

Awareness and Utilization of online TV streaming on content preference among university students in Niger state, Nigeria

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Abstract

The advent of online television streaming has changed the media landscape by providing the audience with novel platforms to watch their favourite media content with a variety of gadgets. This study investigated students' awareness and utilisation of online TV streaming in Niger state, Nigeria. The study design was survey while questionnaire was used for data collection. The study comprised 41, 241 undergraduates and postgraduates students from two selected tertiary institutions, one federal university and one state university as at 2020/2021 academic session in Niger State. Using the Slovin's Formula, the sample size determined for the study was 396. The data collected was analysed using simple frequencies and percentages (%). The data obtained was also analyzed and the hypotheses tested using SPSS, version 20 (SPSS Inc, Chicago, II) and Chi square test of independence. The theoretical framework adopted for the study was the uses and gratification theory and the technology acceptance model. The study found that the majority of the respondents were highly aware and knowledgeable about online television streaming. In addition, knowledge of television streaming positively influenced respondents' utilisation. The study concludes that respondents are not only aware and knowledgeable but also utilize online television streaming. The study, therefore, recommends that government should invest in broadband infrastructure to make internet accessible to students and other citizens.

Keywords: 1.Awareness, 2.Utilisation, 3.Television streaming, 4.Online, 5.Television Broadcasting

Introduction

Television broadcasting, over the years, has witnessed tremendous transformation. Since the early 1990s, television has experienced series of development from a radio-like medium to one with high quality image resolution and further developed into three dimension images (National Public Radio Staff (NPRS), 2012). Traditional television as a medium has accepted new technologies; that traditional TVs were the first adopters of content production for new television screen technologies with first being colour, then High Definition (HD) and presently 3D programmes (Eastman & Ferguson, 2012). All these developments are closely linked to advancement in technological development which has ultimately created novel vista for television viewership in the globe. The present technological era has hugely impacted all facets of the media.

Television is not an exception and is today facing a rapid movement towards internet-based services. Not only has technology ushered in new advanced features, but it has also challenged the concept of what the entire television media really is (Westerlund, 2014). The development of the Internet has brought about changes that are now permanent in the manner that things are carried out around the world. The Internet has also had a significant influence on many other fields of study and vocations, both favourably and adversely, and has occasionally introduced entirely new ways of thinking and points of view. The Internet is becoming an integral component of most people's daily life (Kuzma, Bell & Logue, 2014). The Information and Communication Technology (ICT) industry is sometimes referred to as the backbone of the broadcasting industry because of the profound impact it has had on the way broadcasting is done across the world. It is essential to highlight that all of that has changed as a result of improvements in technology, which have substantially influenced the way in which viewers receive broadcast messages. This is because broadcast is increasingly available through the internet and on a variety of devices (Kuyucu, 2014; Domínguez et.al, 2018). It is also crucial to point out that the introduction of the Internet has fundamentally altered both the definition and the scope of broadcasting, which includes television. This is the case for a number of reasons. Experts in the field have proposed a variety of definitions in an effort to more adequately describe what broadcasting and television actually signify in this day and age of digital technology.

Today, "television" is mobile, linked, and pervasive; it permeates all gadgets that are enabled with the internet, which once again signifies a dramatically higher reliance norm. It is becoming more and more integrated into our daily lives, and this is clear evidence that we are becoming more and more dependent on it. In this context, television serves not just as a machine or vehicle but also as a "technology and instrument for cultural narrative," as well as "the collection of behaviours and practises linked with its usage" (Lotz 2007 cited in Groshek & Krongard, 2016). Over the course of the last several decades, these revolutionary technologies have had a significant amount of impact across a wide range of human endeavours, which has led to a great number of shifts in the everyday lives of those who consume media output. One significant shift that has occurred over the course of the previous few years is, for instance, the rise in popularity of streaming services and mobile devices. Many people either find it difficult to imagine or just cannot recall a time when they did not have constant media accessibility via their mobile devices. In addition, Turner (2015) asserts that these advancements have resulted in societal shifts in how people consume media, with reality television being one of the most prevalent. Thus, Webb (2019) is right when he says that one of the major breakthroughs of the technology is the internet. Television has benefitted immensely from the advantages provided by the Internet by integrating online services and using the web as a new platform to boost viewers' involvement.

As the use of digital media spreads, so does the competition between cable television and online streaming services evolve (Lee, Nagpal, Ruane, & Lim, 2018; Agarwal, Agarwal, Gourav & Omkar, 2019), it is becoming normal for television networks and website owners to provide online video content (Cha & Chan-Olmsted, 2012). Online television has grown in popularity in other countries around the globe because audiences, including tertiary students, now have access to more media content than ever before, as well as the freedom to choose what to watch when, where, and on what device, with the option to mix on-demand content with scheduled programming. It is crucial to remember that public awareness, knowledge, and use are all necessary for any communication technology to exist and advance. Students in Nigeria have wonderful opportunities to connect with television shows through internet television streaming. Some scholars have looked at the concept of streaming from both a technological innovation perspective and cultural practice that link both audience and industry (Burroughs & Rugg, 2014; Spilker, & Colbornsen, 2020).

