

**THE ORIGIN AND GROWTH OF INDEPENDENT TELEVISION (ITV)**

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**CERTIFICATION**

**This is to certify that this project was carried out by AIDEYAN EFOSA STEPHEN in the Department of History and International Studies, University of Benin, under my supervision.**

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**Date**

## **DEDICATION**

**This project is dedicated to God Almighty**

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I would like to express my outmost gratitude first to God Almighty, for seeing me through the course of my years in the university of Benin, in writing this book and in the course of my studies, i also received the support from people to whom I will forever remain grateful. I want to sincerely appreciate my supervisor Dr Odigwe Nwaokocha for his assistance, direction he showed me in the course of writing this book. My gratitude also goes to my lovely parents, Mr. and Mrs. Aideyan, for their love and support in all aspects of my life. I also extend my gratitude to my uncle, Mr. Kelvin Enagbare and his family for their financial support during my days in school. And also to my Mrs. Ruth Enagbare for her role in my academic pursuit. I also want appreciate my lovely aunty Mrs. Bridget Omoruyi, for her support and advice throughout the course of my days in school. Without her support this book may not be successful. I would like to express my heartfelt gratitude to my siblings Aideyan Nosakhare, Aideyan Uyioghosa, Aideyan Happiness and Aideyan Annabel, for always been there for me through the thick and thin.

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## CHAPTER ONE

### BACKGROUND TO THE STUDY

#### Introduction

In our world today, media has gone a long way in contributing to the easy running economy as it involves creating awareness to a society at large. Media is referred to the communication channel where news and information and entertainment like; music, movies, education, promotional messages and even more is circulated. It is also a means and institution for broadcasting information. This medium includes magazines, television, newspapers, internet, radio, billboard, telephone, etc. It portrays the ways through which individuals and organizations communicate and relate with the society. Everything ranging from telephone calls, news on television and radio, information on newspapers and journals, etc., can be regarded as media. The term "Mass media" encapsulate a large number of masses. Local media on a different note refers to local and regional newspapers, radios and television stations<sup>1</sup>. Nikolas luhmann gave a more elaborate definition to the term mass media, he referred mass media to be those institutions which uses copying technologies to circulate communication. Luhmann in his work highlighted the efficient and economical aspect of mass media. Media are anything as long as they create a huge quantities of product whose targeted audience are yet undetermined<sup>2</sup>. The understanding of the aforementioned terms, media and mass media then takes us to our main focus in this

study, which is the independent television (ITV). Independent television according to sir Abiodun Mudasiru was founded in 1997 by the Esama of Benin, the person of Sir, Chief, Dr. Gabriel Osawaru Igbinedion. It was established with the goal of broadcasting to the 36 states of the federation in Nigeria. However, the station is currently broadcasting in some of the states in the country Nigeria. This states includes; Delta state, Kogi state, Ondo states, Cross River state, Bayelsa state, Abuja state, and with few other state around the country with its headquarters in Edo state. Over the years the coverage of the stations has further extended it audience, with it channels in some cable platform which includes; GOtv, STARTIMES, IRUKOtv, PUPILtv, etc. And this has made it possible for signal of the independent television to air across the world. In Asia, Europe and other part of the world. It can also be received on its website "ITVradionigeria.com". It is from this website that resources and information from the station are shared to their social media platforms such as Facebook, Twitter, Instagram, WeChat, etc<sup>3</sup>.

Independent television is known to be the very first privately owned station to be awarded and presented a licence. And it has played a very important role in media development in Nigeria<sup>4</sup>. Independent television provides not only news and other information that relates to it, but also it creates room for programmes such as news show, sports show and update, talk shows, discussion shows and events shows, dramas and movies shows, musics shows, etc<sup>5</sup>. The ITV television stations transmits with 10kilowatts transmitter on channel 22UHF. In addition to the independent television,

the founder Sir Gabriel Igbinedion had also established independent radio on 92.3FM Benin, and on 89.7FM in Abuja.

The independent television has various staffs designated for different areas of the institutional functions. They include the general manager functions, Assistant General Manager function, Operations functions, Principal Account Office, Head Marketing Office, Head News and Current Affairs Functions, Head program Functions, Head Engineering functions, Chief Accountant, Head of Administration and other smaller functions like the Receptionist and Secretary as well as security functions etc. that makes up the staffs in The institution. "Over the years, the station has provided employment opportunity for over two-hundreds of Benin youths and hundreds of Nigeria youths. This establishment has greatly created employment within the country.

### **Aim and Objectives**

The aim of this research is to assert the origin of independent television (ITV) and the extent in which it has grown to.

The objectives of this research includes;

To examine the origin and growth of media in Nigeria.

To examine the origin and nature of independent television.

To examine the extent in which the independent television has grown to.

To examine the impact of media as it relates to independent television in Nigeria society.

### **Scope of the study**

The scope of this research work dates from 1997, which marks the birth of the independent television of Edo state in Nigeria. The study covers the period between 1997 till 2020. The study covers the period when independent television (ITV) was established and how the media platform has functioned until now. In this study we would examine the stages of media as it relates to independent television from the period when it was formed to the period when it got into social media platform and even cable television

### **Research Methodology**

In the course of this research, the study will rely on data from both primary and secondary sources.

### **Primary Sources**

The primary sources of this research includes oral interview with staffs of the independent television station in glass house, airport road Benin city and ITV station iguosa at oluku, Benin city. All in Edo state. And also telephone conversations with staff workers in ITV radio houses. Tools like tape recorder, pen and paper will be used to collect information from those that will be interviewed after which will transcribed for more analysis.

### **Secondary Sources**

The secondary sources that will be used in this research includes; internet sources, independent television (ITV) official website etc. And also materials uploaded online, articles and journals shall be used during the course of researching and writing this project and reference shall be made to authors and contributors.

### **Literature Review**

There is not yet much academic work on independent television (ITV) as regards its origin and growth. Although writers have written things about media. And there have been some research work on media networks like NTA, BBC, etc. There are some materials written on media and social medias also. In this work emphasis would be laid on works done by different writers and different researchers as it relates to media and the press.

One of the notable researchers, on the topic of media and the press, are Nity and Gaurav Singh, on their research work titled "Role and impact of media on society: A sociological approach with respect to demonstration"<sup>6</sup>. In this work it was asserted that media reflects the society, and the way by which a society functions and operates. People are informed in the society through either printed media like newspapers, journals, and also through electronic medias like televisions, radios, etc., and then the web, that consist of the internet. Through medias, people get informed, educated and it also creates awareness as regard events and current occurrences. It has also become the society's voice, and a means by which the masses relate with the society. Various platforms have arisen and has stimulated thoughts and ideas of this recent generation and other sections of the society, in a better way. It research was aimed at analyzing the main aims and objectives of media and also it effectiveness, during the demonetization period. With the target to study the role of media as regards awarding and enlightening the masses about demonetization and also it impacts. It also was to help in studying the nature of media in dispensing information on paramount issues, and the means by which the masses get informed as regards issues related to current and present occurrences and situations. Due to the course of this research a survey was carried out on 300 persons in South city and also in Eldeco colony, Lucknow, with the aid of convenience samples. It research focused on how media fair and behaved and the pattern and nature it took during the period of demonetisation<sup>7</sup>. While this research greatly revealed the nature of media to the society, it laid much emphasis on it nature

during the demonetization period. This present work following a line closely related will elaborate on media as it relates to independent television (ITV) in Nigeria.

Furthermore, there is another work that is closely related to this present one, which was done by Ekpotuatin Charles Ariye. In his research work which he titled "The impact of private broadcasting in Nigeria"<sup>8</sup>. This research as related to ITV examines the impact of private broadcasting in Nigeria, during the time and event of the deregulation of the broadcast sector in 1992, in the reign of General Babangida. Before now broadcasting was reserved to the central government only, so that the allowing of private players into the business, brought about the observations of this research. Whether they have been any benefits that has been accumulated since the liberalization of the sector. On this regard an examination of the private sector's performance was carried out, with their viability in mind. And observing whether the private sectors have succeeded in exerting control and autonomy over the industry from the grip of the public sectors. The research findings reveal that there is a very competitive, industry environment, where to a large extent the private sectors are giving the public sectors a run for the money as regards public acceptability through quality programs, giving them edge over the other sector as regards patronage and advert attraction, which increased to reasonable extent. Another reasonable finding, is in the socio-economic, cultural and political achievement of the deregulation of Nigeria's broadcasting sectors. The private broadcasting has elevated cultural values of Nigeria, by the broadcasting of indigenous programs and event, which include dramas,

like Nigeria home videos, local music, soaps opera and the like, etc. And again lot of employment opportunity has been created in Nigeria, in places where unemployment and thrived. Also politically, by the reason of the deregulation, a new spectacle and grandeur operation was created in political reporting and even in analysis. Some of this private political programmes are the "kakaatu" and "focus Nigeria" of Africa independent television (AIT). It creates room for not only objective or timely political development with the political realm but it also reveals a clearer picture of the departure of the nature of political coverages and news events at time of the sole domination of the industry by public stations<sup>9</sup>. This research is based upon the performance of private broadcasting stations, due to their coming into the industry. It states the impacts of this private stations and how they tend to dominate the broadcasting market against the public sector, the topic of this present discuss would not elaborate on comparison between private and public stations, but would elaborate on the origin of media as it relates to ITV Nigeria and it processes of development and it impact in the society.

