

Ownership, Foreign Direct Investment and Media Digitisation in Nigeria

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Abstract. In different countries of the world, irrespective of their political ideologies and econo-philosophical orientations, the media is either private or public owned and seen as public trustees. The core objective of this current study investigated the existing relationship between ownership structure and media digitization in relation to courting foreign direct investment into the sector. Employing political economy and technology determinism theory, the study adopted survey research method. Simple random sampling method with fish bowl technique was adopted to sample two media stations that participated in the study while purposive sampling method was adopted to sample 100 respondents that were media practitioners. Quantitative data was analyzed using percentage frequency distribution and chi-square. The relationship between selected independent variables (media ownership and Foreign Direct Investment) and the outcome variable (Media Digitization) was thoroughly examined. The analyses were done using cross tabulation and Chi-square tests because variable requirements in the study were qualitative or non-numeric in nature. There was a positive and significant relationship between media ownership, Foreign Direct Investment and Media Digitization with the P-value of less than or equal to 0.05.

Keywords: Media ownership, foreign investment, development, digitization

1. Introduction

Historical background of the media is important before analyzing the philosophies, orientations

and types in operation. This was supported by Siebert, Peterson, and Schramm (1956) that examines the press from historical perspective in categorizing it into era and its operation in the society, the first era of reference in history of media was the 'Bourgeoisies' the ruling class that established media organization for the purpose of propagating capitalism ideologies. In that era, the media was owned and controlled by the elites.

Media is classified into print, broadcast and the new media, Biagi (2012). Broadcasting in Nigeria was birthed by the colonialists in 1932 at the inception of British Broadcasting Corporation (BBC) commenced short wave programme services, Udejah (2005). Another reference point to note on broadcasting occurred on December 1, 1935 when Rediffusion Broadcasting system (RBS) was relayed, accessed to RDS was by subscription. The acceptance and popularity of RDS among Nigerians led to the introduction of wireless broadcasting in 1951 via the establishment of the Nigerian Broadcasting Corporation (NBC). The British government owned the exclusive right and sponsors the radio distribution service; the contents did not allow indigenous inputs. (Udejah (2005); Mackay (1964)

In Nigeria, the transformation and revolutionary trends in the media with its political orientations and affiliations made it a potent tool in the hand of government who hold exclusive rights over the press for a long time without competition and challenge. Nigerian media industry was liberated in 1992 by decree 38 promulgated by

General Ibrahim Babangida, this incidence resulted in issuance of licenses to private radio and television stations in the country. Presently, Nigerian media is both public and privately owned that aid sustenance of democratic form of government, (Croteau and Hoynes, 2001; Djankov, McLeish, Nenova and Shleifer, 2001; McChesney, 2010).

Media digitization is core to participatory democracy as the people irrespective of where they reside are empowered by new technologies to participate in governance as the partitioning wall created by obsolete communication technologies has been removed and replaced by digital devices. iPhones, android could be used to send text, graphics, videos, etc. and this would enable easy broadcasting of contents as it promotes citizen journalism that could liberate the people from being gagged and tied to conventional broadcasting that hardly reach some quarters. The benefit of digitization is transparency that will attract investment, creativity and innovation in other sector of the economy, (Armstrong, 2018).

Media is a dual institution that possesses both commercial and cultural attributes. Its commercial value implies that it is involved in creation of wealth and production of cultural goods and services, (Garnham (1995); Herman and Chomsky, 2002). Thus it required huge capital investment that could involve selling of shares and bonds to culled resources for the media apparatus in form of technologies and equipment. Private owned media stations culled resources from the public shares, loans and bonds, for example, DAAR Communication owned by Raymond Dokpesi was established in August, 1996 (African Independent Television, RayPower, etc.), listed in the Nigerian Stock Exchange in 2012 with issuance of public shares of the communication company. This incidence confirmed the economies of the media that emerges as the result of the dual function of the industry that is capital intensive. (Herman and Chomsky 2002). The new emerging economic paradigms: neo-liberalism economic system had enabled transnational corporations to spread their tentacles beyond borders and boundaries

for profit maximization that include media in its catalog of products for trade.