Streaming is a means of transmitting media information to computers or other digital devices via the internet (Costello, 2019). This implies that streaming is the spontaneous delivery of data, including video and music that enables recipients to start viewing or listening to the content virtually instantaneously (Safar &

Alkhezzi, 2016). Streaming is also a display form of multimedia such as text, images, audio, video or animation to users through the Internet.

Traditional broadcast stations around the world now have the option of adding an online streaming platform into their operations in order to meet the expectations of their viewers in this ICT-driven era, thanks to the rise of internet-based television streaming services. The modern digital era has resulted in a substantial movement away from traditional television viewing and toward a variety of online streaming possibilities.

Streaming television is an online service that uses website streaming to offer television programmes or videos (Schechner & Stewart, 2012). Online television streaming refers to online programming that makes content available through a computer screen, tablet or speaker or entails the watching of conventional television obtained over the Internet (Noll, 2004; Ferguson, 2012). Streaming medium refers to audio or video content that is available to watch online via media such as YouTube, Netflix, Hulu, and Vimeo, which all fall under the streaming media category (Podduwage, Randula, Ratnayake & Manuratne, 2021).

The emergence of online television streaming services in Nigeria in recent years has transformed the dimension of program viewership by students, giving viewers numerous ways to keep up on their favourite shows even while travelling. Students (youths) represent the enormous majority of consumers of online television streaming contents in Nigeria based on the availability of internet enabled phones and devices. While there is a well-documented paucity of literature in this regard to empirically situate the exact number of people (students) vis-à-vis other market segments that consume online television streaming programmes, the emphasis on youth-centric marketing approaches by virtually all the major players in the industry speaks to their delineation of students/young people as their strongest audience. Also, the format of online television streaming, internet-based as it is, further reinforces the focus point of youths as its most dominant audience. Hence, there is need to ascertain the awareness and utilisation of online TV streaming among students in Niger State.

Research Question

1. What is the level of awareness of online television streaming among students' in Niger state, Nigeria?
2. What is the knowledge level of online television streaming among students' in Niger state, Nigeria?
3. What is the influence of knowledge of online television streaming on utilisation among students in Niger state, Nigeria?

Hypothesis

1. There is a significant relationship between awareness and knowledge of online television streaming
2. There is a significant relationship between awareness and the utilisation of online television streaming

Literature Review

Global Perspective on the Concept of Television Streaming

The United States of America in the middle of the 21st century is considered to be the birthplace of internet television streaming. Existing literature shows that, television programmes started becoming accessible over the Internet around that time period. It is essential to keep in mind that in 2005, iTunes began selling a limited number of television shows and series that could be downloaded directly from the service for a one-time fee (Waterman, Sherman, & Ji, 2013). On the other hand, according to a study published by

Amazon (2012), the video-sharing website YouTube, which also debuted in 2005, enabled users to upload and circulate unlawful copies of television programmes (Waterman, et al. 2013). Some years later, television corporations as well as other independent providers started developing websites that allowed users to stream their favourite shows and programmes online. In the United States, 2006 marked the beginning of Amazon Video under the name Amazon Unbox; however, the company did not start internationally until 2016 (Wayne, 2018). It is important to note that Netflix, a website that was first developed for the purpose of selling and renting DVDs, began offering streaming material in the year 2007 (Netflix, 2022). The NBC and Fox-owned Hulu began operations in 2008, and CBS-owned tv.com debuted the following year. In 2007, Apple debuted the first iteration of its Apple TV, and in 2008, Roku made the announcement that it will be releasing its first generation of streaming devices (Editor, 2008). The Amazon Fire TV, Amazon's take on online media players, was not made available to the general public until the year 2014. These online media players have consistently undergone improvements in the form of updates, and new generations have been introduced. Access to television programmes is now available not just through computers and televisions but also through mobile devices like smart phones and tablet computers. In 2008, application software for mobile devices first became accessible for purchase through app stores (Waterman et.al, 2013). Subsequently, users of these mobile applications are able to see material on compatible devices for the purpose of viewing programmes while on the move without any technological restrictions. YouTube TV is a streaming service that was introduced in 2017, and it enables users to view live television programming from popular cable or network channels, as well as record programmes so that they may stream them at any time and from any location (YoutubeTv, 2018). After 2010, established providers of satellite and cable television began to provide services comparable to Sling TV, which was introduced in January, 2015 by DISH Network (Brustein, 2015). Netflix now has 117 million paying customers, making it the leading Internet media and Entertainment Company on the planet. Based on revenue and market value, Netflix is also the biggest streaming TV network in the world as of the year 2018 (Brustein, 2015).

Relevance of Online Television Streaming

Online streaming has gained wide popularity across the globe based on its inherent benefits over the traditional medium of watching television shows. Most scholars have identified perceived ease of use as one of the core benefits of online streaming because it allows the audience to take charge of their streaming experience without hassle. Atakiti, Ogunwemimo and Ogunwemimo (2017) remarked that online streaming allows users to access any missed programme on the Internet through on-demand streaming and the audience also has the power to adjust the screen picture and sound to suit their desire.