A work done by Abba Oluwatoyin, which touches ITV Benin, but is more specific about it political mobilization in a particular region. In his work titled "Role of independent television Benin in political mobilisation of rural areas: a study of Uzaire L.G.A,in Edo state"<sup>10</sup>. This research was engine towards finding out what role ITV played in rural areas of Nigeria political mobilization, using Uzaire as area of concentration. Five different town in Uzaire local government area was used for the

purpose of this research, the relevance of television for mobilization media and also as a means of mass communication is widely and universally acknowledged. To use television, and the high cost of maintenance of television and even poor power supply, has great effect on rural areas, and as a matter of fact some rural areas are not connected to electrical power supply<sup>11</sup>. The credibility of his work was based on his research methods, he used survey methods, primary sources for data collection, and also the use of a self-administered questionnaire formed from three major questions that formed the basics of his work. This led to his findings that revealed that the benefits of television and its impacts is not fully seen in the towns of Uzairé community, because of the high cost of both maintenance and purchasing, and also poor power supply even if they could afford the television. So in this democratic period, habitants of these rural regions need enlightenment and needed to be aware of these issues. So therefore the government must embark on a journey of taking measures to elevate the economy of the country to enable easy and affordable purchase of televisions by many persons, and also television stations should not be limited to few programs but programs that could be able to carry the rural people along with the general society. With this Abba expected his suggestion to go a long way in elevating political mobilization and even public enlightenment<sup>12</sup>. This work was majorly to tackle rural demonization and only used ITV Benin as a means of achieving this, but it is well noted that ITV Benin is a privately owned industry and as such the government should however strengthen even more broadcasting stations in order to achieve this aim. This

is because ITV Benin is not governmental owned and as result if the government must help Uzaire community, it must first have to strengthen both the privately own stations and the publicly own ones to enable them offer enough programs that would reach these areas.

According to Oristsesan Wilfred in his work titled \*New media technologies and their challenges to broadcasting in Nigeria<sup>13</sup>. He pointed out the new age medias and their ways of broadcasting and the challenges that they encounter. In his work he stated that in the early 21st century, contemporary societies became more thrilled and hungry for information and better ways of communicating this information where invented and developed. Broadcasting was one of the adopted means by which information where to be communicated. The broadcasting terrain that started in an analogous form, is greatly renewed as a result of improved means of communication, which is now well known in the media conceptions as a "new media". In early 1930, the arrival of broadcasting in Nigeria ushered in a new lease of life to the communication sector as it brought a new means of communication and even expression for Nigeria people. Due to the expansion and widening of the world, there was need for enhancing and developing the means of communication and the need for accommodating the expanding communication boundaries, through new age technologies. With the advent of new age technologies came more opportunities to broadcasting medium of communication in the country Nigeria, and even more opportunities for information coverage. But the challenges faced as a result of the new

media technologies is so vast that no part of the world can afford to not be partakers or to be left out in the turn of events. Nigeria broadcasting media took hold of this opportunity that new media technologies offer. Wilfred asserted that his study was aims and objectives was to find out the challenges facing this new media technologies<sup>14</sup>. His research findings reveal that in Nigeria many broadcasting stations are currently equipped with some of this new media technologies facilities and equipment which can enable them to be placed in the same track as their neighboring and counterpart in Africa and even in some other developing countries of the world outside of Africa that the new media technologies have not yet been able to replace the old ones. But rather the new ones will work alongside the old ones. There is a measure of satisfaction in broadcasters using the new media technologies in broadcasting<sup>15</sup>. This research examines modern technologies as it has improved broadcasting in Nigeria, and also its main aim was to draw a line to how far the new technologies has carried broadcasting and thereby stating its limitations. This covers a vital part of this present discussion, only that this discussion would lay emphasis on independent television, how it has grown to the level of benefiting from the modern era technology as a means of broadcasting.

Lastly the work done by Abonifoh B. A, Isibor O. F, and Okere O. O, a research titled "Viewers perception of the service of television"<sup>16</sup>. In their work they aimed to determine how the public viewer perceives stations programmes and how they rate them on the quality of their services rendered to the masses. Five different

television stations in Benin city where their main focus. This research also sought to know if age, gender and educational group can affect the viewer perception of the quality of the services rendered by the stations<sup>17</sup>. The result of the findings of this research reveals that there is a significant difference between this group in the level of their satisfaction as it regards the quality of the services rendered. The stations that were researched on were grouped into three different groups. Group one is EBS with the lowest perception, group 2 is ITV and NTA, with average or a lackluster quality of service rendered and lastly group three which is STV and AIT, with the highest quality of rendered. These findings result also reveals that there was no significant difference existing between the perception of viewers as regards age, gender and educational groups. After all their findings they advised in their work that Benin city stations should improve in their programs and the quality of service they render and most especially in area where they were considered to have fallen short. And they should also try to specialize in specific programs instead of trying to feature in all program and ending up not doing anything effectively. This research tends to tackle the problems, that exist in broadcasting station not carrying out their functions effectively, and thereby recommending and inferring solution to this stations on how to tackle such problems. This research project is strictly centered on problems and challenges of broadcasting stations using five stations as research study, but this current study would elaborate more on one i.e. ITV. Not only will it iron out it challenges and give

preferred solutions, it will cover mostly the growth and the origin of the independent television in Nigeria.

The discussion of media cannot be fully covered by one person, as it is very elaborate and broad. So there is a need to discuss it partly, and as we have seen above, where some writers have done some research projects and work on different aspect of it. Broadcasting as a vital part in an economy is in itself a very broad subject of discuss, so different writer has done works on different broadcasting stations and other related subjects. This current discuss is set outside to elucidate more on ITV Benin as it relates to it growth and it origin, as it is not possible to cover all topics as regards ITV, this discuss will specialize in this very points.

### **Chapterization**

1. Background to the study
2. Origin and growth of media in Nigeria
3. Origin and growth of ITV
4. Nature of operation of ITV in Nigeria
5. Conclusion

## Endnotes

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## CHAPTER TWO

### ORIGIN AND GROWTH OF MEDIA IN NIGERIA

#### **Introduction**

Today, one of the most important aspects of Nigerian society is the media, whose origins may be traced to times before the development of modern technology. Folklore, music, and dance were employed in the early Nigerian cultures to spread legends, taboos, and significant achievements. Meetings, festivals, and ceremonies, as well as markets, serve as both beats for news as well as medium for the dissemination of news. Town criers were the walking media; by utilizing a metal gong to get people's attention, they spread accurate information throughout towns<sup>1</sup>. As time went on into the modern era new ways began to troop into Nigeria, Newspaper was the first mass medium to arrive Nigeria<sup>2</sup>. After that, other media, such as radio and television, started to follow. It was through this medium that the radio and television station ITV came to mind to be established.

#### **Ancient Nigeria Mass Media**

Ancient traditional communication is associated to the old and current communication paths found in rural areas. More than any other medium, verbal communication is usually used in this instance. Modern communication is more concerned with the use of machines and technology to affect communication<sup>3</sup>. A

variety of methods for disseminating information among communities existed in ancient Nigeria. According to current circumstances, before the arrival of the white people, Nigeria was not a single nation but rather comprised of numerous ethnic groups, each of which had its own structure and way of life. Each ethnic group, clan, and kingdom communicated with its citizens through various primitive and natural methods. The rural means of communication is still the epitome for rural development. These traditional medium of communication includes the following; Ekwe, Ikoro, Smoke signals, Open market, Age groups, palm fronds, The town crier oja etc.<sup>4</sup>.

### **Oral Tradition**

Oral Tradition is one of the most important media through which Nigerians interact with their people to themselves<sup>5</sup>. It is important to note that long before the introduction of Roman, Arabic, and Amharic letters and scripts in Africa, tradition in the form of history, cultural values, and heritages were passed down orally in the form of songs, proverbs, legends, religious liturgy, ballads, and invocations<sup>6</sup>. They are spread from one person to another, from one generation to the next, and from one place to another, growing legendary and immortal as time goes on. All other methods of information communication in pre-colonial Nigeria were dominated by oral tradition. Oral tradition is important because it facilitates the exchange of environmental knowledge, interpretations, and, explanation of societal events through the lens of culture, Transmission of social heritage from one generation to another, as

well as the passing down of social heritage from one generation to the next<sup>7</sup>. The Bible states in Genesis 1:2 that "God created the heavens and the earth in the beginning. The earth was without form and void, and the surface of the deep was covered in darkness. And the presence of God's spirit washed over the surface of the waves. According to this passage, the history of human creation can be traced to God through oral tradition, which includes spoken words that are written down together with folkloric elements like proverbs and symbolism. Similarly the Nigerian educational system has evolved since the ancient African oral tradition, folklore, and history, that is, before the colonial era through informal training. This has created the foundation upon which colonial education or western education continues to this day. The proper way of imparting education, which is the act of learning the knowledge, skills, beliefs, and habits of a group of people, is extremely important, and this can be learned through history and oral tradition<sup>8</sup>.

