

## **Awareness, Accessibility and Impact of Pay TV Services on Professional Practice of Academic Library Personnel in Edo State, Nigeria**

**Luke Obasuyi and David N. Ofili**

John Harris Library, University of Benin, Benin City, Nigeria

### **Abstract**

*This study investigated the levels of awareness, accessibility and impact of StarTimes and GOTV services on professional practices of academic library personnel in Edo State, Nigeria. Total enumeration of library personnel in three university libraries – federal, state and private were carried out using the questionnaire method. Results revealed that the level of awareness was high, accessibility was average. Respondents accessed StarTimes and GOTV services at home using decoders and subscription. Over half of the respondents watch StarTimes and GOTV. Respondents displayed disparate purpose of watching Startimes and Gotv but they mostly access the services for current information and news. Startimes and Gotv impacted on respondents' professional practice as they learn general life's lessons that positively impact on their job performance, get current information to answer reference questions, watch programmes on job ethics, and professional related programmes. The inclusion of more programmes tailored to the educational and professional needs of library personnel can enhance the impact of both Startimes and Gotv in the State.*

**Keywords:** Awareness, Accessibility, Pay TV, Library personnel, StarTimes, GOTV, Academic libraries.

### **Introduction**

Television broadcasting started in Nigeria in Ibadan with the establishment of the Nigerian Television Authority (NTA), Ibadan on October 1, 1959. With improved digital technology in broadcasting, TV transmission has witnessed a paradigm shift from analog to digital TV broadcasting. This digital revolution is aimed at giving viewers more choice and value for TV services offered and most countries including Nigeria are at various stages of compliance. African governments approved a continental digital television switchover to be completed by 2015 (GOTV, 2015). This has currently been extended to the year 2020. Nigeria hopes to complete its digital switchover in 2017. Nigeria currently ranked second to South Africa in Africa's Pay TV market with 14.5% of the continent's market share (Onwuegbuchi, 2015).

There are over 100 television broadcasting houses and 40 digital TV stations in Nigeria whose ownership cut across Federal and State Governments, as well as private individuals with four in Benin City, Edo State. The NBC classified these digital TVs as MMDS (Multichannel Multipoint Distribution Service), DTH (Direct-to-home), and DBS (Direct-Broadcast Satellite). These digital TVs usually offer their services by payment of subscription fee and they are termed Pay TV. Pay TV services use satellite cable networks and decoders in providing multiple channels reception, multi-language programmes with high picture quality to interested viewers.

In Benin City, there is a growing interest and awareness in Pay TV services among the populace. Among several Pay TV services accessible and utilised in Benin City, Dstv, StarTimes and GOTV are the most common. There is stiff competition among these Pay TVs for clients in order to capture the available market for higher returns on their investment. They try to outwit each other by offering attractive prices for products, providing quality services, increasing number of available channels, and winning of various prizes through promotions. They also now offer their services through several modes like smart and mobile phones, Tablets and other mobile devices. These efforts are expected to create more awareness and access to the services being offered by these Pay TV providers.

StarTimes and GOTV are widely used in Benin City by members of the public including library personnel. James (2011) categorized library personnel into professional and paraprofessionals. The librarians are the professionals while library officers are the paraprofessionals. A librarian is a person who works professionally in a library providing access to information and sometimes social or technical programming. They are usually required to hold a degree from a Library school such as a Bachelor's and/or a Master's degree in Library Science or Library and Information Studies. The paraprofessional designates library positions with entrance-level requirements that are distinctly different from those of librarians. They commonly perform their duties with

some supervision by a librarian. Oberg (1992) cited in James (2011) classified them as library assistants, associates, technicians, and technical assistants. Akande (2009) posited that paraprofessionals are very important and usually assigned high-level technical support duties such as cataloguing, serials control and being in charge of branch libraries or smaller public libraries in the United States.

