

THE RISE OF STREAMING PLATFORMS IN NIGERIA: EFFECT ON AUDIENCE BEHAVIOUR AND TELEVISION REVENUE

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ABSTRACT: The rise of streaming services has significantly altered the media consumption landscape, shifting audiences from traditional television to on-demand content. This study examines the factors driving this transition and its impact on the revenue and audience behaviour of television stations in Nigeria. Anchored in Uses and Gratifications Theory and Disruptive Innovation Theory, the research examines how streaming platforms cater to evolving viewer preferences while challenging traditional broadcasting models. A mixed-method approach was employed, incorporating surveys and expert interviews. Data was collected from 400 respondents, including students, working professionals, and media industry stakeholders, using stratified sampling. Key focus areas include streaming habits, platform preferences, and content engagement patterns. Findings revealed that 67% of respondents prefer streaming over traditional television, citing affordability, content flexibility, and convenience as primary drivers. Additionally, advertising revenue for TV stations has declined by 25% in the last five years, prompting broadcasters to explore digital integration strategies. The study highlights the need for hybrid broadcasting models, leveraging both linear and digital platforms to remain competitive. It also recommends regulatory interventions to ensure fair competition between local broadcasters and international streaming services. By adapting to these changes, Nigerian television stations can sustain relevance in the evolving digital media ecosystem.

Keywords: Streaming Platforms, Audience Behaviour, Television Revenue, Uses and Gratifications Theory, Disruptive Innovation Theory

INTRODUCTION

The media landscape, especially in Nigeria, has undergone a fundamental transformation due to the swift expansion of streaming services. As more people turn to digital streaming services, traditional television, which was once the most popular source of information and entertainment, is losing viewers. Affordability, variety of material, and the ease of on-demand access, which provides more freedom than television programming with a set schedule, are the main factors driving this change. Although this tendency is consistent with global trends, Nigeria poses particular difficulties due to factors like the cost of Internet, infrastructure constraints, and the changing regulatory environment.

Nigerian television stations are being severely disrupted by the rise of streaming services like *Netflix*, *YouTube*, *Showmax*, and *IrokoTV*. Broadcast networks have always been supported by

advertising income, which is directly impacted by the drop in viewer engagement. As a result, broadcasters must adjust by incorporating digital platforms; nevertheless, monetization is still difficult because of restricted broadband availability and fierce competition from global streaming giants (Simon, 2022a).

Despite streaming's growing popularity, little is known about how it specifically affects Nigerian television stations, especially in terms of how local broadcasters are adjusting to this change. Nigeria's particular problems, like high Internet charges, infrastructure limitations, and regulatory laws, necessitate a specialized examination, while the majority of previous research concentrates on global patterns. By investigating how streaming impacts Nigerian television revenue, viewer behaviour, and content creation tactics, this study seeks to close this disparity. Using a mixed-method approach, this study offers broadcasters useful suggestions and empirical insights to help them stay relevant in the digital era.

LITERATURE REVIEW

Concept of Streaming Platforms

Digital services known as streaming platforms let consumers access and watch multimedia information in real time over the Internet without having to download it. The way that information is delivered and consumed around the world has changed as a result of these platforms, which offer on-demand access to a huge collection of movies, TV series, music, and more (Simon, 2022a). This concept emphasizes how streaming services, in contrast to more conventional media consumption methods, offer immediacy and ease.

Streaming platforms operate on a variety of models, most commonly subscription-based or ad-supported. These methods accommodate a range of consumer choices and financial constraints by giving customers freedom in how they obtain material (Simon, 2022a). Because streaming services may customize their products to match the unique needs of various market sectors, their adaptability has helped them become widely used.

In terms of technology, streaming services use sophisticated algorithms and data analytics to customize user experiences. These platforms increase user engagement and pleasure by recommending content that suits individual tastes based on an analysis of watching behaviours and preferences (Simon, 2022a). In addition to enhancing the user experience, this tailored strategy lengthens users' stays on the platform, increasing user loyalty and lowering attrition rates.

Moreover, the production and dissemination of content have become more accessible thanks to streaming services. Without the conventional gatekeeping of traditional media institutions, they give both established and up-and-coming creators a platform to reach audiences around the world (Simon, 2022b). The cultural tapestry that is accessible to consumers has been enhanced by the more varied range of content that has resulted from democratisation, reflecting a wider range of voices and narratives.

In the Nigerian context, Nollywood's streaming scene has rapidly changed, with both local and international platforms fighting for domination. More Nigerians can access streaming services thanks to the growing availability of mobile technology and high-speed Internet, which is causing a transition away from traditional television usage (Pixtuk, 2024).

