

Nigeria EU EOM 2019 Media Monitoring Results

The EU EOM conducted qualitative and quantitative broadcast media monitoring from 11 January to 7 March 2019 inclusive. The mission measured the time allocated to political actors, including candidates and political parties, as well as the tone of the coverage. The mission also monitored use of paid airtime, gender balance in political communication in the media, and access to the media for persons with disabilities. In total, the EU EOM monitored 15 broadcast media.

RADIO

As radio is the most popular communications medium in Nigeria, the EU EOM monitored 11 stations with a mixture nationwide, zonal and state-level audience reach. The sample included:

- 1) Federal government-owned Federal Radio Corporation of Nigeria (FRCN) that reaches up to 90 million Nigerians daily;
- 2) Commercial radio station Wazobia FM that streams online nationwide and has a high listenership in the southern states. Wazobia FM, jointly with two other FM stations owned by the same media group, accounts for some 20 per cent of the radio listenership nationwide;
- 3) Nine FM radio stations owned by state governments in Anambra, Bauchi, Benue, Borno (not measured for governorship elections), Cross River, Kaduna, Lagos, Rivers, and Sokoto.

Monitoring periods:

- 1) Abuja-based radio stations Capital FM (FRCN) and Wazobia FM – from 11 January to 7 March from 6:00AM to 8:00AM and from 6:00PM to 7:00PM daily;
- 2) State-level radio stations – from 22 January to 7 March from 6:00AM to 8:00AM and from 6:00PM to 7:00 PM daily;
- 3) Quantitative media monitoring was stopped from 15 February to 17 February (due to campaign silence, postponement of the elections, and INEC’s prohibition to campaign); and from 22 February to 27 February (due to campaign silence, election day and the announcement of results).

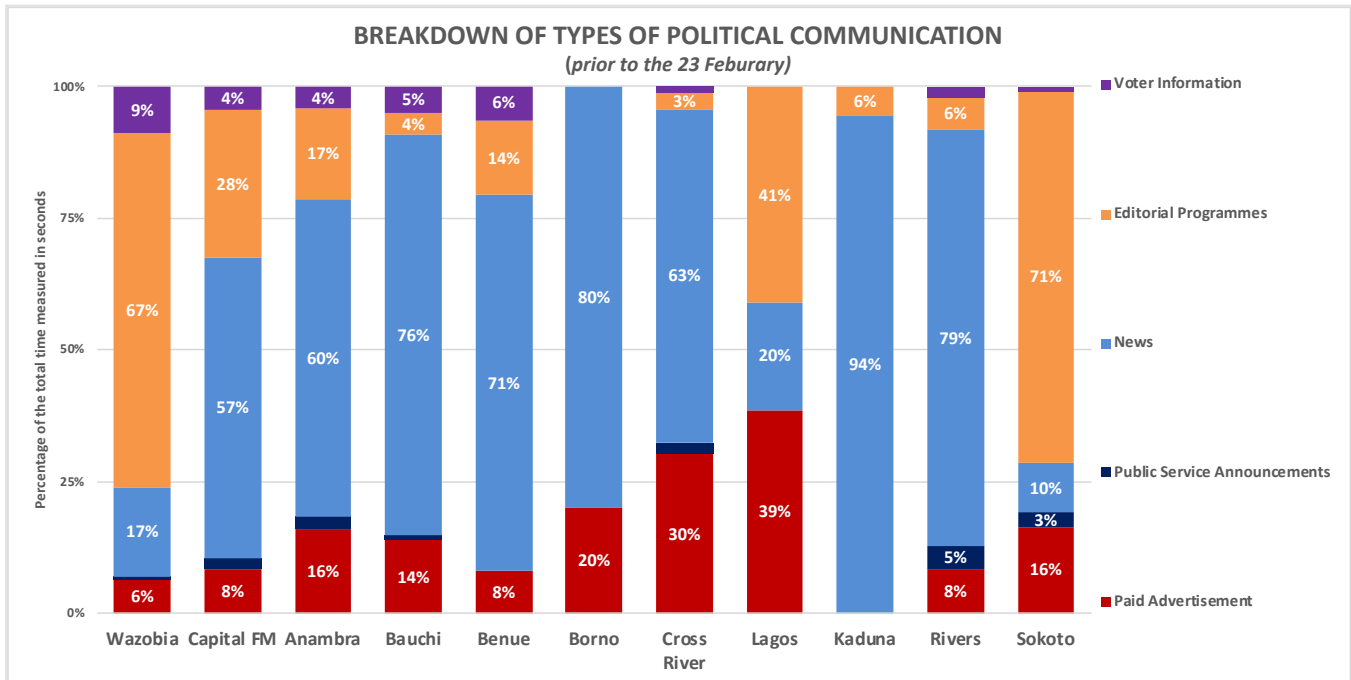
The total time coded was 987 hours 34 minutes.¹ The total time allocated to political communication was 108 hours and 38 minutes, or 11 per cent of the monitored time.