Economic growth, development and stability are core to other developmental projects in any society including media that serves as the voice to the voiceless. Presently, Nigeria is witnessing economic recession and doldrums in the magnitude of the incidence of ailing economy of 1986 brought about the palliative measure in the form of the introduction of Structural Adjustment Programme (SAP) with its variants of deregulation, privatization that resulted in liberalized economy and inflow of foreign direct investment (FDI) as the key to economic growth, development and sustainability. (Ibrahim, Omoniyi, and Oloni 2010). This was corroborated by World Bank report that developing countries due to economic instability and poverty had become attractive venue for FDI because they can offer investors a range of 'created' assets. (World Bank 2003). Russ, 2007; Alaba 2003; Ibrahim et al., 2010 claimed that Nigeria had been acknowledged as the one largest home for foreign direct investment, specifically on oil and gas. It remain a fact that capital investment on media is central to its development in all spheres considering the undeniable influence, effects and socialization power of the media. It has been described as vehicle and conveyor belt that broadcast or transmit government policies to the people and enlightened the masses. Presently there exist information gap between the urban and rural dwellers that put the 80% of Nigerians domiciled in rural places at disadvantage of not been enlightened, (Onabajo, 2003).

Emerging new communication a technology with its variants has made it distinct and effective with speed and quality output (Ihedu & Uche, 2012). It is therefore imperative for Nigerian media industry to migrate from analogue to digital technology. Ihechu et al., (2012) submitted that finance was one of the challenges that hindered the migration from analogue to digital broadcasting. Hanson (2015) equally reiterated the financial implication of the switch-over on the masses that had to purchase digital compliant set would resulted in financial burden being placed on the poor masses.

Foreign direct investment attracted by Nigerian government as submitted by UNCTAD (2009) statistical data showed allocation to Telecommunication industry as it has helped to transform the telephony system of the country. The study conducted by Tumala, Olufemi, Babatunde and Oladipupo (2011) titled “Survey of Foreign Assets and Liability in Nigeria 2011 Report showed that 12% of the foreign direct investment inflow was allotted to Transport, Storage and Communication. Further analysis and submission from UNCTAD (2009) revealed that the aspect of communication that enjoyed the FDI was telecommunication in the unit of Global Mobile System (GSM) that witnessed foreign investors that liberalized the sector.

The problem of media digital development in Nigeria could be seen in UNCTAD (2009) reports on how the media industry was shrouded in the reports but in actualization and execution much had not been done by the government to mobilize and attract investors to the media, the reason could be due to government ownership and control over majority of the broadcasting stations in Nigeria – both FRCN and Nigerian Television Authority exclusively belong to the government.

1.1 Problem Statement

The Regional Radio Communication Conference, RRC '06, held in 2006 by International Telecommunication Union had resolution that the whole world must migrate from analogue to digital with the deadline set for June, 2015. In pursuant of this resolution Nigeria set 2012 for broadcasting stations to be digitized but commence migration in batches with National Television Authority (NTA, Jos) which was the first to switch over from terrestrial television system to digital on June 17, 2014 (Ihechu and Uche 2012).

One of the problems of analogue technology is obvious in the fact that Nigerian advertising markets that worth \$200 million dollars, cannot be accessed or tapped due to obsolete media technologies in use Armstrong, (2018). Millions of naira that could be accrued or generated

through advertising has not been achieved due to the partial migration from analogue to digital.

Another salient issue is the cost of maintaining and repairing analogue equipment had increased astronomically since spare parts are no longer been produced to replace the old equipment. Money spent on maintaining the analogue equipment has resulted to increase in overhead cost taking into consideration the recent economic recession.

Delay in migration from analogue to digital hindered consumers’ access to divers content that could result in information revolution and full participation of citizen in democracy as the new technology made it easy for the citizen irrespective of where they domicile to participate and contribute to governance.

1.2 Significance of the Study

The knowledge acquire through this empirical study would influence government attracting foreign aids and investment onto media industry and equally would chat a new course for media policy formulation that would create a conducive platform for media development. The study will equally to add to existing literatures and provide a framework for further research in addressing the financial constraints facing media development in Nigeria. It will also attract investors into the industry and equally spur the government to focus attention in attracting and dedicating larger percentage of foreign direct investment into media industry.

1.3 Objectives of the Study

The objectives of this study are:

- To examine extent of digitization of broadcasting system in Nigeria
- To identify the foreign direct investment available for media digitization in Nigeria
- Examine the relationship between ownership, foreign direct investment and media digitization.

1.4 Research Questions

- What is the extent of broadcasting digitization system in Nigeria?
- What is the foreign direct investment available for media digitization in Nigeria?
- What is the relationship between ownership, foreign direct investment and media digitization?

2. Conceptual Review

2.1 Foreign Direct Investment and Ownership

Hill, (2003) asserted that foreign direct investment is the investment of resources in business activities outside the business home country while Adeoye, (2009) submitted that foreign direct investment is a long term investment that reflects the objective of a lasting interest and control by a resident of another country, a catalyst for economic growth of any country that attract or courted foreign direct investment. Mwillima (2003) describe FDI as any investment that leads to the acquisition of a lasting ownership and control interest (usually at least 10% of voting stock) and at least 10% of equity share in an enterprises operating in a country other than the home country.