Another benefit of online streaming is its flexibility nature. Users can subscribe to a streaming package, can download and watch the content from any part of the world rather than being limited to content provided by local cable station. The flexibility benefit of online television streaming also allow users to watch numerous shows from the latest news, movies, sports show and lots more. The flexible nature of online television streaming also enable audience to stream movies or any other television programmes to whichever device that they wish such as desktop computer, laptop, tablet or smartphone and watch the content immediately or on the go. All these listed benefits cannot be achieved from the conventional medium of watching television. Streaming services can be in the mode of free to low-fee options that would not necessarily put a strain on users finance in order to enjoy it. The stiff competition among content providers via the Internet has also made cost of usage to be relatively low with content expansion. In order to save cost, users can discontinue or cancel their existing packages without incurring any additional cost (Boursaw, 2016).

Online television streaming also allow users to get customized viewing option, meaning that users can subscribe to their favourite shows, and the service will notify them whenever new episodes are posted on the website. Based on the customized service that online television streaming offers, the website often recommend movies and TV show that the user may want based on the audience viewing antecedents.

Streaming services such as Netflix, Hulu, and Amazon Prime provide customers with a unique interactive experience (Song, 2021).

It also provides a wide range of sites to the users. Streaming services allow people to view a plethora of channels as long as they are available over the internet and the user has paid for such service. Streaming services have solved all the inherent rigidity associated with traditional television where the user can only access channels that are available within the user's present location or region.

It also enable users to view online content on multiple devices irrespective of their location in the globe without necessarily need to carry the television box with them. This is made possible because most people own laptops, mobile phones or personal computers to enjoy online streaming experience like never before. So, people do not need to be physically present at home for them to watch television. There is no limit to what a person can watch as provided as he or she is connected to the internet. Online television streaming also has a large audience reach based on the fact that it is available over the Internet. So, people can be reaching anywhere in the globe.

In conclusion, it is clear that the most suitable means to enjoy a full range of television channels is over the Internet. The main requirement is for the user to subscribe with any viable streaming service provider. There are two generally recognized ways of distributing content on the Internet, namely: live streaming and video-on-demand.

Live Streaming

The term live stream refers to the act of streaming digital data (such as audio or video material) that is delivered frequently and is usually meant for immediate processing or playback over the Internet.

The process of concurrently recording and transmitting internet streaming video to viewers' media devices, through laptops, mobile phones, tablets, and televisions, is known as live streaming (Sorensen, 2015; Johnson, 2019). Sports events, one-off special occasions, and live television broadcasts all frequently employed through live streaming.

Video-On-Demand

Video on demand is a concept that allows viewers of media content to watch any content at their most preferred time irrespective of broadcast schedule (Wendy, Pierson & Lievenso, 2007). It can also be referred to as the technology for delivering content like movies and television shows directly to users for immediate viewing at any time and how the users want it. In terms of technology, video-on-demand systems provide data to a Personal Laptop or an unique box that is linked to a television set over a specialized network. This could be accomplished through downloaded or online streams. For the viewer, the primary difference is that while using downloaded, the entire video or show must be saved on the PC or laptop (Safar & Alkhezzi, 2016). However, with streaming, the contents are transmitted to the mobile screen, and the viewer can access it as soon as the live stream begins. This is the primary reason why so many broadband and telecoms firms utilize the streaming approach to video service delivery. It is pertinent to state that VOD services also enable the users to perform some key functions when streaming the video such as the ability to pause, fast forward, rewind etc. (Rajapakshe & Quek, 1995 cited in Wendy et al. 2007). Some scholars have looked at streaming from both technological innovation perspective and cultural practice that link both audience and industry.

A study on alternative television viewership habits of college students in the United States by Damaratoski, Field, Mizell, & Budden (2011) found that viewership of television shows through the use of DVRs and the Internet has risen among the younger generation of college students. Another study by Steinkamp (2010) found that there is a point of convergence between television viewers of yesteryear and that of the present generation due to the fact that they are both motivated by the desire to relax, escape the harsh reality of the society and the need for social interaction with people irrespective of the medium. It was

attributed to the fact that Internet television allowed students to watch shows instantly without been disturbed by commercials.

In this present digital era, Safar and Alkhezzi's (2016) study found that internet streaming media can open up a whole new universe for teaching potential by preparing both teachers and students for a journey of invention and discovery. Findings by Allam and Dinana (2021) indicated that individuals are viewing less television, however the growth of video platforms could well be significantly constrained by a shortage of discretionary income.

Podduwage, et al. (2021) observed that undergraduates in the Faculty of Humanities choose to use streaming media to unwind and decompress rather than for teaching purposes. The findings reveal also that students had both positive and unfavorable attitudes on the use of streaming media. However, all research participants viewed streaming media as a positive arrangement of information / contents that they may be access at any time and help them in a variety of ways.