The total time allocated to political communication in radio stations’ primetime programming was:

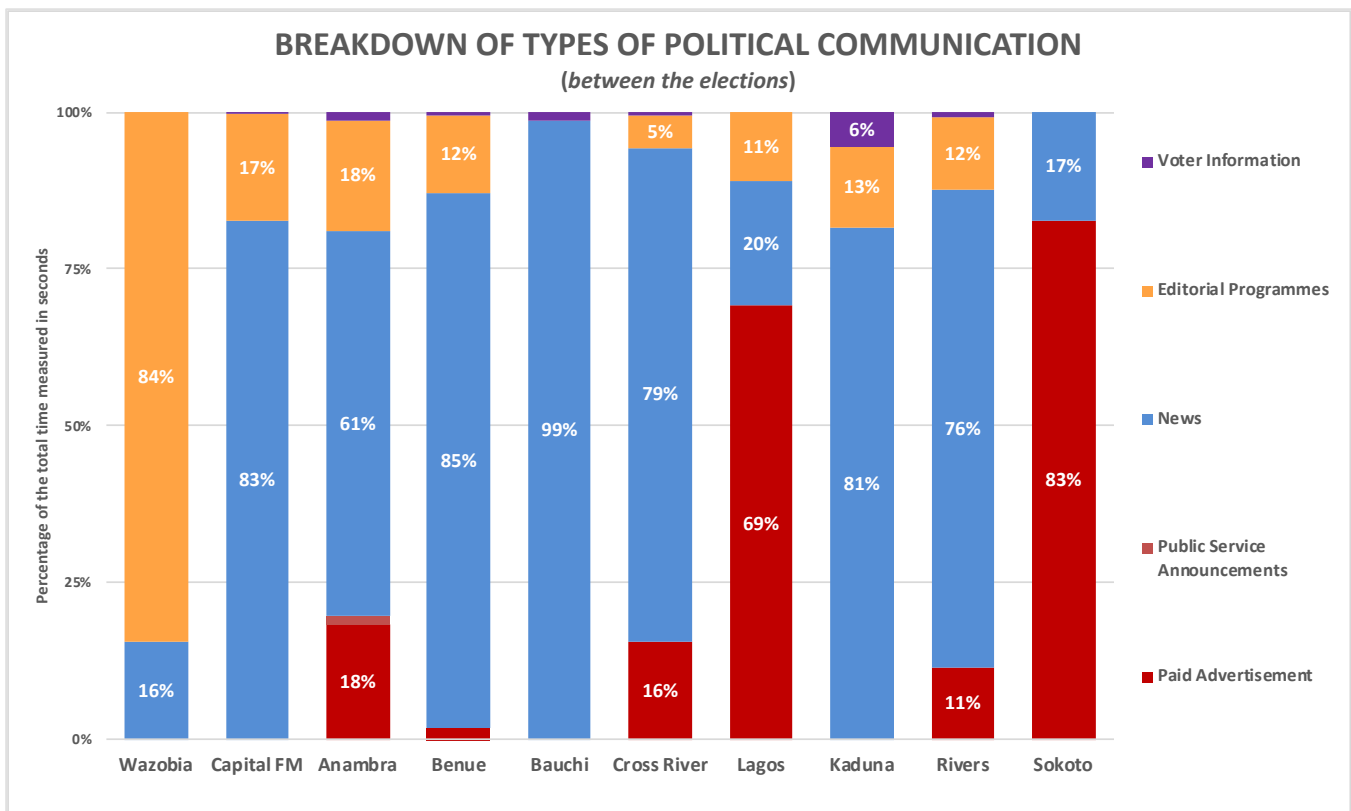
	Language of broadcasts	Percentage of total time coded	Time allocated to political communication
Capital FM (FRCN)	English	14 per cent	20 hours 38 min
Wazobia FM	Pidgin English	9 per cent	12 hours 37 min
ABM (Anambra)	Igbo and English	24 per cent	20 hours 41 min
Radio Rivers (Rivers)	Igbani, Calabari, Ikwere, English	13 per cent	6 hours 7 min
Paradise FM (Cross River)	Efik and English	12 per cent	10 hours 46 min
Radio Benue (Benue)	Tiv and English	9 per cent	9 hours 55 min
Radio Lagos – Eko (Lagos)	Yoruba and English	9 per cent	7 hours 57 min
BRC Bauchi (Bauchi)	Hausa and English	7 per cent	4 hours 21 min
Capital Sounds (Kaduna)	English and Hausa	5 per cent	6 hours 19 min
Borno Radio (Borno)	Kanuri and English	4 per cent	4 hours 45 min
Rima Radio (Sokoto)	Hausa and English	4 per cent	4 hours 32 min

¹ The number of days monitored per radio station varied from 48 to 21 days as, in a number of cases, power cuts and technical transmission issues prevented an audible radio record on some occasions.

