ACESSMENT OF HUMAN RIGHTS RADIO AND TELEVISION CHALLENGES IN CONTENT DELIVERY IN THE DIGITAL ERA

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ABSTRACT
There has been a great development in digitisation over the last decade, which has caused a lot of improvement in the media but as the popular saying goes "everything that has an advantage must have a disadvantage". The study is assessment of Human Rights Radio and TV challenges in content delivery in the digital Era the objectives of the study were to evaluate the level of awareness human rights radio personnel have about the digital switchover, to determine the level of compliance of Human Rights Radio & TV with the switchover, to examine challenges with content delivery in Human Rights Radio and Television as a result of the Digital Switchover the theory adopted for the study was technological determinism theory(media determinism) and social responsibility theory while qualitative research and in depth interview were adopted as the research design. Findings from the study showed that although digitalization (adaptation of a system, process) is good it also has its own challenges but it also showed digitisation is generally better than analogue broadcasting. The researcher concluded that the said radio station has a major issue in this era because they can't seem to get the right equipment due to lack of funds. Based on the findings it was recommended that the radio station partner with non-governmental organisation in order to raise funds to get the necessary equipment for smooth running of the organisation.

Keywords: digital, content delivery, assessment, digitisation, Human rights radio And TV.

Introduction
This century is surrounded by different technological advancements which has kept the world popular, moving it from analogue to digital era. This has led to fast growing innovations in various field of human endeavour including the media broadcast industry. (Benike 2022)
From the inception of cathode ray tubes by William Crookes in 1878 to when it was finally standardized Braun is known as the inventor of the cathode-ray oscilloscope. He established the first oscilloscope (Braun tube) in 1897. (The editors of Encyclopedia 2023) Technological advancements in a quest for the combination of both Visuals and Audio in communication had only one goal; which was to enhance the features of Communication electronically. This was barely achieved until in 1924 when Russian Scientist Vladimir Zworykin known as the father of television patented the Iconoscope (for Transmitting) and the Kinescope (for Receiving). The Editors of Encyclopedia Britannica (2022). This growth in technology gave room for other researchers and scientists to begin a life-long exploration of the potential of the waves in our atmosphere.

From 1920 john Baird carried out different experiments on how to create moving objects along with sounds he lacked sponsors but finally succeeded in 1925 and in 1927 Baird was able to convey sound and images over more than 400 miles of telephone wire from London to Glasgow, and in 1928 he directed the first television transmission across the Atlantic Ocean from London to New York. Early in 1929, the BBC used Baird's technology to air its earliest television program. Biography.com Editors (2022) But it was not until sometime in 1937 that Television became really popular during the coronation of king George VI and Queen Elizabeth when BBC had a major challenge in outside broadcasting since for the first time subjects of the throne were able to watch the coronation in the comfort of their home and this recorded a major leap in technology. Webb (2021).

In 1945 after World War II the Columbia broadcasting system started developing its own colour system, Peter Goldberg. A battle began between Columbia broadcasting system and RCA to decide the future of colour television. And in 1950 federal communications commission approved Columbia broadcasting commissions Colour Television but after just a few months it was abandoned because the demand was low. After which in 1951 RCA and Sarnoff proudly unveiled their new system design which was more compatible with the original black and white television set. Fink et al (2023).

In the 1990s digital television appeared the worlds first all digital television was created by a Korean born Engineer Woo Paik, the problem of producing a digital television had been the bandwidth, Governments of the, Japan, the United States and the European union are formally dedicated to replacing orthodox television broadcasting with digital television in the first few years of the 21st century, as with the colour television, the digital world is divided between competing standards: the Advanced Television Standards Committee (ATSC) system, approved in 1996 by the Federal Communication Commission as the standard for digital television in the United States; and Digital Video Broadcasting (DVB), the system adopted by a European consortium in 1993. Fink et al (2023).

The main reason for introducing the switchover is because digital television offers improved reception and interactive features all via an over-the-air signal. Shapiro and Smith (2019). The international telecommunication union conference (ITU) provided an opportunity for African countries Nigeria inclusive to experience new heights in technology (Ogiri & Henshaw, 2019).

