

## **CONTENT DEVELOPMENT OF TELEVISION PROGRAMMES AND REVENUE GENERATION AT THE NIGERIAN TELEVISION AUTHORITY (NTA) HEADQUARTERS, ABUJA**

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### **Abstract**

The study “Content Development of Television Programmes and Revenue Generation at the content development formats for television programmes at the NTA. The study adopted the survey research method with a sample size of 166 which was determined using census method. The study found, among others, that the bulk of existing programmes on the NTA are mainly for public service broadcasting and that while government subventions and allocations are major sources of revenue for the NTA, revenue generated from advertisements from public and corporate organisations are relatively low when compared with other media outfits with the latitude to develop contents with more audience appeal. The study establishes that advert placements are contingent on the popularity of programmes or transmission belts with high viewership. Issues such as inadequate funding, low revenue generation, and inhibitive government policies were also discovered to be at the forefront of major challenges facing content development in NTA. These challenges affect the development of quality content which results in the migration of audiences to other stations. Based on these findings, the study concluded that improved content can lead to improved revenue for the NTA and therefore recommended that NTA should invest more in content development in order to improve its revenue generation.

**Keywords:** Content, Content development, Television Programmes, Advertisement, Revenue, NTA

### **Introduction**

In this age and time, content is not just the king but also the official currency of the media, delicately balancing what the creator deduces as topical and attention-grabbing reinforced with marketing strategies targeted mainly at revenue generation. The modern fast-evolving media landscape is almost totally influenced by rapid increase in global content creation. The formats and methods for content are also now given to rapid changes particularly in developing countries like Nigeria due to increase in the market share and consumption of global content creation (African Union, 2015). According to Derven, Tsuda, Devrilmez, and Ward (2016), content development is the ability to select, separate, and carry out specific tasks to meet the needs of a specific group of people in a certain market to meet the desired result. While a report by Weill and Vitale (2001) states that content providers concentrate mainly on content production, Wirtz (2001) and Farhoomand and Lovelock (2001) suggest that content developers act as go-betweens in the value chain. Ultimately, broadcast stations and other media

service providers across the globe now understand the imperatives for studying the market in order to develop and provide local content into different programmes to meet customer demands, which could very well impact revenue generation. In a more practical sense, the more attractive the content is or contents are; the likelihood of reaping more financial gains. On the other hand, the less attractive the content is to a target audience, the less likely the chances and prospects for impressive revenue generation.

In the context of television programming, revenue generation references all business activities deployed towards making income comprising not only marketing and sales but also operating plans, strategies, and practices that are intended for growing revenue. In modern times, advertising forms the major source of revenue generation for the media. As reported by Agbanu and Nwamuo (2009), revenue obtained through advertisement signifies an increasing method of generating media income in diverse parts of the globe.

Studies have confirmed the significance of advertising as one of the biggest income generating source for television station even here in Nigeria (Nwabueze, 2011). In 2022, the world generated about 138.15 billion dollars from advertising, while in Nigeria, the mass media generated over 81.1 billion naira from the same (Huijboom, 2023; and [www.marketingedge.com.ng](http://www.marketingedge.com.ng)). The Nigerian Television Authority (NTA) has a projected annual revenue profit of ₦53.8m from advertising, thereby retaining more than 70% of its total revenue, with fewer costs (NTA, 2021).

Apart from advertising challenges, some of NTA's biggest challenges include the debilitating decrease in funding and the inhibitive influences of successive government administrations. The government through relevant public agencies oversees the station's budget, which is supplemented in part by revenue from sponsorships, commissions for documentaries, and requests to cover events. The NTA's extensive programming, which once made the broadcaster the venue through which many well-known creatives and entertainers launched their careers, have been diminished as a result of funding reductions made by succeeding administrations. With much of the funds going into exorbitant human expenditures for the more than fifty NTA stations that are scattered across the country but are hardly operating at their best, significant investment has produced little to no benefit.

In the decades prior to the growth of television in Nigeria, the country's broadcast industry was largely propelled by government ownership and policy. It is worthy of note that NTA dominated the television market in Nigeria, until the liberalisation of the broadcast industry in 1992 by the administration of former military president-Ibrahim Babangida. Also, Dominick (2009), cited in Obono and Madu (2010), confirms that the leading medium for entertainment and news at the time was television, thus NTA's dominance. However, the end of monopoly and dominance of the public-owned NTA did also translate to the evolution of new types of programming and content. The competition raised the stakes in audience review thus assisting broadcast stations in reaching decisions in the packaging of interesting, engaging, and marketable content. Ihechu and Akpan (2012) reported that a large number of television programmes have gone into extinction due to low-quality content and poor technical know-how which means the programmes

fall short of viewers' expectations with a corresponding impact on viewership. Some of these factors constitute the reason for on-going research into how best to improve quality of content for television programme with the viewer's best interest in mind (Shamir, 2007).

