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A Comparative Study of Digital Migration of Ogun State Television (OGTV) and Kwara State Television (KSTV)

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Abstract
The study seeks to examine the digital migration of two television stations in Nigeria, which are Ogun State Television (OGTV), Abeokuta and Kwara State Television (KSTV), Ilorin. It investigates the impact of digital migration on the television stations, identifies the challenges faced by the television stations as a result of digital migration and the effects of digital migration on television stations. Quantitative design (descriptive survey) was adopted to collect data from a group of purposively chosen employees of the two television stations. Findings indicate that impacts of digital migration on the two television stations include creation of new departments, such as social media and Information Technology department, migration to digital platform on above average basis, having sharper, clearer signals on social media, cable and satellite platforms and digitalised production and distribution of media contents. Some of the challenges faced by the stations were lack of enough funds to enable the stations migrate easily, lack of internet signals or services in the stations, lack of technical-know-how on the part of majority of employees of the stations and inadequate training and workshops to equip employees on digital migration. The study recommends that employees of the station be regularly trained on digitalisation, more technologically savvy personnel should be employed in the stations to manage equipment and ensure rapid digital migration, provision of internet services in the stations and enough funds dedicated to digital migration of the stations should be made available by government.

Keywords: Television, Media Stations, Digital Migration, Analogue, Signals, Platforms

Introduction

The first major innovative science in the evolutionary broadcast technology, particularly in television broadcasting since the evolution of color television in the 1950s was the historic switch from analog to digital broadcasting. The use of digital technology in broadcasting is known as digitization, and it is an effort to replace the outdated analog broadcast transmission techniques with a more sophisticated form of communication. The process of converting analog information such as texts, images, audio, etc. to digital form using appropriate electronic tools, like a scanner or specialized computer chips, is also known as digitalisation, as well as in order for the data to be shared, saved, and sent via networks, devices, and digital circuits. (Duke-Bassey, 2017)

The process of converting data, pictures, sounds, and images into a digital binary language (zeroes and ones) for computer use is known as digitalization. Similarly, it was stated that the state-of-the-art technology known as digital terrestrial transmission, also known as digital television transition, allows the broadcast business to abandon its antiquated mode of transmission and become digitally compliant. Digital broadcasting, on the other hand, is the process of converting analog data into digital data. Manuscripts, books, images, maps, audio files, movies, ephemera, and other materials may all undergo transformations (Ewomazino, 2021).

The goal of digitalisation is to improve information access; that is, the majority of digitalised materials should be searchable and accessible via online databases via the internet. In order for materials or information to be digitalized, they must be converted using software for digital capture so as not to alter the data present in the hard copy. In other words, the digital representation ought to have the same data as the analog one. Digital broadcasting is the process of transmitting and receiving broadcast services via digital technology. The two technologies; digital and analog are essentially the same when it comes to gathering information since they both convert the data; sound and images, into electrical signals. Digital technology converts representative samples of the original signal into numbers rather than utilizing the electrical signal directly, producing a digital representation of the data (Ewomazino, 2021).

The broadcasting industry in Nigeria is gradually switching from analog to digital technologies. a technological innovation that is already changing how radio and television are transmitted globally. At an

international summit organized by the International Telecommunications Union (ITU) in Geneva, Switzerland, on June 16, 2006, officials from 104 countries came to an agreement and signed a convention to elevate broadcasting to a new level. The agreement stipulated that television transmissions would switch from analog to digital technology. It also set a deadline, stating that the switch from analogue to digital television transmission should begin on June 17, 2006, and end on June 17, 2015. The resolution's ITU timeline only pertains to the digitalization of TV transmission; a timeframe for radio has not yet been determined (Ihechu & Uche, 2012).
In addition, the ITU agreement gives Nigeria and other African nations five more years until 2020 to finish the transition. Many countries, including the United States of America and European nations, have fully digitalized broadcasting. While some scholars believe that Nigeria's shift to digital broadcasting is an illusion that would vanish if certain steps are not taken by stakeholders and the government (Ihechu & Uche, 2012), some others belief the target is realizable.

