Satellite Television and Local Media Use Among Viewers in Satellite TV Households in the Southeast Geopolitical Zone of Nigeria

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Abstract

The basic objective of this work was to examine the influence of satellite television broadcasting on local media use among viewers in satellite television households in the southeast geopolitical zone of Nigeria. It adopted the survey research method in studying a sample size of 384 respondents. Among the null hypotheses tested in the study was that there is no significant difference between the level of exposure to satellite TV and local TV by viewers in satellite TV households, and there is no significant relationship between age and level of exposure to satellite TV among viewers in satellite TV households. The study revealed among others that viewers in satellite TV households tend to watch more satellite TV than local TV basically due to high quality programme production, and a variety of exciting programmes offered by the satellite TV channels, though the difference in exposure level was not significant. It was recommended among others that broadcast media houses in Nigeria should strive to improve programme content and production quality with a view to competing effectively with foreign DBS channels.

Key words: Satellite television; Local media; Uses and gratifications theory

INTRODUCTION

With the shrinking of the world into a global village through the increasing sophistication of communication technologies, the local media in a nation is brought under fierce competition for local audience by the global media. What broadcasting does today is to facilitate the process of globalization – "a process that makes the world one massive whole that is naturally heterogeneous but with homogonous pretences brought about by the media, information and communication technologies, and mutually understanding people" (Nwabueze, 2005, p. 7). When globalization narrows the space between people across the world, audiences in a nation are faced with the choice of exposing themselves to contents of local or international media. The local audiences especially in developing nations are transformed into a global audience who find it difficult to leave the production quality and variety of programme content presented by satellite television channels and watch local channels.

Mboho and Nwabueze (2008) wrote that despite the perceived dependence on international broadcasting by the local audience, the local stations remain important and indispensable in meeting some of the information needs in any given society. Research findings show that people who watch satellite television stations depend on local stations for knowledge of what is happening in their local environment (Okoye, 2004; Nwabueze, 2010). This further buttresses the undying relevance of local media in the face of numerous satellite television channels battling for audience attention.

However, the dominance of international media landscape by the western-owned global media portends grave danger for the development of broadcasting in developing nations if media owners do not step up the process of improving programme content, quality and variety in order to provide for the local audience what can keep them away from the global media. Critics of DBS technology aver that it will violate the national sovereignty

of nations, foster cultural imperialism and even go against the New World Information and Communication Order (NWICO) which generated serious debates in the 1960s and 1970s. Kotler and Armstrong (2004) wrote that satellite television broadcasting is poaching into the culture of receiving nations and pouring in uncontrolled cultural materials from transmitting nations.

Similarly, McQuail (2005) observed that global media flows give rise to a state of cultural homogenization or synchronization, leading to a dominant form of culture that has no specific connection with real experience for most people. Inherent in this observation is the fact that nations that dominate the satellite broadcast world and have the capability to beam unrestricted and uncensored materials into the homes of people in nations that could be described as "receiver nations" tend to have their culture dominating the culture of other nations of the world. Satellite broadcasting, no doubt, powers cultural marketing.

Against this backdrop therefore, this work strives to determine uses of and gratifications derived from exposure to satellite TV and local TV by viewers in satellite TV households in the southeast geopolitical zone of Nigeria. It basically examines the influence of satellite television broadcasting on local media use among viewers in satellite television households in the southeast geopolitical zone of Nigeria.

THE PROBLEM

Technologically advanced nations which initiate and beam satellite broadcast channels to the world basically beam their own version or perception of the world to an international audience. Dominick (2002, p. 462) observed that the United States of America "dominates the international TV programmes market." Kotler and Armstrong (2004) wrote that some critics argue that globalization means Americanization because the more people around the world are exposed to American culture and lifestyle in the food they eat, the stores they shop, and television shows and movies they watch, the more they will lose their individual identities. This buttresses the one-way flow of satellite broadcast messages from the developed to the developing nations of the world. Furthermore, from the postulations above, it does appear that too much exposure to foreign programmes as aired by foreign satellite TV stations could adversely affect audience cultural identity. But could it be said that Nigerians are exposed to more satellite TV then local TV?

There is still scarcity of empirical data on the level of exposure of Nigerians to foreign satellite television channels, especially in relation to their consumption of local media content. There is also need for more studies to establish reasons why people watch satellite TV or choose to watch more satellite TV than local TV, if that is the case. This is to say that there is need for empirical data

establishing whether viewers in satellite TV households actually watch more satellite TV than local TV and for what reasons, especially in Nigeria where ownership of satellite dish and decoders is increasing by the day.