Library personnel are information professionals and gatekeepers in academic libraries who should be current and abreast with current information using latest ICT technologies such as Pay TV services to access information in meeting the information needs of their clientele. The use of Pay TV services have helped in answering reference question by library personnel in many libraries. As part of a study of librarian reading habits, Mason (2016) asked reference librarians at North American public and academic libraries whether TV and Radio helped them to answer reference questions. Some librarians opined that, they often get requests for biographical information concerning political officials and watching CNN helps them to be able to answer such questions. Furthermore, they agreed that watching the television news and shows has helped them not only with reference queries but also with collection development as they get quick information on new publications. Based on the nature of the job of library personnel job, there is need for such professionals in Nigeria to use Pay TV. Hence, the quality and kind of information content in Pay TV which they watch becomes imperative. To this end, Aleshi (2013) posits that quality of Pay TV content should fulfill the social and cultural needs of the people.

The current promotion (bonanza) campaign by both StarTimes and GOtv could motivate library personnel to acquire the decoders and subscribe to any of the bouquets to access Pay Tv services as their primary source of information. According to ITHACA College Library (2016) films, videos, TV programmes, and digital recordings are primary sources of information, and when used effectively could impact on the professional practice of library personnel. Several factors such as diversity, currency and relevance of Pay TV services and programmes could motivate library personnel to acquire and subscribe to either StarTimes or GOtv or both. However, there seems to be little empirical research in this area of enquiry. This study therefore tends to investigate the level of awareness, accessibility and impact of StarTimes and GOtv on professional practice of library personnel in academic libraries in Edo State.

## Objectives of the study

The objectives of this study are:

- a. Assess the level of awareness of StarTimes and GOtv among academic library personnel in Edo State, Nigeria.
- b. Ascertain the level and medium of access of StarTimes and GOtv among academic library personnel in Edo State, Nigeria.
- c. Determine the Pay TV services watched by academic library personnel in Edo State, Nigeria.
- d. Assess the impact of StarTimes and GOtv on professional practice of academic library personnel in Edo State, Nigeria.

## Literature Review

As the full transition from analogue to digital TV broadcasting in the year 2020 draws near, every attention is now focused on the industry in Nigeria and the Africa continent. Pay TV services which is a major component of the migration is receiving no less attention. Every country is making frantic efforts to key into the train of transition currently on-going all over the world. In Australia, Jones (1998) reported that free-to-air broadcasters in major markets were mandated by government to start broadcasting digital services from January 2001. This decision benefitted most of the struggling Pay TV companies in Australia as Optus and Telstra invested billions of dollars to provide subscriber with digital Pay TV services. The decision provided huge market for unsatisfied TV viewers desperate for the diversity offered by Pay TV.

Fontaine, Borgne-Bachschmidt and Leiba (2010) reported that all the conditions for the television industry's migration in Europe are now in place with a more individualised consumption, with multiple TV sets in each household and emerging pay-per-view/on demand services. They estimated that average annual growth rate for the Pay TV and Pay Video market over the years 2008-2010 will near 3.5%. This figure may have doubled by now. In Chile, Zentner (2012) findings indicated a decrease in fixed telephony and substantial growth in mobile and Pay TV access and services. This trend is not different in Britain as, Smith and Steemers (2007) reported that the BBC was given the leading role in driving digital in Britain thereby hoping to hasten digital take-up and allowing analogue switch-off by the year 2020. Most of the popular free-to-air contents, will become premium content.

There is a growing awareness and accessibility of Pay TV services in Nigeria. Ubabukoh (2014) opined that

most Foreign Service providers such as DSTV are making digital TV accessible in Nigeria but only a small proportion of the population can afford their services. To ameliorate the situation, StarTimes has been able to provide low and middle-income earners access to digital TV at affordable rates. Emenike (2013) and Yusuf (2015) reported that satellite broadcast media currently running include DSTV, StarTimes, myTV and Gotv. StarTimes and Gotv provided reasonable and affordable viewing channels available to Nigerian citizens where they can watch their favourite programmes such as news, entertainment like movies, sports, documentaries and music. On Pay TV billing flexibility, Audu (2016) concluded that the issue of whether monthly billing is cheaper than pay as you go should be left for the market to decide; adding that what the operators should do is to make choice available for the consumers.

