

Influence of Digital Technologies on Broadcast Media in Oyo State, Nigeria

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Abstract: *Nigeria is not excluded from this expansion and development in the broadcasting media sector, which is especially prevalent in developing nations where digitization has been adopted in operational areas. This research examined the influence of digitalization tools on broadcasting media. This study is based on Marshal McLuhan's 1964 technological determinism theory. This study used a cross-sectional design and a mixed-method survey research survey, and a structured questionnaire was used to ask questions of the intended respondents, who are employees in the broadcasting sector in Oyo State. The study questionnaire was given to respondents using the convenience sample technique. As a result, 385 respondents made up the sample size for this study endeavor, and 362 were retrieved. In order to assess the data, descriptive, frequency tables, and percentages were used. The result of the study showed that digitalization tools influenced and had a positive effect on broadcasting media. The study recommended that broadcasting media should embrace digitalization tools in order to satisfy their audience's consumption. Also, the government should ensure that internet facilities are accessible and affordable for all so as to enjoy digitalization tools.*

Keywords: Digitalization tools, broadcasting media, Internet, New media Technology.

INTRODUCTION

Nigeria is not excluded from this expansion and development in the broadcasting media sector, which is especially prevalent in developing nations where digitization has been adopted in operational areas. Digitization is a notion that affects both print and electronic media in the media sector. Digitalization tools have made it easier for the broadcasters, journalists, and other stakeholders in Nigeria to give quality delivery in broadcasting media. With the rise of online

streaming platforms, social media, and mobile apps, Nigerians can now watch or listen to broadcasts on their smartphones, regardless of their location or the time of day.

Media organizations employ a variety of computerized sources frequently today (Kaul, 2013). The digital age has provided broadcasting media in Nigeria with various platforms to distribute their content. Traditional broadcasters now have online platforms and apps where they can stream their programs, making it possible for Nigerians to watch or listen to broadcasts at their convenience. Additionally, online streaming platforms such as YouTube, Netflix, and Spotify have introduced Nigerians to a wider range of content beyond traditional broadcasting. Okorie (2008) and Olagoke (2015), digitization is the process by which information, whether transmitted orally or via the use of sound, text, speech, or images, is transformed into a digital, binary language for use by computers. Because it has implications for management practice and output, the topic of using broadcast media to reach the general public frequently comes up in media debates. In order to reach the general public, the broadcast media must inform, enlighten, amuse, disseminate, educate, and let people know what is going on both inside and outside of society, the nation, and the world at large. The process of news gathering, editing, and transmission in the media, and notably the broadcast media, appears to be undergoing a revolution. The development of digital tools, such as social media, Google Analytics, Buffer, Bitly, and Sumome, among many others, has led to this transition.

The media landscape has changed as a result of the advent of the digital revolution, the development of the Internet, the introduction of new types of digital tools, and the growth of online social networks (Kaul, 2013). Many people could not have predicted what "the press" would become as a result. The difficulty is in fully realizing the potential of digital technologies for broadcast media. Hence, this study examined how broadcasting media were affected by digitalization tools with a focus on employees of broadcasting media in Oyo state.

REVIEW OF LITERATURE

A more effective and cutting-edge method of delivering broadcast signals to a dispersed audience is digital broadcasting. It also refers to the transmission and reception of information using numerals. Orlu-Orlu (2017) asserted, however, that "digital" simply refers to the use of digits or numbers in the representation of information. In this sense, by increasing spectrum efficiency, digital broadcasting serves to guarantee capacity in broadcast transmission networks.

One of the defining characteristics of technological advancement that transformed the broadcast sector in the twenty-first century was digitalization. It is a system that has the ability to convert analogue information of any kind, including pictures, text, and graphical images, into digital information for transmission and reception by the broadcast audience, who are the final users of every program and who must have the appropriate reception equipment. Simply described, digitalization is the process of turning analogue information into digital data. Idachaba (2018) claims that digitalization is the process of converting analogue information—in any form—into

digital form using appropriate electronic devices, like a scanner or specialized computer chips, so that information can be processed, stored, and transmitted through a digital circuit, equipment, and network. This includes any form of analogue information, including text, photographs, voice, etc.