This study had the following objectives:

1) To determine whether viewers in satellite TV households tend to watch more satellite TV than local TV stations.

2) To determine the uses of satellite TV viewing and gratifications among viewers in satellite TV households.

3) To ascertain the satellite TV and local TV programme types preferred by viewers in satellite TV households.

4) To determine whether age is a factor in determining the level of exposure to satellite TV and local TV.

5) To ascertain the most preferred satellite TV and local TV channels by viewers in satellite TV households.

The **hypotheses of the study are**:

$H_0 1$: There is no significant difference between the level of exposure to satellite TV and local TV by viewers in satellite TV households.

$H_0 2$: There is no significant relationship between age and level of exposure to satellite TV among viewers in satellite TV households.

REVIEW OF LITERATURE

Theoretical Base

This study is anchored on the Uses and Gratifications theory which basically says that the audiences' media use is based on certain satisfaction, needs, wishes or motives. These needs majorly include those for information, relaxation, companionship, diversion or escape (McQuail, 2005). Marghalani, Palmgreen and Boyd (1998) observe that the Uses and Gratifications approach depicts the audiences as the primary elements in understanding the mass communication process. They further note that it presents a coherent explanation of how the audience actively uses the media to gratify their own needs and motivations.

The uses and gratifications theory is apt in explaining mass media exposure and media use pattern of the audience. It explains why the audiences watch certain programmes or choose certain stations. This applies to satellite television viewers also. Marghalani, Palmgreen and Boyd (1998) utilized this theory in a study that explained the spread of satellite TV adoption and use in Saudi Arabia. Okoye (2004) utilized this theory in a comparative study of the uses of satellite and local TV by residents of Ikoyi and Mushin areas in Lagos, Nigerian. Nwabueze (2010) also used the theory in explaining media exposure and use pattern in southeast geopolitical zone of Nigeria. The uses and gratifications theory aptly explains why people watch, read or listen to certain media and media contents.

Satellite TV Broadcasting: The Nigerian Experience

Satellite television programme subscribers tend to be swelling in Nigeria. Prior to 1991, the satellite dish was the only means of receiving DBS channels in Nigeria. This came at a high cost and with stringent sale and acquisition procedures strictly implemented by the Federal Government.

By 1991, the "wireless cable" had come into existence in the United States and that same year, the facility was made available in Lagos and some other African nations, making DBS channels more accessible and available to more people. As Okoye (2004, p. 80) observes:

> …Hero communications, through ABG, installed the first Multi-channel, Multipoint Distribution Service (MMDS) in Lagos and other major cities in Africa. With the introduction of the "cable-antenna" DBS became revolutionalised as the receiver which is much cheaper than satellite dish came within the reach of more people. Today, satellite TV antennas vie with local TV antennas for space in many areas of Lagos metropolis and other major Nigerian cities.

The MMDS facility is made up of transmitters which send television signals to transmitter antenna for subscribers to receive at home. The service could be scrambled by a service provider if subscribers do not pay for it. Subscribers receive satellite TV signals via an antenna which steps down the signal and a decoder connected to the television set. Among the leading Direct-to-Home television service providers in Nigeria are Multi-choice Nigeria Limited and Trend TV Limited.

The DBS stations in Nigeria are Africa Independent Television (AIT), Minaj Broadcast International, Channels, Nigeria Television Authority (NTA) International, among others. Numerous cable stations exist in Nigeria. They use the MMDS channels to provide services to subscribers. They include MG Communication Systems Limited, Disc Engineering Limited, Transmit Network Limited, Delta Telecommunications & Electrical Services Limited, Worldlink Network Limited, Modern Communications Limited, Communication Trends (Nigeria) Limited (CTLTV), West-Midlands Communications, Bauchi Satellite/Cable Limited, IBW Cable/Satellite, ABG Communications Limited, Minaj Cable Network, Bauchi Satellite Cable Limited, Multimesh Communication Limited, Entertainment Cable Television, Ebonyi Cable Television (ECTV), Digital Entertainment Television (DET Cable TV) and Savannah Cable Communication Ltd.. (Nigeria Radio-TV-Cable Handbook of the National Broadcasting Commission (NBC) 2004, in Ndolo, 2005).

Satellite Television Contents and Local Media Creativity

The dominance of international television broadcasting by satellite channels largely owned by Western nations (and recently, some Middle Eastern nations), has some implications to the creative capacity of local television channels in developing nations. With divided local audience attention which to a large extent, favours foreign satellite television channels, the local media are faced with the challenge of understanding what motivates audience exposure to foreign channels and reflecting such factors in local media programming.