Hence, with this in mind, this study aims at identifying the existing programmes formats developed by NTA, the impact of these programmes on NTA's revenue generation as well as understanding the challenges betiding the television station. This will be done to identify methods through which new paths can be charted toward the attainment of future potentials geared toward expansion.

### **Statement of the Problem**

The broadcast industry has its challenges regarding inadequate funding, which has inhibited operations even in the state-owned NTA (Chioma, 2014). It is a fact that it may not be possible for a television station such as the NTA to satisfy all its viewers every time but a lot depends on the chunk of viewership garnered riding on the attractiveness of the content put forward to the viewing public. However, this requires understanding the public or viewer's choice in the first instance. It may be very difficult to satisfy each individual's viewers' exact requirements as individuals do not have similar preferences (Camilleri, 2018). Understanding the viewer's choice is therefore critical in developing target-specific content for identifiable markets or viewers, hence the need for adequate funding.

Equally critical is the issue of government control and censorship which oftentimes inhibits the creation of certain content that would otherwise engender broader or wider viewership, invariably expanding NTA's market scope and revenue generation. A report by Nwodu (2006) insisted that real media objectivity does not exist and it has been extremely difficult to determine the constituent of objectivity and how it can be accomplished. This implies why NTA's broadcast content are designed to positively project the government's image and its interest which may be at the detriment of the interest and development of the nation (Chioma, 2014).

Apart from the purposes of information, education, and entertainment, television and media are integral to connecting with a large audience, striving to produce content suitable for each category of persons. However, with the knowledge that these different categories of people are

impacted differently, depending on the content and level of exposure, the Nigerian government has placed several types of machinery in the form of regulations to ensure that television stations and staff comply with ethical considerations (Obono & Madu, 2010). These ethical considerations have also become a barrier that impedes the growth of local content as many TV stations, especially concerning revenue generation.

In view of the foregoing, a problem arises as to how issues such as the lack of funding and the consequent inability to create contents that are widely attractive as well as government control amongst others, inhibit content development of programmes that would otherwise increase the viewership base of the NTA. This study therefore investigates how content development impacts NTA's revenue streams.

### **Research Questions**

The following research questions will be answered in the study:

1. What are the existing content development formats for television programmes in NTA?
2. What is the impact of content development of television programmes on revenue generation?
3. What are the revenue sources of NTA?
4. What are the challenges faced by NTA regarding content development of television programmes and revenue generation?

### **Review of Related Literature**

For the purposes of this study and though limited in scope, it becomes important to explore previous works and engage in a critical evaluation of journal articles that focus on content development television programmes and revenue generation at the Nigerian Television Authority (NTA) Headquarters Abuja. In identifying the existing content development formats for television programmes in NTA, assertions by Adegoju (2011) buttress the argument that local content in television programming remain germane and pivotal for the promotion of cultural identity and national development and as a key imperative of television broadcasting. This echoes the mandate of the Nigerian Television Authority (NTA) to prioritize production of indigenous contents to reflect Nigeria's diverse cultural heritage.

Perhaps, it was in realization of these imperatives and considering Nigeria's quest for all round advancement amid a disproportionate world system global that seemingly gives undue advantage and edge to a part against another that informed the evolution of a policy on local content to cater to Nigeria's cultural aspirations, expansion and the needs of the people. The emphasis on local content targeted at the promotion of Nigerian culture further got legal and professional backing as encapsulated in section 0.2.2.2(a) of the National Broadcasting Code of 2002. The rationale for these goals is hinged on stamping the role of television broadcasting as a medium to enhance learning of Nigeria's diverse culture cultural and constantly remind the people of their rich traditions and antecedents (Chioma, 2013). Thus, TV stations were tasked to have substantial content with local appeal in programmes, to engender the attainment of this rather laudable objectives.