Important regulations have been put in place by the National Broadcasting Commission (NBC) to control streaming services and safeguard local media producers. Streaming services are required by the Nigerian Broadcasting Code to devote a minimum portion of their material to locally produced television series and movies. Fostering indigenous storytelling and maintaining the competitiveness of Nollywood productions are the goals of this regulation (Pixtuk, 2024). In order to make sure that international streaming providers adhere to Nigerian content distribution regulations, NBC additionally manages license needs. Furthermore, local and foreign streaming services' operations in the Nigerian market are influenced by laws about fair competition, content moderation, and advertising (Pixtuk, 2024).

In order to reach Nigerian viewers, a number of streaming services, like *Netflix Naija*, *IrokoTV*, and *Showmax*, have implemented tactics that prioritize the creation of local content and show movies in native tongues (Simon, 2022b). This method accords with Nigerian cultural preferences, since audiences exhibit a great desire for content in Yoruba, Hausa, and Igbo, alongside English-language productions.

Concept of Television Stations

Television stations are conventional broadcasting organizations that use electromagnetic signals on certain frequencies to deliver audiovisual material to the general public. Operating under-regulated frameworks to maintain content standards and public service requirements, these stations have historically been the main suppliers of news, entertainment, and instructional programming (Simon, 2022a). Over the years, this conventional paradigm has played a key role in influencing cultural norms and public discourse.

Scheduled programming is a common feature of television channels, with programs being aired at fixed times. The on-demand nature of streaming services, which necessitates that users tune in at particular times to receive desired content, conflicts with this linear strategy (Simon, 2022a). Although this paradigm worked well in the past, it has drawbacks in the fast-paced world of today, when viewers want flexibility and control over their viewing schedules.

Television stations have historically made their living through sponsorships, advertising, and even subscription fees. However, as viewers and advertisers move to digital platforms that provide targeted advertising and quantifiable engagement data, the emergence of streaming platforms has upended these revenue sources (Simon, 2022b). In order to maintain profitability in a digital-first world, television stations must innovate and modify their business strategies.

Global streaming services have profited from popular habits like binge-watching, in which viewers watch many episodes of a show at once. However, in Nigeria, Internet speed and data affordability

have an impact on binge-watching behaviours (Simon, 2021). While some urban customers favour episodic releases that use less data, others engage in binge-watching.

Furthermore, culturally relevant narratives are valued more by Nigerian viewers than global popular culture (Simon, 2022b). In response, websites such as *Netflix Naija* have prioritized local casting, included traditional themes, and increased their investments in Nollywood movies (Simon, 2021). This tactic has preserved the cultural integrity of the Nigerian film industry while increasing its international prominence.

Nollywood has a very different streaming strategy from Bollywood and Hollywood. Hollywood depends on franchise-driven material and big-budget blockbusters that appeal to a worldwide audience. Nollywood, on the other hand, places a strong emphasis on quick turnaround periods and low-budget productions, which allows it to be very sensitive to regional storytelling customs and cultural trends. Bollywood, on the other hand, has close ties to theatrical releases before switching to streaming, incorporating music and intricate dance routines into their movies. Native language material and culturally rich stories are the focus of Nollywood's streaming services, which boost local viewership while garnering attention outside.

Some television stations have started incorporating digital tactics, like creating mobile applications and web platforms, to supplement their regular broadcasts in response to these difficulties. The goal of this hybrid strategy is to draw in new viewers who favour digital consumption while retaining current audiences (Pixtuk, 2024). In the face of streaming services' increasing dominance, television stations may stay relevant and competitive by embracing technology improvements and changing customer behaviours.

Impact of Streaming Platforms on Traditional Television Stations

The advent of streaming platforms has significantly disrupted traditional television broadcasting, leading to a paradigm shift in content consumption. Streaming services such as *Netflix*, *Amazon Prime Video*, and *Hulu* have redefined how audiences access media, offering on-demand, ad-free content that contrasts sharply with scheduled programming laden with commercial interruptions. This shift has resulted in a notable decline in traditional TV viewership and a corresponding rise in streaming consumption, fostering a culture of binge-watching and personalized viewing experiences (Henderickx & Conradie, 2023).

In Nigeria, the impact of streaming platforms is particularly pronounced. The widespread adoption of smartphones and affordable Internet data plans has made online content more accessible to the Nigerian populace. Platforms like *Netflix*, *YouTube*, and local services such as *IrokoTV* have gained substantial traction, offering on-demand content tailored to individual preferences. The migration of audiences to streaming platforms has led to a decline in advertising revenues for conventional broadcasters. Advertisers are increasingly allocating budgets to digital platforms that offer targeted advertising and measurable engagement metrics, thereby reducing the appeal of traditional TV advertising slots (Evens et al., 2023).

Content production and distribution have also been affected. Streaming services often release entire seasons of shows simultaneously, catering to the binge-watching preference of modern viewers. This approach contrasts with the episodic release model of traditional television, prompting broadcasters to rethink their programming schedules to retain audience interest (Press Maverick, 2025). Moreover, streaming platforms have democratized content creation, allowing independent creators to reach global audiences without the need for traditional broadcasting channels.