Since studies have shown that media content creativity and quality programming are among the basic factors that motivate audience in developing nations to watch satellite television channels (Zureikat, 1999; Okoye, 2004; Rahman, 1998; Nwabueze, 2010), broadcast media operators in these developing nations need to come up with more creative programmes to effectively complete the foreign satellite television channels for local audience. Apart from the news contents, existence of wide range of 24 hour programming – movies, soap opera, music television, sports, drama, documentary programmes etc. – also motivates audience exposure. What local media channels do today is to re-transmit foreign programmes or copy the production pattern of these programmes for local audience without considering the environment of the local audience. This practice described by Chadha and Kavoori (2005, p. 97) as "television programmes cloning" may be a way of retaining or re-attracting the interest of local audience, but as Mboho and Nwabueze (2008, p. 75) wrote, "outright replication or retransmission of foreign programmes does not encourage broadcast creativity". However, it could be a step in the right direction i.e. localizing foreign programming with local casts, environment and culture.

Sadly, when some of these foreign programmes are being copied, the only difference is in the local casts. The culture the local casts still portray is foreign (basically Western) through their dressing, lifestyle and their accent. The Big Brother Nigeria and numerous talk shows in local media are examples. In fact, there is hardly any local language reality television programme in Nigeria, despite the explosion of this type of programmes in the television industry in the country. One may argue that this would narrow the audience for such programmes in view of the numerous indigenous languages in the nation. But the numerous South American and recently, Asian soap operas on Nigerian television stations are in foreign languages with English subtitles and of course, large followership.

Technological upgrading is also crucial to the quality of local media programming. This is because a creative programme that lacks aesthetic quality close to what the local audience are used to seeing in foreign television channels, could discourage interest in the programme. Because developing nations do not possess the same level of technology and are not as economically well-placed as the developed nations, they (developing nations) would need to gradually upgrade both quality programming and technological input and avoid the temptation of foreign programme retransmission dominating local

media programming in a bid to compete for local audience interest. Governments in developing nations and the private sector need to do more to encourage the development of the local media sector towards meeting international standards.

RESEARCH DESIGN

The descriptive survey research method was adopted for this study. A representative sample of viewers in satellite TV households in the southeast geopolitical zone of Nigeria were studied. This was to determine respondents' uses of and gratifications derived from exposure to satellite TV and local TV.

Population of Study

The population of study was drawn from the population figure of three cities in three states of the southeast geopolitical zone (Enugu in Enugu state, Onitsha in Anambra state, and Owerri in Imo state) made available by the National Population Commission (NPC) after the 2006 national population census.

The population of the study is 1,386,141 (one million, three hundred and eighty-six thousand, one hundred and forty one). The details are as follows:

Onitsha – 261604

Enugu – 722664

Owerri – 401873

(**Source:** *Federal Republic of Nigeria Official Gazette* Lagos, 15th May 2007, No. 24, Vol. 94)

These population figures therefore represent the population of viewers in satellite TV households in the various cities that were studied. This is in view of the fact that no data on the exact number of satellite TV viewers in the southeast exists. The satellite TV service providers in Nigeria do not have these figures.

The area of study comprises of three cities in the southeast geopolitical zone. They are Enugu in Enugu state, Onitsha in Anambra state, and Owerri in Imo state. These three cities were selected based on the following facts: Enugu, Onitsha and Owerri are important cities of the former Eastern Region and in the South-east geopolitical zone. These cities are now in three different states namely Enugu, Anambra and Imo respectively. Enugu and Owerri are state capitals while Onitsha is the economic capital of the region. Enugu is the former capital of the Eastern Region from where some part of Ebonyi state were carved out; Onitsha is the commercial capital of the southeast geopolitical zone and is inhabited by people from different states in the zone; Owerri is inhabited predominantly by civil servants and is the capital of old Imo state made up of some part of Abia and Ebonyi states.

Sample Size

The sample size for the study was 384 respondents. This was determined using Cozby's (2004, p. 130) table for sample size determination which estimated that for a population of over 100,000 (hundred thousand at 95 percent confidence level and ± 5% error margin, the sample size is 384. The sample size for this study therefore, comprises of 384 viewers of satellite TV in the South east geopolitical zone.

Out of 384 satellite TV viewers studied, 59 percent ($n = 208$) are male while 41 percent ($n = 142$) are female. This showed a relative balance in the gender make-up of the audience. It further ensured that the findings of this study were not exclusive to a specific gender. Sixty percent ($n = 227$) of the respondents are young adults (those aged between 18-35 years) while 40 percent ($n = 123$) are old adults (those aged 36 and above).