The shift from analogue to digital broadcasting means that instead of using analogue broadcasting technology, broadcasting services are now provided using digital technology. The advantages of digital broadcasting technology are driving this migration, as evidenced by the fact that most countries in the globe are currently in the process of moving. Four distribution methods are available for digital television broadcasting: mobile phones, digital terrestrial television, satellite, and cable. In terms of the amount of channels it can send, the cable transmission is incredibly flexible. More than 200 digital television channels can be sent to home viewers with it. It might provide a consistent phone connection in addition to quick Internet access (Bassey-Duke, 2017). Cable television uses a transmission standard called "liberate." However, satellite broadcasting has the potential to carry up to 100 channels. The digital broadcast service is one-way and operates on the "open TV" transmission standard. Additionally, broadcasting via websites and software applications on mobile devices is now feasible. Additionally, terrestrial radio stations can now broadcast in higher definition (HD) thanks to this service, which improves the signal quality of their broadcast. With HD radio, FM stations may provide high-fidelity sound, that is, sound just as excellent as a CD.

Moreover, this format could provide AM stations with an audio quality comparable to that of current FM stations (Endong, 2015). Digitalisation increases the variety of information formats available, improves radio broadcast audio quality by lowering pops, hisses, fades, and static, and gives receivers the ability to convey data. In addition, it provides the ability to multicast, or broadcast many high-quality channels on one frequency while utilising an analogue radio in order to contrast it with a digital radio. Digital radio uses numbers, or digits, instead of analogue waves to broadcast sounds that occupy less space in the air. Sharp, distinct signals can likewise be obtained by digital signals (Bassey-Duke, 2017).

The Difficulties of Digital Migration
Among the difficulties encountered are those related to technical literacy and expertise, which are essential for digital terrestrial broadcasting because broadcasters must be technologically proficient and knowledgeable in order to integrate digital technologies as part of the digitalisation process. In a similar vein, digitalisation necessitates enterprise and new digital technology literacy in order for them to be applicable and useful in the workplace.
It has also been shown that the automation of broadcast services, which may result in part from the use of digital technology or automation to replace labour, may result in less job prospects as a result of digitalisation. Competition is another issue that broadcasters see as a difficulty since the shift to digital media fosters rivalry between media companies and broadcasters. Additionally, buying digital equipment requires a large financial outlay.

To delve deeper, several stakeholders suggested that since digital switchover is accomplished in industrialised nations in phases rather than all at once, broadcast stations should be allowed the flexibility to continue operating analogue while they extract resources for digital transmission. However, the business needs to invest a significant sum of money in cutting edge equipment in order to run effectively. Examples of this equipment include transmitters, teleprompter-equipped computerised control rooms, comp-graphic switches, studio cameras, recorders, cassettes and tapes, players and mixers, editing suites, OB vans, digital studios, websites, generating plants, etc. Early on in the stations' existence, the exorbitant expense of importing this equipment and the irregular power supply created issues.

Many stations are unable to purchase equipment, obtain sufficient foreign exchange from the Central Bank of Nigeria (CBN), and most challenging, import duties on broadcast equipment (Endong, 2015). Immediate consequence of digitalization is the availability of material to fill the various channels it offers. This is because digitalization would necessitate the creation and production of content. Scholars contend that content is what drives broadcasting globally, supporting this claim. Technology provides a multitude of channels in the digital age, making content creation competitive. Therefore, in order to survive, broadcasters will need to be inventive and imaginative, which costs money. The topic of the day is content. Television networks need to receive funding from sponsors or advertising in order to produce engaging content. Media stations are expected to produce their own contents, which gives the carrier or signal distributor the capacity for live broadcast (Endong,

2015).

