



Artificial Intelligence and Local Content Broadcasting in South-East, Nigeria

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ABSTRACT

Background: The birth of Artificial Intelligence (AI) in contemporary broadcasting has gained serious attention among broadcasters and communication researchers. One of the chief purposes of speed and wide studies on AI could be viewed as a way of developing full and comprehensive knowledge on the nature, components, workings, benefits and risks involved in its usage. However, broadcast media are among the viable avenues for the AI to excel but the issue of local content broadcasting seemed to pose some challenges. It was imperative for this study to unveil the functional circumstances and relationships between AI and local content in today's business of broadcasting.

Objective: This study investigated the knowledge and uses of Artificial Intelligence on local content broadcasting in South East Nigeria.

Method: The study employed survey research design and utilized purposive sampling to select a sample size of three hundred and eighty four (384) broadcasters in the various government and private broadcast media stations in South East Nigeria.

Result: Findings revealed that majority of the broadcasters had good knowledge of AI, knew AI related uses or purposes in broadcasting but had low application ability to it due to lack of technical know-how, cost of AI appliances and unknown consequences.

Conclusion: The study concluded that AI has come to stay in broadcasting but requires technology know-how and confidence of the broadcasters. There is need for well articulated and system-oriented regulatory measures to be set up to guide and secure AI machine, broadcast media management image and standard broadcasters' performance.

Unique Contribution: Artificial Intelligence usage or application on local content broadcasting in Nigeria especially in the South Eastern region of Nigeria is very low due to the nature and packaging of local content news and programmes, practical experience and skeptical cum risky factors associated with AI. With this report, future research, library and policy documents are made possible for further studies

Key Recommendation: The study recommends among other things that the broadcast media workers or operators should embrace AI through education and sensitization, master it and apply it to enhance their service delivery in this jet age of digitalization in the broadcast media. The government and communication professionals should collectively develop Artificial Intelligence User Guide on Local Content Broadcasting for effective, objective, truthful, ethical and legal service delivery in broadcasting in South Eastern part of Nigeria

Key words: Artificial Intelligence, Local Content, broadcasting, Nigeria



INTRODUCTION

The concept of local content in broadcasting in Nigeria has remained a welcome and appreciable development not only in the broadcast media industry but also in the entire mass media sphere in Nigeria. Local content broadcasting refers to production and airing of television and radio programmes that are created by Nigerian individuals and companies, and reflect Nigerian culture and values (NBC, 2020). The concept of local content broadcasting generally refers to programmes, where the producer, directors, and at least 75% of the leading cast are Nigerian (NBC, 2019). As a professional and practical way of revamping, reviving and rebuilding broadcasting, local content was developed as regulations and guidelines in developing local contents news and programmes as stipulated by the National Association of Broadcasters (2020). This is to preserve and promote the Nigerian culture, provide opportunities for local talents and can contribute to economic growth by supporting the growth and development of Nigeria.

Some years ago, the then Minister of Information and Culture, Lai Mohammed ordered the National Broadcasting Commission to implement 70% local content in broadcasting. The Minister said that this regulation will prevent the misuse of monopoly or market power or anti-competitive and unfair practice by a foreign or local broadcaster to surprise other local broadcasters in the television and radio markets (Vanguard Newspaper, 2020). Local content in the broadcast media market was made for checking not only the values of locally made news but also to ensure that the conception, creation, production and consumption by the media audience are locally Nigerian made. Since then, series of attentions both in research and in practice have been given to make it (local content broadcasting) a functional reality.

However, the emergence of artificial intelligence (AI) as a product of Information and Communication Technologies (ICTs) in various disciplines and professions is reshaping industries across the globe by altering processes, enhancing productivity, and transforming the way organizations do things. Artificial intelligence refers to the building and utilization of human intelligence in machines programmed to think and learn like humans. This encompasses various technologies, including machine learning, natural language processing, computer vision, and robotics (Russell & Norvig, 2016).