### **Town Crier**

Another conventional medium of communication is the town crier. The voice of the town crier or village Gong man is usually heard in the early hours of the morning preceded by the sound of a gong. He makes announcements about crucial events, gatherings, messages, and impending problems<sup>9</sup>. The town crier is regarded as a "significant village "broadcaster" who calls the elders to order in order to make decisions and establish policies for the advancement of the society. They communicate

their choices to the villagers for eventual implementation: The town crier serves as a customary channel of communication between the hamlet/village and the legal head and is constantly stocked with news and information. The society looks up to him as its journalist. The town crier's efficacy typically depends on his public speaking abilities and in-depth understanding of the local customs and beliefs<sup>10</sup>. According to a research survey, all town criers are men with an average age of 55.54 with post-secondary education. The town crier engages the neighborhood via conventional means of communication (like the use of horn). King/Oba is the main information source for Town Crier (73.2%). The town Crier focuses primarily on security and projects (65%) and community development<sup>11</sup>. In Nigeria, different tribes have different names for the town crier; among the Igbos, he is known by the name "Onye Ogene." He is referred to as "Mai Shela" among the Hausa, and the Sarki or the village chief. The "Mai Shela" is revered as a holy figure whose pronouncements are never doubted. One of his main responsibilities is to announce the time and date of the new moon, which marks the start of Ramadan celebrations. Among the Yorubas, he is also known as the "gbohun-gbohun," and among other things, his duty is to announce the dates of the Egungun and sango religious festivals. He also holds a similarly respectable and authoritative position among the other various ethnic groups in Nigeria. They are still relevant in modern-day Nigeria<sup>12</sup>.

## **The Talking Drum**

The talking drum, a musical instrument unique to the Yoruba culture of western Nigeria, the Benin Republic, and Ghana<sup>13</sup>, has long been recognized as one of the icons of ancient African tradition. The talking drum is an extension of oral tradition and is another traditional medium of communication that aids in the development of rural communities<sup>14</sup>. The actual origin of the talking drum is unknown, however it is obvious that it came from Sub-Saharan Africa, where it is still played today. The size and playing style of talking drums vary widely throughout West Africa, especially in connection to the many regional languages, but one aspect remains constant: their use. The talking drum has many distinct sizes and playing styles throughout West Africa, especially in regard to the many regional languages, but one thing remains constant: the drum is used to convey messages<sup>15</sup>. The talking drum was used to warn locals of impending danger by playing noises that matched the local language in tones that matched the beat. The drumming serves as an efficient mode of communication<sup>16</sup> because it moves through the air more quickly and clearly than a horse rider would. Tribal communication may be facilitated by talking drums. It can be used to send long-distance messages of any kind because of its capability to accurately replicate the spoken word. It can be used to transmit messages about coronations, deaths, celebrations, and war over large distances. It has also been used for recreation, pleasure, folklore, and praise singing. The talking drum has been utilized as a method of entertainment during festivals in ancient Nigeria, notably

among the Yorubas the application of the drum in the relaying of messages<sup>17</sup>, just like our radio and television stations of today. But in order to play the talking drum and utilize it to send messages that the receiver could understand, it takes a certain level of talent. Like an intricate Morse code or telegraph, the pitched shaves and beats of the drum meant different words, which however had to be followed up by explanatory phrases so that the meaning was not lost in ambiguity<sup>18</sup>. The talking drum serves for two-pronged communicative functions: Official and social functions.

Officially- they are employed for a variety of purposes, including convening meetings, making certain announcements, participating in sacrifice rituals and to pump up the adrenaline during battles.

Socially they bring humor to celebrations and ceremonies like weddings, chieftaincy title takings, and New-Yam festivals. They also create an atmosphere of suspense and tension during battles and wrestling matches<sup>19</sup>.

### **Smoke Signal**

A smoke signal is a form of visual communication used in Nigeria for long-distance communication. It is recognized as one of the earliest forms of communication between remote tribes and it is currently used to convey information based on established codes, such as to signal danger or to assemble individuals in a common area<sup>20</sup> Modern Nigeria hardly uses smoke signals, but an Igbo adage that states that "any word carried through smoke must reach the skies surely and clearly<sup>21</sup>"

highlights the importance of smoke signals. Smoke signals have their roots in Ancient China, where troops manning the Great Wall used them to alert the populace on the country's northern border to attacks by the Xiongnu and Dong Hu peoples<sup>22</sup>. The smoke would be controlled to emit a series of different signals, an agreed number of puffs represented specific messages<sup>23</sup>. In ancient Nigeria, this was how the smoke signal worked. As expected, it is not equivalent to what we see in current modern period, but it was profitable at the time, and although being less useful now, it may still be helpful in dire situations.

## **Open Market**

The open market always remains one of the most powerful and important institution in Nigeria<sup>24</sup>. One of the bedrock of Nigerian society is the free market. In Nigeria, it is rare to find a hamlet or town without a market. Even though the market is a place for commercial activity, it has also been recognized as a channel for communication activities<sup>25</sup>. The fact that the market functions as the economic nerve center, it has become a beehive of all sorts of communication activities.

The open market provides a forum for "adherents of synergetic religions to propagate their faith, politicians to solicit the votes of the common people, the open market also offers one of the few opportunities for communication to move from community to community, and also in many Nigerian villages, murderers and thieves are paraded and humiliated. The open market also offers one of the few opportunities for

communication to move from community to community. It is also in the open market that one can see newlyweds, newly born babies, new fashions, new products, new traditional dances and masquerades<sup>26</sup>.

This period of time, was what created the floor for a new and more advanced era. This was the period when Nigeria started to become more civilized and the means of communication drastically began to change. The colonial era which could be seen to have come after this traditional era, was prior to the Berlin conference headed by Bismarck. As a result of their occupation in Nigeria more developed means of communication was developed.

### **Mass media in Nigeria during the colonial era**

This subsequent period was the period when the press was established in Nigeria as it did in developed country. The press was a very powerful propagandist tool used during war and colonial eras. The British colonist brought the press into Nigeria. The press operated in newspapers on the first ground and later on, on television and radio stations. Even before Nigeria gain independence the press has always been, and has been a vital part for the war to gain independence and for a general nation elevation in the reigning administration<sup>27</sup>.

## **Newspaper**

We can trace media a long way back in the 1950s, a period in 1959 where Nigeria had become a geo-political identity or entity. On the 3rd of December this same year 1959, the first newspaper was established by a Christian missionary called Reverend Henry Townsend. The newspaper was called "iwe iroyin fun awon egba ati Yoruba". Which means a "newspaper for the Egba and the Yoruba Nations". Spreading Christianity to diverse place in the Yoruba land and to those that speak Yoruba, by the means of social, educational and even cultural approach was the intention and plan of the reverend. The shortcomings of the iwe iroyin brought about the emerging of diverse newspapers like Anglo-Africa, the Lagos standard, Lagos times, and also others like Lagos weekly record, gold coast advertiser, the eagles and even Lagos observer<sup>28</sup>. For war against colonialism, the media has proven very effective, and also for the fostering of Nationhood the media was always an active and functional platform for this. We could see in the example, where Nigeria using the Africa pilot newspapers, support was gathered by the nationalist who clamor for the independence of the country, that was achieved in 1960. Seeing all this operation done using mass media, there is no doubt mass media has supported in the democratic development and the growth of the economy was at this period often due to mass media<sup>29</sup>.

## **Tele-communication: telegraph and telephone**

The use of telephone and telegraph could be seen as some of the first system of communication that came into Nigeria during the advent of the British colonist, in 1895, they provided Nigeria it first telegraph lines. This was done for the facilitation of the rail way construction between Abeokuta and Lagos<sup>30</sup>. It was relatively paramount even if it was not as common as the newspaper, in 1913, it could be said that the first wireless telegraph was used<sup>31</sup>. Telephone also existed during that period even if it is now sophisticated and commonly used in our contemporary age. The introduction of telephone into Nigeria could be traced to the period in the 20th century. The opening of a 200 lines Lagos exchange in 1908, set the beginning of the use of telephone system. And in Apobo a 50-line board was also opened in 1909<sup>32</sup>. In Nigeria during 1919, there exist public telephones in eleven different towns and 920 telephones<sup>33</sup>. The regulations, control and operations of telecommunication facilities was under the autonomy of the Nigerian colonial post office under the the 1864 acts of the British telegraph<sup>34</sup>. This was what guided the regulations of the Nigeria electronic communication<sup>35</sup>.