Audiences are changing their viewing habits and watching television shows on novel platforms just to get the utmost satisfaction. Conversely, Atakiti et al. (2017) found that despite the fact that online television is a new innovation in South-West, Nigeria majority of the respondents sampled had visited television stations' online platform to stream their favourite shows. The study further revealed that attitude of the sampled respondents increased largely towards online television streaming. This concurred with Santas (2020) findings, which shows that the majority of respondents preferred accessing online news sources due to their ease of use and low cost. The majority of survey participants prioritized entertainment and fashion news over other sorts of news. This finding entails that most viewers who watch entertainment shows have the tendency to watch more news also on television across different platforms to derive satisfaction.

Similarly, a study on understanding motivations to use online streaming services, integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT) by Camilleri and Falzon (2020) found that most of the sampled participants asserted that it simple and direct to use their Smart TVs, Smartphones or tablets to access media contents online. The study also revealed that individuals' ritualized motivations to use the streaming technologies were found to have a close significant effect on their intention to use them.

The binge-watching culture and the advent of technology have changed the patterns through which people watch, understand and interact with television. Steiner and Xu (2018) explored this novel concept with the use of qualitative research method. The study indicated that the desire to catch-up, relax, the satisfaction derived from completing a movie, cultural inclusion and enhanced viewing experience are some of the primary motives why viewers opt for binge-watching.

Likewise, live streaming practices in China using online survey method with 527 live streaming users by Lu, Xia, Heo and Wigdor (2018) found that the various contents shown on the different sites have varieties of programs that engaged the users while online. The study further revealed that both viewers and streamers aspire for deeper channels and mechanisms for interaction with themselves in addition to the opportunity of commenting, gifting and forming fan groups that are presently in practice today.

According to Tefertiller (2018), the most projected motivations on why many people cut the connection on cable service for internet are indeed the apparent benefits of stream apps over traditional television. The growing popularity of internet streaming services such as Roku, Netflix, and Amazon, as well as other important digitally streaming services, has changed the media landscape by offering alternative channels for media viewers to watch television shows. The author also found that consumers' intents to transition from cable television to internet television are mostly driven by their assessment of the benefits of streaming technologies over traditional TV. Consequently, a study by Dasgupta and Grover (2019) found that the four themes enabling the success of digital streaming platforms among the millennial are convenience, content, mobility and subscription strategies. According to researchers, these tactics will increase customer interaction with an over material.

Furthermore, as online platform of television viewership continues to gain more popularity, stiff competition between cable television and online streaming services has increased in recent times. Given this assertion, Lee, et al. (2018) study found a significant relationship between usability and consumers' inclination to use online streaming media. On the issue of media option, the study discovered that media option also played a key role for choosing cable television, however, not in the decision to choose online streaming option.

Theoretical Framework

Uses and Gratifications Theory

Drawing on decades of study in mass communication, Katz, Blumler and Gurevitch first proposed the uses and gratifications theory in 1974. The original focus of the idea was on the reasons why people choose to watch or listen to certain types of mass media material. With an emphasis on human choice, usage, and satisfaction, this book explains the ways in which the media and the information they provide may have an impact on behaviour in the face of other, potentially more powerful forces (Bondad-Brown, Rice, & Pearce, 2012). In a similar vein, Windahl et al. (2008) cited in Mehrad and Tajer (2016) say that the most crucial purpose of the media is to fulfil the audience's wishes and motivations, which means that the more these demands are addressed, the more satisfaction is generated. When it comes to understanding why individuals are drawn to unrestricted usage of certain types of media and how they feel as a consequence, Mehrad and Tajer (2016) claim that uses and gratification theory can help. For this reason, the theory of uses and gratifications relies on two fundamental questions: (a) why are individuals drawn to specific media, and (b) what sort of fulfilment do media offer people? (Mehrad & Tajer, 2016).

Similarly, Amiri, Noori & Basatian (2012) stated that the uses and gratifications hypothesis focuses on how consumers seek media and how satisfied they are with the media kind, content, and mode of consumption. Scholars in the field of communication have done a great deal of study to confirm that the benefits and drawbacks of utilising specific media may be identified by answering the two questions given above in terms of purposes and pleasures (Balakrishnan & Loo, 2012). While acknowledging that the primary focus of the uses and gratifications theory is on audience action and motives, media compete for the attention, selection, and usage of audiences (Wogu, 2012).

Papacharissi and Rubin (2000), cited in Edge (2013), identify five reasons for utilising the Internet; interpersonal utility, pass time, information seeking, convenience, and entertainment. Thus, it may be summarised by saying that the uses and gratification theory is founded on the idea that individuals deliberately select media materials that they are interested in. The theory of uses and gratifications, on the other hand, holds that individuals are responsible for selecting media that meet their goals and requirements in order to obtain gratification. Under this notion, media outlets compete with alternative information sources for viewers' attention.