In the broadcasting sector, Ezeaka (2024) holds that AI is particularly influential, promising to revolutionize content creation, audience engagement, and information dissemination. It has rapidly transformed various sectors, including broadcasting. Also, AI can be utilized to automate processes, analyze audience data, and enhance content creation and delivery. Additionally, Chioma (2025) reveals that AI tools can assist journalists in producing content more efficiently. Natural language processing (NLP) technologies enable automated writing, allowing news organizations to generate reports quickly based on data inputs. For example, (Lau & Tham, 2020) discovers that sports results and financial updates can be automatically written and published, freeing journalists to focus on in-depth reporting and storytelling. This is not only



done fast but also encourages timely dissemination of news to meet up with the hurries of the current society.

Unfortunately, in spite of fast growing recognition and relevance of AI in broadcasting which has been viewed as transforming the broadcasting industry, offering new possibilities for content creation, audience engagement, and information dissemination, the production and dissemination of local content news and programmes are greatly affected. There seems to be technological interference in maintaining the statuesque of being Nigerian/local content broadcasting. Shadrach & Adikuru (2023) write that as technologies evolve, the way information is created, disseminated, and consumed is also changing dramatically the communication landscape. Communication networks have also experienced tremendous change with the support of AI (Ezeali, Nwodu & Udoh, 2023).

It is on this regard that this study on Artificial Intelligence (AI) and local content broadcasting in Nigeria was conceived. It focused on the broadcasting media practice in South Eastern part of Nigeria.

STATEMENT OF PROBLEM

The arrival and application of AI in broadcasting has received positive attention as a way of improving broadcasting standard to meet up with information and communication needs and demands of the current digital society. Chioma (2013) says that the introduction of local content broadcasting in Nigeria is meant to be a conduit through which the mass society experience culture; enhancing cultural learning by promoting and sustaining the moral and community life of the Nigerian people. On the other hand, Nwafor, & Onwubere (2019) in Adam, Igyuve, & Ogande (2025) reveal that the proliferation of global television has led to a significant disruption on local content viewing patterns, posing several challenges to the objectives of the local media industry and resulting in most audience preferring to view foreign channels instead of local programmes.

Unfortunately, the researcher perceived that in spite of the increasing awareness on the introduction and usage of AI in broadcasting, such application has not reflected on the making and broadcasting of local content news in South East Nigeria. Thus, technological advancements on digital broadcasting including AI have not actually changed the face and standard of broadcasting of local content news in the South Eastern part of Nigeria. This is the problem this study delved into with a view of resolving it and finding the way forward.

OBJECTIVES OF THE STUDY

1. To ascertain the knowledge level of broadcasters on the use of AI in local content broadcasting in South East Nigeria.



2. To find out the major uses of AI in local content broadcasting in South East Nigeria.
3. To determine the level of application of AI on local content broadcasting in South East Nigeria.

METHODOLOGY

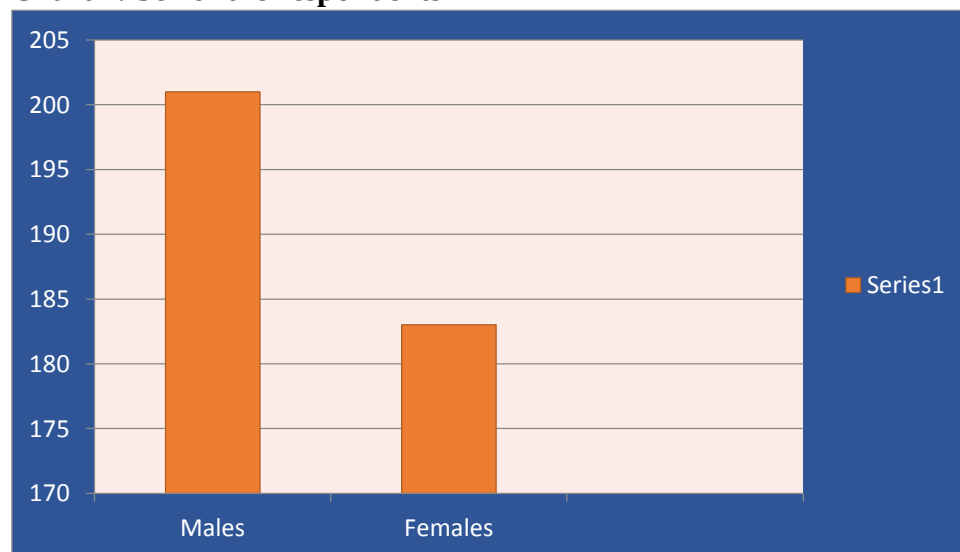
In this study, the researchers adopted survey research design. The design was made to elicit information from broadcast media practitioners cum workers in South East Nigeria on the Artificial Intelligence and local content broadcasting in Nigeria. The population of 1,450 (Macrotrend, 2025) broadcast media workers (broadcasters) was gotten online. They comprised broadcasters on active service in both government and private radio and television stations in Abia, Anambra, Ebonyi, Enugu and Imo States. Based on the population size, a sample size of 384 broadcasters was gotten through the use of Australian Calculator.