### **Wired Radio: Wired Wireless**

In Nigeria before radio was well know, there exist a wired - wireless operations. During the period when the Nigerian post and Telegraphs Department where directed by the colonist to develop<sup>36</sup>. Wired - wireless was also referred to as a wired radio, it is also called a Rediffusion and a radio distribution service (RDS). This

radio was a procedure, a means to distribute programs through the use of wire to those that subscribe to use them<sup>37</sup>. In the year 1935, the month of December was when the first Rediffusion was established in Lagos<sup>38</sup>. The Nigeria post and Telegraphs Department managed a Rediffusion station in 1939. And to further this project, the public relation office(PRO) which was by then newly established in Nigeria by the colonist, by 1939 started to form new programs that were active in the wired-wireless stations<sup>39</sup>. In order for Nigerian artist to be given the chance to perform and also to localize the program structures. They put in charge an officer of the public Relation office in each of the stations<sup>40</sup>. The role allotted to the post and Telegraphs Department was limited to management of lines that connected subscribers to the wired radio stations because of the newly established public relations office<sup>41</sup>. The advancement of the RDS started from the British in Nigeria and it moved on to the semi-literate and also to the tribesmen that where not literate. At the Centre of this two groups where some local elites. These tribesmen where majorly farmers, which were not well English spoken. Most of this set of person benefited from the British rebroadcast programs, but the larger part of this audience preferred using the PRO-locally produced programs. Subscription to the RDS was patronized more by the British residents and also the local elites, but the majority of tribesmen received lower incomes, compared to the elites, and so they had to subscribe in groups<sup>42</sup>. It was noted a well-known fact that at the period of 1948, six persons listened on receiver. The colonist used the RDS as a means to generate income. As we could see that most of

the stations were owned by their companies<sup>43</sup>. In the year 1967, the RDS had finished its 15th year franchise<sup>44</sup>. This day it is rare or impossible to see an active RDS in Nigeria. Years after years, there was an established radio corporation in Nigeria. That is the federal radio corporation of Nigeria. Nigeria afterwards established her very first external radio service, in the early 1990s with the title named voice of Nigeria<sup>45</sup>.

### **TV broadcasting in Nigeria**

The most valued means of communication in Nigeria at the time it was introduced until smart phones was television broadcasting. The history of television broadcasting can be narrowed down to the 1950s, a period that saw the advent of the foremost television signal of Nigeria by the former Western Region. In a more precise view, the start of television broadcasting in the country was in 1959. And western Nigeria television as its very first established television station in Nigeria<sup>46</sup>. The western region had to set up the television station for the purpose of creating an avenue for schools in their regions that lacked enough teaching staffs. The Eastern Regional government also followed this path. In all the broadcasting system was established in the year 1960<sup>47</sup>. In 1962, two years after the Eastern government had established their TV station, the northern regional government had followed suite. With the name "Radio television kaduna"<sup>48</sup>.

### **Nigeria television broadcasting from 1960**

Nigeria which is the most populated country in the whole of Africa, is made of four different political regions, and these regions had their own capital city. The Eastern Nigeria which is in Enugu, and the northern region which is Kaduna and the western region we have Ibadan. Lagos was the then federal capital territory in the south west region. Nigeria gained her independence in the year 1960 and became a republic in 1963<sup>49</sup>. The very first broadcast station in Nigeria had started a year before independence. Which is 1959, in the 31st day of October. This broadcast station is the western Nigeria government broadcasting corporation(WNBC), which was located at Ibadan. While in year October 1960, the ENTV was established in Enugu. Which was located in the Eastern Region of Nigeria. And also in the year 1962, the 15th day of March, the RKTv was established in the northern Nigeria. And NBC TV was established in Lagos in the year 1962, the 1st day of April. In 1964 the month of July the eastern regional station was established. The ENTV in abia and owerri. This stations where terminated in the year 1967, during the Nigeria civil war. After the war, these four regions where now splited into 12 different new states (military state). Out of this 12 states, 4 later formed their different personal television service, in the 1970s. In the year 1973, on the 4th month, the MTV was established in bendel state, which was formally the mid-west region. In the year 1974 on the 15th day of June the station BPTV was established in Jos. Aba and owerri station i.e. ENTV that was formerly terminated, was later re-established the years later. In the year 1974, on the 31st of December. In the later years, all the stations in Nigeria where reorganized and grouped

into different zones. And also new television stations were set up. During the period of 1984, and educational television through satellite was invented. In the year 1987, the month of September, the then existing 19 states were reformed to make 21 different political entities added with a new federal capital which was formerly Lagos and now Abuja. And later on in 1996 it became a 36 states entity and Abuja remained its FCT and is so until date. In every state NTA had established its television stations and services<sup>50</sup>.

### **Evolution of the internet in Nigeria**

The internet is one of the most commonly used medium of communication and broadcasting in Nigeria. It is this day more popular than both television and radio. Although the internet is mostly used by literate persons. The use of the internet in Nigeria could be traced back to the era of the mid-1990s. The internet has gained ground in the Nigeria economy, and has remained and operated in the country since the year 1996. Over time the internet has gained ground as a result of more than 40 certified and well to do companies operating the internet has been established in the country Nigeria<sup>51</sup>.

### **Modern broadcasting in Nigeria**

Technology is a very vital factor when it comes to the development of broadcasting and medias, in every society including Nigeria. In the light of this fact, we can say that Nigeria media stations and broadcast medias has made use of this new technologies and communications development to enhance their activities. These new technologies could include internet, computers, cable satellite, electronics mails and even fax machines. They can also include softwares that is accessible online, and even mobile devices and gadgets which evolves day by day. These mediums have easier the work of citizens to make them observe situations and report even more faster, faster than traditional medias<sup>52</sup>.

### **Digital/Cable satellite**

Digitalization in broadcasting, which is a new line in the media and broadcasting industries in the world as a whole. Broadcasting as a result of this technological development has experienced an elevation in activities of broadcasting. Information communication and technology (ICT) has been an important instrument in the transformation of broadcasting in Nigeria. The international telecommunication union (ITU) has set the year 2015 as a year where broadcasting around the world should go digital, this could be seen in the statement made by the ITU, that this digitalization would lead to the expansion for a nation's internet and broadcast deepening. An example could be seen in the Nigeria multiple choice of the operations of a Digital Satellite. That has expanded broadcasting coverage even into the mobile

devices<sup>53</sup>. This digital cable is now formed for the easy access and for audiences to be able to access multiple channels and view different programs of their choice.

### **Mobile devices**

Mobile phones and computer has become the major means of accessing information and as such broadcasting has moved to these areas in order to gain the views of the masses. This means has become vital in communication and information broadcasting. Lot of personnel both professionals and amateur are making use of this technology. This has allowed them to access the internet, as this device are majorly used to access the internet. Through this devices people have gained control over things to be uploaded on air and website publishing. People have been able to make lot of reviews as regards articles that are found online at their comfortable time and location. This device has served the purpose of educating the audience, it could be said to be a better means of educating the masses<sup>54</sup>.

### **Conclusion**

In conclusion, there has been diverse means of communication in Nigeria. And the communication system of Nigeria can be traced to the far times even before the colonial Masters came into the country. The period before the colonial Master came into Nigeria, could be said to be the period where the people were not centralized and were less developed and so the method of communication was under this situation. The communication methods during this era include oral tradition, town

criers, talking drums, age groups, Open market and even the setting of fires through palm fronds and bushes<sup>55</sup>. Then it went on to the period where the colonial masters had arrived, this era saw the struggle for independence which most medium of communication for under this situation. The means are through newspaper, telephone and Telegraphs, radios, televisions, and internet which flowed into the modern era with the advent of the new technologies, that includes cable satellite and the mobile device that includes smart phone, computers etc.

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## **CHAPTER THREE**

### **ORIGIN AND GROWTH OF ITV IN NIGERIA**

#### **Introduction**

The origin and growth of independent television (ITV) cannot be discussed without talking about the founder, that is the person of sir, Dr, chief Gabreil Osawaru Igbinedion. In this discuss we would have to look at a brief history of him and how ITV came about, for what purpose it served and what are it success rates and what challenges it faces. ITV which was founded as a means of spreading information, moved further into entertaining the masses either by music or by talk show events, in the later days, and in this contemporary time it has embraced the engagement of a bigger and broader function and operations, capturing of occasions and events, home video entertainment, which now is displayed not only through television but with the aid of more sophisticated technologies and platforms I.e. through phones and cable channels. This has aided the smooth going of their day to day activities. Let us take a look at a brief history of the founder of ITV.

#### **Brief history of the founder of ITV Benin**

The life of sir Chief Gabreil Osawaru Igbinedion started out in a little farming village in okada, in the local government area of ovia north-east in Edo state, in the year September 11, 1934. During the period when he was born, it was not all good

time for the family, as William Shakespeare had it in his book, a saying that "the heaven did not blaze for his birth". This was what Igbinedion birth was like, even though his parents were of a proud, honorable and a noble heritage. This didn't change the fact that they were of a humble beginning. He was given birth to by late Josiah Agharagbon Oviawe Igbinedion and his mother was Madam Okunozee (née ihaze), who was a descendant of the Royal family, the house of usen<sup>1</sup>. The conquest on global business arena by this man is broad and inexhaustible when it is to be put into word. Yet still it is important to say that the business venturing of this man has touched various aspects and diverse areas like aviation, radio and even television broadcasting, banking manufacturing of salt, exploration of crude oil and mineral resources like solid minerals, bottling of soft drinks, real estate, fruit and fish farming, production of palm oil, marketing of petroleum and gas, road transport, shipping business, confectionery, and even hospitality service, and one of his greatest of legacy is said to have been opening the floor for a mid-Motors (Nig) limited in 1968. So his was the first indigenous motor assembly plant in the country Nigeria<sup>2</sup>. Sir Igbinedion life achievements earned him a name, one that would make power surprise and keep them in awe. He was given the title "The Esama of Benin" this title traditionally meant the son of the people. This was as a result of his support for his people. He bears the responsibility of giving assistance to the less privileged, in both medical and monetary and even private venture forms. So therefore the title was given to him because of his philanthropic nature and activities in Benin and some other places. Sir Igbinedion