There are various methods of accessing Pay TV services. Apart from the normal television access, Pay TV services can be accessed via Laptops, Ipad, Smartphones, Tablets and other mobile devices. Services offered by Pay TVs have to be cost effective and users centered. Otherwise, users will cancel their subscription to such services. In the US, Chappuis, Gaffey and Parvizi (2011) reported that digital consumers fall into seven distinct groups characterised by the types of digital experiences they prefer. Twenty four percent viewed Internet content on their TVs and they intend to cancel their Pay TV service as only a quarter is satisfied with the experience. This prompted Pay TV companies to start offering their programming across tablets and mobile devices. With this, customers can access Pay TV services regardless of time and place. Accessibility to such services will thus be increased.

In Egypt, Bankole, Olaniyan, Babatunde and Nghargba (2012) reported that revenue from Pay TV is estimated to reach \$120m by the year 2016. In Nigeria, Pay TV income is expected to increase nearly by 30% over the next five years. Pomphrey (2012) found that with a total of 152 million Sub-Saharan homes, only 5% of household take a Pay TV services. Some markets have recorded high levels of growth, others, due to political and socio-economic issues have under-developed markets.

Various factors could motivate customers to adopt and use Pay TV services. Cost, programme, content, purpose, etc. are important factors. According to Danaher (2002) pricing is a major determinant of access, usage and retention of subscription services like

cellular phone, Internet and Pay TV. A moderate access fee but a low-usage charge might initially appeal to customers but later a low-usage customer might find the monthly fee unjustified and thereby relinquish the service. In Nigeria, Bankole, Olaniyan, Babatunde and Nghargbua (2012) found that demand for football broadcast is fairly inelastic, as a greater percentage of the respondents will watch football even if the cost of subscription or paying per view in the viewing centre is increased.

Programmes offered is another determinant of Pay TV usage in Nigeria. Programmes like European football; Nigerian home videos; religious evangelization etc. have encouraged the growth and usage of Pay TV in Nigeria. Turner (2007) opined that the era of digital broadcasting created a significant alteration to the supply of broadcasting content developed by professional sport leagues, competitions and events. A number of emerging distribution system components linked to the digital environment can be identified and associated with sport broadcasting, all of which are having a profound impact on the way sport is being presented now and in the future. Igbokwe (2009) posits that substantial uptake in Pay TV in Nigeria has been attributed to the broadcast of European football while Komboi and Komboi (2015) survey of 220 respondents who patronise satellite television (often referred to as Pay TV) viewing centers in Makurdi town found that the centers are used to advance sporting interests and recreational purposes. In Kenya, Otieno (2014) found that availability of local programmes can increase awareness, retain and attract local content audience of Zuku pay television.

Medina, Herrero, and Etayo, (2015) investigated factors that moved people to subscribe to Pay TV in Spain. They found increase in choice for viewer, access to children programmes, access to soccer and sporting events were most significant. They also found that sex, age, education and professional qualifications of the head of household influenced willingness to pay with education (people with diploma and university degrees) had a larger impact. This result means that academic library personnel who by their training possess diploma and university degree are likely to subscribe and use Pay TV services.

In the area of professional practice, Zeng and Liu (2012) posit that free TV channels could not satisfy every individual's need because the contents of their programmes are not directed at their needs. This deficiency, Pay TV providers should be able to correct. They assert that Pay TV should provide more personal,

professional, attractive and ample content to a carefully segmented market. This can be achieved by segmenting the market by age, gender religion, class, profession etc. and provide programmes that can satisfy their personal and professional needs. This is where information content for library professionals in Pay TV services becomes imperative.

According to Cooke (2011) the field of librarianship is ever expanding and changing from exploding Internet and media technologies to ever diverse patron groups with increasingly complex information needs. Library professionals need to be as savvy as the clients they serve. Library personnel in academic libraries in Edo State provide myriad of services such as reference, Internet, information, user education, collection development, bibliographic, reprographic, online database and interlibrary loans services to their users. These services can be enhanced with the use of information obtained from Pay TVs. Pay TV providers should package contents relevant to library professionals in their numerous TV channels.

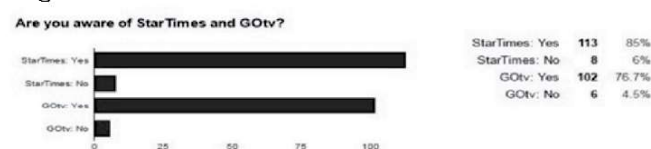
## Methods

Survey research method using the questionnaire as research instrument was adopted in this study. The structured questionnaire consists of 15 questions in five sections was used to collect data from the respondents. The population of study comprised of 182 librarians and library officers registered with the Edo State Library Association. Three university libraries (Federal, State and Private) were selected and total enumeration of 144 librarians and library officers in the three university libraries was carried out with 121 usable responses. Data collected were presented in bar charts and percentage was used to analyse the data and to draw inferences.

