the effectiveness of broadcast stations. Key elements such as content quality and diversity, technological infrastructure, regulatory compliance, advertising revenue, market demand, audience engagement metrics, competitive dynamics, strategic collaborations, technological adaptability, consumer trends, and financial stability are essential in defining what makes a broadcast station successful. Recent studies (Ajila, 2021; Akinfeleye, 2023; Ash & Galletta, 2023; Obukoadata, Okon & Obogo, 2024) establish a clear and compelling correlation between high-quality, diverse content and robust audience engagement. Analyzing viewer preferences and content trends is not just helpful—it is critical in assessing how effectively Nigerian broadcast stations on cable networks fulfil their audience's demands, as articulated by social responsibility theory. Moreover, substantial investment in advanced broadcasting equipment and network capabilities is vital for enhancing the overall effectiveness of these stations, as highlighted by authoritarian theory. Therefore, a comprehensive evaluation of technological infrastructure is non-negotiable for understanding broadcasting efficiency.

Regulatory changes have a profound and direct impact on the operational effectiveness of broadcast stations. Scrutinizing regulatory compliance instances unveils essential insights into how stations adeptly navigate evolving frameworks to maintain high efficiency, as postulated by the authoritarian theory. Economic factors—including advertising revenue and market demand—are also decisive in shaping a station's performance. Recent research (Emwinromwankhoe, 2020) on advertising trends and consumer behaviour provides critical insights into how these economic dynamics influence the financial success of broadcast stations on cable networks, as emphasized by social responsibility theory. Tracking audience engagement metrics, such as ratings and social media interactions, is imperative for gauging the effectiveness of broadcast stations. Analyzing audience engagement trends yields essential insights into a station's impact on its viewership, as underscored by social responsibility theory.

Recent market analyses and case studies deliver invaluable insights into the competitive landscape of the broadcast industry (Hughes, 2023; Idigo & Bakare, 2021). Additionally, a close examination of successful stations reveals their strategic approaches that significantly bolster effectiveness in an intensely competitive environment, consistent with libertarian theory (Okereka, Orhero & Okolie, 2023). It's crucial to remember, however, that these analyses also account for the cultural nuances of the audience, understanding what they accept as their own (Obukoadata, 2010).

Strategic collaborations with cable operators and partnerships are instrumental in expanding a station's reach. Recent successful collaborations showcase how these partnerships enhance effectiveness and drive network growth, aligning seamlessly with libertarian theory. Furthermore, emerging technologies, particularly streaming services, underscore the paramount importance of technological adaptability within broadcast stations. Assessing how stations respond to these technological shifts provides critical insights into their ability to

maintain relevance and effectiveness, in line with libertarian normative theory. An analysis of current consumer trends and preferences is non-negotiable for adapting content and strategies. Understanding shifts in viewer behaviour is vital for aligning programming with audience expectations. This focus is as crucial as examining financial stability, which sheds light on how effectively stations can sustain their operations and investments, thereby impacting their efficacy on cable networks, in accordance with social responsibility theory (Okon, Obukoadata & Ekwok, 2022; Supadiyanto, 2021).

In conclusion, exploring the multitude of factors influencing the effectiveness of Nigerian broadcast stations on cable networks is essential. The detailed discussion of each factor contributes to a deeper understanding of the complexities shaping broadcasting efficacy in Nigeria. By conducting this thorough examination, we gain vital insights into what drives the success of broadcast stations and how they can adeptly adapt to evolving trends and technologies in an intensely competitive landscape.

What is the present condition of Nigerian broadcast stations on cable networks?

The Nigerian broadcast industry on cable networks is changing rapidly. Several key factors are shaping this landscape. New programming trends show a strong effort to match changing viewer preferences. Stations are offering a mix of local and international content while focusing on social responsibility. One major factor driving this change is technology. Broadcast stations are using the latest broadcasting equipment and improving their network capabilities. This enhancement is raising the quality and efficiency of cable broadcasts, which benefits the industry overall.

The rules governing broadcasting are also changing, thanks to the National Broadcasting Commission (NBC). The commission's shift towards a more liberal approach is positively affecting how stations operate and follow regulations, nonetheless, they should focus on service delivery and not revenue generation. This change creates a more open and flexible environment (Saeed et al., 2022). Economic factors are crucial as well. Stations are adjusting to changes in advertising and market demands. Studies show how advertising trends affect revenue, and stations are modifying their strategies to stay competitive (Ridwanullah & Bala, 2022; Mwale, 2021). Stations track audience engagement, including ratings and social media interactions, to understand how well they connect with their viewers. This information helps them improve their programming and content to better meet audience needs.