Mallampally and Sauvart (1999) define FDI as investment by Multinational Corporation in foreign countries with the aim of controlling assets and managing production activities in these countries. It is a source of supply of funds for domestic investment promoting thus capital formation in the host country, Omisakin, Adeniyi and Omojolaibi (2009). Foreign direct investment when appropriately and prudently apply to an economy system can assist to ameliorate economic hardship.

Nigeria economy pre and post-independence base was agriculture with the country leading in exportation of groundnut; 16% of world cocoa and 43% of palm oil production respectively, however, the discover of oil has resulted in government concentration on mono products of oil as it abandon agriculture.

Nigerian government in a bid to grow the economy in 1972 established the Nigerian Enterprises Promotion Decree (NEPD), with decree that impose restriction of Foreign direct investment entry to twenty-two (22) business activities earmarked for investment including advertising and the media. With many years of experimenting with policies in 1995, Nigerian Investment Promotion Commission Acts was promulgated based on the premise to attract FDI to all sectors for foreign participation, up to 100% ownership in all sector except for oil sector. Foreign direct investment has had a significant impact on the expansion and revolutionary outlook of Nigerian telecommunication industry through the launch of Global System for Mobile (GSM) under the administration of former president, Chief Olusegun Obasanjo. The period witnessed two out of three licenses issued went to foreign companies – MTN of South Africa and Econet wireless (jointly owned by Zimbabwean – South Africans) now Airtel Nigeria. The impact of FDI on mobile telephony has been remarkable, UNCTAD (2006).

The study adopted the definition of Mallampally et al., (1999) to examine the issue of ownership in relation to foreign direct investment and media digitization. Ownership implies control of assets, resources and managerial skills, the foreign media industry operating in Nigeria have come for business purely and thereby there is no technological transfer from the media owned by foreign investors and indigenous stations that belong to the government and private individual. Media industry has also enjoyed foreign investment attraction that brought Multichoice that own Digital Satellite Television (DSTV), GOTV and Startimes to the shore of Nigeria. Examining the contribution and the value these companies added to Nigeria media industry, Startimes, Country Director at an interview claimed that they have provided easier route to digital migration in Africa with full adoption of satellites that aid transmission and they expect Nigerian broadcast stations to take clues from that and join in the progress. He equally submitted that with their innovation of integrated digital Led TVs, it would be convenient for Nigerian in both rural and urban

geographic locations to enjoy digital broadcasting when it is fully developed. He assured Nigerians that they don't need to spend additional cost in purchasing Set-Top Boxes, wiring or other accessories as Startimes digital TV offers solution with one product. However, the Managing Director of Multichoice opined that Nigeria are still miles away to actualize the project of media digitization. (Punch Newspaper, April 11, 2017). Integrated digital Led TVs referred to by Startimes Country director had to be purchased by average Nigerians that could hardly feed three daily square meals. Corroborating the candid opinion of Multichoice Director, Nigeria is still far away to actualize media digitization.

2.2 Media Digitization

Digitization is described as the process of converting information into digital format. This format organized the information into discrete unit of data called (bit) that can be separately addressed. This is the binary data that computers and many devices with computing capacity can process. Thus the evolving of digital media had witnessed the convergence and integration of graphics, audio, video and in the future perhaps even simulation of a virtual reality nature which may all be transmitted across the digital information superhighway. The digitization was made possible on the platform of multiple communication paths between the various nodes and sites in the network as provided by ARPANET (Elmer-Dewitt, 1994). The emergent of the internet as a media delivery system has revolutionized the structure and the economies of the media business globally.

Internet delivers all types of media – print, movies and recording – using a single delivery without barriers, (Biagi 2012). The internet linked millions of computer networks sending and receiving data all over the world with on owner or exclusive control over its system, (McQuail, 2010; Lesigg, 1999). Roger Fiddler opined that the internet has no president, chief executive officer and central headquarters”. The convergence of media industry does not occur in isolation without media technology, industry

also merging to position itself for new media ecology created by digital technologies. Negroponte (1978.) Digital media describes all forms of communication media that combine text, pictures, sound and video using computer technology.

Digital media read, write and store data electronically in numerical form – using numbers to code the data (text, pictures, graphics, sound and video), Biagi (2010). The technological development necessary for users to share text, graphics, audio and video was the creation of World Wide Web. The credit of this innovation belong to Tim Berner Lee, a British national who created several programming languages; HTML (hypertext markup language); HTTP- hypertext transfer protocol that enable people to create and send text set up electronic connections.

The nature of communication keeps evolving as it's evident in innovation and emergent of new communication technologies. The digital century is accelerating development in speed, quality, output, delivery and the amount of content (s) at users' discretion. The space and time are thinning out due to the new technology, (Strate 1999). The medium is message (McLuhan 1964) as the masses are the part of the message. McLuhan and Parker (1969). The internet is considered as a medium due to its extensive diffusion, (McQuail, 2010).