The participants were selected through a purposive sampling technique to ensure adequate representation of members whose area of operation is connected to Artificial Intelligence and local content news and programme production within the broadcast media industry in South East. The participants were administered with simple structured questionnaire through which their responses were sought for. However, data obtained from them were carefully assembled, coded and analyzed through the use of simple percentage and presented in bar charts.

RESULTS

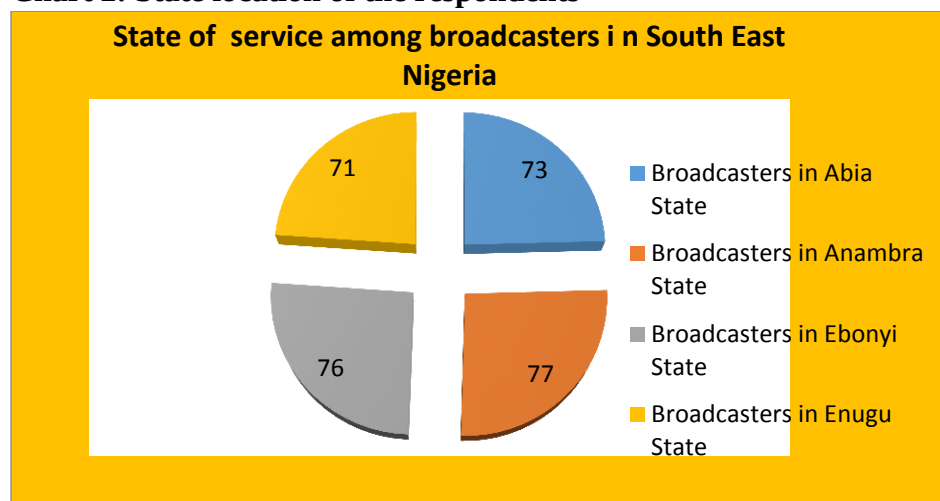
Out of 384 copies of questionnaire administered via online to the respondents, 365 copies were filled and retrieved for coding and analysis. Below are data analysis and presentation in bar charts:

Chart 1: Sex of the respondents



In the above chart, 201 or 52.3% represented the number and percentage of male broadcasters while 183 or 47.7% represented those of the female broadcasters in South East Nigeria who were used for this study.

Chart 2: State location of the respondents



On the state where the respondents were residing for their media service, the above table displayed their frequency values based on filled and retrieved copies of the questionnaire.