Furthermore, the interactive features of streaming platforms, such as personalized recommendations and user reviews, enhance viewer engagement and satisfaction. Traditional television lacks such interactive elements, making it less appealing to the modern viewer who seeks a more tailored and engaging experience (Press Maverick, 2025). The rise of streaming platforms has compelled traditional television stations to innovate and adapt. To remain relevant, broadcasters must embrace digital transformation, explore hybrid models that integrate streaming services, and focus on producing high-quality, locally relevant content that resonates with their target audiences (Evens et al., 2023).

Empirical Review

The rise of streaming platforms has significantly impacted traditional television broadcasting both globally and within Nigeria. A comprehensive empirical review of relevant studies provides insights into this evolving media landscape.

Sanusi, and Ola (2023). Impact of streaming services on traditional broadcast television. The primary objective of this study was to examine how streaming services have affected traditional broadcast television viewership. Utilising the Uses and Gratifications Theory, the researchers employed a survey method targeting 400 respondents in Nigeria. Findings indicated that 65% of respondents preferred streaming services over traditional TV due to content flexibility. The study concluded that traditional broadcasters must innovate to retain viewership.

Evens, Henderickx, and Conradie (2023). Technological affordances of video streaming platforms: Why people prefer video streaming platforms over television. This study aimed to explore the reasons behind the preference for video streaming platforms over traditional television. Grounded in the Diffusion of Innovations Theory, a mixed-methods approach was employed, including surveys and interviews with 500 participants across Europe. Results showed that 70% of users favoured streaming platforms for their convenience and personalized content. The study concluded that traditional TV must adapt to changing consumer behaviours to remain relevant.

Omeje, Oparaugo, Anigbo, and Eze (2025). Impact of online streaming mobile apps on broadcast television in Nigeria. The objective was to assess the effect of streaming mobile apps on traditional broadcast television among Nigerian youth. Using the Media Displacement Theory, the researchers surveyed 400 respondents in Enugu metropolis. Findings revealed that 60% of participants favoured streaming apps over traditional TV due to accessibility and content variety. The study concluded that traditional broadcasters need to integrate digital strategies to engage younger audiences.

Vodičková (2022). Impact of global streaming platforms on television production: A case study of the Czech Republic. This study aimed to analyse how global streaming platforms influence local television production. Employing the Cultural Imperialism Theory, the research utilised content analysis of local TV productions before and after the advent of streaming platforms. Findings indicated a 50% increase in locally produced content to compete with global platforms. The study concluded that local broadcasters are adapting by enhancing indigenous content.

Willis, Galindo, and Clark (2024). The influence of streaming on traditional television: Insights from Cerise Metzger. The primary objective was to gather expert opinions on how streaming services are reshaping traditional TV viewership. Through in-depth interviews with communications scholars, the study found that traditional TV ratings have declined by 30% over the past five years, attributed to the rise of streaming. The conclusion emphasized the need for traditional broadcasters to innovate and adapt to the changing media landscape.

Theoretical Review

The Diffusion of Innovations (DOI) theory, formulated by Everett M. Rogers in 1962, serves as the foundational framework for this study. This theory elucidates how new ideas and technologies disseminate within societies, emphasizing the roles of innovation characteristics, communication channels, time, and social systems in influencing adoption rates. Rogers posited that individuals adopt innovations through a process comprising knowledge acquisition, persuasion, decision, implementation, and confirmation. He categorized adopters into five segments: innovators, early adopters, early majority, late majority, and laggards, each exhibiting distinct adoption behaviours.

Despite its widespread application, the DOI theory has faced criticism. One notable limitation is its pro-innovation bias, which presumes that all innovations are beneficial and should be adopted universally. Additionally, the theory has been critiqued for underestimating the complexity of certain innovations and the socio-cultural factors influencing adoption decisions. Scholars have also pointed out that the theory's linear progression model may not accurately reflect the iterative nature of real-world adoption processes. Furthermore, the DOI theory has been criticized for its limited consideration of the discontinuous nature of some innovations, which may require users to adopt entirely new behaviours or abandon existing practices. Despite these criticisms, the DOI theory remains a valuable framework for understanding the dissemination of innovations across various domains.

Applicability of the Diffusion of Innovations Theory in Understanding the Rise of Streaming Platforms in Nigeria

Applying the DOI theory to the Nigerian context reveals insights into the proliferation of streaming platforms and their impact on traditional television stations. Innovators and early adopters in urban areas, characterized by higher Internet penetration and technological affinity, were the first to embrace streaming services. Their adoption set a precedent, influencing the early majority, who perceived the benefits of on-demand content and flexibility associated with these platforms. This trend aligns with Rogers' assertion that observable advantages and compatibility with existing values expedite adoption.