Technologies have created a new media environment that would influence media development. The origin of the 'media development' as a concept could be traced to post world war II that witnessed industrialization with more concentration on international aid work in the 80s and spanned to 90s; following the era of Cold war and collapse of Soviet Union. It was hoped to liberalize the press in order to be 'public trustee' of the people. The concept was to create a better quality, freer and objective press, (Higgins 2013). Media is central to the socio-political, economic and psychological development of its citizen as it has the sole responsibility to protect and defend the rights of the public. The functions of media in the society with its socializing effects make it a

force to be reckoned with as it was seen as the Fourth Realm of the Estate. Digitization of the media industry has benefits that would enhance the lives of the citizens' business transaction and protect their information from the privy eyes of other nations of the world. It would equally remove the digital divides that are evident in form of information and technological gaps that bedeviled Nigerian media industry.

The communication system is still a mixture of the old and new technologies in Nigeria while digitization uses a delivery system that has the combination of coaxial cable, copper wire, fiber optics and cellular technology, the citizens waits the time when the new technology would completely replace the old technology of analog. Analog technology encodes video and audio information as continuous signals and broadcast it through the air on specific airwaves frequencies to TV set while the TV would then translate them to picture and sounds. Analog technology is a very complex method to move information from one place to another because the analog signals takes up a lot of space on the air waves. Media development is anchor on liberalizing the press would be extremely difficult in Nigeria due to the fact that the cumbersome old technology of analog that is largely in use as against the digitized technology.

3. Literature Review

Some studies have examined and analyzed the influence and effects of foreign direct investment as it relates to some sectors in Nigeria economy. Adeleke, Olowe and Fasesin (2014) examined the impact of foreign direct investment on economic growth and employed regression analysis to determine the impact of FDI on economic growth. Nabamita and Sanjukta, (2009) conducted a study to investigate the influence of FDI on press freedom and submitted that FDI was a necessity for press freedom in all the countries sampled for the study. The causality and effects of corruption on foreign direct investment inflow into Nigeria was examined and its impact investigated by Akinlabi, Babatunde and Awoniyi, (2011) that asserted the reasons why

FDI courted to the country does not have positive impact on the economy.

Foreign direct investment inflows can assist an economy by creating opportunities for all levels of service sector (i.e. telecommunication, banking and finance, transport) wholesale and retail trade. The challenging issue of not be able to meet the deadlines set by International Telecommunication Union and the one set by the government may be linked to UNCTAD (2009) reports that many developing counties have attracted small amount of FDI inflow despite their efforts towards economic liberalization in order to fits into the global outfits. Trevino and Mixon (2004) enunciated that few countries with highly concentrated FDI could be self-sufficient economically, theoretically, the developed countries have attracted more FDI inflows and it was concentrated. Panagiotis and Konstantinos (2012) cited Grosse and Trevino (1996) gave explanation that help to understand why most FDI are directed and concentrated to developed countries rather than developing countries that constantly struggle among other competitors to court or attract FDI inflows. They opined that FDI decision depends on variety of characteristics of the host country amongst are exchange rate, market size, political instability, trade cost, investment, tax, inflation, budget deficit, domestic investment, government consumption and energy, (Blonigen, 2005).

Asiedu (2002); Balasubramanyam (2011) agreed with Panagiotis et al., (2012) that many countries have failed in meeting the characteristics needful for FDI inflow due to the economic indices prevalent in the host country. Exchange rate volatility, insecurity, poor infrastructure, corruption, Boko Haram and Niger Delta crisis were identified as variables that have negative impact on the flows of investment to Nigeria (Ibrahim et al., 2010).

There are benefits identified to accrue from inflow of FDI, among are technical and technological transfer or assistance, including critical managerial skills which increase indigenous productivity and creation of jobs, (Cohen, 2007). Global integration can

strengthen media sector financially and make it technologically enhanced and can improve the economic environment, (Nabamita and Sangukta, 2009). Many experts have agreed that FDI is capable of accelerating the process of economic growth of a developing country, (Obiwona, 2011).

4. Theoretical Framework

This study espoused on political economy and technology determinism theories. Political economy theory was propounded by Noam Chomsky as it examine how the capitalists and elites control the economic institution such as banks and stock markets and its multiplier effects of this control on social institutions, including the media, (Murdock, 1989; Baran & Dennis, 2009). Chomsky enunciated that the elites control the means of production and the effects shape media to suit their interest and purposes. One of the core assumptions of political economy theory established the link between media content production and media finances. It is an established fact that media institutions are capital intensive and required huge amount of money for its establishment, sustenance and development in tandem with current technologies and equipment. The recent trending digital technology adopted by countries in the world require huge investment for media stations to migrate from analogue to digital equipment that offered myriads of advantages. The theory explicates on the concept of capitalism that propagates trade liberalism that removes trade barriers and borders; this implies that media as a commercial industry irrespective of its ownership patterns require huge investment.