Chart 3: Educational class of the respondents

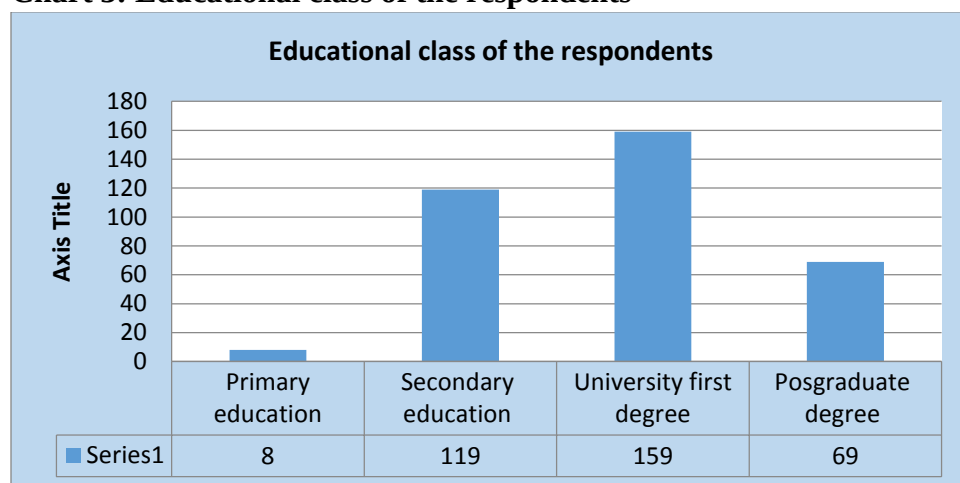
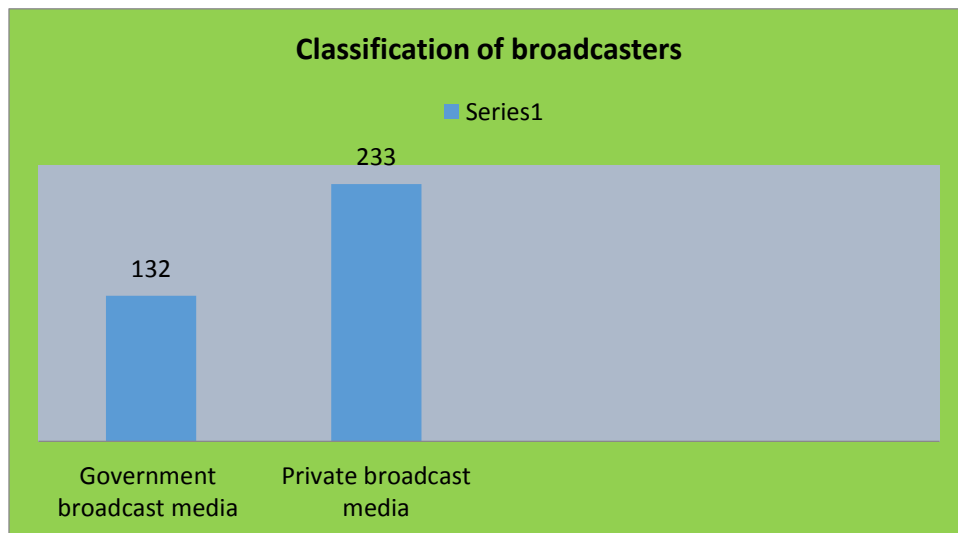


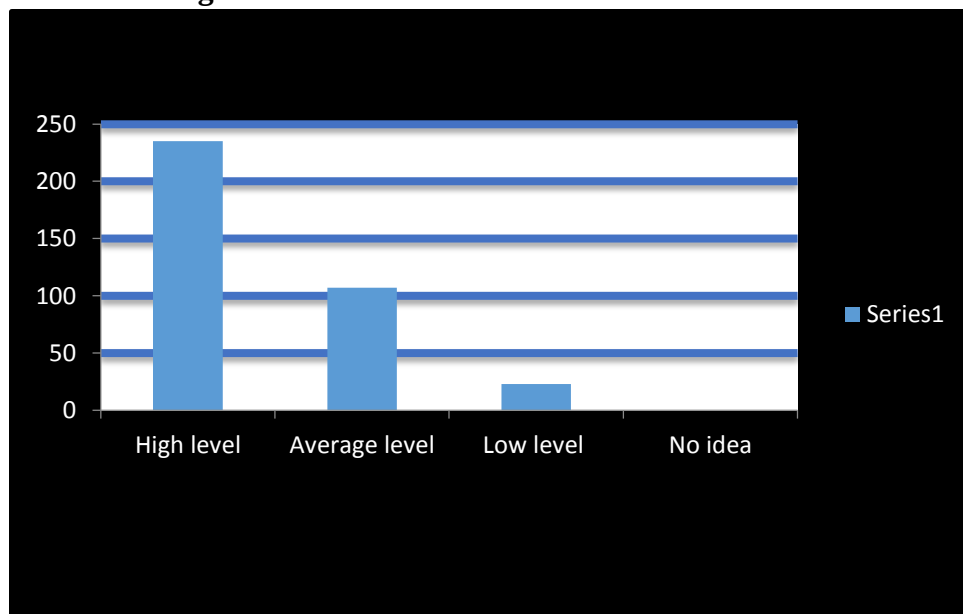
Chart three displayed data on the educational qualification of the respondents, 8 of them were with primary education, 119 of them were with secondary school certificate while 159 being the highest were with first degree university degree and 69 of them had postgraduate degrees while practicing as broadcasters in South East Nigeria.