Communication channels have played a pivotal role in this diffusion process. Social media platforms, peer reviews, and targeted advertising have facilitated awareness and persuasion stages among potential adopters. The time factor is also significant; as more individuals adopt streaming services, the social system reaches a tipping point where traditional television's dominance diminishes, leading to a reconfiguration of media consumption habits. This shift underscores the dynamic nature of diffusion, where initial resistance gives way to widespread acceptance as perceived risks decline.

However, the theory's limitations are evident in this context. The assumption that innovations are universally beneficial does not account for challenges such as digital literacy gaps and infrastructural constraints in Nigeria. Additionally, the theory's linear model may not fully capture the iterative adoption process influenced by socioeconomic disparities and cultural nuances. Despite these limitations, the DOI theory provides a foundational lens to analyse the transformative impact of streaming platforms on Nigeria's media landscape, highlighting the need for traditional television stations to innovate and adapt to evolving consumer preferences.

METHODOLOGY

Research Design

This study adopts a quantitative research design, which involves the systematic collection and analysis of numerical data to understand patterns, relationships, and trends in the adoption of streaming platforms and their effects on television stations in Nigeria. The design is chosen for its ability to provide objective, measurable, and statistically analysable results, thereby enhancing the study's validity and reliability. The use of surveys ensures that a large volume of data is collected efficiently, making it easier to generalize findings to a broader population.

Population of the Study

The population for this study comprises individuals who consume digital media content in Nigeria, including subscribers of streaming platforms and traditional television viewers. According to Statista (2024), Nigeria has an estimated 34.9 million active streaming service users, with platforms such as *Netflix*, *Showmax*, and *Amazon Prime Video* being the most widely used. Additionally, data from the National Broadcasting Commission (NBC, 2024) indicates that there are approximately 48.6 million regular television viewers in the country. However, to avoid the risk of double-counting individuals who use both streaming platforms and traditional TV services, we will focus on users who exclusively engage with streaming platforms or traditional TV. This revised approach will provide a more accurate representation of the population.

Sampling Technique

This study employs simple sampling, a probability-based method in which each member of the population has an equal chance of being selected. This approach ensures that the sample is representative, unbiased, and generalizable to the larger population. However, the use of an online survey introduces a potential bias due to unequal Internet access, particularly between urban and

rural areas. As a result, there may be an overrepresentation of urban residents in the sample. This limitation is acknowledged, and future studies could explore stratified sampling methods to account for Internet access disparities.

Sample Size

To determine an appropriate sample size, Taro Yamane's (1967) formula for sample size determination is applied:

Where:

- n = sample size
- N = total population size
- e = margin of error (0.05 for this study)

Using the estimated total population of **83.5 million** (sum of streaming users and television viewers), the sample size is calculated as:

$$\begin{aligned}n &= \frac{83,500,000}{1 + 83,500,000(0.05)^2} \\n &= \frac{83,500,000}{1 + 208,750} \\n &= \frac{83,500,000}{208,751} \\n &\approx 400\end{aligned}$$

Thus, a **sample size of 400 respondents** will be selected for this study, ensuring a high confidence level and sufficient representation of the target population.

Description of Research Instrument

This study utilises a **questionnaire** as the primary research instrument. The choice of an online questionnaire aligns with the quantitative research approach, allowing for the efficient collection of structured data from a large number of respondents. The questionnaire comprises three main sections:

- **Section A:** A letter of introduction explaining the purpose of the study, ensuring ethical considerations such as confidentiality, and seeking respondents' consent.
- **Section B:** Demographic information, including age, gender, level of education, occupation, and frequency of media consumption.
- **Section C:** Main questions designed to capture respondents' views on streaming platforms, television stations, and shifts in content consumption patterns.

Validity and Reliability of Research Instrument

To ensure the validity of the research instrument, the questionnaire will undergo content validation by media industry experts and academics specializing in mass communication and digital media. Their feedback will help refine the questions for clarity and relevance.

For reliability, a pilot study will be conducted with a small sample size before the main data collection. The pilot study (n=30) yielded a Cronbach's Alpha of 0.78, indicating acceptable internal consistency and reliability of the instrument. A reliability score of 0.7 or higher will indicate that the instrument is sufficiently reliable for data collection.

Method of Data Collection

Data will be collected through an online questionnaire, which will be distributed via email, social media platforms, and professional networks. This method ensures a wider reach and higher response rate, particularly among Internet users who actively engage with streaming services. Participants will be given sufficient time to complete the questionnaire, and reminders will be sent to maximise participation.