While being mindful of its core mandate, other imperatives also arise for the NTA, such as funding and its revenue sources. As a public-owned media outfit, NTA depends largely on government allocations yet strives for alternative generation sources. Okolie (2011) posits the importance of advertising in generating revenue for television stations, the NTA inclusive. His position aligns with the argument that television stations largely depend on advertisements to generate income for continued operations and that the NTA should focus on attracting advertisers by producing quality content.

While NTA is also dependent on advertising as a source of revenue (Aja, Taiwo, Nganya, and Ezeali, 2019), the downside is the fact that there are fewer businesses desiring to place commercials through NTA, especially when they consider the alternative of wider viewership on private television stations with latitude to give the viewer appealing unbiased contents. By implication, this has gradually continued to edge NTA out of the league of TV stations popularly viewed by powerful entrepreneurs and corporate organizations. Some of these well-patronised TV stations in Nigeria are Channels Television, Arise News, and Television Continental (TVC).

The truth of the matter is that reduced revenue has an invariable impact on NTA's digitalization drive, thus on Content Development. Ojebode (2012) discusses the impact of digitalization on content development and revenue generation in the NTA, arguing that digitalization has the potential to

improve the quality of television programmes and increase revenue through subscription-based services in the NTA.

Government policies and regulation of state-owned media outfits like the NTA have also impacted content development and by extension, NTA's drive to expand its revenue generation. Asemah and Edegoh (2013) examine the impact of government policies on content development and revenue generation in the NTA. They argue that government policies, such as the deregulation of the broadcasting industry have created a competitive environment that encourages the production of quality content. This conduces to better choices for the viewers and advertisers.

The Nigerian government and other authorities take it as a responsibility to regulate, monitor, censor, openly or indirectly control the media. At the centre of this is the argument that the Nigerian broadcast media are gradually turning away from its principal responsibilities of informing, educating, and enlightening the populace, rather, choosing and acting more on aggressive revenue generation for survival (Popoola, 2004). NTA while depending on public funds to survive has engaged in commercialisation of news which may give rise to only a section of the population being able to afford their services. The danger in this practice is that the trend may further determine NTA's content as the station may provide coverage for only those who could afford them asides from the government that owns them (Sobowale, 1988).

Government's censorship on advertisements and content is yet another impediment to content development at the NTA. Unlike private owned stations, NTA has a statutory obligation to always produce content with the ultimate public interest in mind to promote unity and national cohesion. The implication is that NTA may sometimes choose national interest over the need for public knowledge of an issue with dire national consequences, such its lopsided coverage of the October 2020 #EndSARS protest in Nigeria. In a sense, actions like that may limit NTA'S popularity with the viewers and audience base and inadvertently hamper revenue generation (Aja, Taiwo, Nganya, and Ezeali, 2019)

### **Theoretical Framework**

This research is anchored on the Public Choice Theory. This theory explains the use of economics in public administration, especially as it relates to public finance, of which revenue generation is a

key part. According to Niskanen (2008), Public Choice Theory has to do with the economic study of decision-making for the sole purpose of sustainable business development. The theory could be traced to the work of a Swedish economist- Knut Wicksell in 1896 (Niskanen, 2008). It follows therefore that what drives content development at the NTA is mainly revenue generation, because the commercialisation policy of the Nigeria government has made the NTA to transition from a Public Service Broadcasting (PSB) model to that of a commercial entity.

### **Methodology**

The research design adopted for this study was census. A census is an attempt to gather information about every individual in a population (Osuala 1999). It is appropriate for this study due to the nature of the population; the population is within a size that can be taken wholly. The population for this study included the staff members and senior management of NTA headquarters in Abuja. The NTA Headquarters was selected because it is the hub of programme development. This means that the population of the study consisted of the staff of advertising/marketing, programmes, news departments and executive management staff of NTA headquarters Abuja, which is 166 (NTA Admin Record, 2022). Seventy-six (76) in the news room, 40 in programmes, 42 marketing and 8 executive management staff. The total population of this study is 166 staff of NTA. The sample size of this study was 166.

However, Osuala (1999) states that three factors determine size of an adequate sample (i) nature of population (ii) type of sample design and (iii) degree of precision desired. Having regards to the characteristics of the research population and considering the size of the population of the entire organizations where respondents are to be drawn, the sample size for this study was determined using census method. Therefore, the sample size for the study was 166. The instrument of data collection for this study was the questionnaire. The type of questionnaire used was open and close-ended questionnaire. A structured online google-forms questionnaire was administered via WhatsApp to respondents. WhatsApp was considered the right channel for the distribution of the data gathering instruments because it increased the willingness of the respondents to participate in the study by simply using their mobile devices. The researcher

also found it helpful in keeping track of the progress made by respondents. The data were collected using google forms questionnaire designed to obtain information from the respondents. The questions in the questionnaire were primarily framed and revolved around the

study. The secondary sources include textbooks, journals articles, book chapters and Internet sources to either reinforce the findings of this study. The analysis of the collected quantitative data was done using frequency tables and simple percentages as well as Likert scale.