Benefits of Digital Technologies to Broadcast Media

By increasing its production and efficiency, broadcast media have benefited greatly from digitalization. The following are advantages of digitalization tools:

(i) An increase in the level of production efficiency

Higher audio and visual quality would result from digitization, and new technologies like High Definition Television (HDTV) might be used (Olagoke, 2015). Additionally, the development and distribution of media tools utilized by the media would increase in quality, increasing their worth to consumers all over the world. The advantages of digitalizing broadcast operations include low-cost maintenance, lower energy consumption, vendor support, and others (Aginam, 2017). This is consistent with Dokepsi's (2008) assertion that media operations have become less expensive as a result of digitalization. He saw that a work that was once completed by twelve people is now completed by one person with little to no stress.

(ii) Opportunity is created by employment

Several new businesses and enterprises that have been granted a license to act as "Signal Distributors" of transmissions from Nigerian broadcasting stations are currently creating more job opportunities. Digital tools have made it easier for content creators in Nigeria to produce and collaborate on broadcasting media. Online video editing software, mobile apps, and cloud-based collaboration tools have streamlined the content creation process, enabling broadcasters to create high-quality content more efficiently and collaborate with remote teams or contributors.

(iii) Internet Growth

According to a press release from the ITU, the country's broadband and internet penetration will increase as a result of the digitalization of television. The introduction of digital TV and audio transmission onto mobile phones by Multichoice, the operator of a Digital Satellite (DSTV) platform, in Nigeria, is a prime illustration of these advantages (Olagoke, 2015). Furthermore, to enhance its customers' ability to achieve high internet speeds, MTN 5G now provides 300mbps in order to ensure faster speed and performance than 3G and 4G, which will further ensure efficiency in methods or ways things are done in broadcasting media platforms. Digital tools have greatly improved access to broadcasting media in Nigeria. The advancement in internet infrastructure and the proliferation of smartphones have made it possible for Nigerians to access broadcast content anytime and anywhere. According to the Nigerian Communications Commission, the total active internet subscriptions in Nigeria reached 154.9 million in December 2020, indicating the growing internet penetration in the country (NCC, 2021). This increased access has expanded the audience base for broadcasting media. Olalere et al. (2013) claim that the expansion of the internet is made possible by digitalization.

(iv) Advertising and Monetization

Digitalization tools have transformed advertising and monetization strategies for broadcasting media in Nigeria. With the rise of digital advertising platforms like Google AdSense and social media ads, broadcasters can now reach a broader audience and generate revenue from advertisements shown on their digital platforms. This has created new revenue streams and opportunities for broadcasters.

(v) Engaging Platform

The switch from analogue to digital broadcasting will enhance broadcasting functionality and give customers access to a platform of interactive features. Access to data and related services will be made possible via this feature, giving customers an added benefit. Additionally, customers would be able to engage in their preferred programmes by sending short message services (SMS) during live TV broadcasts.

(vi) News Dissemination

Digitalization tools have significantly impacted the distribution of news in Nigeria. Online news platforms, social media, and mobile apps have made it easier for broadcasters to provide real-time updates, breaking news, and on-demand news content to Nigerians. This has also led to the rise of citizen journalism, where individuals can capture and share news events using their smartphones.