Chart 4: Class of Broadcast Medium



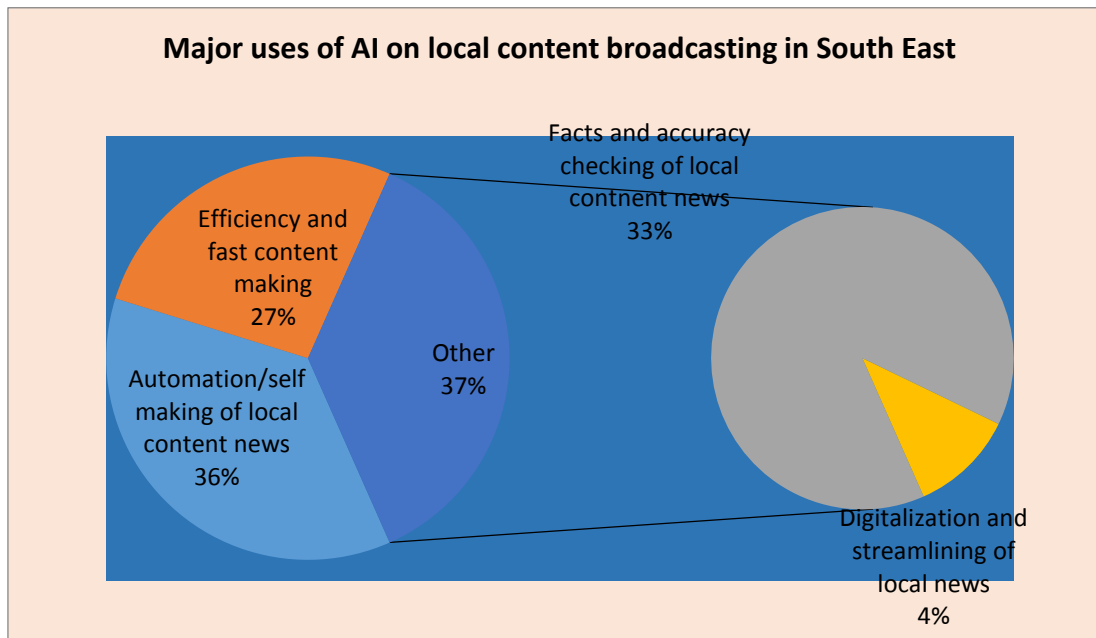
The chart reveals that the respondents were drawn from private and public broadcast media in South East. Among them, 132 of them were under government broadcast media while 233 were under private broadcast media.

Chart 5: Knowledge level of broadcasters on the use of AI in broadcasting industry in South East Nigeria.