Breakdown of types of political communication in the radio stations' primetime programming
Prior to the 23 February elections



Between 27 February and 7 March

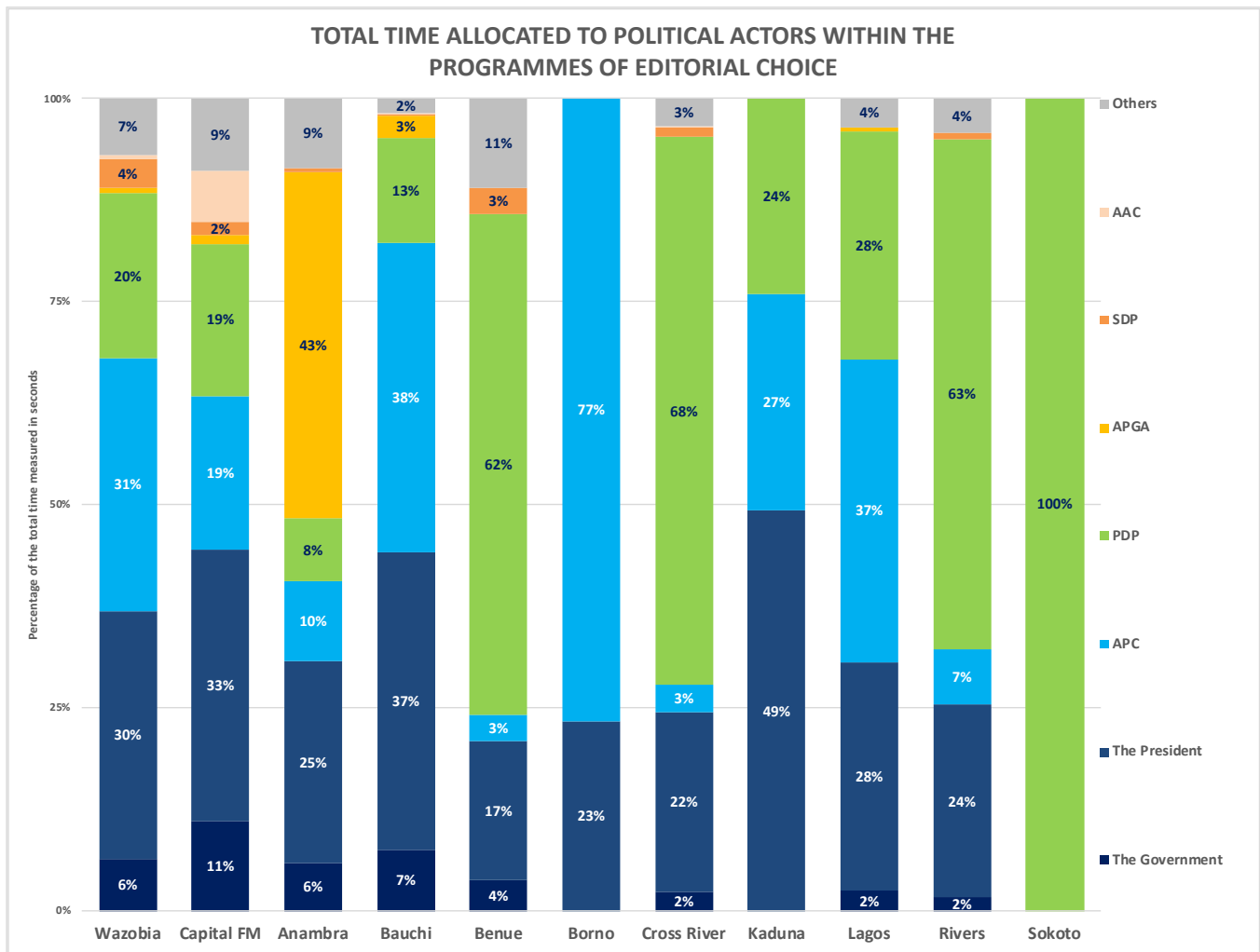


Total time allocated to political actors during election-related primetime programmes of editorial choice (all programmes on electoral and political matters, except for political advertisements and voter information spots).