## Results and Discussions

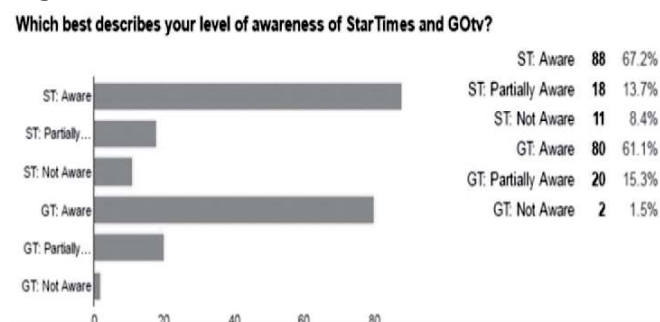
On awareness of StarTimes and Gotv, results in Figure 1 below revealed that majority 113 (85%) of the respondents are aware of StarTimes while 102 (76.7%) are aware of Gotv. Awareness about StarTimes is higher than Gotv. Generally, the respondents are aware of both StarTimes and Gotv. However, there is room for improvement. This result agreed with Aleshi (2013) that there is need for more public awareness of Pay TV services and the impact of the digital migration.

**Figure 1: Awareness of StarTimes and Gotv**



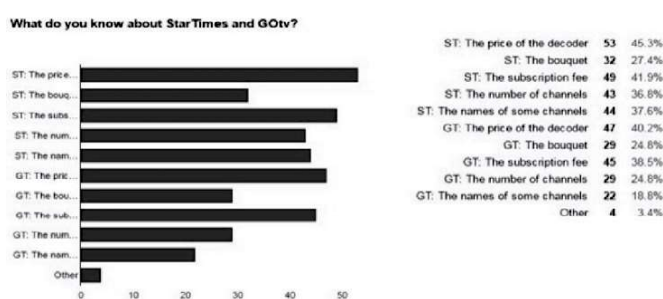
Assessing the level of awareness, results in Figure 2 below indicate that the respondents were highly aware of both StarTimes and Gotv although more in favour of StarTimes. This result goes to show that academic library personnel in Edo State are conversant with the growing trend in Pay TV industry. However, there is need for more awareness. This finding is supported by Ubabukoh (2014) advocating for investment in public awareness and education among Nigerians to be more aware of the process and how to correctly exploit Pay TV advantages.

**Figure 2: Level of awareness of StarTimes and Gotv**



Awareness brings about knowledge. Respondents were asked to indicate their knowledge of StarTimes and GOTv. Findings in Figure 3 below show that the respondents' knowledge about StarTimes and GOTv is below average. The respondents were more knowledgeable about the price of decoders followed by subscription fees, number of channels and names of channels for StarTimes and GOTv services. This result agreed with Edong (2015) finding that there is still a great lack of awareness and knowledge of the digitisation process among Nigerian audience.

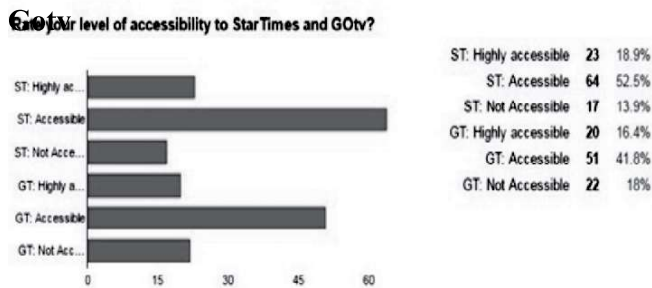
**Figure 3: Knowledge of StarTimes and Gotv**



The levels of accessibility of StarTimes and GOTv were assessed. Results in Figure 4 below revealed that majority of respondents indicated that StarTimes (52.5%) and GOTv (41.8%) were accessible to them respectively. The overall accessibility level was average indicating the need for more sensitisation to raise the current level of access to StarTimes and GOTv. This result has surpassed earlier Broadcasting Board of