The sample size comprised of 200 respondents resident in Enugu, 73 respondents in Onitsha and 111 respondents in Owerri. This allocation was based on the total population studied in each city. Majority of respondents (54%) had owned a satellite dish or cable network for 2 years and above. Most of the respondents (82%) had acquired or were in the process of acquiring tertiary education. Details showed that 65 of the respondents had NCE/OND, 173 had HND/Bachelors Degree, 66 had Masters Degree, 11 had Ph.D., 32 had primary/secondary education, and 3 had no formal education.

Sampling Technique

The multi-stage cluster sampling technique was adopted for this study. The Southeast which comprises of five states was clustered into three cities – Enugu, Onitsha, and Owerri. Satellite TV households/viewers in these cities were studied.

The proportionate stratified sampling technique was used in determining the number of elements that were studied in each of the selected cities. The sample size that was drawn from each city was as follows: Onitsha – 19% of 384 = 73, Enugu – 52% of 384 = 200, Owerri – 29% of 384 = 111.

A four-stage sequence was adopted for this study. First, the cities studied were clustered into local government areas that make up each city. Next, the researcher narrowed the cluster of areas/districts in each local government area into four that were studied. To achieve this, the researcher wrote out the names of all areas/districts in each LGA, folded them and randomly selected four from each LGA for the study (except where less than four residential areas/districts exist). Next was identification of streets and households that were studied in selected areas/districts. Next was the selection of individual respondent studied in each household.

Reliability of Research Instrument

The test-retest method of computing reliability using correlation coefficients was adopted in this study. In this method, the same people were measured at two different points in time, and a coefficient between the two scores was computed. A group of ten respondents in Awka,

Anambra State Capital were randomly selected for the pilot study at two different points in time. This pilot study group was selected outside the cities that were studied (i.e. outside the region of research sample). The result of the pre-test using the Pearson Product Moment Coefficient yielded a value of .75. This shows internal consistency of the content of the instrument.

FINDINGS

Table 1
Distribution of Respondents by Local Television Viewing Frequency

Television viewing frequency	Absolute frequency (n)	Relative frequency (%)
Everyday	142	51
One day in a week	36	13
Two days a week	37	13
3 to 4 days a week	65	23
Total	280	100

Table 1 shows that among respondents who watched local television, 51 percent (*n* = 142) watch it everyday, 13 percent (*n* = 36) watch it one day in a week, another 13 percent (*n* = 37) watch it two days in a week, and 23 percent (*n* = 65) watch it 3 to 4 days in a week.

Table 2
Frequency of Exposure to Local TV (in Hours) by Respondents

Television viewing frequency	Absolute frequency (n)	Relative frequency (%)
At least one hour or below	158	56
2 to 5 hours	86	31
6 to 9 hours	31	11
10 hours and above	5	2
Total	280	100

Table 2 shows that 56 percent (*n* = 153) of the respondents who watched local television, did so at least one hour in a day, 31 percent (*n* = 86) did so 2 to 5 hours in day, 11 percent (*n* = 31) 6 to 9 hours in a day, and 2 percent (*n* = 5) 10 hours.

Table 3
Respondents Top Favorite/Most Frequently Watched Satellite TV Channels

Satellite TV channels	Absolute frequency (n)	Relative frequency (%)
CNN	101	30
Africa Magic	37	11
Super sports	23	7
Movie magic	22	6
BBC World News	18	5
MBC	18	3
MTV Base	11	4
M-Net Africa	11	3
ETV	9	3
ESPN	8	2
Channel O.	6	2
Others	81	24
Total	340	100

From Table 3, it could be seen that 30 percent of the respondents (*n* = 101) ranked CNN as their top favourable /most frequent watched satellite TV Channel, 11 percent (*n* = 37) ranked Africa Magic as their top favorite/most frequently watched satellite TV Channel, 7 percent (*n* = 23) indicated Super Sports, 6 percent (*n* = 22) Movie magic, 5 percent (*n* = 18) BBC TV, 4 percent (*n* = 13) MBC, 3 percent (*n* = 1) MTV base, another 3 percent (*n* = 11) M-Net Africa, yet another 3 percent (*n* = 9) etc., 2 percent (*n* = 8) ESPN, another 2 percent (*n* = 6) channel O, and 24 percent (*n* = 81) ranked other satellite TV Channels not listed in the box as their top favourite/most frequently watched channels.