Media development is enabled by technology, finance and its philosophy. The presence of these three variables facilitates and encourages development of other sectors in the society, as the media serve as the link between the government and the people. The aspect of technology was expounded by determinism theory propounded by McLuhan (1964). Chandler (2013) enunciated that technology in general and communication technologies in particular serve as the basis of society in the

past, present, even in the future. McLuhan (1964) saw the technology creating a new environment and its physic and projected its social influence on human being.

Adler (2006) submitted that human being have dominated the world through the need to enhance communication, through innovation the old technology that occupy space and time had been removed as the new technology had made provision for virtual extension from one countries to the other. Baran and Davis (2012) corroborated Chandler (2013) that pontificate that all social, political, economic and cultural change is based on the development and diffusion of technology.

Technology determinism theory is distinctly known as humanistic with core assumption that technologies changes and shape every aspect of our lives and existence. Also, changes in the modes of communication shape human life and lastly as McLuhan asserted that “we shape our tools and they in turn shape us”. The technology determinism is the most appropriate theory to this study as its set or give perspective to the influence and effect of technological innovation on the society and its creation of a new media ecology. Media ecology explains the evolutionary nature of the media through advances in technology.

Walck, Cruikshank and Kalyanjo (2018) identified environment and interaction as the two common concept associated with media ecology. Technology diffusion had made the world a global village that activities extended beyond the country of initiators as it affect, influence with compelling changes in another continents and country, reiterating McLuhan, “our tools” indeed has shaped us and resulted in emergence of new social order.

Digitization the foremost among the communication technology that have incursive and extensive influence on the other countries that had not fully migrated to digitization broadcasting system. Therefore, technology determinism theory could be used by governments of developing countries to formulate policies and plans that could easily

accommodates adoption and adaptation of new communication technologies with no huge financial implication if the policies allows technology transfer and indigenization of equipment. The theory must formed the bases for long-term plan for broadcasting industries in order for her to adjust and adapt to new technologies in time so that other countries will not take advantage to encroach on the country's sovereignty due to technological gap that created a vacuum on the country's air space

5. Methodology

Survey research method was adopted for this study, Armstrong, Wong and Sanders (2008) submitted that survey is the most appropriate technique for gathering descriptive information about peoples' knowledge, attitude and preference. Berger (2000), Traudt (2005); Akuezilo (1993) agreed that survey method is very useful, reliable and effective method of eliciting and ascertaining the attitude, opinion, belief and behavior.

5.2 Data Presentation and Analysis

RQ 1: What is the extent of broadcasting digitization system in Nigeria?

Table 1: Extent of Digitization of broadcasting system in Nigeria.

Variables	STRONGLY DISAGREED		DISAGREED		NEUTRAL		AGREED		STRONGLY AGREED	
	f	%	f	%	f	%	f	%	f	%
Our media organization is digitally compliance	10	13.3	8	10.7	11	14.7	33	44.0	13	17.3
Our media organization still uses analogue because we cannot afford the huge capital involved to procure digital equipment	15	20.0	14	18.7	13	17.3	18	24.0	15	20.0
Our media station relied heavily on government subvention for procurement of equipment	17	22.7	14	18.7	15	20.0	12	16.0	16	21.3
Digital migration would provide the viewer and audience with multiple benefits as it combines television and computer technology.	4	5.3	3	4.0	2	2.7	26	34.7	40	53.3
Our media organization has fully migrated from analogue to digital	5	6.7	12	16.0	19	25.3	21	28.0	18	24.0

Source: Author's Field Work, 2020

Analysis on table I, revealed the percentage distribution of the extent of digitization of broadcasting system in Nigeria. 61.3% of the respondents did agree that their media organization is digitally compliance whereas about 24% and 14.7% of them disagreed and indifferent respectively.

Examining the existence and the use of analogue, 44% of the respondents agreed that their media organization still use analogue because they could not afford the huge capital involved to procure digital

The population of the study consists of employees from television stations in Lagos state. Simple random sampling method with fishbowl technique was used to pick two (2) televisions stations. The sampled television stations are: Channels, and LTV Channel 8, Lagos. On the other hand purposive sampling was further employed where 100 respondents was sampled based on their experience and knowledge about media operations and foreign direct investment in Nigeria.