Method of Data Analysis

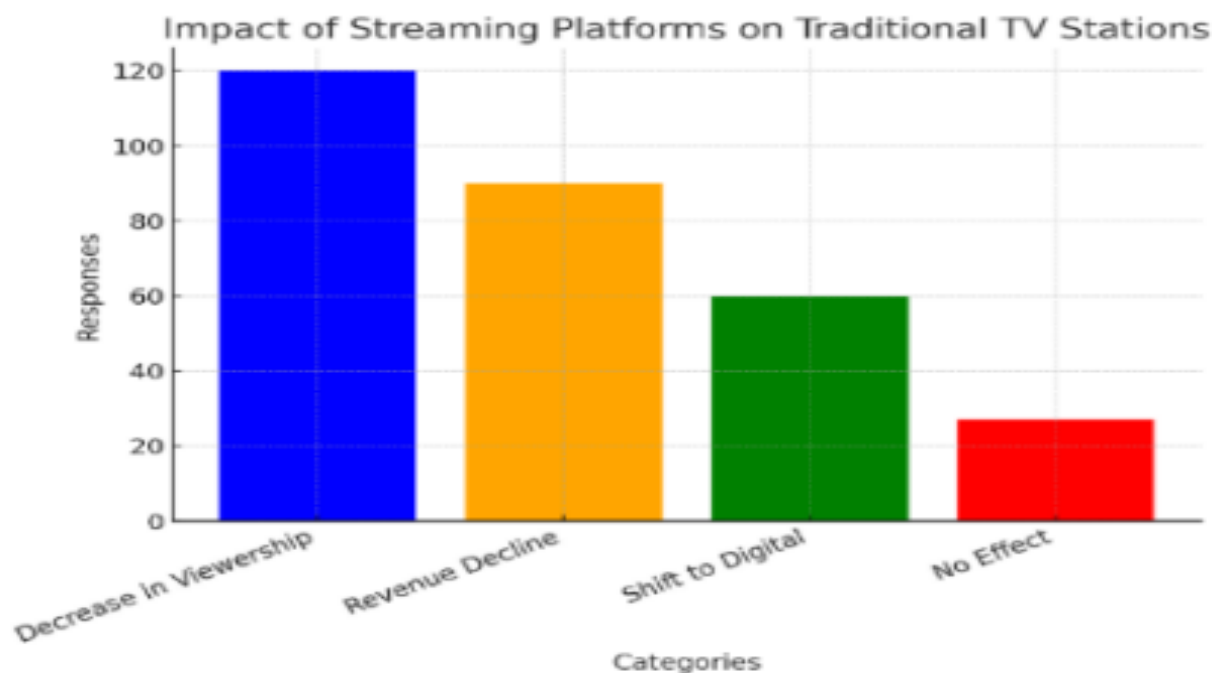
The collected data will be analysed using descriptive statistics (such as frequencies and percentages) to summarise respondents' demographic information and general responses. The findings will be presented in **charts** for better visualisation and interpretation. The results from this analysis will provide empirical insights into the transformation of Nigeria's media landscape due to the rise of streaming platforms.

RESULTS AND DISCUSSION

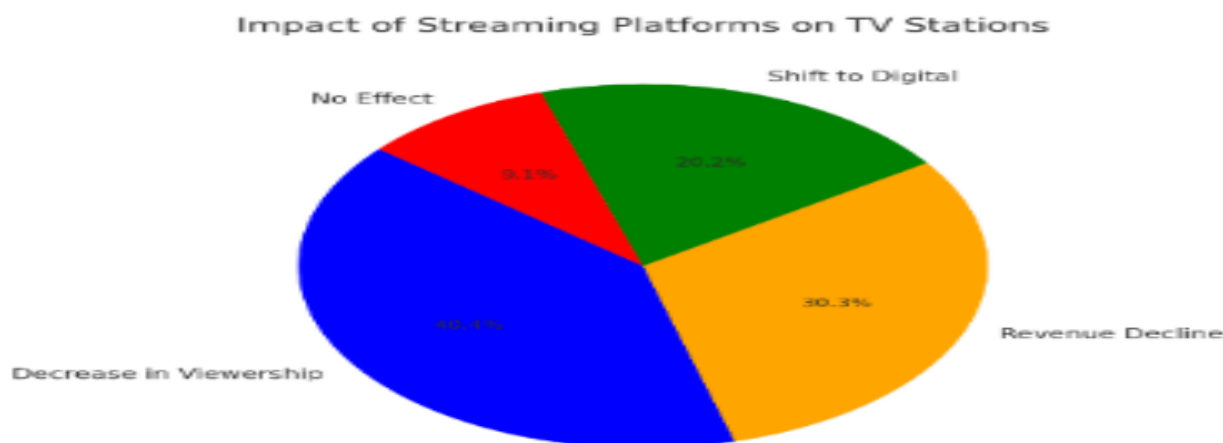
This chapter presents the findings of the study based on the responses gathered from the questionnaire. A total of 400 questionnaires were distributed, out of which 297 were duly completed and returned, resulting in a response rate of 74.25%. The results are visualized using bar and pie charts, followed by an in-depth interpretation and discussion.