Technological innovation provided a breakthrough in broadcast media business by providing a swing in standard in the last 2 decades (Onyianyi and Okwumba 2019).Although 2012 was the deadline set for the actualization of the first phase or pilot stage of the initiative in Nigeria, however, due to paucity of funds, the project actualization was shifted to 2017 by the National Broadcasting Commission (NBC). After a long back and forth, the initiative has materialized with the successful launching of Digital Switchover (DSO) in a number of states. The National Broadcasting Commission assured that the progress will aid digital television penetration and high-quality service (Adegboyega, 2021). This development means that broadcast response now has to be digital. There will be an automatic analogue switch-off. Without the digital switchover (DSO) approved set-up boxes, television signals cannot be received. Those residing within the digital switchover States can only receive television signal digitally. Reception on low-quality cable antenna is now of the past. The Digital Switchover is no doubt a welcome development. However, despite its enormous advantages, the Nigerian digital divide has to be considered.

The 2021 statistics show that there are 104.4 million internet users in Nigeria that is 50% internet penetration rate (Kemp, 2021). Going by these statistics, a large proportion of the population will ultimately be cut out of this benefit if a concerted effort is not made to ensure that the DTT signal covers at least 70% of the population while the remaining 30% is covered by Direct –to –Home (DTH) satellite signal.

With everything going on with the switch over this study attempts to discover if human rights radio and television has made a move on the switchover mandate and the challenges they encounter in the station as regards content delivery.

Statement of the problem

There is no opposing the fact that technology is growing at an cosmic pace so much that science fiction is daily being translated into reality, leaving very little time for adoption to these innovations (Leke D., 2010). These innovations have overtime affected the way we think about and use the media. Visibly, is the growth in Media technology, where any technological innovation tends to affect the messages and the effects they have on the audiences. One of such innovation is the transition from Analogue to Digital broadcasting.

(Williams 2023) gave major differences between the analogue and digital signals which hinted on the more reasons why there needs to be a switchover from analogue to digital broadcasting .it appears that some stations in Nigeria are yet to adopt this new development, most stations have already adopted the new media which is also known as digitisation but digitisation also has its own challenges Since broadcasting has evolved, likewise content and it's delivery method will have to change. Human rights radio And Television is one of the many broadcasting stations in Nigeria the study sets out to uncover the challenges that Digitisation has brought to broadcasting in terms of content delivery.

OBJECTIVES
1. To evaluate the level of awareness human rights radio personnel have about the digital switchover
2. To determine the level of compliance of Human Rights Radio & TV with the switchover
3. To examine challenges with content delivery in Human Rights Radio and Television as a result of the Digital Switchover

RESEARCH QUESTION
1. How aware are the personnel of Human rights Radio and Tv about the digital switchover?
2. To what extent has Human rights radio complied with the switchover?
3. What are the challenges with content delivery in Human Rights Radio and Television since the Digital Switchover?

CONCEPTUAL FRAMEWORK
Concept of Digitisation
Digitisation is the process of converting analogue data into digital data. Manuscripts, books, photos, maps, audio recordings, motion pictures, ephemera, and other things might be converted (Balarabe, 2013). The purpose of digitisation is to enhance access to information, that is, for most digitised items to be searchable and available on online databases through the internet. To be digitised, the materials or information must be transformed using a means of digital capturing software without disrupting the information contained in the physical copy. That is, the digital representation should have the exact information as the analogue. The usage of digital technology in the transmission and reception of broadcasting services is known as digital broadcasting. In terms of information collection, the two technologies (analogue and digital) are fundamentally the same in that they both turn the collected information (sound, images) into electrical signals. Instead of directly using the electrical signal, digital technology takes representative samples of the original signal and transforms them into numbers, resulting in a digital representation of the information (BAZ, 2012). The transition from analogue to digital broadcasting entails the use of digital broadcasting technology in the provision of broadcasting services, as opposed to the use of analogue broadcasting technology. This migration is being hard-pressed by the benefits of digital broadcasting technology, which has resulted in most nations across the world undertaking the process of migrating. IN digital television broadcasting, the signal can be dispersed in four different ways: by cable, satellite, digital terrestrial television, and mobile phones. The cable transmission is extremely adaptable (as far as the number of channels it can transmit). It has the capability of transmitting over 200 digital television channels to home viewers. It may give both rapid Internet access and a regular phone connection. The broadcast standard used in cable television is known as "liberate." Satellite broadcasting, on the other hand, may transmit 100 channels. It is a one-way digital broadcast service using an "open TV" transmission standard (Endong, 2015). Also, broadcasting is now possible via mobile gadgets through software applications and websites. There is also the high definition (HD) format in radio, which is a service that enables and increases the signal quality of terrestrial radio stations. HD radio has the capability of enhancing FM stations to generate high-fidelity sound, that is, sound as good as a CD. Furthermore, this format has the potential to make AM stations sound as good as existing FM stations (Endong, 2015).Digitisation broadens the information format options, enhances radio broadcast sound quality by reducing static, hiss, pops, and fades, and provides data presentation capabilities for receivers. It also offers possibilities for multicasting that is, transmitting several high-quality channels on the same frequency using an analogue radio to compare it to digital radio. Digital radio assigns numbers (digits)to broadcast sounds, which take up less air space than analogue waves. Digital signals can also provide sharp, clear signals.

