



EVALUATION OF TERRESTRIAL BROADCASTING MEDIA IN NIGERIA

Bieni Victor Emenike

victorbieni@gmail.com. 08165818835

Department of Mass Communication

Faculty of Art,

Crown University Int'l, USA,

ABSTRACT

Terrestrial broadcasting remains a critical component of Nigeria's media landscape, serving as a primary source of information, education, and entertainment. This study evaluates the impact of terrestrial broadcasting media in Nigeria, focusing on its reach, effectiveness, and challenges in the digital era. Using a mixed-methods approach, data were collected from broadcasters, policymakers, and audience members through surveys and interviews. The study examines the role of terrestrial media in fostering national development, enhancing public communication, and preserving cultural identity amid growing competition from digital platforms. Findings indicate that while terrestrial broadcasting remains influential, issues such as inadequate infrastructure, regulatory constraints, and the slow adoption of digital technologies hinder its full potential. The study recommends policy reforms, improved funding, and technological upgrades to enhance the efficiency and sustainability of Nigeria's terrestrial broadcasting sector. This research contributes to media and communication studies by providing insights into the evolving role of traditional broadcasting in a rapidly changing digital environment.

Keywords: Terrestrial broadcasting, media impact, Nigeria, digital transition, communication, policy reform.

Introduction

The 21st century marked a global technological breakthrough, heralding the convergence of ICT tools that digitalized various aspects of life. This era transformed human communication by uniting technological platforms into a digital format, revolutionizing how information is produced and disseminated (Ogunleye & Ajayi, 2023). Communication methods evolved from primitive systems to mainstream analogue media and, ultimately, to the dominance of terrestrial broadcasting, reshaping

interactions across borders (Adeniyi & Oladele, 2023).

Terrestrial broadcasting, defined as the digitization of broadcasting processes, introduced improved transmission quality, lower maintenance costs, and enhanced viewing experiences (Okoro & Oni, 2022). Recognizing these benefits, the International Telecommunication Union (ITU) mandated a global switch from analogue to digital broadcasting, with Nigeria committing to this transition in 2009. Despite delays, this shift



aligns Nigeria with global trends, transforming its media landscape and ensuring technological integration in broadcasting operations (Musa, 2023).

Background of the Study

The evolution of terrestrial broadcasting media in Nigeria has been significantly shaped by technological advancements and regulatory policies. Initially, Nigeria's broadcasting industry relied on analogue transmission, which posed challenges such as limited coverage, poor signal quality, and inefficient frequency utilization (Adeniyi & Oladele, 2023; Akintoye, 2022). With the advent of digital terrestrial television (DTT), the country embarked on a transition to improve broadcasting efficiency, expand audience reach, and enhance content delivery. However, this transition has been fraught with infrastructural, economic, and policy-related hurdles (Akinbolati & Ajewole, 2020; Ndubuisi & Obi, 2022). Despite these challenges, the Nigerian government and media stakeholders continue to explore ways to optimize the effectiveness of terrestrial broadcasting in the digital era.

The impact of terrestrial broadcasting media in Nigeria extends beyond entertainment, serving as a critical tool for information dissemination, education, and national development. According to Eze and Nwankwo (2023), the migration to digital broadcasting has improved signal clarity and increased the number of available channels, thus fostering media diversity. However, issues such as high operational costs, regulatory bottlenecks, and inadequate technical expertise persist, affecting the full

realization of DTT benefits (Okeke, 2020; Obi & Emeka, 2021). Additionally, disparities in digital penetration between urban and rural areas continue to limit access to terrestrial broadcasting services, raising concerns about the inclusivity of Nigeria's media landscape (Musa, 2023; Nwachukwu & Akpan, 2022).

Evaluating the performance and challenges of terrestrial broadcasting in Nigeria is crucial for informing policy decisions and technological innovations. Scholars such as Ocholi (2009) and Oyebanji and Obinna (2022) emphasize the need for strategic interventions to ensure a seamless transition to digital broadcasting, including investments in infrastructure, public awareness campaigns, and regulatory reforms. As Nigeria continues to adapt to the digital broadcasting era, assessing the impact of terrestrial media will provide valuable insights into its effectiveness in meeting the country's communication needs and contributing to socio-economic development.

Statement of the Problem

The transition from analogue to digital terrestrial broadcasting in Nigeria represents a significant policy and technological shift aimed at enhancing transmission quality, content diversity, and market competitiveness (Adeniyi & Oladele, 2023). However, despite these efforts, challenges such as outdated infrastructure, insufficient investment in digital transmission technologies, and inconsistent regulatory frameworks continue to hinder the full realization of digital migration benefits (Akinbolati & Ajewole, 2020; Ndubuisi &