started to work in his early age, and some of the work he did at that time was assisting his uncle to mold blocks, rubber and timber trading in Benin, he also served as a police officer in Ogbomosho, but he left the police force early in the 1940s, and he started his entrepreneurial journey, where he built a great business empire including areas of transportation, education banking and also health facilities to a few customers<sup>3</sup>. Prior to his business days he had to work for late obafemi awolowo's wife, he was driving her car. And behind motivated and pushed by different factors, he left the police force in 1963, as a result of the poor payment that the force paid him. It could no more sustain and meet this family demand, and working in the force was not so convenient for him, as there where few serious challenges that comes up in the force and the ideas and initiatives of lower ranked police officers where not or where hardly entertained. So for young Igbinedion and as every young person would reason, the police force was not the very right place to be in. This led him to engaging in private sectors in the year 1964, when he had to move to Benin to take the position of a regional sales manager in Leventis. He later left Leventis in 1967 to open a motor sales and service firm, for mid Motors, this business was partially funded by bank loans. And in 1970, his firm began to assemble Hino trucks and his firm was considered the first assembly plant in Nigeria. His firm by this time has now obtained and gained distributorship with the Hino Motors, the Yamaha, Nedion flat and even Marcopolo buses<sup>4</sup>. He was also married to Lady Cherry Igbinedion in 1977, and gave

birth to four children. Lucky, Peter, Charles and Omosede were the names of his children<sup>5</sup>.

### **Origin of ITV**

The origin of ITV as we have discussed is traced down to sir, chief Gabreil Osawaru Igbinedion, who brought into operation the station in Benin city, Edo state. The channel was to be aired on 101 countries, and the launching was set to beat the 2015 deadline for TV stations and radio stations to go digital. The founder was of the assertion that ITV establishment was a means to advance the course of his people<sup>6</sup>. When ITV started to transmit on channel 22 on television in the year 1997, the 27th day of March, with the slogan "certainly the best", it transformed the horizon of broadcasting in the country Nigeria<sup>7</sup>. ITV was a popular station in the region where it was established and also in other regions as well, with the intention of bettering the situation of the public according to its founder. Although a local station, the goals of the founder were to expand the frontier of its broadcasting in the new and emerging millennium. The dreams and ambition of the founder became more concrete when it climaxed as a result of the approval and the subsequent presentation of the license of approval issued by the former head of state, the person of General Ibrahim Babangida in the year 1993 on the 26th day of June, at the Lai Kwali Hall of Sheraton Hotel and in Towers Abuja. It boils down to history that the independent television was the very first broadcasting station that was privately owned in Nigeria and issued or awarded a license<sup>8</sup>.

in the year 1992, was when ownership of broadcasting stations was issued to individuals, a period of the deregulation of broadcasting. The deregulation that occurred in August, in the year when the declaration of the national broadcasting commission decree no. 38 of 1992 constitution, section 22 of that document implies, the repeal of the provision which confers an exclusive monopoly of the ownership of electronic media of the government in a state. And as a result of this the private ownership of this electronic media became legal in Nigeria, after many years, up to 60 years of government having monopoly over the broadcasting industry<sup>9</sup>. During the late 20th century the ownership of broadcasting stations was strictly government based and as such private individuals were not allowed to own them. This changed after the 1999 constitution, in section 38 that provided for the right of freedom of expression and the press was formed. And this endorsed the ownership of broadcasting industry by private individuals. The provisions state clearly that every person is to be allowed if they will to own, establish and even to operate any means for the dispensation of any information, ideas and even opinions, and even going as far as impacting these ideas and information without any disturbance or interference, provided that such individual or organization is given permission by the government of the state, and outside this condition no individual is allowed to take action<sup>10</sup>. This is to say therefore that anybody or any private body must be given license by the government before it can be registered as a broadcasting entity. And ITV Benin was the first private broadcasting station to have received its license from the military head of state at that time, from the

person of General Ibrahim Babangida in the year 1993, this was made possible because of the presence of the National Broadcasting Commission(NBC). ITV was a huge elevation to broadcasting in the country at this time. After it has received it much needed franchise to operate, it went on with its operation rendering a standard skeletal broadcast service, covered by the independent television network (ITN), which is a cable outfit. Within a short period of time up to a thousand and five hundred feet mass as credited and as a balance pair of ten kilowatts capacity transmitter was as well delivered to the station. And it was transmitting on channel 22 ultra-high frequency (UHF) band<sup>11</sup>.

Thereafter the television station was established, the founder saw the need for the establishment of another means of broadcasting, that is the radio station. A complementary channel which was set not to replace the television station but rather to supplement and complement the television station. It operated on 92.3 megahertz on the frequency modulation band. By the year 1998, the 10th day of September the radio arm was established and was tagged the heart beat station by the founder<sup>12</sup>. All functions of the stations where under the supervision and commission of the NBC. They oversee the affair of the stations, permitting the frequency rates including other functions. In the federal capital territory, the NBC has also approved very high frequency (VHF) franchise for the station ITV to transmit it's programs. ITV started broadcasting in Abuja in the year 2007, on the 1st day of October, and is located at no. 10/11 Nikita hilltop Avenue, Mpape Abuja<sup>13</sup>. Other places in which ITV have been

able to transmit are on cable channels which literally connected them to vast place of the country and even to some places outside the country. Cable channels like STARTIMES on channel 130, on Freetv on channel 505 and on GOtv on channel 107<sup>14</sup>.

### **Growth of ITV**

In discussing the growth of the broadcasting stations ITV, it is reasonable that we point our focus on its achievement and success, which boils down to the development of the station and what it has done to elevate the society, and also some of the problems and the challenges that it has faced from the time it was created till this recent times. And also how it has coped and solved some of the problems and challenges that it faced. In the discussing of the subject of its achievement and also its challenges, it is relevant to draw points from its economic, political and social factors that can affect its nature and structure. It is good to note that some of the factors that necessitated its achievement were also the factors that structured their challenges. So in some ways to determine their achievement we look back to some of their challenges.

### **Success of ITV**

#### **Increase in the means of broadcasting in the creation of awareness:**

In creation of awareness we would see clearly that ITV has reached a reasonable height compared to when they started, first and foremost the station only operated on a television station on channel 22UHF. This to a great measure served as a

means of passing information and also entertaining the masses. But as we all know, at that time handset was not common, and even if there existed mobile phones at that time it was just walking talking or gsm phones that does not support colored or even image display, but one must have a big heavy TV set in other to access the channels. Television was in no way a mobile set of gadget for receiving the programs that ITV offered and as such was a challenge faced by the station and another challenge they faced with the television was light issues. We could see in the research done by Abba oluwatoyin, as regards problems facing the Uzaire community as they could not afford television set and even lacked power supply to access the programs offered by television stations. To tackle this problem, the founder saw it fit for a radio arm to be established. This arm to a reasonable extent could make broadcasting mobile. The founder to further benefit the masses even more, established a complementary channel, which was the radio channel that operated on 92.3 megahertz on the frequency modulation band. It was established in the year 1998, on the 10th day of September, and was titled the heart beat station by the founder<sup>15</sup>. The establishment of a radio arm has now better serve the masses in receiving the information and programs from ITV. They were able to access the channels in their place of work, on stereo in vehicles. Even when there is no light to access the television, the radio work without power supply, but with batteries and as such the masses could stay connected even when the television is not usable. And this had made things better and easier for both the station and the masses. This could be considered a huge achievement of the independent

television (ITV). As time goes on the society became more developed and better means of passing information began to take their place, this is what is considered the new technologies, most broadcasting stations took advantage of this development, and independent television wasn't left out. At this time cable network was used and ITV had channels in some cable satellite network, like Startimes on channel 130, freetv on channel 505, GOtv on channel 107, etc. And this made ITV to yet again secure another good achievement by spreading their arms to a wider range, both within the country and outside the country. With the introduction the internet and social medias, ITV now has a Facebook page and also a website in which they work on. There masses who are interested and capable could access it, to gain information that ITV put on air. This achievement was possible due to the rapid development of the global economy, as it relates to new technologies. As a result of this economic factors the coverage of the station has further advanced in some cable platforms like GOtv, IROKUtv, etc, as earlier stated and it has made it possible for the signal to be received outside the world in Asia, Europe and even in some other countries of the world. It website I.e. "ITV radionigeria.com", and some social media platform like Facebook, Twitter, Instagram, wechat, etc<sup>16</sup>.