Content delivery
Content delivery (sometimes called content distribution, content distribution delivery, or content caching) Content delivery describes the process of delivering media over a medium such as the internet or broadcast

channels. Content delivery also consists what form the content takes. Today, the best mode of delivery often depends on what kind of audience will be consuming the content. (Eileen 2020)

Human Rights Radio and Television
Human Rights Radio and TV is a broadcast station located in Abuja, Plot 1184, Kaura District, Beside Games Village, FCT-Abuja, Nigeria. Human rights radio & TV is tasked with the mandate of bringing hope where lost and giving voice to the voiceless, helping those that can't help themselves. The founder of Human rights radio and television is Ahmad Isah who goes by the title Ordinary president the station is very popular for its program Berekete family it is the major program the station has since the station gained its popularity from this particular program

Theoretical framework
Technological determinism theory
Technology determinism theory the term 'technological determinism' was coined by Thorstein Veblen. Thorstein Veblen was an American economist and sociologist who was better known for conceiving the concepts of visible consumption and visible leisure. Thorstein believed that technology or "the machine" would overthrow the "businessman" or the working man and that a societal change would be created. However, the better-known example of technological determinism is "creation" as a concept that came from Karl Marx. (Terrence 2021). As with many theories there are theories that either branch off or are an improved version of an existing theory such as the media determinism theory. Media determinism theory is an off shoot of technological determinism theory by Marshall McLuhan that states that media and technology have a determining effect on society
This goes to say that human rights radio and television is also moved by technology, whatever technology is available they will naturally adopt it.

Social Responsibility Theory
The Social Responsibility Theory is centred on responding to the desires and ambitions of the populace by socially responding to their needs. Against this background, the media are presumed to have duties to perform, and according to Azubuike and Ikriko (2019) these duties include:
i. Human rights Radio and TV should provide an avenue for exchange of comment and criticism.
ii. They should provide a representative picture of all elements of the society.
iii. They should be responsible for the identification and presentation of goals and values of the society.
iv. Provide full access in today's intelligence.
v. Provide a comprehensive account in a context that gives them meaning.
Human Rights Radio and TV, thus, have so much to offer to the citizenry. The citizens must be confident in having Human Rights Radio and TV on their side, no matter the threat; they must be consistent in delivering to the public the goals of this profession.

Literature review
Private broadcasting: challenges and prospects
Nigeria today, private media organisations point almost all space, providing substitute speech, fixed on freedom of expression within their coverage mandates. Many of them are owned by veteran media practitioners who are passionate about the profession and politicians who use such platforms as publicity tools to spike the nest of their governmental gospel. The production of private broadcast stations and the different narratives to trending social issues that they offer testify to the gains of allowing thousands of ideas to bloom as exemplified by liberalisation of the broadcasting space. Adefila (2019)
Article 19 of the universal declaration of human rights states that "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive, and impart information and ideas through any media and regardless of frontiers." In relation to this declaration by the universal declaration of Human right the private media is very good with keeping their audience up to date with brand-new media contents this upbeat behaviour of keeping check on happenings

and reporting them accordingly without fear or favour has carved them in the minds of the people as the custodians of public trust. The challenges of the media ranges from lack of funds, private owners exerting influence they put their own interest first instead of the public's interest, difficulty in getting a license, battling with political rascality as well as influence of commercialisation, and inadequate power supply. Despite all the above challenges the private sector faces it has still been able to give voice to their audience to air their view on issues in the country which is very important as it really shows freedom of speech it has also created opportunity for employment in the country. Adefila (2019).

The Challenges of Digitization of Broadcasting in Nigeria Innocent Paschal Ihechu* Uwaoma Uche 2012 paschal Ihechu in his work mentioned the different challenges that the digital switchover poses he emphasized on how Nigeria would not be able to meet up with the deadline given by the international telecommunication union he also mentioned technical and financial issues which is a major challenge presently for some broadcast stations in Nigeria, power supply was also mentioned the issue of power supply in Nigeria cannot be ignored and this would pose as a big challenge in the switchover as it requires electricity manpower this is because the present staffs would be void of the knowledge in operating the new technologies since most personnel if not all are used the analogue machines.