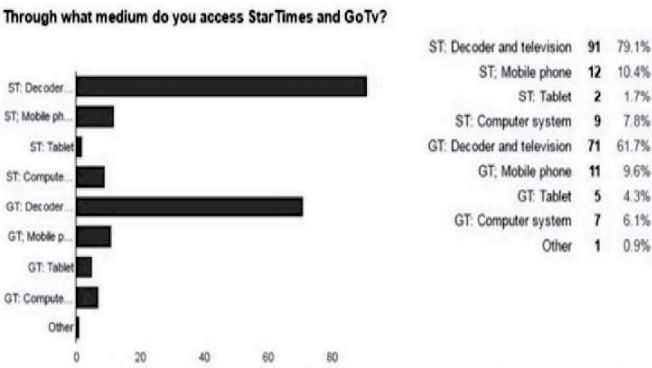
Governors (2014) findings that 20.8% of Nigerians have access to satellite TV and owner pay extra to access more channels instead of relying on free channels.

Figure 4: Level of accessibility of StarTimes and



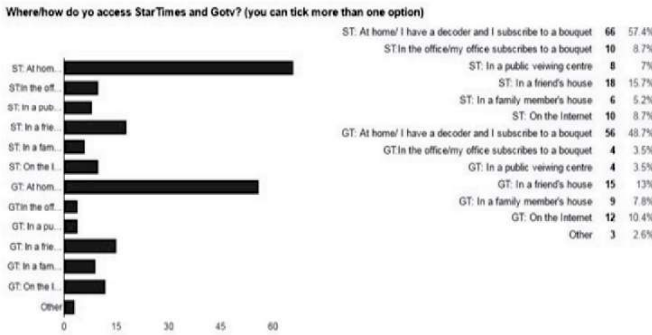
The medium of access to StarTimes and GOTv is very important and respondents were asked to indicate their modes of access. In Figure 5 below, results showed that decoders and television was the most significant medium of access to StarTimes and GOTv. The culture to use mobile devices like mobile phones and tablets to access StarTimes and GOTv services has not been deeply cultivated by the respondents. This can limit access and utilisation of these services.

Figure 5: Medium of access to StarTimes and GOTv



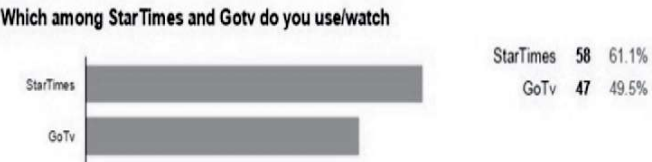
Respondents were asked to indicate where and how they access StarTimes and GOTv. Findings as shown in Figure 6 below revealed that majority of the respondents access StarTimes (57.4%) and GOTv (48.7%) at home using a decoder and subscription to any of the bouquets. This was followed by those who access StarTimes and GOTv in a friend's house. This result supported earlier finding that the respondents access StarTimes and GOTv using TV as most library personnel do not have TV in their offices where they spent 8 hours daily.

Figure 6: Where and how respondents access StarTimes and GOTv



On the Pay TV service they watch, results shown in Figure 7 below revealed that most respondents watch StarTimes (61.1%) more than GOTv (49.5%). However, results of both services are encouraging recording 50% and above. This result is similar to the finding of Familusi and Owoeye (2014) that 48% of residents in Ado Ekiti watch DSTV and other cable TV. Cost seems to be one of the deciding factors to watch StarTimes and Gotv. This result corroborates Kombol and Kombol (2015) findings that low income, poor wireless infrastructure, lack of effective competition are barriers to Pay TV adoption in Nigeria. However, the use of pay TV like StarTimes and GOTv has out grown traditional TV thus making them more relevant in today's society.