Table 4
Respondents' Top Favourite/Most Frequently Watched Local TV Channels

Satellite TV channels	Absolute frequency (n)	Relative frequency (%)
NTA	151	54
AIT	50	18
MBI	16	6
ABS	14	5
RSTV	11	4
Delta TV	5	2
IBC	4	1
ESBS	4	1
Others	25	9
ESPN	8	2
Total	280	100

Table 4 shows that 54 percent (*n* = 151) of respondents who watched local TV, indicated NTA as their top favourite/frequently watched local TV Channel, 18 percent (*n* = 50) indicated AIT, 5 percent (*n* = 14) ABS, 6 percent (*n* = 16) MBI, 4 percent (*n* = 11) RSTV, 2 percent (*n* = 5), 1 percent (*n* = 4) IBC, another 1 percent (*n* = 4) ESBS, and 9 percent (*n* = 25) other Local TV Channels.

Table 5
Respondents' Content Preference in Satellite Television Channels

Media contents	Ranking positions		
	1st Position	2nd Position	3rd Position
News	158 (46.5%)	62 (18.2%)	39 (11.5%)
Foreign movies/series	44 (12.9%)	65 (19.1%)	69 (20.3%)
Local movies	37 (10.9%)	41 (12.1%)	33 (9.7%)
Music programmes	22 (6.5%)	42 (12.4%)	41 (12.1%)
Sports programmes	53 (15.6%)	62 (18.2%)	43 (12.7%)
Discussion/features	9 (2.7%)	13 (3.8%)	36 (10.6%)
Documentaries	3 (0.9%)	29 (8.5%)	36 (10.6%)
Religious programmes	14 (4%)	11 (32%)	30 (8.8%)
No indication of position	0 0	15 (4.4%)	13 (3.8%)
Total	340 100	340 100	340 100

Table 5 shows that overall most respondents chose news as the most preferred content in satellite television, foreign movies/series came as the second and third most preferred content.

Table 6
Respondents' Content Preference in Local Television Channels

Media contents	Ranking positions		
	1st Position	2nd Position	3rd Position
News	181 (64.6%)	33 (11.8%)	18 (6.4%)
Foreign movies/series	13 (4.6%)	32 (11.4%)	24 (8.6%)
Local movies	28 (10%)	19 (13.9%)	42 (15%)
Music programmes	17 (6.1%)	28 (10%)	30 (10.7%)
Sports programmes	22 (7.9%)	56 (20%)	41 (14.6%)
Discussion/Features	7 (2.5%)	29 (10.4%)	37 (13.2%)
Documentaries	5 (1.8%)	22 (7.9%)	44 (15.7%)
Religious programmes	7 (2.5%)	22 (7.9%)	29 (10.4%)
No indication of position	0 (0%)	19 (6.8%)	15 (5.4%)
Total	280 100	280 100	280 100

Table 6 shows that overall, most of the respondents chose news as the preferred content in local television; sports programmes came as the second most preferred content, while documentaries came third.

Table 7
Affective Needs Gratification Derived Most by Respondents from Satellite Television

Gratifications	Ranking positions		
	1st Position	2nd Position	3rd Position
To watch high-quality productions	104 (30%)	80 (24%)	51 (15%)
To get high-quality programme content	82 (24%)	83 (24%)	35 (10%)
Because it is exciting and entertaining	71 (20%)	46 (14%)	80 (24%)
Because it is a pleasant rest	16 (5%)	35 (10%)	39 (11%)
To forget about all my problems	13 (4%)	19 (6%)	35 (10%)
To escape from realities of everyday life	9 (3%)	9 (3%)	17 (5%)
To watch uncensored programmes	2 (1%)	5 (1%)	3 (1%)
Because it is always there 24 hours a day	14 (4%)	25 (7%)	29 (9%)
Because there is a wide variety of programmes/channels	13 (4%)	18 (5%)	28 (8%)
Because local TV is not interesting	16 (5%)	14 (4%)	14 (4%)
No indication of position	= =	6 (2%)	9 (3%)
Total	340 100	340 100	340 100

Table 7 shows that overall, most respondents chose "To watch high quality productions" as the first affective need gratification they from exposure to satellite TV. "To get high-quality programme content" came second while "Because it is exciting and entertaining" came third.