5.1 Instrumentation

Questionnaire was defined as instrument for gathering data beyond the easy physical reach of the researcher. Nnamdi (1991:75) Anyanwu (2002) submitted that questionnaire is a printed list of questions to be answered by a number of people especially as part of a survey research. The study adopted Likert scale questionnaire to gather social data from respondents for analysis.

equipment. 38.7% submitted that their organization no longer use analogue, this might imply that the private owned is more digital compliance while 17.3% of remain indifferent.

Investigating the reliance on government subvention the statistics had shown that larger proportion (41.4) of the respondents emphatically reiterated that their media station did not relied heavily on government subvention for procurement of equipment. 20% of the respondents posited that their organization relied heavily on government subventions for procurement of equipment. However, 37.3% did not know whether their organization depend on government subvention and 20% remain indifferent. Exploring the benefit of digital migration, (88%) all the respondents agreed that digital migration would provide the viewer with multiple benefits as it combines television and computer technology while 9.3% disagreed and 2.7%) were indifference.

Research had revealed that 52% of the respondents agreed that their media organization has fully migrated from analogue to digital, 22.7% averred that their organization has not fully migrated while 25.3% remain indifferent.

RQ 2: What is the foreign direct investment available for media digitization in Nigeria?

Table 2: Foreign Direct investment for Media digitization in Nigeria

Variables	STRONGLY DISAGREED		DISAGREED		NEUTRAL		AGREED		STRONGLY AGREED	
	f	%	f	%	f	%	f	%	f	%
Foreign Direct Investment is available to all sectors in Nigeria including our media organization	3	4.0	17	22.7	24	32.0	21	28.0	10	13.0
Digital migration involves huge capital investment that could be accessed through Foreign Direct Investment	2	2.7	12	16.0	19	25.3	33	44.0	9	12.0
Foreign Direct Investment courted to the country concentrates on telecommunication and thereby media enjoy a large percent	7	9.3	17	22.7	33	44.0	12	16.0	6	8.0
Foreign Direct Investment courted were not invested on media exclusively	5	6.7	14	18.7	24	32.0	23	30.7	9	12.0
Foreign Direct Investment is not needed in relation to media digitization	8	10.7	18	24.0	19	25.3	21	28.0	9	12.0
There are multiplier effects like economic growth when Foreign Direct Investment concentrates on the media.	4	5.3	9	12.0	29	38.7	19	25.3	14	18.7

Source: Author's Field Work, 2020

Table 2 above depicts the percentage distribution of Foreign Direct Investment for media digitization in Nigeria. Statistics had shown that 41.0% of the respondents did agree that Foreign Direct Investment is available to all sectors in Nigeria including media organization. On the contrary, 26.7% of the respondents disagree that foreign direct investment is not courted for media industry while 32% remain neutral.

Investigating the capital investment on media, (56%) of the respondents agreed that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment. However, 18.7% of the respondents totally disagree that digital migration should not be dependent on foreign direct investment. 25.3% remain neutral.

More so, it can be deduced from Table 2, that more than half (44%) of the respondents were indifferent that Foreign Direct Investment courted to the country concentrates on telecommunication and thereby media enjoy a large percent, 32% disagreed while 24% agreed that Foreign Direct Investment courted to the country concentrates on telecommunication and thereby media enjoy a large percent.

About 42.7% of the respondents during the survey did agree that Foreign Direct Investment courted were not invested on media exclusively whereas 32% and 25.4% of them were neutral and disagreed that Foreign Direct Investment courted were not invested on media exclusively. In addition, larger percent (40) of the respondents were in support that Foreign Direct Investment is not needed in relation to media digitization, about 34.7% were not in support meanwhile, and 25% were indifferent.

Majority (44%) of the respondents agreed that there are multiplier effects like economic growth when Foreign Direct Investment concentrates on the media, about 38.7% and 17.3% were indifference and disagreed that there are multiplier effects like economic growth when Foreign Direct Investment concentrates on the media respectively.

RQ 3: What is the relationship between ownership, foreign direct investment and media digitization?

Table 3: Relationship between ownership, foreign direct investment and media digitization.

Variable	Media Digitization(Our media organization is digitally compliance)					
	Strongly Disagreed	Disagreed	Neutral	Strongly Agreed	Agreed	Total
Media Ownership (Decision on digital migration could be influenced either positively or negatively by the owners.)						
Strongly Disagreed	0(0%)	0(0%)	1(100%)	0(0%)	0(0%)	1(100%)
Disagreed	0(0%)	1(14.3%)	1(14.3)	5(71.4%)	0(0%)	7(100%)
Neutral	3(23.1%)	1(7.7%)	3(23.1%)	4(30.8%)	2(15.4%)	13(100%)
Agreed	5(13.2%)	4(10.5%)	4(10.5%)	20(52.6%)	5(13.2%)	38(100%)
Strongly Agreed	2(12.5%)	2(12.5%)	2(12.5%)	4(25.0%)	6(37.5%)	16(100%)
χ^2 -Statistic=185.103 df=1 p-value=0.028						

Source: Author's Field Work, 2020

Table 3 reveals the cross tabulation of media digitization and media ownership of the respondents. Statistics shows that all the respondents who strongly disagreed that the decisions on whether digital migration could be influenced positively or negatively by the owners were neutral in their decisions in that their media organizations are digitally compliance.