Figure 7: Pay TV services watched by respondents

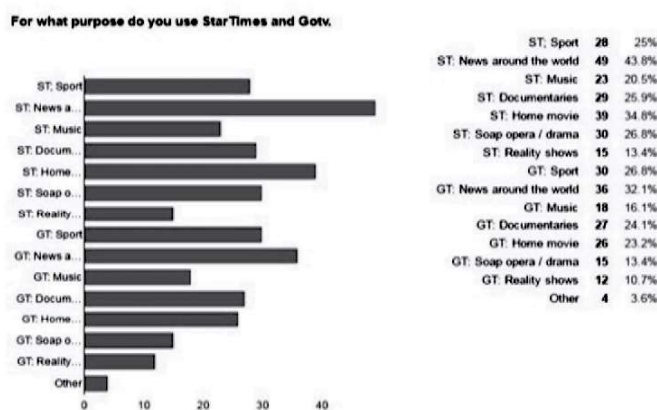


The purpose of using StarTimes and GOTv is very important to this study. Respondents were asked to indicate the purposes for using these services. Result in Figure 8 revealed that varied purposes for using StarTimes and GOTv. Accessing news from around the world was the main purpose for using both StarTimes (43.8%) and Gotv (32.1%). Other purposes for using StarTimes include home movies, soap opera/drama and sports while GOTv was used for sport, documentary, home movies respectively. This result has shown that the purposes for using Pay TV services are profession specific. This result is not surprising because library personnel are information providers and as such they use these services for accessing news for professional purposes to meet the information need of their customers. Also, the slight difference noticed in the result could also be attributed to the various programmes and contents offered by these Pay TV



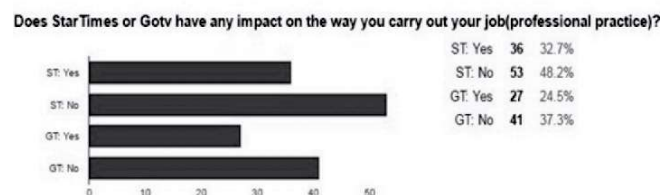
providers. The target of StarTimes could be different from GOTv and so also the programmes they provide to their subscribers. This result agreed with Nwabueze, Nweke, Okowa-Nwaebi and Ebeze (2012) findings that news followed by foreign movies/series were the most preferred contents in satellite and local TV by viewers in satellite TV households in Southeast of Nigeria. In Ghana, Alhassan and Kwakwa (2013) reported that inhabitants of Akropong Akuapem watched TV for education, relaxation, entertainment and to aid studies/work. Medina, Herrero and Etayo (2015) found increase in choice of viewers, access to children programme, soccer and sporting events were factor influencing usage of Pay TV in Spain. Kombol and Kombol (2015) found that satellite television viewing centers in Makurdi, Nigeria are used for advancing sporting interests.

**Figure 8: Purposes for using StarTimes and Gotv**



The perception of the impact of StarTimes and GOTv on academic library personnel professional practices, result presented in Figure 9 revealed that 33% and 24.5% respondents indicated that StarTimes and GOTv impact on the way they carry out their jobs. This goes to show that some programmes in StarTimes and GOTv are tailored towards the information needs of academic library personnel.

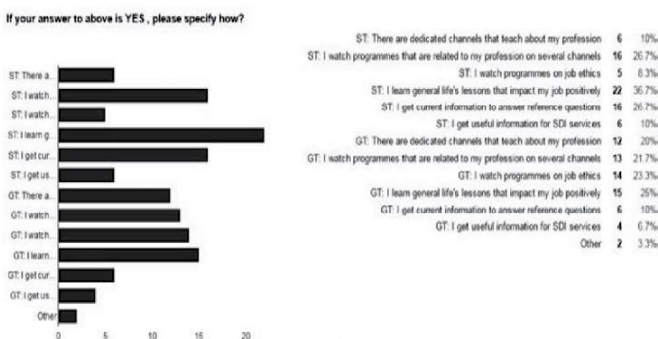
**Figure 9: Impact of StarTimes and GOTv on professional practice**



On the mode of impact of StarTimes and GOTv on professional practice of academic library personnel,

results in Figure 10 below indicate that the respondents learn general life's lessons that positively impact on job performance from both StarTimes and GOTv mostly. StarTimes users also get current information to answer reference questions and watch programmes related to their profession while from GOTv, respondents watch programme on job ethics, profession related ones. Similar result by Adamson (2014) indicated that professional cricket players in England and Wales felt that Pay TV plays a significant role in influencing cricket from a cultural, economic and governance perspectives. In Kenya, Were (2015) found that locally generated TV programmes in Citizen television impacted positively on viewers by transferring positive messages like good parentage, drug abstinence and responsible youth behavior among others. This goes to show that the content of the programmes goes a long way to influence viewers and make the desired impact. However, 20% and 10% of the respondents watching GOTv and StarTimes respectively indicated that there are dedicated channels that teach about the library profession. This calls for serious concern on the management of StarTimes and GOTv. As media for information and entertainment, programmes that promote information dissemination from elementary school to the university should be incorporated into their marketing plans. Library personnel should be engaged to produce contents related to their profession that will benefit the general public.