Table 8
Cognitive Needs Gratifications Derived Most by Respondents from Satellite TV Channels

Gratification	Ranking positions		
	1st Position	2nd Position	3rd Position
To get more global view from what is going on in the world	191 (56%)	39 (12%)	25 (7%)
To learn from things happening in the world.	34 (10%)	111 (33%)	51 (15%)
To acquire useful information for daily life	23 (7%)	64 (19%)	69 (20%)
To acquire information about foreign lifestyle	16 (5%)	34 (10%)	31 (9%)
To participate in discussions with friends	13 (3%)	21 (6%)	33 (10%)
To help me make up my mind about important issues	15 (4%)	28 (8%)	29 (9%)
Because it is interesting	30 (9%)	14 (4%)	41 (12%)
To get more knowledge about different cultures around the world	19 (6%)	18 (5%)	41 (12%)
No indication of position	= =	11 (3%)	20 (6%)
Total	340 100	340 100	340 100

Table 8 contains the rankings of most derived cognitive needs/gratifications by respondents from exposure to satellite television. It shows that overall most respondents chose, "To get more global view from what is going on in the world" as the most derived cognitive need/gratification from exposure to satellite TV, "To learn from things happening in the world came second", while "To acquire useful information about daily life" came third.

Table 9
Age and Exposure to Satellite and Local Television

Responses (Daily exposure)	Ranking positions			
	Local television		Satellite frequency	
	Young adults	Older adults	Young adults	Older adults
At least one hour or less	107 (57%)	51 (56%)	65 (31%)	39 (30.2%)
2 to 5 hours	62 (33%)	30 (32%)	102 (48%)	70 (54.3%)
6 to 9 hours	13 (7%)	7 (8%)	38 (18%)	13 (10.1%)
10 hours and above	7 (3%)	3 (3%)	6 (3%)	7 (5.4%)
Total	189 100	91 100	211 100	129 100

Table 9 shows that out of 280 respondents that watched local television, 189 are young adults (those aged between 18 and 35 years of age) while 91 are old adults (those aged from 36 years and above). The table further shows that out of 340 respondents who watched satellite television, 211 are young adults while 129 are old adults. The table shows the number of hours these respondents spend watching television.

DISCUSSION OF FINDINGS

Research Question One

Do Viewers in Satellite TV Household in the South East Geopolitical Zone Watch More Satellite TV Than Local TV?

The findings showed that 54 percent of respondents who watched satellite TV did so at least 2 to 5 hours in a day while the highest frequency of exposure to local TV among those who did so, was at least one hour a day or below, as indicated by 51 percent of the respondents. Daily exposure to these stations was also measured and it was discovered that more people watched satellite TV everyday (61 percent) than those who watched local TV daily (51 percent). This shows that in satellite TV households, viewers watched more satellite TV than local TV. However, the difference in level of exposure to satellite and local TV is not significant. This was confirmed by result of the t-test which tested the hypothesis on whether there was a significant difference in the level of exposure to local and satellite TV by viewers in satellite TV households.

The fact that viewers in satellite TV households exposed themselves more to satellite than local TV had received support in other studies. Okoye's (2004) study revealed that Ikoyi residents watched satellite TV for higher number of hours in a day than local TV. Similarly, Marghalini, Palmgreen and Boyd (1998) observed after a large-scale survey of how Saudi Arabians use satellite TV, that viewers spent more hours watching satellite channels than the two local government channels. The same findings were made by Rahman (1998) who, after studying Egyptian viewers revealed that a significantly larger number of viewers in satellite TV households tend to watch more satellite TV than national TV.

The fact remains that the differences in viewer's level of exposure to satellite and local TV is not significant, as revealed by the tested hypothesis. This could be because the respondents also rely on local TV for national news or information about Nigeria. Studies by Marghalini, Palmgreen and Boyd (1998), and Rahman (1998) cited above, show that audience members rely on local TV for local news of news about their home country. Just as the uses and gratifications theory postulates, audience members in this instance, are interested in satisfying the need for news and this gratifications is derived from exposure to both satellite and local TV.

Research Question Two

What Gratification Do Viewers in Satellite Television Households Derive from Satellite TV Viewing?

The data presented in Tables 7 and 8 show respondents' most derived gratifications. While Table 7 contains respondents' most derived affective needs gratification, Table 8 contains their most derived cognitive needs gratifications. From Table 8 it could be observed that "To watch high-quality productions" was placed in the first position as respondents' most derived affective needs gratification, followed by "To get high quality programme content" and "Because is exciting and entertaining" in the second and third positions respectively (30 percent, 24 percent, and another 24 percent of respondents in that order). This shows that quality of production and programme content, including the exciting nature of satellite television programmes, interest viewers in satellite TV households and could partly account for the growing interest in subscription to these channels as revealed in the study carried out by Okoye (2004). This goes to show that what applies to satellite TV viewers in the southeast geopolitical zone applies to satellite TV viewers in Lagos state where Okoye studied and discovered that viewers indicated that they depended on satellite TV for their entertainment needs.