The competitive landscape in the Nigerian broadcast industry is active. Stations are using various strategies to strengthen their positions on cable networks. Recent market analyses highlight successful strategies that other stations can learn from. Partnerships with cable operators are also essential; these collaborations help stations expand their reach and establish a stronger presence. Stations are adapting to new technologies, such as streaming services and on-demand content. This flexibility is vital to staying relevant in a fast-changing media environment (Iredia & Agada-Mba, 2020). Stations are aligning their content with shifts in viewer behaviour, ensuring they respond effectively to audience changes and maintain competitiveness (Hirschmeier, Tilly & Beule, 2019).

Finally, financial stability plays a key role in the current state of the industry. It affects stations' ability to invest in quality programming and technology upgrades. Recent financial reports provide insights into the health of these stations, illustrating their capacity to sustain operations and compete effectively. In conclusion, the Nigerian broadcast industry on cable networks is evolving into a more connected and constructive environment, setting the stage for success within the Nigerian cable network ecosystem.

CONCLUSION

The survey results have identified several factors that are crucial for Nigerian broadcast stations to enter and exit cable networks effectively. These factors include consumer protection, policy adaptations to industry trends, and enforcement mechanisms. However, other complexities such as social responsibility theory, libertarian theory, and authoritarian theory may also impact their ability to succeed. To ensure that Nigerian broadcast stations meet the needs and expectations of their audiences while complying with regulations and achieving financial stability, they must focus on improving content quality, fostering strategic collaborations, and creating a competitive landscape. The regulators must also align themselves to the core mandates of regulation and service delivery and not revenue generation. The analysis of Table 3 provides valuable insights for stakeholders in the broadcasting industry, enabling them to make constructive decisions that can enhance the efficacy of Nigerian broadcast stations on cable networks.

The Nigerian broadcast industry's success on cable networks is influenced by several regulatory, technological, economic, content-related, and collaborative factors. A comprehensive analysis considering recent references and empirical evidence provides a nuanced understanding of this complex ecosystem. Therefore, it is essential to stay informed about the latest trends and strategies to succeed in the dynamic Nigerian broadcast industry. By examining the various factors that influence the efficacy of Nigerian broadcast stations on cable networks, we can gain a better understanding of what makes a broadcast station successful and how stations can adapt to evolving trends and technologies to maintain their effectiveness in a highly competitive landscape. Furthermore, financial stability is also critical, as it influences stations' capacity to invest in quality programming and technological upgrades.

In conclusion, the Nigerian broadcast industry's entry and exit on cable networks are determined by several factors, such as regulatory frameworks, market structures, and technological infrastructures. The study findings suggest that there is a need for a more transparent and predictable regulatory framework, a more competitive market structure, and a more developed technological infrastructure to promote the development of the Nigerian broadcasting industry. Overall, the Nigerian broadcast industry on cable networks is evolving towards a more detailed, collaborative, and constructive landscape for broadcast stations within the Nigerian cable network ecosystem. With the right interventions and strategies, Nigerian broadcast stations can succeed in this dynamic and highly competitive industry.

RECOMMENDATIONS

To promote the growth of the Nigerian broadcasting industry, it is recommended that the following policies be implemented in more detail:

1. The regulatory framework governing the industry needs to be reformed to make it more transparent and predictable. This can be achieved by establishing clear rules and guidelines for licensing, ownership, and content regulation. They should not act as revenue generation agencies, but service providers. Such transparency will encourage investment in the Nigerian broadcasting industry and provide a level playing field for all players.
2. The market structure should be reformed by reducing the dominance of the large players in the industry. This can be achieved by introducing policies that promote healthy competition and limit the power of the dominant players. This will make it easier for new entrants to break into the market and foster innovation and creativity.
3. The technological infrastructure needs to be developed to make it easier for broadcast stations to distribute their content to cable networks. This can be achieved by investing

in modern and efficient broadcast technologies that allow for seamless distribution of content across different platforms. This will not only make it easier for broadcast stations to reach a wider audience but also improve the quality of their content.

4. Specific policy adaptations should be made to help Nigerian broadcast stations keep up with industry trends and improve the quality of their content. This can be achieved by providing training and resources to local broadcasters, encouraging collaboration and partnerships, and promoting the production of high-quality, locally relevant content. Such policies will enable Nigerian broadcasters to meet the changing needs of their audience and compete more effectively in the global market.

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