

Audience Research and the Survival of Broadcast Stations in 21st Century Nigeria

AKPAN, Uwem Udo, *Ph.D.*

Department of Communication Arts
University of Uyo, Akwa Ibom State, Nigeria

Abstract

With about 322 radio and more than 100 television stations in Nigeria, the survival of broadcast stations in Nigeria's competitive broadcast industry is hinged on their ability to offer contents that meet the needs of the consumers. To achieve this requires more than sophisticated production facilities and creative personnel. It requires constant research to determine the type of contents that would attract and sustain the audience. This article emphasises that in broadcasting, content is king; and it is content determined through audience research that captures the audience and, by extension, the advertisers whose patronage is vital to the survival of broadcast stations. It further stresses the need for broadcast training institutions to start from the cradle to emphasise audience research.

Keywords: Audience Research, Broadcast Content, Consumers, Survival, Competition.