Data Presentation

1: Impact of Streaming Platforms on Traditional Television Stations

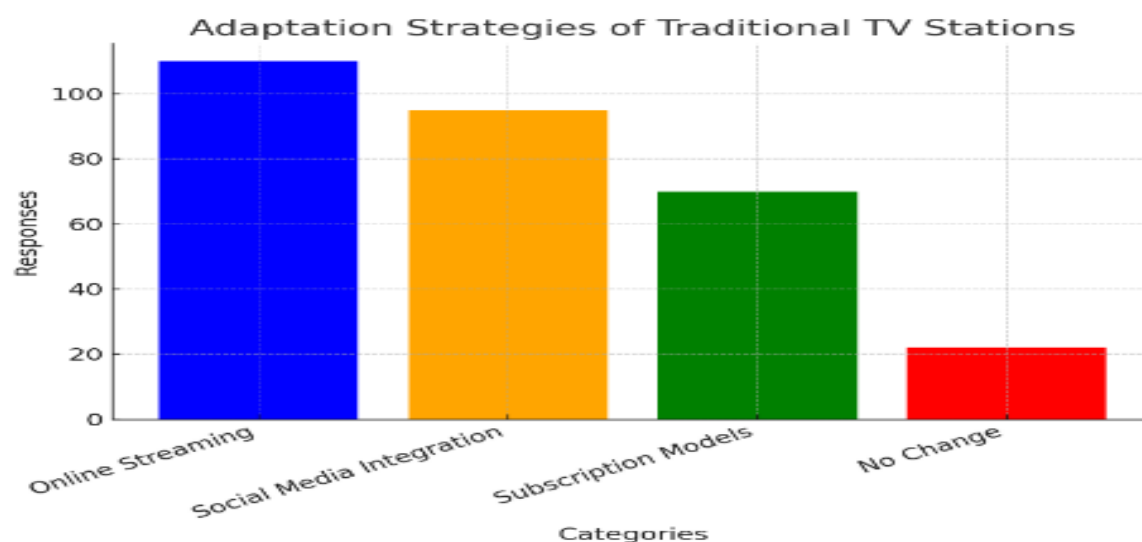


Bar Chart Interpretation: The responses indicate that 120 participants (40.4%) reported a significant decrease in traditional television viewership due to the rise of streaming platforms. Another 90 respondents (30.3%) highlighted revenue decline as a major consequence. Additionally, 60 respondents (20.2%) observed a shift of television broadcasters toward digital platforms, while 27 participants (9.1%) believed that streaming platforms did not affect television stations.

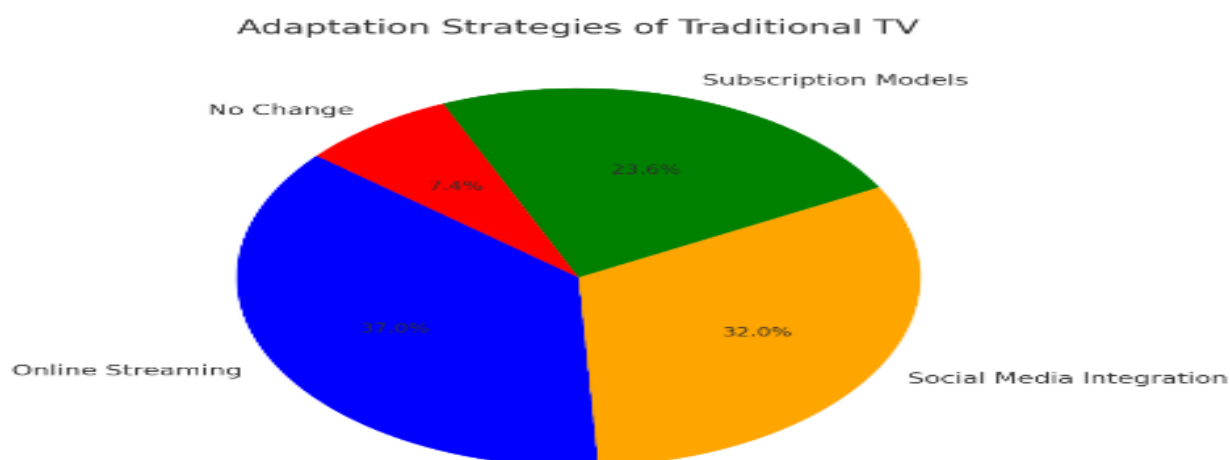


Pie Chart Interpretation: The visual representation shows that the majority of respondents acknowledged the negative impact of streaming platforms on traditional television stations, with over 70% reporting either reduced viewership or revenue losses. A smaller fraction (9.1%) indicated that streaming had no significant effect on television broadcasting. This discrepancy could be attributed to the rural-urban digital divide, where individuals in rural areas may still rely on traditional television due to limited Internet access and high data costs.