**Figure 10: Means of impact of StarTimes and Gotv on professional practices**



## Conclusion and Recommendations

This study investigated the impact of StarTimes and GOTv services on professional practice of library personnel in Edo State, Nigeria. From the results of the study, it can be concluded that library personnel are highly awareness and have adequate access to the services mostly at home using decoders. StarTimes and GOTv impact on professional practices of academic library personnel in Edo State Nigeria by providing means of access to current information for answering reference queries. StarTimes and GOTv portend

important sources of relevant information that can impact on professional practices of library personnel if more programmes are tailored to the needs of library personnel in both services. Pay TV providers should provide the kind of content that would impact on professionals especially library personnel. Heads of academic libraries and the Nigerian Library Association in the State should suggest to StarTimes and GOtv the possibility of running programmes for library users or one that could promote library usage.

## References

- Adamson, J. (2014). The influence of pay-to-view television on professional cricket – professional cricket player perception. Master's Thesis, University of Jyväskylä. 94p.  
<http://urn.fi/URN:NBN:fi:juu/>
- Akande, S.O. (2009). Knowledge, perception, and attitudes of library personnel towards preservation of information resources in Nigerian Federal University libraries. *Library Philosophy and Practice*. <http://unllib.unl.edu/LPP>.
- Aleshi, R.U. (2013). Quality assurance in broadcasting style and content in Nigeria. *Journal of Education and Social Research*, 3(9): 175-182.
- Alhassan, H. & Kwakwa, P.A. (2013). Preference of television stations among inhabitants of Akropong Akuapem, Ghana. *Online Journal of Communication and Media Technology*, 3(1): 195-204.
- Audu, D. (2016). Subscribers, operators disagree over pay TV billing flexibility. *National Mirror*, April 28, 2016.
- Bankole, A.S., Olaniyan, O., Babatunde, M.A. and Nghargbu, R. (2012). Does cross-border broadcast of football change the demand pattern of domestic recreation? Empirical study of imports of audiovisual services through digital satellite television. *Journal of International Trade Law and Policy*, 11(2): 191-211.
- Broadcasting Board of Governors (2014). Contemporary use of media in Nigeria. [www.bbg.gov/wp-content/media/2014/05/Nigeria-research-brief.pdf](http://www.bbg.gov/wp-content/media/2014/05/Nigeria-research-brief.pdf).
- Chappuis, B., Gaffey, B., and Parvizi, P. (2011). Are your customers becoming digital junkies? *McKinsey Quarterly*, 7.  
<http://www.mckinsey.com/insights/marketing>
- Cooke, N.A. (2011). Professional development 2.0 for librarians: developing an online personal learning network (PLN). *World Library and Information Congress: 77<sup>th</sup> IFLA General Conference and Assembly, Puerto Rico 13-18 August, San Juan, 2011*. pp. 1-13.
- Danaher, P.J. (2002). Optimal pricing of new subscription services: analysis of a market experiment. *Marketing Science*, 21(2): 119-138.
- Emenike, K. (2013). Comparison chart: pay for DSTV, myTV, GoTV, StarTimes and other pay Tv in Nigeria. <http://echo.com.ng2013/comparison-chart-pay-dstv-mytv-gotv.startimes-pay-tv-nigeria/>
- Endong, F.P.C. (2015). Digitization of media broadcast in Nigeria: the journey so far and challenges. *International Journal of Computer Science and Innovation*, 3: 19-28.
- Familusi, E.B. and Owoeye, P.O. (2014). An Assessment of the use of Radio and other means of information dissemination by the residents of Ado-Ekiti, Ekiti-State, Nigeria. *Library Philosophy and Practice (e-journal)*.  
<http://digitalcommons.unl.edu/libphilprac/1088>
- Fontaine, G., Borgne-Bachschmidt, F. and Leiba, M. (2010). Scenarios for the Internet migration of the television industry. *Communications and Strategies*, 77(1): 21-34.
- Gotv (2015). Gotv entertaining Africa: 37 exciting digital channels.  
<http://nigeria.gotvafrica.com/About/>
- Igbokwe, O. (2009). Nigeria: a 12 steps recovery programme from oil addition: turning Africa's sleeping giant into a roaring African economy. *Communication Reforms*, 3(1): 23-34.
- ITHACA College Library (2016). Primary and secondary sources.  
<https://library.ithaca.edu/sp/subjects/primary>
- James, I. J. (2011). Effective motivation of paraprofessional staff in academic libraries in Nigeria. *Library Philosophy and Practice (e-journal)*.  
<http://digitalcommons.unl.edu/libphilprac/577>
- Jones, R. (1998). Australia's digital TV giveaway. *Agenda: a journal of Policy Analysis and Reform*, 5(4): 521-528.
- Komboi, M.A. & Komboi, E.W. (2015). Significance of satellite television viewing centres in Makurdi, Nigeria. *New Media and Mass Communication*, 39: 63-75.
- Mason, M.K. (2016). Librarians and their use of television and radio to answer reference questions. [http://www.moyak.com/papers/reference-](http://www.moyak.com/papers/reference-Medina, M., Herrero, M. & Etayo, C. (2015). The impact of digitization on the strategies of pay TV in Spain. Revista Latina de Comunicacion Social, 70: 252-269.)
- Medina, M., Herrero, M. & Etayo, C. (2015). The impact of digitization on the strategies of pay TV in Spain. *Revista Latina de Comunicacion Social*, 70: 252-269.
- Nwabueze, C., Nweke, N., Okowa-Nwaebi, L. & Ebeze, E. (2012). Satellite television and local media use among viewers in satellite TV households in the Southeast geopolitical zone of