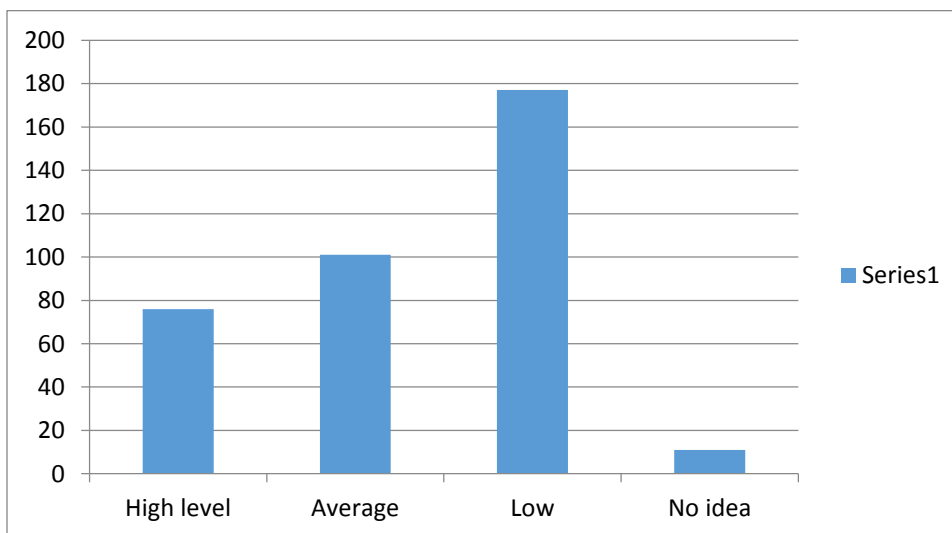
The data presented on the above chart were on the knowledge level of broadcasters on the use of AI in broadcasting industry in South East Nigeria. Among all, majority of them had high level knowledge of artificial intelligence in broadcasting.

Chart 6: Major uses of AI in local content broadcasting in South East Nigeria.



The data presented on the above chart showed the major uses of AI in local content broadcasting in South East Nigeria. Among them, most of the respondents covering 133 said it brought about automation of local content news, 98 of them said it brought efficient and fast content making and 119 of them said it brought facts and accuracy checking of local content news while 15 of them said that it brought about digitalization of local news.

Chart 7: Level of application of AI on local content broadcasting in South East Nigeria





On the level of application of AI on local content broadcasting in South East Nigeria, majority of the respondents said that AI application on local content broadcasting in the South East Nigeria is at low level. This was followed by 101 of them that opted for average level of AI usage.

DISCUSSION

This study examined the knowledge and usage of Artificial Intelligence on local content broadcasting in South East Nigeria. Broadcasters or broadcast media workers were purposively selected and used to respond to questions developed based on the objectives of this study to cover the subject matter. After proper data analysis and presentations, result generated from research objective one revealed that majority of broadcast media workers in South East Nigeria were highly aware and knowledgeable of AI in broadcasting. This is true because existence of AI in many aspects of human endeavour including broadcasting is not news. In Chioma (2025), it was discovered that there is a strong awareness about Ai; its concept, benefits, and best practices. Thus, respondents' knowledge level on the use of AI was not in doubt, meaning that they had heard of AI as a tool for broadcasting.

On the second objective, it was obtained that the respondents knew various uses or benefits of AI in broadcasting especially on local content news and programmes. However, such response or answer did not accompany evidence on the practical usage of AI in local content broadcasting. In essence, broadcasters had studied AI in relation to broadcasting services but were yet to experiment or use it. For instance, Anagba, Udjo-Onovughakpo & Nwodu (2025) in their research discovered that in broadcasting, AI can be utilized to automate processes, analyze audience data, and enhance content creation and delivery. The functionality of this observation is not yet certain. However, Ezeaka & Umennebuaku, (2024) believe that the integration of artificial intelligence (AI) into various sectors of the broadcast media has prompted transformative changes on how information is disseminated, analyzed, and utilized

The local content initiative is a vital aspect of news making or news production. As a result of this, the implementation of the use of AI technology is drawing the attention of communication experts to delve into. For Etumnu & Azubuike (2024), many broadcasters were still biased, skeptical and indifferent due to the gap between theory and practice. Rostamian & Moradi (2024) discovered that AI provided several opportunities in broadcast media management, including enhanced content creation, improved audience engagement, increased operational efficiency, personalized advertising, data-driven decision-making and innovative storytelling. However, it also highlighted significant challenges such as technical complexity, high costs of implementation, privacy concerns, resistance to change, skill gaps, ethical considerations, and regulatory issues.