Theoretical Review

This study is based on Marshal McLuhan's 1964 technological determinism theory (Asemah, Nwammuo, and Uwaoma, 2017). The theory is based on the idea that the role of technology in a given civilization establishes that society's true character. Technology is viewed as the power that propels culture in society and steers history. Consider technology to be the driving force behind all human pursuits in contemporary civilization, and technical innovation to be the main engine driving social, economic, and political transformation. According to Primasari et al. (2020), the economic growth and development of the broadcasting sectors can be strongly impacted by the proliferation of new technologies. Since the broadcast media sector is a component of society and does not exist in a vacuum, changes in society have an impact on it as well. The tribal age, the literate age, the print age, and the electronic age are the four periods that Griffin (2000) claims McLuhan classified human history into. The way society functions is determined by each new phase. Because society has gradually moved from the tribal age to the electronic era, where the digital broadcast is predominant, the technological determinism theory is pertinent to this study. According to Marshal McLuhan's theory, the electronic era is characterized by digitalization (Ogiri & Henshaw, 2019). In the broadcast media sector, technological advancements continue to drive transformation (Nyekwere, 2009). The digital and analogue eras that we are currently living in are a result of technological progress. High-quality images and sounds, simple and quick editing, less interference, and quick transmission are only a few benefits of digital technology (Kombol, 2008, cited in Olagoke, 2015). IT significantly affects how well an organisation runs. An IT-enabled organizational structure that promotes interactions between managers and employees and allows for the creation of new types of employment. Highly skilled organizations desire to act quickly to

satisfy shifting consumer needs (Osita-Ejikeme, 2021). In order to adapt to the new digital era, broadcast media organizations are making a concentrated effort to improve both their employees and equipment. Digital technology has altered how media professionals today gather, process, and communicate information to the target audience.

Empirical Analysis

Benike (2022) examined the transition of a few government and private media outlets in Delta State from analogue to digital broadcasting. Examining the availability of digital equipment, examining equipment usage trends, and determining how digital broadcast equipment affects government and private media outlets are some of the objectives. The study used a cross-sectional research design with a sample size of 186 people and is based on the theory of technological determinism. According to the report, commercial TV stations utilize more digital equipment than their government-owned counterparts, and this stark gap provides private stations a bigger voice. Olagoke (2015) explored how digitizing broadcasting is a growing trend in broadcasting organizations across the world, not only in Nigeria. According to the research, Nigeria's broadcasting industry has made significant strides in terms of expansion, technology, and coverage, and information and communication technology (ICT) has been a key driver of change in how media broadcasting is carried out. The report recommended that the government make an effort to address the issue of power supply and assist various organizations and parties involved in the transition by providing cash and subsidies.

Kaul (2013) asserted that a review of journalism in the era of digital technology. He asserted that an attempt to better understand how information and communication technology, particularly internet technology, has an impact on traditional journalism. Hence, his study examined the interconnections between new media, journalism, and technology. It was discovered that over the past few decades, journalists in the West have benefited from the phenomenal growth of information and communication technologies (ICTs). In the last ten years, ICTs have also permeated the developing world, making computers, Internet access, and mobile technology accessible there.

METHODOLOGY

This study used a cross-sectional design and a mixed-method survey research design. A structured questionnaire was used to ask questions of the intended respondents, who are employees in the broadcasting sector in Oyo State. In order to gather information from the study's participants, primary data were mostly utilized. Because there are so many unregistered contract workers and freelancers in the broadcasting sector which made it difficult to determine the exact number of employees who made up the study's population of the broadcasting industry in Oyo state. Therefore, there is an infinite population. The study questionnaire was given to respondents using the convenience sample technique. This ensures that the appropriate respondents are chosen to participate in the survey.

The formula from Cochran (1977) was used to get the sample size. As a result, 385 respondents made up the sample size for this study endeavor. To assess the data, Descriptive, frequency tables, and percentages were used. The Statistical Package for Social Science (SPSS) 26th edition was used to compute and analyze the data.

Data Presentation and Analysis

385 copies of the questionnaire were distributed, and 362 were retrieved. The age range of the respondents was between 18 and 40 years and above. This is an indication that the respondents are mature enough to participate in the study. From the data obtained, male respondents were 205(56.6%), while the female respondents were 157(43.4%). The majority of the respondents were from the age bracket of 18 – 40 years of age, 298(82.3%), while 82.3% made up the number of respondents that fall within the age bracket above 40 years, 64 (17.7%), which implies that broadcasting media is highly dominated by youth who are more familiar with digitalization tools, which is helping the broadcasting media sector. In terms of experience, the majority of the respondents are well-experienced with 272 (75.1%) having above 10 years of experience, while 90 (24.9%) have below 10years of experience. Also, the level of education showed that 61 (16.9%) have a secondary school certificate, 81 (22.4%) are with OND/NCE, and 120 (33.1%) are with HND/BSc. while 100 (27.6%) are with a postgraduate certificate, which implies that employees in broadcasting media have learned and have analytical experience about the study.