2: Adaptation Strategies of Traditional Television Stations

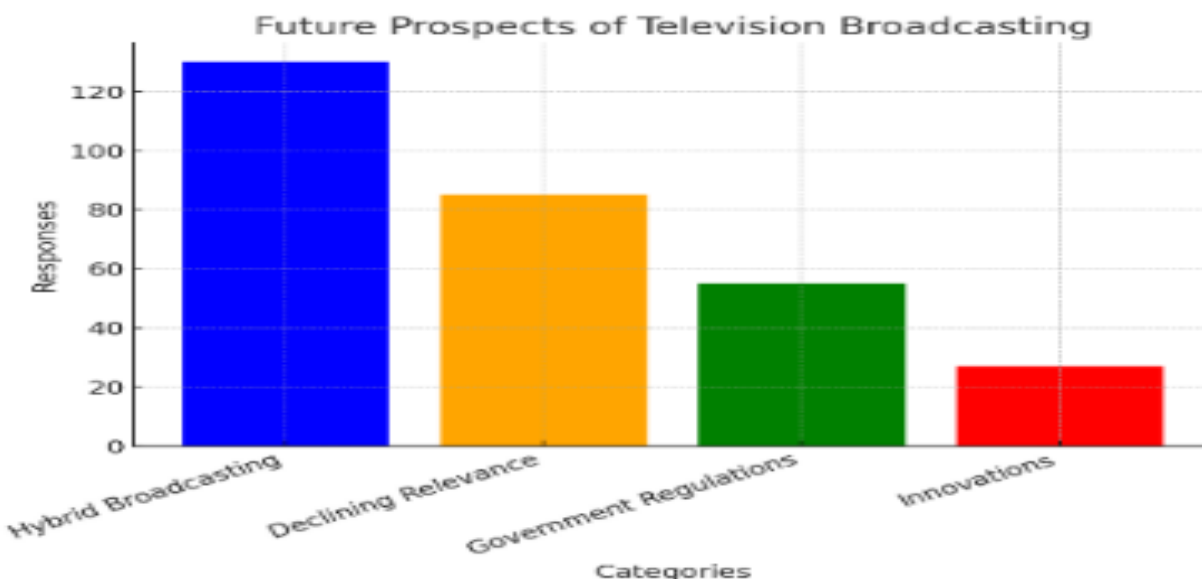


Bar Chart Interpretation: The data reveal that 110 respondents (37.0%) identified online streaming services as the primary adaptation strategy employed by traditional television stations. Additionally, 95 respondents (32.0%) noted increased social media integration, while 70 respondents (23.6%) cited the adoption of subscription-based models. Meanwhile, 22 respondents (7.4%) believed that television stations had not implemented any significant changes.

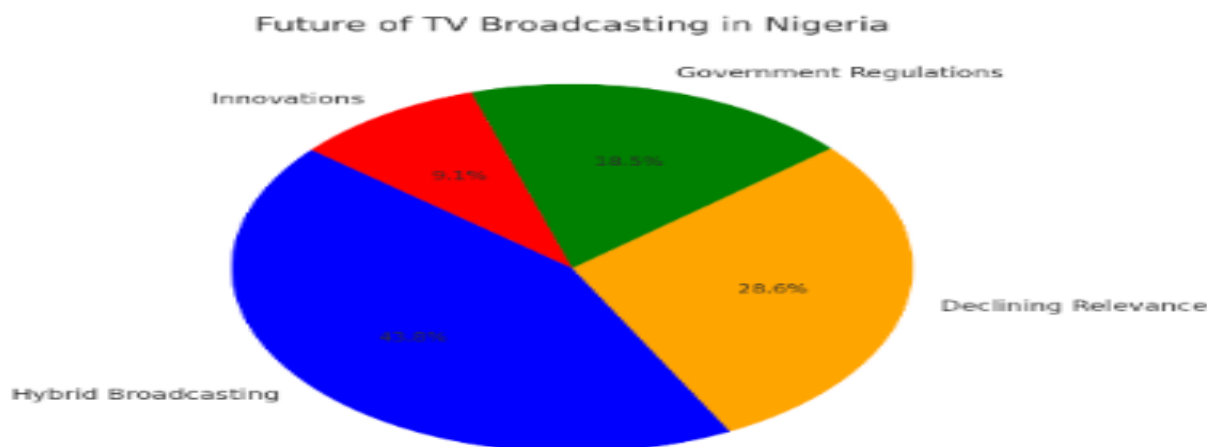


Pie Chart Interpretation: A graphical representation confirms that a substantial portion of traditional television broadcasters have embraced digital transformation through streaming services and social media, reflecting a necessary shift toward digital content consumption. However, a small percentage (7.4%) of respondents perceived that television stations had not yet adapted to the changing landscape.