**Data Presentation**

**Table 1: Socio-demographic Information of Respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percentages (%)</b>
<b>Ages of Respondents</b>		
Less than 16 years	18	10.8
16-25 years	48	28.9
26-35 years	49	29.5
36-45 years	17	10.2
46-55 years	22	13.3
More than 55 years	12	7.2
<b>Gender of Respondents</b>		
Male	97	58.4
Female	69	41.6
<b>Marital Status of Respondents</b>		
Single	52	31.3
Married	106	63.9
Divorced	8	4.8
<b>Level of Education</b>		
Primary Education	7	4.2
Secondary Education	51	30.7
Tertiary Education	108	65.1

**Source: Field survey, 2023**

Table 1 shows the percentage distribution of the ages of the respondents. The result implies that participants who fell within the age range of 26 to 35 years participated more in this study. It further

reveals the percentage distribution of the gender of respondents. The result showed that 58.4% of the respondents of the study were male and 41.6 % of the respondents were female. The result showed

that 63.9% of the respondents were married, and 31.3% of the respondents were single. The result of the study showed that 65.1 % of the respondents attended a tertiary institution, 30.7 % of the

respondents were secondary school certificate holders and 4.2% of the respondents were primary school certificate holders.

**Table 2: Programmes in NTA**

<b>Programme type</b>	<b>Frequency</b>	<b>Percentages</b>
Daily Breakfast show	101	10.2%
Business Related Programme	60	6%
Children’s Programme	65	6.5%
Documentary	72	7.2%
Drama	77	7.8%
Educational Programme	55	5.6%
Entertainment/Musical Programme	45	4.5%
Game show	48	4.8%
Government Sponsor Programme	49	5%
Late night movie	46	4.6%
News Bulletin	29	2.9%
Political Discussion Programme	48	4.9%
Reality TV show	52	5.3%
Religious programme	41	4.1%
Soap Opera	60	6%
Sports Programme	63	6.3%
Talk Show	82	8.3%
Others, specify	0	0%
<b>Total</b>	<b>993</b>	<b>100%</b>

**Source: Field survey, 2023**

The results as shown in Table 2 revealed that of the respondents agreed that the bulk of NTA programmes are for public service broadcasting and not necessarily tailored for profit. 10.2% of

the respondents are mostly in tune with the daily breakfast show as an existing television programme on NTA and therefore consider it the most popular television programme on NTA.

**Table 3: Effect of Content Development of Television Programmes on Revenue Generation**

<b>Variables</b>	<b>Items</b>	<b>SA</b>	<b>A</b>	<b>UN</b>	<b>D</b>	<b>SD</b>
<b>Quality</b>	Quality of content development of broadcast media impacts revenue generation	30.7	67.5	0.6	1.2	0
<b>Strategy</b>	Content development using innovative strategies help to bring in more revenue to the broadcast media	36.1	59	3	1.2	0.6
<b>Information technologies</b>	The use of information technologies on content development over the years have helped positively to impact the generation of revenue if the station	41.6	51.2	3.6	3	0.6
<b>Leadership</b>	The broadcast managers have the skills and ability to explore alternative sources of revenue to aid content development	40.4	54.8	0	3.6	1.2
<b>Clients</b>	Advertisers and audiences help the media operation through alternative revenue strategies created by the station to aid revenue generation which helps to impact their content development positively	48.8	46.4	1.8	2.4	0.6
<b>Competition/ Business uncertainty</b>	Having an alternative revenue source can help the content development of the media station for them to have a competitive advantage over their rivals	50.6	43.4	2.4	3.6	0
<b>Employees</b>	The welfare of the staff is taken care of using alternative revenue sources as it enables them to develop good contents	44	50	1.8	4.2	0
<b>Innovation and development</b>	The media station has come up with alternative funding sources to generate revenue and impact the contents development of the media station	44.6	47.6	2.4	5.4	0
<b>Corporate governance</b>	The ability of the media station to perform corporate responsibility depends on the revenue generated which can help in impacting their content development	48.2	46.4	0.6	3.6	1.2

Source: Field survey, 2023

Table 3 indicates the result on the effect of content development of television programmes on revenue generation. The result revealed that while 30.7% of the respondents strongly agreed that the quality of content development of broadcast media impacts

revenue generation, 67.5% agreed, therefore meaning that a larger percentage of the respondents believe that content development has a strong effect on revenue generation in the NTA.