The third objective of this study sought to find out the level of application of AI on local content broadcasting in South East Nigeria. The finding showed low level. It proves that the use of AI in



local content broadcasting is not significant. A study in Abia State in South East Nigeria shows that the integration of Artificial Intelligence (AI) into broadcasting will offer significant potential for transforming information dissemination (Chioma, 2025). But this has not been achieved. As broadcasting increasingly relies on algorithms for content creation and distribution, the risk of introducing AI is growing (O'Reilly, 2021). This is as a result of some traditional and economic factors defacing the value and regard of digital broadcasting. There is also fear that AI tools may obstruct and disrupt traditional broadcasting standard and norms and will consequently negatively affect the industry. AI for local content making and broadcasting in South East Nigeria can be leading to job displacement and a loss of media editorial oversight if care is not taken.

The consequence of this result-low level of AI application on local news content making in broadcasting is that it could undermine the expertise of journalists except if appropriate approaches are made as Nwankwo (2022) notes, to ensure AI technologies resonate with the audience. Momoh, Igyuve, & Ogande (2025) in their study pointed that without addressing these challenges; the local content objectives outlined in the Nigerian Broadcasting Code will remain unattainable, leaving the country vulnerable to the dominance and potential negative effects of global media. This is an already growing challenges facing broadcasting in Nigeria.

Summary of Results and Knowledge Gap

Based on the outcome of data analysis, the results or findings revealed that:

1. Majority of the broadcast media journalists in South East Nigeria had good knowledge of AI as an ICT tool in broadcasting.
2. Most of the broadcast media stations cum journalists in South East Nigeria were still skeptical unskillful and biased on the use of AI in making local content broadcasting.
3. There is low level of application or usage of AI on local content broadcasting in South East Nigeria.

Based on the above findings, it was revealed that Artificial Intelligence usage or application on local content broadcasting especially in the South Eastern region of Nigeria is very low due to the nature and packaging of local content news and programmes, practical experience and skeptical cum risky factors associated with AI. Thus, this is a wake up study for strategic designing on how to inculcate AI for the production and dissemination of local content stories via broadcast media in South East media.

CONCLUSION

The use of AI in local content broadcasting stands as a welcomed development in the industry. It has brought about immense and rapid technology apparatus for unlocking efficiency and expertise in broadcasting. However, AI on local content broadcasting requires the collection and analysis of broadcasters' data to ascertain their intake capacity and as well overhaul the



broadcast media working cum management system to fit AI standard. More so, well articulated and system-oriented regulatory measures should be set up to guide and secure the AI machine, management image and broadcasters' performance.

Based on the results cum findings of this study, the following recommendations were made:

1. Digital broadcast media stations at national and global level in collaboration with Artificial Intelligence Technology hub should educate and enlighten lesser digital broadcast media stations especially in the South East Nigeria on the nature, make up and application or usage of Artificial Intelligence on local content broadcasting in the zone.
2. Broadcast media workers or operators especially on news and production units should embrace AI, master it and apply it to enhance their service delivery in this jet age of digitalization in the broadcast media.
3. The government and communication professionals should collectively development Artificial Intelligence User Guide on Local Content Broadcasting for effective, objective, truthful, ethical and legal service delivery in broadcasting in South Eastern part of Nigeria.

Ethical Clearance

Ethical clearance was sought and obtained from the broadcasters-workers in radio and television stations in South East Nigeria. Appropriate research measures were taken to safeguard privacy, confidentiality, and prevent any harm and as well maintain transparency, impartiality, and adherence to proper research ethics and rules.

Acknowledgement

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Source of Funding

The study was not funded.

Conflict of Interest

There was no conflict of interest.

Authors' Contributions

Rosemary I. Itaman conceived this study and did the introduction with the problem and research objectives. Dr. Nelson Ogbaeja developed this study and conducted the research while Dr. Stella Nelson-Ogbaeja and Comrade Sunday Nwambam worked on the analysis. The discussion and recommendations were collective efforts of the researchers.



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