

**Influence of Media Ownership on Funding, Digital Migration and Staff Development
among Selected Broadcast Stations in Southwest Nigeria**

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Certification

This is to certify that Oluwaseun Olasunmbo DOKUNMU with matriculation number LCU/PG/002320 carried out this research work titled “Influence of Media Ownership on Funding, Digital Migration and Staff Development among Selected Broadcast Stations in Southwest Nigeria” in the Department of Mass Communication and Media Technology, Faculty of Communication and Information Science, Lead City University, Ibadan, Oyo State, for the award of Doctor of Philosophy Degree (PhD) in Mass Communication and Media Technology and that this has not been previously submitted.

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Dedication

This research study is dedicated to God Almighty

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Abstract

The world of broadcast media is changing daily due to technological innovations that have resulted into improved content creation and sharing, and there is need for the stations to be digitalised and members of staff to be trained in order to be able to handle the technological innovations taking place in the media stations. The research work is centered on finding out influence of media ownership on funding, level of compliance to digital migration and staff development training programmes among selected broadcast stations in Southwest Nigeria. The study is anchored on Media Convergence, Media Ownership and Goal Setting Theory of Motivation. The study adopted descriptive survey research design with the use of self-designed questionnaire named Funding, Digital Migration and Staff Development Questionnaire (FoDiSDeQ). Sample of three hundred and sixty-two were selected from members of staff of twelve broadcast stations from three states in Southwest Nigeria namely; Lagos, Ogun and Oyo states. Stratified and purposive sampling techniques were adopted to select the respondents. Findings revealed that majority of broadcast stations get their funds from proceeds from covering of political events ($x=1.83$; $SD=0.68$), lottery promotions ($x=2.08$; $SD=0.79$) and religious production coverage ($x=1.83$; $SD=0.68$). Moreover, level of compliance to digital migration of most of the broadcast stations were above average ($x=1.82$; $SD=0.79$), while the category of staff that benefited mostly from development training programmes were the Senior Technical Staff ($x=2.13$; $SD=0.81$). Furthermore, media ownership has positive significant influence on funding, digital migration and staff development ($r=0.036$, $p < 0.05$) and there is significant influence of media ownership on digital migration ($r=0.0369$, $p < 0.05$). The study concludes that broadcast stations are minimally funded and averagely compliant digitally and recommends that broadcast stations need to deploy more digitally creative strategies to rev up funding, be highly compliant digitally, procure digital equipment that aids stations' world-wide visibility and share contents via social media platforms.

Keywords: Funding, Digital Migration, Staff Development, Training, Citizen Journalism, News Content, Broadcast Stations

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List of Acronyms

Abbreviation	Meaning
BBC	British Broadcasting Corporation
CD	Compact Disc
CNN	Cable News Network
DDT	Dynamic Digital Transmission
DSO	Digital Switch Over
DTH	Direct To Home
DTT	Digital Terrestrial Television
DVD	Digital Versatile Disc
GDP	Gross Domestic Product
HD	High Definition
HDTV	High Definition Television
HR	Human Resources
ICT	Information and Communication Technology
ISDN	Integrated Services Digital Network
ITU	International Telecommunication Union
LCO	Local Cable Operators
MP	Media Player
MSO	Multiple System Operators
NBC	National Broadcasting Commission

NTA	Nigerian Television Authority
ROI	Return on Investment
SD	Signal Distributors
SME	Small and Medium Entrepreneurs
TV	Television
UHF	Ultra High Frequency
VHF	Very High Frequency

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