### **It became an advertisement platform**

Advertising by Rosenberg (1997), is referred to as process of booking or buying media space or time in order to promote their product and services or even ideas<sup>17</sup>. ITV became a platform where companies advertise their products, school

advertise their institutions, and where churches and some other institutions advertise their products and services. Due to the development of the economy, schools, companies, churches and other organizations and professional individuals has come into the economy and have need of advertising their products and services. This individuals and organizations see television and radio stations as a very effective way of spreading names and promoting their products and services. They saw it as a means of reaching the masses and creating awareness for their products and services so the public who are interested would patronize them. ITV has received some clients for the sole purpose of advertisement, even ITV itself has hosted programs and advertised it. Programs like "Do it yourself" a program that was meant for teaching interested individuals how to make some product and render some service on their own. Broadcast medias like Benin press and others are all good and excellent marketing resources<sup>18</sup>. Advertising comes with some benefits, like it is a relatively low cost procedure for the conveying of selling messages to a very large number of prospective customers, it also could secure lead for salesmen even for middlemen, by trying to persuade and convince viewers and readers to order for more information and by identifying outlets that are handling the product, it can also force the middleman to stock the product by creating and building customers and consumers interest, and lastly it also trains the dealers salesman in products uses and how they can be applied<sup>19</sup>. So therefore a business cannot be hidden if it must sell, and advertising is one of the

means of promoting products and services and ITV offer to advertise and market this product and services.

### **It became a paramount tool for Government activities:**

ITV was the first licensed private broadcasting station in Nigeria and before then only government was allowed to access such rights. Due to the permission of private ownership of broadcasting stations government also moved their activities to this stations, activities such as news broadcasting, political campaigning, and so many other government activities has been carried out by this stations, and one which ITV Benin became part of. The government used this stations to communicate with the masses, send information to them. Through events and talk shows like "rush hour", the government has being able to get the opinions of the public and if possible made adjustment to their activities. This is a very profiting achievement ITV has attained as the government need them even also in times of election, in their campaigning activities.

### **Challenges Facing ITV**

As we have stated earlier, ITV was faced with so many challenges and some are part of what formed it achievements. And the factor that necessitated this challenges all boils down to it economic, political and even social factors.

## **Lack of Government Supports in Funding the Industry**

This is a problem that most private broadcasting industries are faced with, some of the stations have found ways to tackle it. Some individuals before launching a broadcasting station, bear in mind the capital for this establishment and the expenses that would further be used to keep it moving, taking a look at silver bird television, and ITV Benin, the founder had the resources to funds the company before opening it. This regardless, the fact does not change that government formally owned this broadcasting stations and where able to chest all the budget of the industry, but when it comes to individuals who have to put up a good work, barely are able to chest all the expenses that the industry needs as the findings must come from how much the industry pays and from their own pockets. And opening a media station is said to be funds consuming and expensive to managed. There is no provision for the funding of private media stations by any public banks as it is found in countries outside Nigeria. As a result of the extensive and expensive funding of media stations, private owner has had to depend on something and somewhere else to get the financial resources they need to kick-start and carry on their media outlets or to balance the business in the face of daunting financial problems<sup>20</sup>. Apart from the capital to start a media industry, we would also see the expenses consider when buying the equipment used in the media station. Most of this gadget are quite expensive and also payment of salaries and maintenance of this equipment are to also be put into consideration. Majority of the equipment used in ITV, in fact in Nigeria broadcasting houses in general are not

made from Nigeria, as they are all imported from other foreign countries. And this skyrockets the cost of setting up a media house and broadcasting outfit in Nigeria<sup>21</sup>.

### **Government Control and Influence on Broadcasting Affairs:**

Government using private media stations is one of the most common issue facing these private media industries. As political issues rub on the day to day matter of private stations, especially when it comes to parties' campaign, parties by all means wanting to retain power and excelling over another party sort propaganda that would diminish the image of opposition parties and uses the broadcasting medias as means to spread this propaganda thereby making stations choose sides. ITV is not free from this situation. The Nigerian constitution provide for the liberty of speech, but the governments of Nigeria have consciously tried to breach this right. Broadcasters are also guided by the ethics of their conduct in journalism which are integrity, transparency, honesty and objectivity<sup>22</sup>. The government makes broadcast Station go against their ethics and this is a major challenge when it comes to broadcasting. Many broadcasting stations both public and private and it include the independent television are victims of this.

### **Power Supply is not Efficient and as such Expensive:**

Power supply is one of the most necessary factor in running a broadcast station and as such the location of every broadcast station should be situated in a place with much power supply. But unfortunately Nigeria is not a good place for such examples of a good place, and ITV is well located in Nigeria and so there is a need for the station

to cover for such limitation if they we need to broadcast smoothly. Since Broadcasting is an industry that live on steady and uninterrupted power supply. It is sad that electricity supply in Nigeria is nothing to write home about. Most media houses work mostly with diesel generators for their radio and television programs, activities and presentations to work smoothly<sup>23</sup>.

Furthermore, concerning power supply ITV could compensate for her lack of power supply which although adds to her expenses, but the viewer or costumers may not be able to access TVs if there is no light thereby living a few masses to be able to profit from such broadcast. This does not match well with what the founder had in mind on serving the interest of the people. As we can clearly see that as economic factors are of huge benefit to ITV so also it faces challenges from the economy.

## **Conclusion**

In conclusion ITV was a broadcasting station founder by sir chief Dr Gabriel Osawaru Igbinedion, who was a wealthy and prominent man in Edo state and even in other countries of the world, after the permission given for private broadcast stations to exist with the promulgation of National broadcasting commission in 1992 during the General Ibrahim Babangida regime, ITV came to be in 1997 when it started to broadcast on channel 22 UHF and later on when a radio channel was added as a complementary by it proprietor. In the later days ITV has so grown even to the extent that is now broadcasted in places like Abuja and has connection in different cable network like Startimes, GOtv etc. And it was also a vital instrument for the

government. As this and more marked its success and achievement it was also faced with some challenges which include government infringement and influence on the station affairs, economic conditions that include lack of power supply and tools for broadcasting as it added to their expenses. These are some of the things that marked its growth.

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## CHAPTER FOUR

### NATURE OF OPERATION OF ITV IN NIGERIA

#### Introduction

The operation of broadcasting industries is not quite different from one another. Broadcasting have been referred to as the business of dispensing and disseminating information to a large and huge masses, scattered and heterogeneous audience through an electromagnetic wave that could be seen in radios and televisions<sup>1</sup>. There are procedures by which ITV broadcast. Events and activities, programs and presentations are of diverse types and as such must be aired differently. There is a very popular scripture in the Bible that say that in everything that exist and is done under the sun there is a time for it. So it is a common knowledge, one that now even applies to the order by which events are planned and programs are scheduled. This also applies to the independent television (ITV), as they prepare the 24 hour that exist in a day, a time for every events and programs to be aired. Some programs cover for the morning, some for the noon hours and some for the night. And there are programs that occurs every day at a constant timing. As long as there is always something to keep the masses occupied. This particular discuss revolves round the schedules of the independent television and their method of broadcasting. What to air, how they air them, with what equipment do they operate with? Also we would be looking at some major staffs that exist in the industry that makes the operation go smoothly. Before we

start to dwell much on this learn we would look firstly at the nature of their broadcasting.

## **ITV Nature of Broadcasting**

### **Method**

Broadcasting stations have various methods of broadcasting to the audience, they have developed means by which they can easily deliver and pass information and even to the entertaining of the audience. It is right to say broadcasting medium has been enhanced by the economy, even to the boosting of their means of passing this information and entertaining the masses. Some of the methods by which ITV Nigeria broadcast or operates is through televisions, radio, through social medias, through cable stations, the internet through their website etc.

### **Television as a Means of Broadcasting**

for all broadcasting stations, television is one of the most common tools that is used to air their programs, by the year 1997 on the 27th day of March the independent television resumed transmission of their program on channel 22, with the slogan "certainly the best"<sup>2</sup>. Majority of the activities done by broadcasting stations like ITV are majorly aired on television. The use of television is for graphic display reasons, as it could be used to air recorded events like "here or there". In some case it is not recorded but captured live and straight on air, this live event has a watermark superimposed on the upside edge of the screen, of your television that indicates that

the program being aired is aired live. Television could display moving images and as well enable the masses get a better feel of events and understand clearer information that the broadcasting stations is trying to pass. News is one of the mostly shown program by broadcasting stations, news on event happening in the locals and also around the world. They also display trending event too. ITV transmitted on channel 22UHF in Benin city and it also transmit of channel 42 UHF in Abuja<sup>3</sup>. Transmission through television is a vital method of broadcasting to a large audience, and television is a vital equipment that is used both by the masses and by the stations. So therefore it can be said that television which is a display box is need by many other broadcasting instruments such as cable networks.

### **Radio as a Means of Broadcasting**

Radio arm came to exist in ITV broadcast method after television came. It in the year September 1998 on the 10th day, that the radio arm came to be used. Where ITV now operated on channel 92.3 megahertz on the frequency modulation band. The radio arm did to overshadow the television arm, but they work side by side, as it served as a complementary and a supplementary channel to the television channel<sup>4</sup>. Radio is not a graphical transmission device and as such could only transmit wave and signals. It was mostly useful when it comes to broadcasting of news, talk shows, and any other programs that don't necessarily need to be graphically displayed. The radio arms were a necessary tools to disseminate information to a mobile masses, whether they be in their vehicles, in their houses or their workplace. Radios are made so that it

could be easily carried along, and also stereo can support radios transmissions, thereby make transmission easy and mobile.