3: Future Prospects of Television Broadcasting in Nigeria



Bar Chart Interpretation: The results suggest that 130 respondents (43.8%) foresee a future of hybrid broadcasting, where television integrates both traditional and digital platforms. Another 85 respondents (28.6%) predicted a decline in the relevance of traditional television stations. Additionally, 55 respondents (18.5%) believed that government regulations would influence the sector's transformation, while 27 respondents (9.1%) cited innovations as a key factor shaping the future.



Pie Chart Interpretation: The data visualisation supports the argument that the majority of respondents anticipate a hybrid broadcasting model, indicating that traditional television will need to integrate digital services for sustainability. Only a minority (9.1%) emphasised technological innovations as the main driver of future broadcasting trends.

Discussion

This study's findings align with recent research on digital disruption transforming the media industry.

1. **Impact of Streaming Platforms on Traditional Television Stations:** The study confirms that the rise of streaming platforms has led to a significant decline in television viewership and advertising revenue. Many viewers now prefer on-demand content, which affects the audience engagement of traditional television stations. This finding aligns with Adeyemi (2023), who noted that Nigerian television stations have witnessed a steady drop in viewership due to the flexibility and affordability of streaming services.

The cost dynamics of streaming services vs traditional pay-tv are an important driver in this transformation. Many Nigerian fans choose streaming because of the cost and freedom it provides. While cable subscriptions such as *DSTV* and *GOTV* have significant ongoing prices, mobile data, while sometimes pricey, allows consumers to choose when and what they want to watch. Furthermore, local streaming platforms such as *IrokoTV* cater to Nollywood fans by providing culturally relevant content at a lower cost than international giants like *Netflix* and *Amazon Prime*.

2. **Adaptation Strategies of Traditional Television Stations:** To mitigate the impact of digital disruption, many television stations have adopted strategies such as integrating online streaming and increasing social media engagement. This study found that broadcasters are leveraging platforms like *YouTube* and *Facebook Live* to maintain audience interaction. This is consistent with the findings of Bello (2023), who argued that Nigerian television stations must embrace digital expansion and hybrid broadcasting models to remain competitive in the evolving media landscape.

Despite these efforts, some respondents (7.4%) believed that traditional broadcasters had not made significant adaptations. This sentiment may stem from challenges such as limited investment in digital infrastructure, regulatory constraints, and difficulties in monetizing digital content effectively.

3. **The Role of Innovation in the Future of Television Broadcasting:** The future of television broadcasting in Nigeria will largely depend on how well media houses integrate emerging technologies and innovative content delivery models. This study highlights the importance of artificial intelligence, data-driven content recommendations, and interactive programming in shaping television's future. Similarly, Ogunleye (2023) emphasized that the adoption of AI-powered broadcasting and personalized content strategies will be critical for television stations aiming to stay relevant in a digital-first era.

While 9.1% of respondents reported no effect from streaming on television stations, this may be due to rural-urban inequalities. In remote places, inadequate Internet connectivity and high data costs discourage streaming uptake, allowing traditional television to retain its dominance. In contrast, urban consumers, who have stronger connectivity and a wider range of content selections, are driving the migration to digital platforms.

Summary

This study examined the rise of streaming platforms in Nigeria and their impact on traditional television stations. The research explored key areas, including the decline in television viewership, the adaptation strategies employed by television stations, and the prospects of broadcasting in Nigeria. The study utilised a quantitative research design, collecting data through an online questionnaire distributed across various digital platforms. Out of 400 distributed questionnaires, 297 responses were received and analysed. The findings revealed that streaming platforms have significantly reduced the audience base of traditional television, leading to a decline in advertising revenue. Additionally, television stations have responded by integrating online streaming services, leveraging social media, and exploring hybrid broadcasting models. Furthermore, the study highlighted the crucial role of technological innovations, such as artificial intelligence and data-driven content, in shaping the future of television broadcasting in Nigeria.

Conclusion

According to the study's findings, Nigeria's traditional television business has been severely impacted by the emergence of streaming platforms, forcing broadcasters to implement digital transformation initiatives. Television stations can improve sustainability by collaborating with streaming platforms to produce original shows, introducing tiered subscription models, and incorporating digital advertising solutions, even while issues like income decrease and regulatory restrictions still exist. Broadcasters should also investigate content distribution agreements and expedite their shift to digital broadcasting by NBC's 2023 Digital Switchover Plan. Traditional television broadcasters can remain relevant in Nigeria's changing media landscape and adjust to changing customer tastes by utilising these tactics.

Recommendations

1. **Adoption of Hybrid Broadcasting Models** – Traditional television stations should integrate both terrestrial and digital streaming services to retain viewership and sustain advertising revenue.
2. **Investment in Digital Innovation** – Broadcasters should embrace artificial intelligence, data analytics, and interactive programming to enhance content personalisation and viewer engagement.
3. **Regulatory Reforms** – Policymakers should establish flexible regulatory frameworks that support the growth of both traditional television and streaming platforms while ensuring fair competition.

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