

Digital Broadcast Appreciation Among Broadcast Operatives in Akwa Ibom State, Nigeria

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Abstract

This paper investigated the understanding and appreciation of the concept and implications of digitisation of broadcasting by broadcast operatives in Akwa Ibom State. The research design was the survey. The population was drawn from the 193 broadcast operatives, namely journalists, programme producers as well as engineers and technicians who manned the transmitters and other engineering accessories in seven commercial radio and two television stations that are currently in operation in Uyo, the capital of Akwa Ibom State. Purposive sampling was adopted. Three operatives were selected from each broadcast station: a journalist, a programme producer and an engineer or technician for in-depth interview, which was the instrument. The Diffusion of Innovation Theory provided the theoretical framework for the study. The findings of the study revealed that the broadcast operatives, though they could not explain with engineering precision the difference between analogue and digital transmission, understood the concept of digitisation of broadcasting, as well as its implications and benefits. Therefore, it was concluded that since broadcast operatives were well aware of the advantages of digital over analogue broadcasting, it would be easy for stations to actualise digital migration in Nigeria. Hence, it was recommended that broadcast stations and the National Broadcasting Commission should intensify their awareness programmes on the benefits of digitisation of broadcasting while government should show more political will and fast-track the attainment of the Digital Switch-over.

Keywords: Digitisation, Migration, Switch-over, Analogue, Digital Broadcasting