Almost (71.4%) all the respondents who agreed that their media organizations are digitally compliance had a contrary opinion that the decisions on whether digital migration could be influenced either positively or negatively by the owners while equal percent (14.3) of the respondents who disagreed that the decisions on whether digital migration could be influenced positively or negatively by the owners were neutral respectively.

Furthermore, research shows that larger proportion (46.2) of the respondents who were neutral in their decisions whether digital migration could be influenced positively or negatively by the owners agreed that their media organizations are digitally compliance whereas about 30.8% and 23.1% who were neutral in their decisions whether digital migration could be influenced positively or negatively by the owners agreed that their media organizations are digitally compliance respectively. Majority (62.5%) of the respondents who agreed in their decisions on whether digital migration could be influenced positively or negatively by the owners equally agreed that their media organizations are digitally compliance meanwhile, 25% and 12.5% who agreed in their decisions on whether digital migration could be influenced positively or negatively by the owners disagreed and were indifference in that their media organizations are digitally compliance respectively.

The relationship between selected independent variables (media ownership and Foreign Direct Investment) and the outcome variable (Media Digitization) was thoroughly examined. The analyses were done using cross tabulation and Chi-square tests to test the significance of the relationships between

selected independent variables and outcome variables because variable requirements in the study are qualitative or non-numeric in nature. P-value of less than or equal to 0.05 indicates that the independent variable is significantly related to the outcome variable.

Table 3.1: Percentage Distribution of Media Ownership in Nigeria

Variables	STRONGLY DISAGREED		DISAGREED		NEUTRAL		AGREED		STRONGLY AGREED	
	f	%	f	%	f	%	f	%	f	%
Media content could be influenced by ownership	10	13.3	7	9.3	13	17.3	19	25.3	26	34.7
Ownership source of finance could hasten media digitization	4	5.3	9	12.0	10	13.3	28	37.3	24	32.0
Management structure of media organization could be influenced by ownership	6	8.0	7	9.3	8	10.7	30	40.0	24	32.0
Decision on digital migration could be influenced either positively or negatively by the owners	1	1.3	7	9.3	13	17.3	38	50.7	16	21.3
Commence of digital switch over from government owned media organization implies ownership interest	4	5.3	8	10.7	29	38.7	25	33.3	9	12.0
Digital migration of all media outlets is government responsibilities irrespective of the type of ownership	17	22.7	11	14.7	20	26.7	16	21.3	11	14.7

Source: Author's Field Work, 2020

The analysis of data as presented in the above table revealed the percentage distribution of media ownership in Nigeria. Statistics had shown that predominant (60.0%) of the respondents did agree that media content could be influenced by ownership, about 22.6% disagreed while 17.3% of them were neutral. Majority (69.3%) of the respondents were of the opinion that ownership source of finance could hasten media digitization whereas, 17.3% and 13.3% disagreed and indifference accordingly.

Moreover, almost (72.0%) all the respondents agreed that management structure of media organization could be influenced by ownership, 17.3% disagreed while about 10.7% were neutral. Larger percent (72) of the respondents did agree that decision on digital migration could be influenced either positively or negatively by the owners, meanwhile, 17.3% and 10.6% of the remaining respondents were indifference and disagreed respectively.

Research shows that the commencement of digital switch over from government owned media organization implies ownership interest was largely agreed on by the respondents while about 38.7% and 16% were indifference and disagreed respectively. About 37.4% of the respondents disagreed that digital migration of all media outlets is government responsibilities irrespective of the type of ownership meanwhile, 36% and 26.7% of them did agree and neutral respectively.