Despite spending a substantial sum of money, the government's attempts to revive the electricity industry have been ineffective. As a result, generators are a common sight on Nigerian streets, located practically everywhere as a backup to the deteriorating power grid. To survive, broadcast organizations have to use independent power generators (Agbele,2019). Benefits of the Digital Migration include: Increased revenue from additional licenses will help regulatory agencies such as the National Broadcasting Commission (NBC), which is the relevant regulatory agency in this instance. Additionally, broadcasters will enter a new era of cost-effectiveness with digital broadcasting. This is so that a station using the same frequency can broadcast on up to four channels. The shift to digital media has given content creators more opportunities for both broadcasting and the legal use of their works, but it has also increased demand for a wide range of programmes to fill the gaps in the more available channels. (Agbele, 2019)

Digital broadcasting offers viewers more programming selections due to optimal spectrum usage. Since digital transmission offers crisp, clear television images, viewers see better images. Additionally, additional services could make advantage of the spectrum. The upshot is that television stations in Nigeria will have access to a large amount of spectrum. This is because digital transmission improves limited spectrum usage. The major challenges however, were that the stations do not have constant and stable internet services without which nothing much could be done when talking about digitalisation. Also, there is the need for stable electric power supplies for the stations to transit to digitalisation as the migration from analogue to digital involve constant electric supply. What was observed in the two stations were that in the areas of internet services and electric power provisions the stations were merely surviving with minimal provision of the two important materials on daily basis, rather than having the required materials in abundance at the disposal of the stations. The two stations continuously have to struggle to survive bearing in mind the huge fund required to provide these two important materials in a hard economy and business driven environment such as found in Nigeria. (Agbele,2019)

Kwara State Television (KWTV) Channel 113

Since the early 1970s, Kwara State governments have expressed a wish to establish a television station in the state. However, the Nigerian Television Decree 24 of 1977, which placed all state television stations under a single federal body, ended the initial attempt to make the ideal come true.
In order to investigate and provide justification for the establishment of Kwara State Television in the face of an existing Federal Government-owned television station, a technical committee was established in 1991 by the military administration. The recommendations of the committee were not put into action until 1992, when Alhaji Mohammed Sha'aba Lafiagi, the state's third civilian governor, established an implementation committee and subsequently granted the station's contract in July of 1992.

On April 26, 1994, Kwara Television started airing test shows of films. In April 1995, news and other programming were added. On March 12, 1997, the station went live with the establishment of an innovative management team under the direction of Modibbo Ishaq Kawu. The majority of the state as well as the Nigerian states of Kogi, Niger, Ekiti, Oyo, Osun, and Ondo heard the station's broadcasts.
At the moment, the station employed roughly 80 people. The station's mission is to create and maintain a television station that fosters relationships with stakeholders through professionalism and high-caliber, innovative programming, while its vision is to be the medium that transforms the world through broadcasting by upholding the state's heritage using global best practices.

Ogun State Television (OGTV); Channel 25

On December 25, 1981, Ogun State Television (OGTV) Abeokuta was established as a public corporation. It offers a free-to-air television service with a variety of programming, including drama, news, sports, and movies. The station was established by the state's first civilian governor, Chief Bisi Onabanjo, as a result of a bill that was unanimously approved by the Ogun State House of Assembly. Since then, the station has made an effort to deliver high-quality programming while being devoted to the goals and future success of its audience. The station's social duty to the public is acknowledged in the mission statement along with the necessity for a strong revenue drive. This goal is still pursued today, but it has evolved into a service that offers top-notch news, sports, entertainment, and instructional content.

Prior to the administration of Senator Ibikunle Amosun changing it to OGTV on May 29, 2011, it was known as GTV. When the incredibly contemporary studios and office complex at km 9 Olabisi Onabanjo route, Abeokuta was put into service on May 13, 1982, OGTV was relocated from its original temporary location in rooms 409 and 410 of the Gateway Hotel.
In order to maintain its status as essentially a grassroots station, the television station also maintains offices in several locations throughout the states of Ogun, Oyo, and Lagos.

The inhabitants of Ogun State speak both the standard Yoruba language and the Egun language. As a result, all programming is aired in Yoruba, Egun, and English while still reflecting the state's native culture. The mission of the television station OGTV is to showcase the Yoruba language, culture, and people while also emphasising their unique socio-economic and ethnic inventiveness.