The findings on quality of programme content and production was earlier confirmed by Abdalla (Zureikat, 1999) who, after a Uses and Gratifications study of Egyptian viewers, found that creativity and high-quality visual production are important to satellite TV audiences. Similarly, as Mboho and Nwabueze (2008, p. 75) observed; "The high consumption of international media content by audience in developing nations is basically premised on the quality of programming (media content).… High quality programmes generate high audience interest." Marghalini, Palmgreen and Boyd (1998) after a study of satellite TV viewing in Saudi Arabia, revealed that the availability of 24 hours a day great variety of quality programming emerged as the major motive for satellite TV viewing.

The most derived cognitive needs gratifications as contained in Table 19 are "To get more global view about what is going on in the world" ranked first position by 56 percent of the respondents, "To learn from things happening around the world", ranked second position by 33 percent of the respondents, and "To acquire useful information about daily life" ranked third position by 20 percent of the respondents. This emphasizes the information need which audience always seek to gratify through exposure to media that an satisfy needs. Dominick (1999) observed that most audiences used the media principally for information seeking and to keep abreast of on-going events.

A similar study carried out in Nigeria had confirmed that Nigerian viewers turn to satellite television more than local television for information about what is happening around the world. Okoye (2004), after a study of two cities in Lagos, discovered that respondents depended more on satellite TV for world news than local TV Local TV however satisfied their need for national news.

The findings also agreed with the Uses and Gratifications theory which postulates that the audience

is active and they use the media to gratify their own needs and motivations. This study shows that the need for information is a major gratification that motivates exposure to satellite TV viewing among viewers in satellite TV households in the southeast geopolitical zone. McQuail (2005, p. 423) observes that information is among the major needs that audience seek to satisfy through exposure to the media.

Research Question Three

What Are the Programme Types Preferred by Viewers on Satellite TV Household on Satellite TV Channels and Local TV Stations?
The data show that news was ranked first as the most preferred content in satellite TV and local TV by 46.5 percent and 64.6 percent of respondents respectively. Foreign movies were ranked second and their as the preferred content in satellite TV while sports programmes and documentaries were ranked second and third respectively as the next most proffered contents in Local TV.

The ranking of news as the most preferred content in both local and satellite TV had received empirical support in other studies which had found that news in the most widely assessed media content by the audience (Rahman, 1998; Dominick, 1999; Aliede, 2002; Okoye, 2003; Ekanem, 2006). While satellite television satisfies foreign news needs of the audience, local television satisfies their local news needs, as was revealed in the study by Okoye (2004).

This corresponds with the tenets of the uses and gratifications theory which asserted that the audience expose themselves to the media based o satisfaction they derive specific contents. Here the study revealed that news content motivates exposure to satellite and local TV in satellite TV households.

Research Question Four

Is There a Relationship Between Age and Level of Exposure to Satellite TV?
The data showed no serious relationship between age and exposure to satellite television (as was confirmed by the chi square computation in Appendix C). Both young adults (aged 18-35 years) and old adults (aged 36 years and above) watched less local television and more satellite television. The table showed that a higher number of young adults (48 percent) watch satellite TV for the same amount of time (2 to 5 hours daily).

This observation tallied with the findings of Rahman (1998) who, after a Uses and Gratification study of Egyptian satellite TV viewers, discovered that age does not determine the uses and gratifications of satellite TV viewing. Although Rahman studied whether age determined uses and Gratifications of satellite TV, it is pertinent to note that among viewers in Satellite TV households in the south east, gratifications determine level of exposure. As was observed in research question

one, what motivates respondents' exposure satellite TV is quality of progarmmes and entertainment nature of programmes. These factors motivate exposure of respondents, both young and old adults, to satellite television. They could also be responsible for level of exposure to satellite television, not age.

This observation in interesting because studies have confirmed a link between age and high or low media exposure (Schramm & Porter, 1982; Davison *et al.*, 1982; Defleur & Dennis, 1994). Most of them treated the media generally and were not specific on Satellite TV viewers as the present study did.

It is pertinent to note that the studies which linked age with level of exposure looked at the media generally. They did not study satellite TV viewers particularly. For instance, some of them found that newspaper reading was heavy among old adults while television viewing was heavy among young adults (Schramm & Porter, 1982; Bittner, 1989). Some others studies were the relationship between age and magazine reading or movie going. The present study dwelt on satellite TV viewing.