The theory of uses and gratifications offers a clearer picture of why individuals adopt new media technologies and what they gain from doing so. As a result, this theory is pertinent to our study because it explains how media audiences select from a wide range of options for how to watch television and follow up with their favourite programmes, particularly on the internet using various devices. Thanks to internet television streaming, viewers have more control over their media consumption and may actively participate in the utilisation of new media technologies into their everyday routines and habits.

Another theory that is related to this study is the Technology Acceptance Model (TAM). According to the original model given by Davies in 1989, IT utilisation and use in an organisational environment may be predicted. TAM is a widely used paradigm for understanding why people use and accept new technologies and services. It focuses on the attitudes people have about certain technologies and services. The TAM has been shown to be a reliable, robust, and strong model for predicting user acceptance in several meta-analyses (Bertrand and Bouchard, 2008). Among the many theories in the field of information systems, the Technology Acceptance Model (TAM) is widely regarded as the most prominent and widespread (Lee, Kozor & Larsen, 2003) and has gained extensive empirical support. On the theory of reasoned action, Fishbein and Ajzen (1975) addressed the impact that attitude has on behaviour cited in Chang, Chou and Yang (2014). Both perceived utility and perceived ease of use, as well as behavioural purpose, were taken into account while formulating TAM. A variety of fields of study have included the TAM model since its introduction in 1989, and identifying the factors that influence the perceptions of usability and usefulness, two important predictors, has been the subject of some of these studies (Wixom & Todd, 2005).

As new technologies like internet television streaming have emerged, many media consumers' viewing habits have altered. They continue to expand people's access to media options; audience motivation and pleasure rise to new heights of importance. People can now choose from a wider range of information sources and channels, thanks to these newer technologies. This gives them the freedom to choose the media that best meets their needs, helps them relax, and lets them escape some of the harsh realities of life.

Materials and Methods

Data and Methods of Analysis

The study adopted survey research design. The study was conducted in Niger state of Nigeria. The population for this study comprised 41, 241 undergraduate and postgraduate students from two selected tertiary institutions, one federal university and one state university as at 2020/2021 academic session; Federal University of Technology, Minna, comprised 22, 000 students' and 19, 241 students' from Ibrahim Badamasi Babangida University, Lapai, Niger State (Academic Planning Units of the selected tertiary institutions; 2020/2021 academic session). The sample size for the study was calculated using Slovin's Formula, which is as follows: $n = N/(1+Ne^2)$, where n represents the sample size, N represents the population size, and e represents the margin of error at a 95% confidence level and 5% error margin. The sample size therefore is 396 respondents comprised of 211 students from Federal University of Technology, Minna (School of Agriculture and Agricultural Technology and School of Science and Technology Education) and 185 students from (Faculty of Engineering and Faculty of Business Administration) Ibrahim Badamasi Babangida University, Lapai Niger State.

Therefore:

n = Number of samples,
N = Total population and
e = Error tolerance (level).
Confidence Level: 95%
Margin Error (%):5.0
Population Size: 41,241

Sample Size Needed: 396

F U T, Minna, 22, 000 students
I B B University, Lapai, 19, 241 students
Total population -N = 41, 241

$$n = N / (1 + Ne^2) = \frac{41,241}{1 + 41241(0.05^2)}$$

$$= \frac{41,241}{1 + 41241 \times 0.0025} = 396$$

The researcher employed a multi-stage sampling procedure for this study. The population of postgraduate and undergraduate students from the faculty was picked from each of the federal and state universities using a simple random sampling approach, such as balloting or a lucky dip where all of the faculties' name were written and placed in a container. Federal University of Technology, Minna (School of Agriculture and Agricultural Technology and School of Science and Technology Education) then (Faculty of Engineering and Faculty of Business Administration) from Ibrahim Badamasi Babaginda University, Lapai were selected. Each faculty was assigned to two departments, bringing the total number of departments to four. To determine the number of participants from each department, the researchers used Bowley's proportionate sampling technique.

Bowley's proportionate sampled technique:

$$N_h = (N_h / N) n$$

Where n_h = sample size for stratum (cluster) h

N_h = population size for stratum h

N = total population size

n = total size

The total population of the 2 selected universities stood at

Sample size = 396

Therefore: Population of the students from each university X Sample size

Total population of the students from the universities 1

FUT, Minna: 22,000 x 396 = 211

41,241

IBBU, Lapai: 19,241 x 396 = 185

41,241

The copies of the questionnaire were given out to respondents in the chosen departments using the convenience sampling method. The analysis of data was based on the three hundred and eighty three (383) copies of questionnaire retrieved out of three hundred and ninety six (396) distributed. The 383 copies were completed and returned given us 0.97 percent response rates. The data collected was analysed using simple frequencies and percentages (%). The data obtained was also analyzed and tested using SPSS, version 20 (SPSS Inc, Chicago, II) and Chi square test of independence

Results

Research question 1: What is the level of awareness of online television streaming among students' in Niger state, Nigeria?