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Objectives of the study are to:

1. examine the extent to which the television stations have migrated digitally
2. identify challenges being faced by the television stations to fully migrate to digital mode
3. find out the implications of lack of digital migration on the television stations
4. suggest pragmatic ways to fast track full digital migration of the television stations

Research Questions

1. What is the extent of digital migration of the television stations?
2. What are the challenges being faced by television stations towards digital migration?
3. What are the implications of lack of digital migration on the television stations?
4. What are the pragmatic ways to fast track full digital migration of the television stations?

Theoretical Review

Diffusion of Innovations Theory

Theory of Diffusion of Innovations Communication academics have been interested in the Diffusion of developments Theory, which served as the foundation for their research on the highly technological developments seen in the media sector. Diffusion is the process by which an innovation spreads over time among the constituents of a social system via certain routes. In contrast to innovation, which is the introduction of anything new, such as a project, practice, or idea, this particular form of communication focuses on new concepts. Because digital technology is a global innovation aimed at enhancing the functionality of broadcast operations, it is vital to mention that those who are adopting digitalization place a high value on its expertise and utility.

Furthermore, if users are knowledgeable about how digital technology operates, it will flourish. Five steps are listed in the adoption process according to the theory. Among these are:
• Awareness: The introduction of innovation to an individual who lacks sufficient knowledge, feels the desire to learn more, or is considering purchasing or utilising the good or service is the focus of this stage.
• Interest: In this case, the decision to learn more about the innovation is made even though the individual is unsure of its potential applications or usefulness.
• Evaluation: This has to do with the person deciding what innovations to innovate. He could give the idea a try if it seems beneficial.
• Trial: The invention is only being used partially at this time.
• Adoption stage: Here, the information acquired during the interest and evaluation stages, along with the trial stage's results, inform the choice to adopt an innovation. According to Rogers, an adopter is a category of people within a social structure who are considered innovative. Adopter categories include:
Those who are the first to adopt an innovation are known as innovators. They are the youngest, most affluent, most risk-takers, very social, highly financially literate, closely connected to scientific resources, and interact with other innovators. They are daring and open to novel concepts. They are eager to adopt new ideas because they can take on risk and, in the event that an invention fails, they can afford to lose money.
Combining the theories of technological determinism and diffusion of innovation as a framework is pertinent given the study's overall goals. The Technological Determinism Theory, on the one hand, explains how the shift to digital as a new media technology would influence people's thoughts, emotions, and broadcast media operations as Nigeria switches from analogue to digital broadcasting. However, the Diffusion of Innovation Theory would clarify how the broadcast media, as early adopters of digitalization, assess the utility and knowledge of digital technology in light of its significance as a worldwide innovation meant to advance the broadcast sector as a whole.

According to the Diffusion of Innovations Theory, the quantity and caliber of media campaigns and conferences used to raise awareness about digitalization innovation might be linked to awareness. To put it another way, when the media supports an invention, it first focuses on raising awareness before incorporating additional processes like experienced individuals, organised expertise, recommendations, and personal connections into the adoption process. Also, before adopting an innovation, a person must acquire the necessary "How-to-knowledge" in order to utilise it appropriately. Consequently, it is not enough to simply be aware of innovation; those who embrace digitalized broadcasting must also be driven and ready to acquire and use digital technologies in their operations. Moreover, Diffusion of Innovations Theory holds that innovators would test the viability of and engage with innovations to a limited amount before they completely adopt them to which can be related to the Nigerian broadcast organisations that belong to the trial stage given its current level of readiness to explore and adopt digitalisation.

Methodology

Research Design

In this study, a quantitative research design was adopted. The study used a descriptive survey using a questionnaire

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to gather information from a sample of purposively selected employees of the television stations.
Some employees of state-owned Ogun State Television (OGTV) in Abeokuta and Kwara State Television (KSTV) in Ilorin participated in this study. From each of the two stations, twenty (20) respondents were chosen. Employees from the two television stations' departments of Information and Communications Technology, News, and Current Affairs made up the respondents and purposive sampling technique was adopted because the researcher was only able to distribute questionnaires to members of staff of the departments who were present at the stations when the research was carried out.