- Nigeria. *Higher Education of Social Science*, 3(3): 1-10.
- Onwuegbuchi, C. (2015). Nigeria ranks second in Africa's Pay TV market.  
<http://www.nogeriacomcommunicationsweek.com.ng/broadcasting/nigeria-ranks-second-in-Africs-pay-tv-market>.
- Otieno, D.O. (2014). Consumption pattern of local programmes on pay TV in Kenya: a case of study of Zuku television.  
<http://hdl.handle.net/11295/75921>.
- Pomphrey, G. (2012). Out of Africa-new developments in pay TV.  
<http://www.digitaltveurope.net/29440/out-of-africa-%E2%80%93-new-/>
- Shurmer, M. (1997). Future demand for Pay TV in the UK. *Telecommunications Policy*, 21(7): 611-618.
- Smith, P. & Steemers, J. (2007). BBC to the rescue: digital switchover and the revolution of public service broadcasting in Britain. *Javnost – The Public: Journal of the European Institute for Communication and Culture*, 14(1): 39-55.
- Turner, P. (2007). The impact of technology on the supply of sport broadcasting. *European Sport Management Quarterly*, 7(4). 337-360.
- Ubabukoh, O. (2014). Nigeria ripe for digital broadcasting – Nweke.  
<http://businessnews.com.ng/2014/07/01/nigeria-ripe-digital-broadcasting-nweke/>
- Were, J. (2015). The impact of locally generated television programmes on the Kenyan television viewers in Dagoretti sub-location of Nairobi: a case study of Citizen Television.  
<http://hdl.handle.net/11295/94545>.
- Yusuf, Y.M. (2015). Debate: Startimes vs Gotv; which one is better?  
 from: [http:// www.techahlal.com/2015/debate- Star-times-vs-Gotv-which-one-is.html](http://www.techahlal.com/2015/debate-Star-times-vs-Gotv-which-one-is.html).
- Zeng, F. & Liu, R. (2012). Specialisation and personalisation of Pay TV channel. *Journal of Business Administration Research*, 1(2): 80-87.
- Zentner, A. (2012). Enabling opportunity through innovation: the case of Telefonica in Chile. *Innovation and Organizational Behavior, eJournal*.  
<http://www.researchgate.net>