Challenges in preparing digital contents and implementing /delivering issues Elango, V. S, Syamala M, Santhiya.2017
The researchers tried to point out the challenges a content creator would face while preparing the contents being able to Comprehend the audience requirements and address them accurately, using unique skills to produce authentic resources that meet educative demands, having practical capability to use a variety of digital tools efficiently and assertively, the content creator also has to predict the delivery time of the content the moving on the researchers went further to identify the challenges in delivering contents digitally: speed and quality, flexibility, reliability and security/copyright
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Research methodology
The researchers combined both the use of qualitative research method from relevant works as well as in depth interview with personnel from Human rights radio And TV the person was purposively selected for the interview because he has a good knowledge of the topic and it is also his area of specialization

Data analysis
Q1 entails whether the station is digital or not, in response to this the participant said the FM still operates in analogue whereas the television aspect started as digital dice inception, he also added that Currently, Nigeria does not have a Digital Audio Broadcast (DAB) framework. So, they do not have any immediate plans for switching to digital audio broadcast (DAB) except through Over-The-Top (OTT) platforms like internet streaming and mobile apps he also pointed out the major difference between the equipment's of the different era Analogue equipment usually consist of dials and levers with physical representations. However, digital equipment consists of buttons, touchscreens and software based representations. The station can be said to have switched over partially since they operate their Television programs digitally.
Q2 discovered the level of knowledge the staffs have concerning the switchover the participant pointed out to the fact that most staffs are ignorant of the switchover but The station equivalent are maintained by external contractors who run on a build and operate basis. This has made their technical setup to run seamlessly with few hitches Answer. This however goes to show that the in house staffs do not have knowledge of the switchover
Q3 uncovers the challenges with content delivery in Human Rights Radio and Television since the Digital Switchover as well as a comparison between the two Era
> The entire content process is better with digital technology than analogue, however the challenges of content delivery includes the following
- The cost of Equipment
  The cost of Equipment to deliver the content to the uplink where the signal is to be distributed and very often they have to resort to the internet.

- Unstable Internet
  Because they do not have the right Equipment for delivering contents they make use of the internet and the internet is not very stable and he also said having an internet plan is also expensive and despite the cost it's still not very reliable.
- Storage space
  Digital contents take up more space than when running analogue; you have to invest a lot in play out systems and storage facilities to store the files that are either generated through production or streaming
- Power supply
  Power supply is also a problem because unlike before where you just have a transmitter and a studio now you are running on a lot of things, the power needs are higher and power supply is at its lowest.

DISCUSSION OF FINDINGS

From the above information it is very obvious that Digitisation has its own gains but not without challenges especially in a country like Nigeria where over half of the population is poor National Bureau of Statistics (2022) the major issue that Digitisation poses is related to funds, the right Equipment can't be purchased because of how expensive it is and they have to resort to other methods which is also expensive and unreliable in other words if the funds were available the challenges mentioned above may not be there it is also important to note that the station doesn't have available personnel who are knowledgeable in the area of digitisation.

LIMITATION OF STUDY

As with every research work, this one wasn't an exception the information presented although came from a good source but the information gotten only came from one person as the station lacked personnel who are knowledgeable in the area of digital switchover thereby preventing the researcher from following the actual rule of interviewing at least 12 persons

CONCLUSION

The goal of this study is to access the challenges of Digital content delivery in Human Rights Radio and TV since the Digital Switchover and according to the findings Human Rights Radio and TV seems to be having a major issue because it has to do with the Right Equipment which is very Important but considering the fact that The Stations main purpose is to help those in need as well as fighting for the rights of persons and since it's a private owned media it is even more difficult for him to take up all these expenses alone.

RECOMMENDATIONS

In order to help Human Rights Radio and TV stop the current challenge they are having, I recommend the following

I. For the internet the station should not only use one network provider they should have more than one so that when one network is having issues the other one can be used to have a smooth broadcast.
II. In the area of expensive internet plans some networks are less expensive than others and they still work well and last longer than even the expensive ones.
III. The national broadcasting commission should endeavour to make it compulsory for broadcast stations to purchase digital equipment before they are given their license.
IV. There should be provision for media funding by development banks as it is done in advanced countries.

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