Summary of Findings

	Questions	Options	Frequency &Percentage
1.	What are the challenges preventing your television station from being fully digitalised?	a. Technical know-how	10 (25%)
		b. Funds	05 (12.5%)
		c. Lack of technologically skilled workers	05 (12.5%)
2.		d. Inadequate internet services	05 (12.5%)
		e. Irregular Power supply	05(12.5%)
3.	What are the implications of digital migration on television station	f. Government and regulatory agencies interference	05 (12.5%)
	What are the impacts of digital migration to your station	a. Faster news delivery	05 (10%)
		b. Better program quality	10 (25%)
		c. Objective reporting	10 (25%)
		d. Feedback and audience participation	06 (15%)
		e. Creative and improved program content	05 (12.5%)
		f. All of the above	10 (25%)
		a. Creation of ICT and Social media Departments	10 (25%)
		b. Use of sophisticated equipment like camera, computerizes Console, etc	05 (12.5%)
		c. Station's presence on social media platforms	10 (25%)
		d. Station have cable and satellite channels	05 (12.5%)
		e. All of the above	10 (25%)

Field Survey, 2024

Discussion on findings
Findings from the research study indicated that the two stations; Ogun State Television (OGTV) and Kwara State Television (KWTV) were above average in the migration to digitalisation. Though, the two stations are not fully digitalised, the process has started and out of the two stations, Ogun State Television can be said to be on the lead.

Some of the challenges preventing full digital migration of the two television stations were lack of technical know-how, inadequate funds, lack of or inadequate internet services, irregular power supply, lack of technologically skilled workers and interference from government and regulatory bodies.

The study's findings also indicated that the two television stations were impacted by the digital migration in a number of ways, including the establishment of new departments like those for social media and information communication technology, the use of sophisticated equipment like computerised consoles with screens and high-tech video cameras, and the stations' presence on social media, satellite and cable platforms like DSTV, Star Times, GOTV, and others.

Among the impacts and benefits of digitalisation for viewers were: Better picture clarity and sound quality, fewer signal distortions that result in little to no noise on signals when watching television, and multiple channel reception which is the capacity of television stations to be watched simultaneously on various platforms or channels, are all advantages. For instance, OGTV is available for viewing via cable network, standard terrestrial or over-the-air channel, and social media streaming.

The two television stations can now produce rich contents and showcase the cultural legacies of both states to a global audience thanks to digitalisation. Additionally, the stations have the ability to project and disseminate cutting-edge technology breakthroughs related to engineering, security, agriculture, and other fields, particularly from industrialized nations.

Conclusion

The research study had been able to establish that television stations are migrating to digitalisation and some of them are above average in the transition from analogue to digitalisation. Also, benefits of digitalisation in television stations include: production and distribution of contents through internet enabled platforms like social media platforms and satellite and cable platforms, production of pictures that are sharp and of better qualities with good sound qualities, ability to access television stations through multiple channels simultaneously and because of the stable signals and improved visibility of television stations, they are attracting more advertisements which had been providing economical means of running and maintaining the stations and of course, there had been fewer signal distortions that results into little or no noise while watching television among others.

However, the television stations had been facing some challenges which are preventing full digital migration of the stations. Some of the challenges were lack of technical know-how to operate new technologically driven equipment used in the industry, inadequate funds to buy new and required equipment, operate and maintain the stations, lack of or inadequate internet services required for digital production, dissemination and safe keeping of contents, irregular power supply and interference from government and regulatory bodies.

Recommendations

Arising from findings of this research study, the following are recommended:

1. Government and media owners should provide enough funds for television stations to purchase digital equipment, operate and maintain the stations

2. Employees of television stations should be constantly and continually trained on digitalisation and operation of digital equipments.

3. Government should address power supply issues and provide stable and constant power supply to television stations

4. Television stations should be provided with regular and adequate internet services to aid content production and distribution.

5. More technologically savvy personnel should be employed in television stations to manage equipment and ensure rapid digital migration.

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