Table 1: Showing level of students' awareness of online television streaming in Niger state, Nigeria

		Frequency n=383	Percentage (%)
Are you aware of the existence of online televised programmes	Yes	326	85.1%
	No	24	6.3%
	Indifferent	33	8.6%
Are you aware of the utilisation of online	Yes	262	68.4%

television by TV stations in Nigeria?	No	56	14.6%
	Indifferent	65	17.0%
How did you get to know about online television streaming	Through the mass media	84	21.9%
	Through food media	193	50.4%
	Through friends	53	13.8%
	Electronic billboard	53	13.8%
How would you rate the level of students' awareness of online television streaming in Niger state, Nigeria	Poor	27	7.0%
	Fair	35	9.1%
	Moderate	52	13.5%
	High	296	13.8%

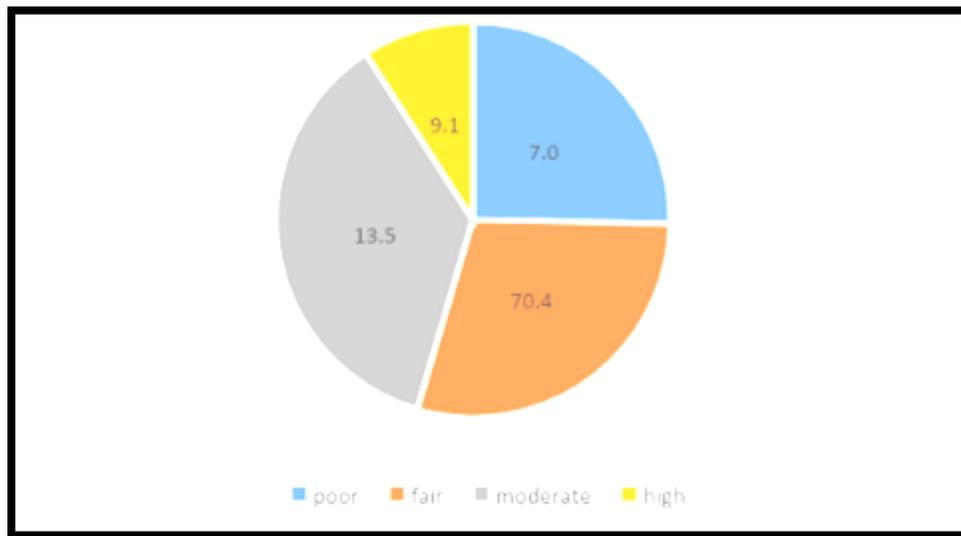


Figure 1: Showing Level of Students Awareness of Online Television Streaming

The table above shows that 326 (85.1%) of the sampled respondents were aware of the existence of online television streaming as against 24 (6.3%) who claimed not to be aware about the existence of online television streaming. This implies that the level of awareness of online television streaming among Nigerian university students is high based on the fact that the majority of the students are aware of the various media messages on the utilisation of online television streaming.

From the table above, it can be seen that the majority of the respondents' 262 (68.4%) were aware of the integration/utilisation of online streaming platforms by some terrestrial television stations in the country in order to boost their online presence as well as to woo viewership to their station's programmes. This suggests that the majority of the television stations in the country have keyed into the new broadcasting ecosystem in order for them to remain afloat in the competitive media industry as well as to break even.

The table above depicts that the majority of the sampled respondents' 193 (50.4%) got to know about online television streaming through the various social media platforms. The implication of this is that social media has become potent tools for information dissemination among Nigerian University students.

In addition, the table and figure 4 show that 269 (70.4%) of the respondents rated the level of online television streaming awareness in Niger State as high while 52 (13.5%) of the respondents rated the level of

awareness of online TV streaming as been moderate. This was followed by 35 (9.1%) of the sampled respondents who asserted that the level of awareness of online TV streaming in the study has been fair. This implies that there is high level of awareness among respondents in Niger state.

Research question 2: What is the knowledge level of online television streaming among students’ in Niger state, Nigeria?

Table 2: Showing students’ level of knowledge of online TV streaming in Niger state, Nigeria.

		Frequency (n=383)	Percentage (%)
How knowledgeable are you about online television streaming	Poor	15	3.9%
	Fair	37	9.6%
	Moderate	56	14.7%
	High	275	71.8%
Why do you stream TV content online	Information	48	12.5%
	Education	315	82.2%
	Other	20	5.3%

The table shows that the majority of the sampled respondents 275 (71.8) have vast knowledge of online television streaming. The implication of this is that the knowledge level of online television streaming among Nigerian university students is high which has accounted for the effective usage of the various streaming platforms to watch movies and other media content.

The above table shows that the majority of the respondents 315 (82.2%) stated that they used online television streaming for education purposes. This suggests that most of the respondents’ are using the various online TV streaming platforms to also improve their learning skills in multiple fields. This is possible through live interactive experience which offers opportunities for them to get access to cutting-edge learning materials to help them grow.

The majority of the respondents’ sampled 42 (11.0%) stated that they streamed television content online because they want to keep in touch with latest and trending conversations in the polity. Others 23 (6.0%) asserted that they streamed television content online because they want to demonstrate their acquaintance with cutting-edge media consumption formats. The result also depicted that some of the respondents’ 145 (37.8%) streamed television content online because the visual quality is clearer than what is obtainable when watching programmes through the terrestrial platforms.