### **Cable Network as a means of broadcasting**

cable networks, are devices designed to hold multiple channels, both foreign channels and even local channels. Unlike a normal television channels, the cable channels are much and sometimes their functions are more precise and restrict to certain events. One good thing about this cable satellites is that broadcasting stations pay to have their own stations channel available in them for it to be accessible by the masses. This cables as a result of it being able to hold different channels both foreign and local. Broadcasting stations could now have their programs aired far and near, both in the local arena and in the foreign arenas. As time goes on diverse type of cable have now began to enter into the economy. During the year the independent television has found a way to extend it coverage to this networks, for example ITV has channels in GOtv, Startimes, Iruko TV, pupil TV, etc<sup>5</sup>. In Startimes it operates on channel 130, on free TV, it operates on channel 505 and on GOtv it operates on channel 107 etc.

### **Social Media as a Means of Broadcasting**

Social media is one of the new era development and has served as an opportunity for broadcasting stations to do there works. One of the most common social media platform where you can find ITV is on Facebook. On their Facebook page you can find trending news on their timeline, you can follow them to get easy

access to their information. Entertainment and news are some of the common activities you can find on their page. Marriage events, inauguration events, political speeches, and some trending news and talks. In this contemporary period social media is a very vital place in which information are disseminated, and as such broadcasting stations should focus their time in influencing the social media platforms to cover a larger audience.

### **Internet as a Means of Broadcasting**

The internet is closely related to the social medias, in fact social media platforms can be accessed through the internet. The internet is a large space where anybody with the required skill can air anything that they wish to air. The internet is a very open space that information about almost anything could be found and even uploaded. It is one of the easiest place where you can air and broadcast programs. The requirements to upload in the internet is having a valid website, where you can disseminate any information of your choice. Over the years broadcasting stations in the country Nigeria had seen a tremendous and a drastic progress and development in the areas of coverage. The presence of information communication technology, has foster the transformation that has led to drastic change in the way broadcasting is carried out<sup>6</sup>. Independent television to some extent has been able to make us of this advancement, by creating their own website and this has enabled them upload important information on the internet. On their website you could find information as regards history of ITV, you could apply for jobs and careers, and daily news and event

are uploaded. This is evidence that the internet is a relevant tool for broadcasting by broadcasting stations.

### **Journalism: a Means of Gathering Information**

Broadcast journalism has to do with new writing and also presentations in an electronic means<sup>7</sup>. Journalism is one of the method by which the independent television Nigeria gather information. Journalist are vital individuals that are employed by broadcasting industries to help gather information and occurrence so that they could have useful and firsthand resources to give to the masses. Journalists gather vital information and most time unnecessary information and table it before the station as it is useful to the broadcasting industry to combine and structure this data together to make a well presentable information to the masses. Journalists also go out there and do live records of events taking place, celebrations, Disasters, crisis, and other important occurrence in order for the public to be informed.

### **Equipment used by ITV for Broadcasting**

The space or room that equipment are kept which are necessary for production of a broadcaster's already prepared productions is famously known as a production studio. By definition tools and equipment are those materials installed in a studio room for the use of producing programs. They include the furnitures and even the digital equipment<sup>8</sup>. There is several equipment that are needed by a broadcasting industry in order to carry out their activities smoothly. This equipment the necessary tools that every broadcasting stations must have. There are different equipment in the studio

room, in the rack room and also at the transmitter site. Different stations and industries, in different markets, will use different kinds of equipment and tools as regards the particular needs and budget of the industry, but in a more general and common note, the same fundamental and necessary equipment is used throughout the company<sup>9</sup>.

Some of the equipment used in broadcasting are; audio console, microphone, microphone arm, level meters, cue speakers, headphone, studio monitor speakers, talent panel, on air light, computer, mix engine, audio router, studio hub, network switch, network router, off air receiver, studio transmitter link, fm exciter, antenna combiner, antenna array, antenna switcher etc. They are so many that we can't fully exhaust them, and each one serve it own function some of which we would be looking at briefly.

### **Audio Console**

The audio console is at the core of any studio (it is sometimes called a radio panel, a sound desk or a sound panel). It is with this interface the panel operator uses to oversee what is held on air<sup>10</sup>. The link existing between the microphone and the recording channel is referred to as the console. There exist in the console varieties of complicated buttons. When the microphone is turned on or turned off, the console mutes any speakers and an on air light is on to indicate that the microphone is turned on or off to prevent operation problems. The audio console is an equipment found among the studio equipment.

### **Microphone**

The microphone receives sounds from the studio room and it is transformed into electrical impulses<sup>11</sup>. The microphone is a vital tool used for broadcasting. It is mostly used by newscasters and journalist to carry out their activities. Broadcasters who are experienced are most often attracted to a particular microphone as there are different microphones we have the electro vole RE20, sennheiser MD421 and Rode Broadcaster, etc.

### **Microphone Arm**

Microphone are mounted on stands called the microphone arm that helps the microphone to be balanced and to maintain a fixed height. The arm is made so that it be separated from console so as to create enough space on the table.

### **Level Meters**

The level meter is an important tool in the studio room, to ensure a consistent output of a station or industry, and it helps and assist the studio operator to control the sound, avoiding and preventing it from going too high and too low. Some radio stations also provide phase meters alongside level meters. This helps and assists in detecting mono content, and spot any challenges in source material that are most likely to cause problems with the stereo image<sup>12</sup>.

### **Studio Monitor Speakers**

The studio monitor speakers are speakers through which what is to be aired is heard before it is aired without the headphone. The sound are usually high quality sound so that any error in the quality of sound could not go on air undetected or unnoticed.

### **Headphone**

Studio monitor speakers are to be turned off whenever the microphone is going to be used, and as a result of every operator present must switch to using the headphone in order to be able to hear what is to be aired. All the aforementioned tools are equipment found in the studio room, although this are only few out of many mentioned, there are also equipment used in the rack room and in the transmitter site. The rack room is also called the equipment room, the masters control, and the data Centre.

### **Computer**

The computer is one of the most useful tools you can find in a broadcasting stations, and it come in various sizes and shapes. Some of the functions of the computer in broadcasting are; automation and playout system, routing control, monitoring, file Sharing, audio logging, traffic scheduling, music scheduling, profanity delay, dead air detection, newsroom operation, audio processing, etc. There are so many functions in which the computer can carry out and as such is a very paramount equipment in the rack room.

## **Mix Engine**

If you have an audio console, something is definitely required in which you would want to mix with, so comes the mix engine which carries out the mix function to assist the function of the audio console.

## **Audio Router**

Older facilities are more likely to have an Audio Router (different from a Network Router). This costly box receives all audio inputs from your whole facility, and switches them to the right outputs. The important of having a router at the core of your facility is that you can send any audio source, to any destination, any time you wish<sup>13</sup>.

## **GPS Clock System**

To have a locked time you will need a GPS locked clock system which is an instrument for having time accuracy. Some stations now go for a NTP enabled clock, and some choose to use Android tablets to ensure accurate time. Some of the equipment in the transmitter site include;

## **Composite switcher**

Switching between different or multiple stereo generator is done by the composite switcher, with a built in silence detection and remote control.

### **Antenna Array**

Stations can transmit FM of one antenna, this is not optimal, transmitting with a multiple antenna is of better gain than one. This is where the antenna array comes to play as it connects multiple antennas.

### **Generator**

Generator is needed in a broadcasting house, especially one that can carry the load of the industry, as UPS could disappoint sometimes. The generator need to be connected always, so as to ease the process. In event of main Power failure, the generator should be connected to input of the UPS. As it keeps power filtered and it also helps in charging the battery. This are not all the equipment used in the broadcasting industry ITV, but this are some of the common and important ones that there is.

### **ITV Program Alignment**

ITV carry out their activities in different ways, and different activities and events are carried out by them. Some of this activities are news which is the common

and compulsory one, ceremonies, which are mostly occasional, shows like man around town, etc.

### **News schedule**

The times for news are;

Monday to Friday: 7:30am, 9:30am, 12:00noon, 7:30pm and 11:00pm

Saturday: 7:00am, 7:30pm and 11:00pm

Sunday: 7:30am, 8:30am, 9:30am, 11:00am, 7:30pm and 11:00pm

ITV Benin and ITV Abuja. Programming includes news shows, sports updates, talk shows, discussion shows, TV dramas, movies, music shows, and more<sup>14</sup>. Some shows like the popular in Benin crime and security Program "IZIGAN" that is aired on 1TV channel 22, it is aired on Startimes on channel 130 and on GOtv on channel 107, and it is also aired on YouTube. With Osazee Omogiate as it producer and also co-présenté. And again "Man around town", a popular show on radio carried out by Efe and his crew. Some other shows and entertainment are also aired on it channels, and even programs that are not constant, and even the birthday celebration of the founder is also a program that is aired on it channels.

### **Names of the Management Teams in ITV Nigeria**

There are different heads and management teams that represent and functions in both ITV Benin and ITV Abuja, and the names of the current managing team are as followed;

### **ITV Abuja Management Team**

Amber Olague is the General Manager, Stephen Ojo is the AGM, Operations, Hassan Mohammed is the Principal Accounts Officer, Fransica Ogar is the Head of Marketing, Ikharo Attah is the Head of News & Current Affairs, Chuka Onwughai is the Head of Programme, Suleman Umar is the Head of Engineering.