Research Question

To what extent do digitalization tools influence broadcasting media?

Statement	SA	A	U	D	SD	M	Decision
Digitalization tools have impacted the way broadcasting media reach the audience	147	152	15	21	27	1.56	Accepted
Digitalization helps in the distribution of broadcasting media content	189	102	5	31	35	1.58	Accepted
Digitalization tools have helped in the competitiveness of traditional broadcasting media in the age of streaming online	201	102	18	19	22	1.47	Accepted
Digitalization has impacted the consuming habits and viewing patterns of the audience	185	145	13	14	5	1.79	Accepted
It has helped in the diversity and representation of voices and perspectives in media content	214	89	7	22	30	1.45	Accepted
It has helped in the revenue model and business strategy of broadcasting media	220	81	9	24	28	1.98	Accepted
It has helped to entice youth into the industry	198	105	19	18	22	1.85	Accepted
It has helped with content creation	180	111	6	30	35	1.77	Accepted

Field survey (2023).

The result of the survey indicated that the majority of 1.56 agreed that digitalization tools have impacted the way broadcasting media reach the audience. The result also showed that the majority, 1.58, agreed that digitalization helps in the distribution of broadcasting media content. The result also showed that the majority, 1.47, agreed that digitalization tools have helped in the competitiveness of traditional broadcasting media in the age of streaming online. Also, result also showed that the majority 1.79 agreed that digitalization has impacted the consuming habits and viewing patterns of the audience. The result also showed that the majority, 1.45, agreed that digitalization tools have helped in the diversity and representation of voices and perspectives in media content. The result also showed that the majority 1.98 agreed that digitalization tools have helped in the revenue model and business strategy of broadcasting media. The results also showed that the majority, 1.85, agreed that digitalization has helped to entice youth into the industry. Finally, the results also showed that the majority, 1.77, agreed that digitalization tools have helped with content creation.

DISCUSSION OF FINDINGS

Findings from the study revealed that the respondents are mature enough to participate in the study and that broadcasting media is highly dominated by youth who are more familiar with digitalization tools, which is helping the broadcasting media sector. In terms of experience, the majority of the respondents are well-experienced, and employees in broadcasting media are learned and have analytical experience.

The result also showed that digitalization tools have a positive influence on broadcasting media, which has led to rapid development in the industry. This is in line with Olagoke (2015), who explored how digitizing broadcasting is a growing trend in broadcasting organizations across Nigeria. According to the research, Nigeria's broadcasting industry has made significant strides in terms of expansion, technology, and coverage, and information and communication technology (ICT) has been a key driver of change in how media broadcasting is carried out.

CONCLUSION

The research examined the influence of digitalization tools on broadcasting media in Oyo state. The research indicated that digitalization tools have transformed the traditional way of broadcasting media in Oyo state. Digital tools have had a profound influence on broadcasting media in Nigeria, revolutionizing content distribution, audience engagement, news dissemination, advertising, and revenue generation. These advancements have increased accessibility, improved interactivity, and diversified content options for Nigerian viewers.

The study contributes to knowledge of digitalization tools and broadcasting media. The research also provides more understanding on factors and advantages of digitalization tools that affect broadcasting media. The research also contributes empirically to the knowledge of digitalization

tools and broadcasting media metrics. The research will also serve as a guide for future researchers on the research topic.

Recommendations

In addition, considering the fact that the study was limited to a particular state, the researcher suggests that further research can be done on this study in other states to aid proper generalization. A more rigorous method of data collection and analysis can be used to analyze this concept in Nigeria. Also, it is recommended for subsequent researchers to develop research on this topic by increasing the number of samples in order to increase the variability of the research results. Moreover, it is highly recommended that broadcasting media should embrace digitalization tools in order to satisfy their audience's consumption. Also, the the government should ensure that internet facilities are accessible and affordable for all so that everyone can use digital tools.

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