It was also found that most of the respondents 168 (43.9%) stated that they prefer to stream television content online because it enable them to watch other channels and media content that are not available in their country on the go while some respondents’ 5 (1.3%) affirmed that they have a preference to stream media content online because it provides an alternative to cable television at a lower cost. The overall result indicates high level of knowledge of television streaming among respondents in Niger State

Research question 3: What is the influence of knowledge of online television streaming on utilisation among student’s in Niger state, Nigeria

Table 3: Showing the level of influence of knowledge of online television streaming on utilisation among student's in Niger state, Nigeria

	Frequency (n = 383)	Percentage (%)
Does online television streaming has any influence on audience	Yes 290	75.7%
	No 19	5.0%
	Indifferent 74	19.3%
What kind of influence do you think that online television streaming have on the audience	Positive 310	80.9%
	Negative 20	5.3%
	Indifferent 53	13.8%
Which of the following factors influence your choice of media consumption via online streaming	Cost 26	6.7%
	Media option 45	11.8%
	Ease of use 264	69.0%
	Age 31	8.1%
	Gender 17	4.4%
Online TV streaming allows users to have control over when and where he/she wishes to watch a television programme	Strongly Agree 103	26.9%
	Agree 201	52.5%
	Strongly Disagree 15	3.9%
	Disagree 26	6.8%
	Neither Agree/Disagree 38	9.9%
Users can pause, rapidly, or reverse transmitted programs using online TV streaming.	Strongly Agree 128	33.4%
	Agree 179	46.7%
	Strongly Disagree 23	6.0%
	Disagree 22	5.7%
	Neither Agree/Disagree 31	8.1%
Web-based television viewing is markedly different from the traditional television experience	Strongly Agree 93	24.3%
	Agree 201	52.5%
	Strongly Disagree 8	2.1%
	Disagree 14	3.7%
	Neither Agree/Disagree 67	17.5%
Media users have become cord cutters, canceling their conventional cable or satellite subscriptions and relying mostly on internet streams for broadcast entertainment.	Strongly Agree 50	13.1%
	Agree 145	37.9%
	Strongly Disagree 19	5.0%
	Disagree 77	20.1%
	Neither agree/Disagree 92	24.0%
Online television enables viewers to choose from a selection of shows that they want to view at a later point in time.	Strongly Agree 217	56.7%
	Agree 103	26.9%
	Strongly Disagree 8	2.1%
	Disagree 10	2.6%
	Neither Agree/Disagree 45	11.7%

The user's inventiveness is the most important element in forecasting the adoption of world wide web televisions.	Strongly Agree	65	17.0%
	Agree	192	50.1%
	Strongly Disagree	14	3.7%
	Disagree	29	7.6%
	Neither Agree/ Disagree	83	21.7%

The table above shows that online television streaming has a lot of influence on the majority of the respondents' 290 (75.7%) while 74 (19.3%) of the respondents were indifferent on the extent of online television streaming influence. The implication of this result is that the advent of online television streaming has had tremendous influence on the respondents in terms of choice of programme(s) to stream and on which streaming sites.

In addition, the table depicts that online television streaming has had positive influence on the majority of the respondents' sampled for the study 310 (80.9%) while 53 (13.8%) of the respondents were indifferent about the kind of influence that online television streaming has had on them. The implication of this is that the rise of online television streaming has had positive influence on the respondents' which also accounted for the growing number of people who are now enjoying these novel technologies for the purposes of following their favorite shows online.

Furthermore, the table shows that the majority of the respondents 264 (69.0%) noted that the major factor that influence audience choice of media consumption via online TV streaming is the ease of usage. This is closely followed by some respondents 45 (11.8%) who stated that media options is the main factor that influence the choice of audience media consumption. The least factor on the table indicated that gender 17 (4.4%) is the core factor that influence choice of media consumption. This suggests that cost is the main factors that influence the choice of media preference or consumption among students in Nigerian university. This could be in terms of convenience of accessing premium contents on the move.

Additionally, the table shows that the majority of the respondents 201 (52.5%) agreed that online television streaming allows users to have control over when and where to watch television programme while 15 (3.9%) strongly disagreed with this assertion. This implies that online television streaming gives audience full control on what to watch at any given time.

Moreover, the above table shows that most of the respondents' sampled 179 (46.7%) agreed that online television streaming allows users to stop, fast-forward or rewind televised content. This suggests that audience performs more vital functions while streaming televised content online.

Further, the table above shows that the majority of the respondents sampled 201 (52.5%) agreed that online television streaming is markedly different from the traditional television viewing experience while the least of the respondents' 8 (2.1%) strongly disagreed with the assertion that online television streaming is different from traditional television. The implication of this is that the majority of the respondents are enjoying more of online media content.