**Table 4: Revenue Sources**

Source	Frequency	Percentages (%)
Advertisement	115	29.3%
Allocation from Government	120	30.6%
Broadcast Syndication and sale of TV content	49	12.5%
Events and outside broadcasts	87	22.2%
TV Station website	21	5.4%
Others, specify	0	0%
Total	392	100%

**Source: Field survey, 2023**

Table 4 shows the results of the determinants of NTA revenue sources. The results showed that 29.3 % of the respondents agreed that advertisement is a source of revenue for NTA, and 30.6% were of the

view that allocation from the government was also an NTA revenue source. This implies that allocation from the government is the main NTA source of revenue.

**Table 5: Challenges Faced by NTA**

Variables	Contents Programme type	SA	A	UN	D	SD
<b>Quality</b>	Inadequate revenue affects the quality of content developed by the media station	50	42.8	2.4	4.2	0.6
<b>Strategy</b>	Lack of adequate revenue generation brings about the need to develop alternative strategies for generating revenue	45.8	43.4	3.6	6	1.2
<b>Leadership</b>	The need for adequate funding makes managers give more priority to commercial programmes than other programmes	44.6	45.2	4.8	4.2	1.2

<b>Information Technologies</b>	Inadequate revenue hinders the ability of the media station to acquire IT infrastructures which in turn affects the development of their content	45.2	43.4	3.6	6.6	1.2
<b>Clients</b>	Lack of adequate funding of the media station affects the development of quality content which results in the migration of audiences to other media stations	37.3	53.6	3	5.4	0.6
<b>Competition/ Business uncertainty</b>	The need for adequate funding compels convectional broadcast media to run online programmes to attract, retain and meet the demand of the advertisers and audiences	35.5	54.8	81.8	7.2	0.6
<b>Employees</b>	Inadequate funding of the media station affects the staff productivity to develop quality contents	41.6	48.2	2.4	3	4.8
<b>Innovation and development</b>	Inadequate funding hinders innovation and development of digital tools and techniques for the development of quality contents	43.4	46.4	1.8	5.4	3
<b>Corporate governance</b>	Lack of funding affects stations in carrying out their corporate responsibility through their programmes	45.8	44	3	4.8	2.4
<b>Censorship</b>	Strong censorship on advertisements and content by the government and NCC affect the content development of media station.	37.3	47	1.2	7.8	6.6

**Source: Field survey, 2023**

Table 5 shows the results of the challenges faced by NTA regarding content development of programmes and revenue generation. The result showed that 50% of the respondents strongly agreed that inadequate revenue affects the quality of content developed by the media station, 42.8% of respondents agreed to this fact. The result also shows that 37.7% of the respondents strongly agreed that strong censorship of advertisements and content by the government and NCC affected the content development of the media station, 47% agreed to this statement and 7.8% disagreed.

**Discussion of Findings**

The study finds that NTA's daily breakfast show is the most popular existing programme on NTA as shown in Table 2. This is because a great number of TV stations generate revenue while running their morning broadcast with quality content that will attract their viewers to keep watching them. About 48% of the income made by a significant number of television stations are generated through placement of advertisements on more popular belts and contents such as during the morning local news

programmes (Crosset, 2013). This confirms the Public Choice Theory, which explains how economic consideration drives spending.

The results as also shown in Table 2 revealed that the bulk of content of television programmes on the NTA are tailored for public service and corroborates the findings that implies that NTA's broadcast content are designed to positively project the government's image and its interest which may sometimes override the clamor and interest of the generality of the people and development of the nation (Chioma, 2014). This is because its main source of revenue is government allocation because it is owned by the government.