### **ITV Benin Management Team**

Uwumwose Ogbeide is the General Manager, Dan Omozusi is the General Manager Radio, Odun Balogun -The AGM, Group Commercial Services, Rishi Karnwal is the Chief Accountant, Eghosa Agbonlahor is the Ag.Manager of News/Current Affairs, Awala Obateru is the AGM of Commercial (Lagos), Sunny Duke Okosun is the Manager of Programmes Division, Osafomwan Efe is the Controller of Engineering Services, Omogiate Osazee is the Controller of Production Services, Aisagbonhi Juliet is the Head of Admin.<sup>15</sup> Positions in the Departments in ITV Nigeria are; Administration & Human Resources, Engineering, Programmes, and also Operations, Commercial / Marketing, Accounts, News & Current Affairs<sup>16</sup>. Some other staffs that are in the industry are the journalist, who do the field work of the station.

## **Conclusion**

In conclusion the nature of ITV broadcasting is not so different from other broadcasting industry as television, radio, cable networks, internet are all means by which they broadcast. Journalism is considered a very vital aspect of broadcasting as information are gathered through them. There are also so many equipment that we can find associated with the broadcasting industry, such as audio consoles, microphone, headphones, studio monitor speakers, computer which serve a wide range function, generator which is compulsory in this society, and even more that were not mentioned. ITV is said to broadcast at different times with diverse of programs like "man around town", "IZIGAN" a crime and security Program, newscasts, showing programs related to celebrations etc. This are programs carried out by ITV. Having various departments and various head over this department.

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## **CHAPTER FIVE**

### **Conclusion**

The origin of media in Nigeria has gone a long way in creating a path for modern broadcasting industry to come to light. It is a well noted fact that anything that

is big starts from little, and therefore the origin of ITV Nigeria can be traced to the origin of mass media in Nigeria. The origin of mass media which dates back to the precolonial Nigeria, that is a time before the colonial Master came to gain hegemony over the land. It then moved unto the time when the colonial masters came to carry out their occupation in the land, thereby influencing the media system of the land. And later on the post-colonial era to the modern era which gave birth to the newly and popular found system of mass communication in Nigeria. In the precolonial era there was no much tools for communication, except for the crude and humanly used ones. Some ways of passing information back then are; Town crier, Oral tradition, Smoke signal, Talking drum and Open Market et cetera. This are ways by which information where distributed and also gathered in Nigeria. By this time the land was not called Nigeria and where divided into tribes and small nations, which operated a different form of government, some centralized and some decentralized. And they all made use of this forms of communication in almost similar ways. Some for entertainment and festivals, some to pass message to the masses and some for alerting the village members on security and other issues.

Furthermore, we would see the system of mass communication during the time when the colonial masters have entered the land and had introduced a system of education and further enhance the system of communication amongst the indigenious people of the land, further centralizing them and exposing them to vast and diverse means of communication. Communication in this era was greatly influenced by the

spirit of nationalism, and could be seen in some of their medium and reasons for communication. Some of the instruments used for communication then are; Newspapers, Telegraph and telephone, Wired Radio, Television and Internet. Although television and internet were in existence during this period, it was not yet fast and easily accessible. So it was used by a few. The television then was mostly black and white, and internet was not used frequently as it was accessible by few. It was the emergence of the new era, called the modern era that gave birth to the new easy to access sophisticated technology for communication. This form of communication made the job much easier and made it easy for people to access. Some of the modern tools used for communication and broadcasting are; Digital cables, Mobile devices like smart phones, computers, audio consoles etc. It was as a result of this development that broadcasting became easy to establish and run smoothly. And this gave birth to the independent television Nigeria.

Furthermore, ITV came to be as a result of the existence of sir, Dr. Chief Gabreil Osawaru Igbinedion who was born the 11th day of month September in the year 1934. A man of nobility, known for much great deeds in the peak of his days. And he was the founder of the station ITV Benin, which started operations in the year 1997 on channel 22 (UHF) with the slogan "Certainly the Best". He, for the reason of helping his people established again in 1998 a complementary radio channel 92.3, megahertz on the frequency modulation band. Which made transmission mobile. To some great extent the station has attained success in its activities and has also faced

challenges similar to other private broadcasting industries. Some of its successes and achievements are; more ways of providing information to masses as a result of technological development. transforming into a platform where companies, businesses and individuals advertised their product and their services. transforming into a veritable tool for where government hear the opinion of the masses carry out their, passing information, and gaining public supports.

Although they have prospered in many ways, some of which were not mentioned, we would have failed if we touched only their success alone leaving their challenges. Some of the challenges they face are; Private broadcasting industries are usually not supported by the government and they finance their affairs base on the profit they make in the industry, governments tend to have great influence in the affairs of the stations which they see as tools to carry out their functions and control the masses, the issue of light has always been a problem to many company and industries and it includes ITV as Nigeria, especially Benin where it is located has poor and unstable electricity supply. And so much expenses are added to the industry in order to compensate for poor power supply.

The independent television has various ways of broadcasting to the masses. Some of the methods by which they broadcast are; through television in Benin on channel 22, and Abuja on channel 42, through Radios on 92.3, megahertz on the frequency modulation band, through cable channels on Star Times Channel 130, Free

TV channel 505 and GOTV Channel 107 et cetera. The station is also available on several social media platforms such as Facebook, on the internet through their website "www.itvradiog.com". The station also makes use of journalist for field work and for information Sgathering. They make use of different equipment for carrying out their activities. some of the equipment used by them are; audio console, microphone, headphones, studio monitor speakers, computers, router audio, mix engine generators et cetera.

They have different schedules for programs, for example newscast are done in the following ways,

Monday to Friday: 7:30am, 9:30am, 12:00noon, 7:30pm and 11:00pm

Saturday: 7:00am, 7:30pm and 11:00pm

Sunday: 7:30am, 8:30am, 9:30am, 11:00am, 7:30pm and 11:00pm.

And some of their programs are "man around town" by Efe and crew, "izigan" by Osaze Omogiate, etc. They have different departments and person heading them, department such as

The Administration and human resources

The Program Engineers

The Operations department

## The Commercial / Marketing accounts

News and current affairs. This are some of the departments found in the independent television both in Benin and in Abuja. The independent television has been of great impact to the society, firstly we could see that it was the first private station to have received it license and has been functioning as a private station from that time till date. It has opened the ground floor for other private broadcasting stations. It has drastically improved the means by which information is passed to the society, the government broadcasting stations has always broadcasted programs and information that where favorable to them, and have held any information that they would not want to enter the public. But when ITV started to operate, they served the public by airing every little information that they believe the public needed to be aware of, this made them a more reliable source than the public broadcasting stations. Apart from creating awareness, independent television has also served as a channel for entertaining the masses, and also aired some exciting programs that could put some smile of the faces of it viewers. With the introduction of Radio channels, ITV has been able to feed information to a mobile viewer, and this has greatly impacted and benefited the society, by allowing information to be accessible almost everywhere in the local regions that they operate in.

ITV has greatly impacted the society, but there has been some factor that pose as threat to the reliability and credibility of their operations. One of this threat is

corruption, most broadcast stations especially privately owned are connected to the government one way or the other so the information that this stations air are sometimes favorable to the government, some broadcasting stations owners now plays politics and as such enlightens the public on political matters, and in some cases favorable to one party. Although it is important to spread information as regard elections and reasons why citizen should endeavor to cast their votes, but it is not a poll to feed the citizen on a better candidate to vote for. This practice is now found in most broadcasting stations today. In the presence of this practices, the privately own stations should restrict their programs and services to only events, programs and information that is neutral. Information that would not support one political party in the expense of the other. This would make the stations an impartial source of information. And also they should open their platforms for any parties who intends to campaign to campaign. They should not air information regarding the downside of one party in favor of another, but rather they should pass vital information as regards both parties, whether their success and also their failures so as to create awareness in the mind of the masses, to be able to vote wisely. Outside the private stations attempt to reduce broadcasting partiality, the government should also do well to help the stations to help themselves. By not trying to press hard in other to control the masses through the stations in their own favor at the expense of both the broadcast stations and the public at large. They should rather do things that would enable them gain public

support. So that when the broadcasting media are to air anything as regards the government activities, it would be one that put smile on the face of the masses.

There is yet another factor that has hindered the functionality of ITV and other broadcasting stations, which is advent of new technologies. The advent of new technologies has greatly fostered the growth of broadcasting stations, but it has also been the reason for their decline. Although not all broadcasting stations has been affected negatively due to the advent of new technologies, but this does not change the fact that many has. For example, in the area of social media, many social media Platform are now out. This platform has bested the broadcasting stations in passing information to the masses. Many young people don't need television or even radios to access some vital information in their locality and even outside their localities. The internet is now flooded with websites and avenues for accessing information. So as a result of this many broadcasting station has not been able to cope in the presence of new technologies and it has greatly affected them. Although independent television Nigeria has found a way to benefit from this event, there is still a huge mass that rather use other sources to gather information rather than using the independent television website or social media platform. There are different solutions that would help this stations cope with the new technologies. This stations should observe deeply the reasons why people prefer to use other platforms to access information rather than using their platforms. The reason could be the type of information that those platforms provide. So this stations should broaden their information sources to touch various

aspect that the masses go outside to get. And also this stations should try to broaden their scope to reaching all social media and also trying to be very active in it.

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