It is also pertinent to note that the table shows that large number of the respondents' 145 (37.9%) agreed with the statement that most media consumers have become cord cutters by cancelling their traditional cable television and depend more on web-based streaming sites. This is followed by 92 (24.0%) of the respondents who did not agree or disagree with the statement. This suggests that most of the respondents are more interested with media content that are available over the web because of the opportunities to enjoy top-notch streaming services that offer most of the students the same entertainment features.

The above table shows that vast number of the respondents strongly agreed that the utilisation of online television streaming allows audience to choose from a list of shows they want to watch at a later time.

This implies that users of online television streaming have the opportunities to download movies on their different devices so that they can watch it at a later time.

More so, the table shows that the vast majority of the respondents' 192 (50.1%) concurred that the innovativeness of the user is the most significant factor in predicting the utilisation of online television streaming while those who strongly disagree with the statement were 14 (3.7%). This implies that the utilisation of online television streaming is closely linked to the users' innovativeness. Overall result shows that knowledge of television streaming has positive of influence on respondents' utilisation.

Hypothesis One: There is a significant relationship between awareness and knowledge of online television streaming.

Table 4: Association between awareness and knowledge of online television streaming

Awareness		Knowledge				X ²	df	P- value
		Poor	Fair	Moderate	High			
How would you rate the level of students' awareness of online television streaming in Niger state, Nigeria?	Poor	1	4	6	16	10.9	9	.281
	Fair	0	4	9	22			
	Moderate	1	5	4	42			
	High	13	24	37	195			

The Chi-square test showed that the p-value was .281 which was >.05 (which is the alpha level associated with a 95% confidence interval). Hence, there was no significant association between awareness and knowledge of online television streaming, $X^2(9, N = 383) = 10.9, p = .281$. Therefore, the hypothesis of a relationship is rejected.

Hypothesis Two: There is a significant relationship between awareness and utilisation of online television streaming

Table 5: Association between awareness and utilisation of online television streaming

Awareness		Utilisation				X ²	df	P- value
		Poor	Fair	Moderate	High			
How will you rate influence of TV streaming on utilisation?	Poor	9	7	9	55	14.5	9	0.105
	Fair	8	12	14	69			
	Moderate	7	7	24	114			
	High	3	9	5	31			

The Chi-square test showed that the p-value was .105 which was >.05 (which is the alpha level associated with a 95% confidence interval). Hence there was no significant association between awareness and utilisation of online television streaming, $X^2(9, N = 383) = 14.5, p = .105$. Therefore, the hypothesis of a relationship is rejected.

Discussion of findings

Research question one was raised to ascertain the level of students' awareness of online television streaming in Niger state, Nigeria. Based on the manifest data generated, the study found that the students are aware of the existence of online television streaming in Niger state of the Nigeria. The result indicated that 326 (85.1%) of the students are aware of how online television streaming has become the in-thing in the country. This study corroborate the submission of Atakiti et al. (2017) that despite the fact that online

television streaming is a new innovation in South-West, Nigeria that majority of the respondents sampled are aware of the existence of various online streaming platforms. The study further disclosed that the majority of the sampled respondents have streamed many of their favourite shows via the different streaming platforms. This is also in line with Podduwage et al. (2021) study that undergraduates in the Faculty of Humanities prefer to use streaming media to unwind and relax rather than for educational goals.

The essence of research question two was to ascertain the level of students' knowledge of online television streaming in Niger state, Nigeria. The quantitative data presented showed that students in the Niger state zone of the country were knowledgeable about online television streaming. The result revealed that the level of students' knowledge of online television streaming in Niger state, Nigeria is high 275 (71.8%). The findings of this study disagree with the finding of Chan-Olmsted and Chang (2014) who found that the knowledge level of digital television is low among American consumers.

The study also found that the advent of online television streaming has had a positive influence on utilisation of university students in Niger state Nigeria. The major finding under this research question is that the majority of the students sampled asserted that ease of use is the main factors that influence consumption of online television streaming. This finding is in agreement with the finding of Atakiti et.al (2017) who stated that respondents' level of computer knowledge, perceived usefulness and ease of use had significant influence on the adoption of online television streaming in Nigeria. Also, the finding is in tandem with the finding of Lee, et.al (2018) that there was a close link between ease of use and the possibility of a consumer using online television streaming.

Furthermore, the finding of this study which centred on the ease of use as a core factor that influence consumption of online television is also in tandem with the technology acceptance model adopted as one of the theoretical underpinnings for this study. The ease of use of online television streaming is responsible for the popularity and utilisation of online television streaming by university students in Niger state, Nigeria. Students would use certain technologies if they are easy to use. This corroborates with the findings of Allam and Dinana (2021) that individuals are viewing less television, however the growth of video platforms could well be significantly constrained by a shortage of discretionary income. If the technologies are complex, cumbersome, complicated or difficult to adopt, most students would not perceive their usefulness (Camilleri, & Falzon, 2020).

Conclusion

The study found that the awareness and knowledge level of online television streaming among university students in Niger, State Nigeria is high. There is justification that university students in the zone have started adopting online television streaming across a variety of digital devices to meet their desires for the latest movies, shows, documentaries, and other content on the go.

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