On the determinants of NTA revenue sources, the study finds as shown in table 4 that 30.6% were of the view that allocation from the government remains NTA major revenue source, while on the subject of the effect of content development of television programmes on revenue generation, the study finds as shown in table 3 that the broadcast sector primarily engages in the business of offering baits (programs) that will draw a sizable audience that can be sold to advertising (Wong et al. 2015)

On the issue of challenges faced by NTA regarding content development of programmes and revenue generation, the study throws up a number of issues in Table 5 and finds that a greater percentage of respondents strongly agreed that inadequate revenue affects the quality of content developed by the NTA. Incidentally, the NTA is public owned whilst government allocation remains the main source of revenue. This has limited the speed of content development in the NTA. In line with this finding, Akingbolu (2010) points out a significant aspect of contention about whether the augmentation of NTA stations across every state is more driven by political ambitions rather than revenue generation or local content development. This implies that broadcast content is designed to project positively the government's image and its interest which may be at the detriment of the interest and development of the nation (Chioma, 2014). This is because its main source of revenue is government allocation because it is owned by the government. Hence, government direct all its affairs. Adekaiyaoja (2022) is of the view that the management of NTA's autonomous revenue generation has been poor and uninspiring.

Further results reveal that many respondents agree that the quality of content

development has an indication on revenue generation and that adding innovative strategies to content development enhances revenue generation, as well as making use of information technology in content development. Almost all respondents opined that broadcast managers' skills and ability to explore different content development will generate more revenue. Also, advertisers and television audiences have a great impact on NTA revenue generation as well as having different sources of revenue other than the general source helps to gain a competitive advantage. Quality content development is important for media stations to have a competitive edge over their contemporaries.

Though advertising revenue is fundamental to the survival of broadcast media, stations should exercise restraint in the kind and volume of acceptable advertisement to retain a professional viewpoint with its ethical tenets unharmed (Nwabueze et al. 2012). Any media station that lacks quality content delivery will find it difficult to generate revenue to improve its service delivery. The result of this study shows the significant positive impact of content development on media stations' revenue generation. Owuamalam (2008) and Uduma, Nwoga, and Chukwu (2020) opine that the purpose of every broadcast programme is target specific for the viewers which are to generate more revenue.

More results indicated that there are several existing popular television programmes on the NTA. However, the daily breakfast show is the most viewed television programme in NTA while the news bulletin is the least viewed according to the respondents. Obono and Madu (2010) point out that apart from the purposes of information, education, and entertainment, television and media are integral to connecting with a large audience, striving to produce content suitable for each category of person.

Nevertheless, there are a number of media programmes that are not in existence again due to some challenging factors. Ihechu and Akpan (2012) reported that many television programmes in public owned stations like the NTA have gone into extinction due to low-quality content and poor technical know-how which means the programmes fall short of viewers' expectations with a corresponding impact on viewership.

The study finds that lack of adequate funding for the media station affects the development of quality content which results in the

migration of audiences to other media stations. Hence, a lack of funding might be an impediment to achieving key targets for the NTA as far as content development is concerned mission. The issue of inadequate funding not only affects the staff's productivity to develop quality content but also hinders innovation and development of digital tools and techniques for the development of quality content.

### **Conclusion**

Based on findings from the survey, the study concluded that good content leads to improved revenue at the NTA. The limitations in content development occasioned by varying factors including government policies and infrastructural deficits impacted on revenue generation in the NTA. While there are different sources that determine the revenue generation of the NTA government allocation is the most significant source. Furthermore, the study ascertains that more viewers watch NTA's daily breakfast show the most and the news bulletins the least. This could imply that most of the respondents think the viewers watch popular TV programmes with more lively contents on the NTA. Also, lack of adequate funding for the media station affects the development of quality content which results in the migration of audiences to other media stations.

### **Recommendations**

Based on the findings of this study, it is recommended that NTA should go into real estate business in order to shore up its revenue sources to overcome the impact of inadequate funding on content development. NTA must also sustain policies that will make talented people to produce quality content that will attract more investors and funding to ensure sustainable revenue generation. In its bid to ensure quality content development, NTA should essentially be audience-centric rather than driven primarily by political motives as directed by government. Government policies and control should also be made flexible to enable NTA to meet industry standards and deliver services that cater to the needs of viewers. Additionally, the operational policies in NTA should be revised to incorporate other creative programmes that can generate revenue within the government-owned media station.

While adequate funding and a conducive work environment are crucial for the production of quality content which in turn leads to an increase in revenue generation, the NTA should provide sufficient funds and support to enable its workers generate creative ideas that contribute to revenue growth. These measures should include provision of necessary IT infrastructures and facilities to transform content development capabilities of NTA and give the NTA a competitive edge over other media outlets.

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