Table 3.2: Cross Tabulation of Media Digitization and Foreign Direct Investment

Variable	Media Digitization(Our media organization is digitally compliance)					
Foreign Direct Investment (Digital migration is involves huge capital investment that could be accessed through Foreign Direct Investment)	Strongly Disagreed	Disagreed	Neutral	Strongly Agreed	Agreed	Total
Strongly Disagreed	0(0%)	0(0%)	1(100%)	0(0%)	0(0%)	1(100%)
Disagreed	0(0%)	1(14.3%)	2(26.6%)	4(57.1%)	0(0%)	7(100%)
Neutral	0(0%)	3(23.1%)	4(30.8%)	6(46.2%)	0(0%)	13(100%)
Agreed	2(5.3%)	6(15.8%)	8(21.1%)	19(50.0%)	3(7.9%)	38(100%)
Strongly Agreed	0(0%)	2(12.5%)	4(25%)	4(25%)	6(37.5%)	16(100%)
χ^2-Statistic=193.103df=3p-value=0.041						

Source: Author's Field Work, 2020

Table 3:2 presented the cross tabulation of media digitization and Foreign Direct Investment of the respondents. Research shows that respondents who strongly disagreed that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment were indifferent in that their media organizations are digitally compliance. More than half (57.1%) of the respondents who disagreed that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment strongly agreed that their media organizations are digitally compliance whereas about 26.6% and 14.3% who disagreed that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment disagreed and were indifferent in that that their media organizations are digitally compliance respectively.

More so, majority (46.2%) of the respondents who were neutral in that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment strongly agreed that their media organizations are digitally compliance, meanwhile about 30.8% and 23.1% who were neutral in that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment disagreed and neutral in that their media organizations are digitally compliance respectively.

Research depicts that larger percent (57.9) of the respondents who were agreed that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment equally agreed that their media organizations are digitally compliance whereas equal proportion (21.1) of the respondents who agreed that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment disagreed and were neutral that their media organizations are digitally compliance.

It can be seen from culled from the statistical table above that (62.5%) all the respondents who strongly agreed that digital migration involves huge capital investment that could be accessed through Foreign Direct Investment were neutral

and disagreed that their media organizations are digitally compliance respectively.

6. Discussion on the findings

This present study has applied quantitative survey data and adoption of descriptive statistics expressed in values of frequency counts, percentages and chi-square were employed in describing respondents' beliefs and opinions about ownership, foreign direct investment and media digitization in Nigeria. This has enable gathering of more comprehensive knowledge about foreign direct investment and how Nigerian government appropriate or allocate it across sectors in the country.

Considering the concept of foreign direct investment, Nigeria as a country had enjoyed huge capital investment from foreign multinationals into the sectors that the government had prioritized. It was revealed that foreign direct investment in Nigerian concentrate on extractive industries.

Mallampally and Sauvart (1999) definition of foreign direct investment (FDI) has find expression in Nigeria economy as multinationals owned assets, expand business and increase profit margin. This was corroborated by findings that revealed that foreign investors seek investment opportunities to increase profit margin and thereby some of extract and transfer profits out the country where their businesses domicile.

Analyzing the importance of foreign direct investment to media, the respondents asserted that digital migration in developing country could only be possible with foreign aid and investment into the media. Nabamita and Sanjukta (2009) empirical research on the influence of FDI on press freedom asserted that FDI is a necessity for media development in technologies and other aspect. Media had received scholars' approval as very core to socio-economic, political and psychological development of any society; its undeniable influence has positioned it as one of the phenomenon that must be invested on by the government. Investment on media technologies in form of digitization would promotes freedom

of expression, easy diffusion of information that cut across borders and communities on time and equally promotes the democratic form of government as practiced now in Nigeria. (Rosenberry & Vicker, 2009).

Courting foreign direct investment for media would result in technical and technological transfer, managerial skills which increase indigenous productivity and creation of jobs, (Cohen, 2007).

Ownership structure has been another factor of division that could make complete digitization a mirage as government owned stations received attention from the one that controls the power and market and the private owned media struggling to meet up the challenges posed by digital revolution while the foreign media already have link with their headquarters satellites, already using digital technologies for broadcasting. Djanjov, McLeish, Nenova and Schleier, (2001) asserted that government monopoly of media results in manipulation of the market and hampering democracy as they own larger percentage of the media. McLaren (2007) enunciated that media owners use it to manipulate both economic and political issues.

Respondents submit that the phase by phase switchover commenced by the government from government owned station without private owned in the picture is a pointer to the issue of ownership.

7. Conclusion

The salience of media digitization as it impinges on our socio-economic and psychology cannot be over-emphasizes as the latest technology advantages are far reaching every aspect of human endeavors. Media is the only platform that gives the voice to the voiceless and promotes the fundamental human right of every citizen as enshrined in the constitution and uphold by the tenets of democracy. Sustainability of Nigerian democracy could be achieved using the three pedestal of foreign investment on media: technology, production and marketing. Media as a conveyor belt that convey government policies to the people in turn would enable citizen participation in

governance. The study therefore, recommend that Nigerian government should allocate and invest on media and equally intensive her effort to court foreign direct investment on media. Formulation of new media of policy on FDI that include building infrastructure and digital migration with profit tax accrued from foreign investors business activities must be prioritized.

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