Research Question Five

What Are the Most Preferred Satellite TV and Local Channels by Viewers in Satellite TV Households in the South East Geographical Zone?
With respect to satellite TV channel, the findings revealed that CNN was the most preferred channel (30 percent of respondents), followed by African Magic, Super Sport, Movie Magic, and BBC World News, in that order (11 percent, 7 percent, 6 percent, and 5 percent of respondents respectively). With respect to local channels, the findings revealed that NTA was the most preferred (54 percent of respondents), followed by AIT, MBI, ABS, and RSTV in that order (18 percent, 6 percent, 5 percent and 4 percent respectively). Other local and foreign channels were variously indicated by the respondents.

The fact that CNN became the most preferred favourite satellite TV Channel is not surprising. Rahman (1998) also revealed that viewers in Lagos ranked CNN as their most popular satellite TV channel. CNN is the leading news/current affairs satellite channel with global credibility.

The fact that respondents in the present study ranked news as their most preferred content, and information as the most derived need gratification, must have accounted for the emergence of CNN as the most preferred/favourite channel. Locally, NTA can easily be chosen as the most preferred because of its credibility and wider reach when compared to other credible local channels especially the privately owned channels such as AIT and Channels TV. Okoye's (2004) study revealed a preference of NTA and AIT as the most popular local channels among viewers in Lagos State.

In relation to the social categories theory, satellite TV households constitute a social category. Their satellite TV channel preference tends to be the same for viewers in

Owerri, Enugu, Onitsha, Lagos, and Egypt as revealed by this study and others by Rahman (1998) and (Okoye, 2004).

Hypothesis One

$H_0$1: There is no significant difference between the level of exposure to satellite and local television among viewers in satellite TV households.

Table 10
T-Test Distribution Between X and SD on Level of Exposure to Satellite TV and Local TV by Viewers in Satellite TV Household

Viewers	Level of exposure			
	X_1	SD_1	t-cal	t-critical	P < 0.05
Sat. TV	85	75.4	0.30	1.943	Not significant
Local TV	70	67.7			

The hypothesis was computed by using t-test for group or correlated data. The computation (see Appendix A for details) yielded the value 0.30. The table values here are $t \leq -1.943$ or $t \geq 1.943$ at 0.05 level of significance. The rule says that if the calculated t value equal or exceeds the table values, the null hypothesis is rejected while the alternative hypothesis is upheld.

Since the calculated t does not equal or exceed the table values, the conclusion is that there is no significant difference between the level of exposure to satellite and local television among viewers in satellite television households.

Hypothesis Two

$H_0$2: There is no significant relationship between age and level of exposure to satellite television among viewers in satellite TV households.

The chi-square computation yielded a value of 5.36, which is less than the critical value of 7.815. Thus, the null hypothesis (H_0) was accepted. This means that there is no significant relationship between respondents' age and exposure to satellite television among viewers in satellite TV households.

CONCLUSION AND RECOMMENDATIONS

The findings of this study showed that in satellite TV households in the Southeast geopolitical zone of Nigeria, the number of viewers that watched satellite television was higher than the number that watched local television. The data further showed that more viewers watched satellite television everyday than those who watched local television. Furthermore, exposure rate in terms of hours was higher for satellite television than local television. It is clear from the data, that viewers in satellite television watched more satellite television than local television. But the difference in the level of exposure to the two television categories was not significant, as confirmed by the result of the t-test to that effect.

The study also confirmed that the quest for high-quality productions, high-quality programmes, and exciting programmes motivate respondents exposure to satellite television in Nigeria. The study further confirmed that news was the most preferred content in satellite and local television by viewers in satellite TV households. It further established that no significant relationship exists between age and level of exposure to satellite and local television. It further showed that the most preferred satellite TV channel was Cable News Network (CNN) while the most preferred local channel was Nigerian Television Authority (NTA).

This study is a vital contribution to countless research studies on uses and gratifications theory which, according to DeFleur and Ball-Rokeach (1975, p. 403) "studies how such factors as content, type of medium, circumstances of exposure and social context can influence the kinds of satisfactions and rewards obtained (from media exposure)." It contributes Nigerian perspective to uses and gratifications studies.

The study recommended that research interests in the future should investigate viewers' exposure to Nigerian stations that operate satellite television services. Such studies should investigate the relationship between exposure to foreign satellite channels and local satellite channels (such as AIT, NTA International, Channels etc.). It would be interesting to find out whether such channels (local satellite channels) are gaining grounds among viewers in satellite TV households in Nigeria. It also recommended that future research interests should also include viewers who do not live in satellite TV households but have access to satellite TV (in viewing centers, friends' houses, hostels, hotels etc.). It would be interesting to find out their level of exposure to satellite and local television, even though they do not have satellite TV services in their homes. Further studies could look into the impact of exposure to satellite and local television on viewers or on the society.

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