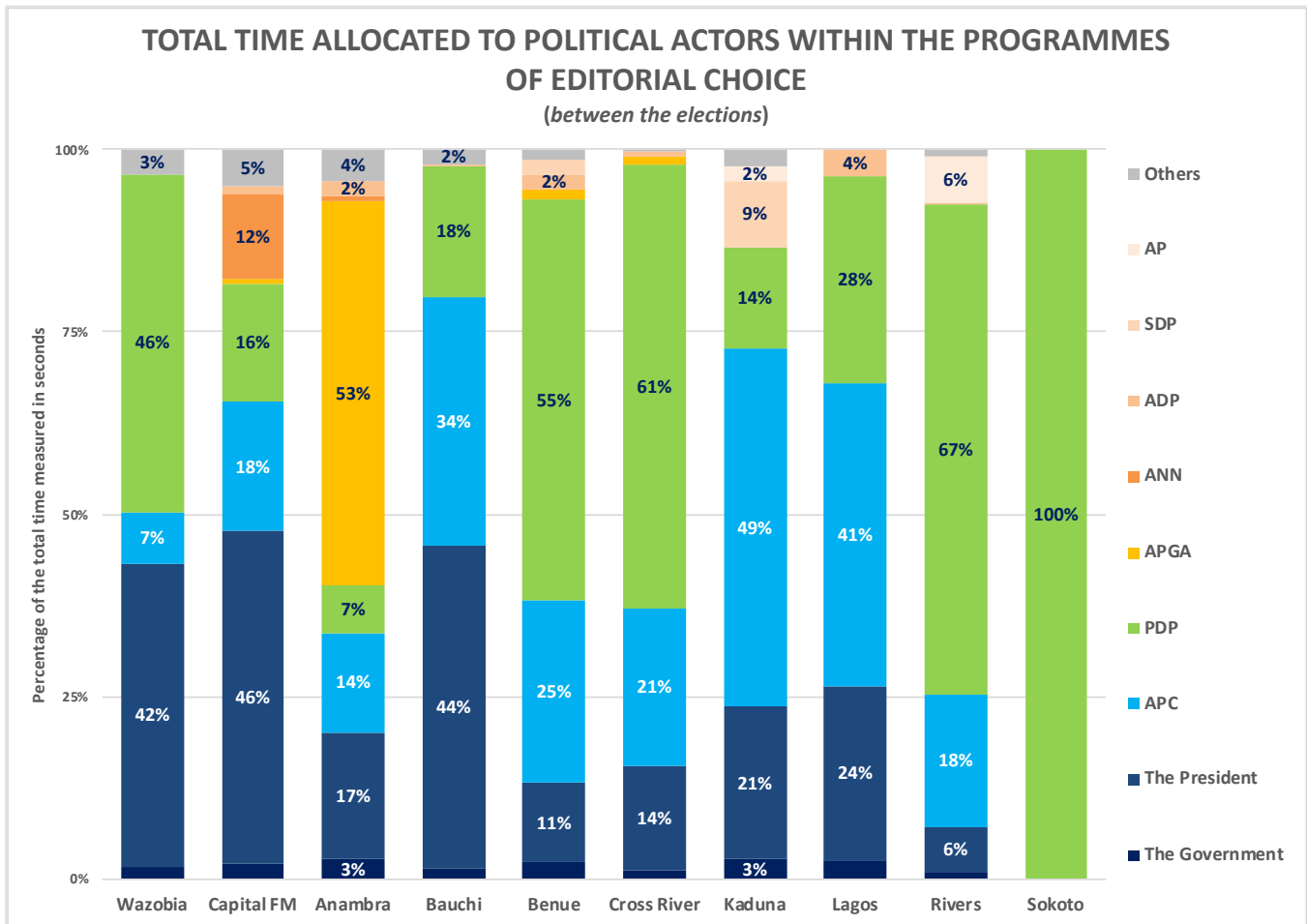
	Wazobia	Capital FM	Anambra	Benue	Bauchi	Borno	Cross River
Total time devoted to political actors	11h 51 min	18h 58 min	17h 22 min	9h 7 min	3h 44 min	3h 48 min	7h 32 min
	Lagos	Kaduna	Rivers	Sokoto			
Total time devoted to political actors	4h 50 min	6h 19 min	5h 37 min	3h 48 min			

Total time allocated political actors within the election-related programmes prior to the 23 February elections

- Others – parties whose share of exposure has not exceeded two per cent of the coverage on any of the outlets monitored.

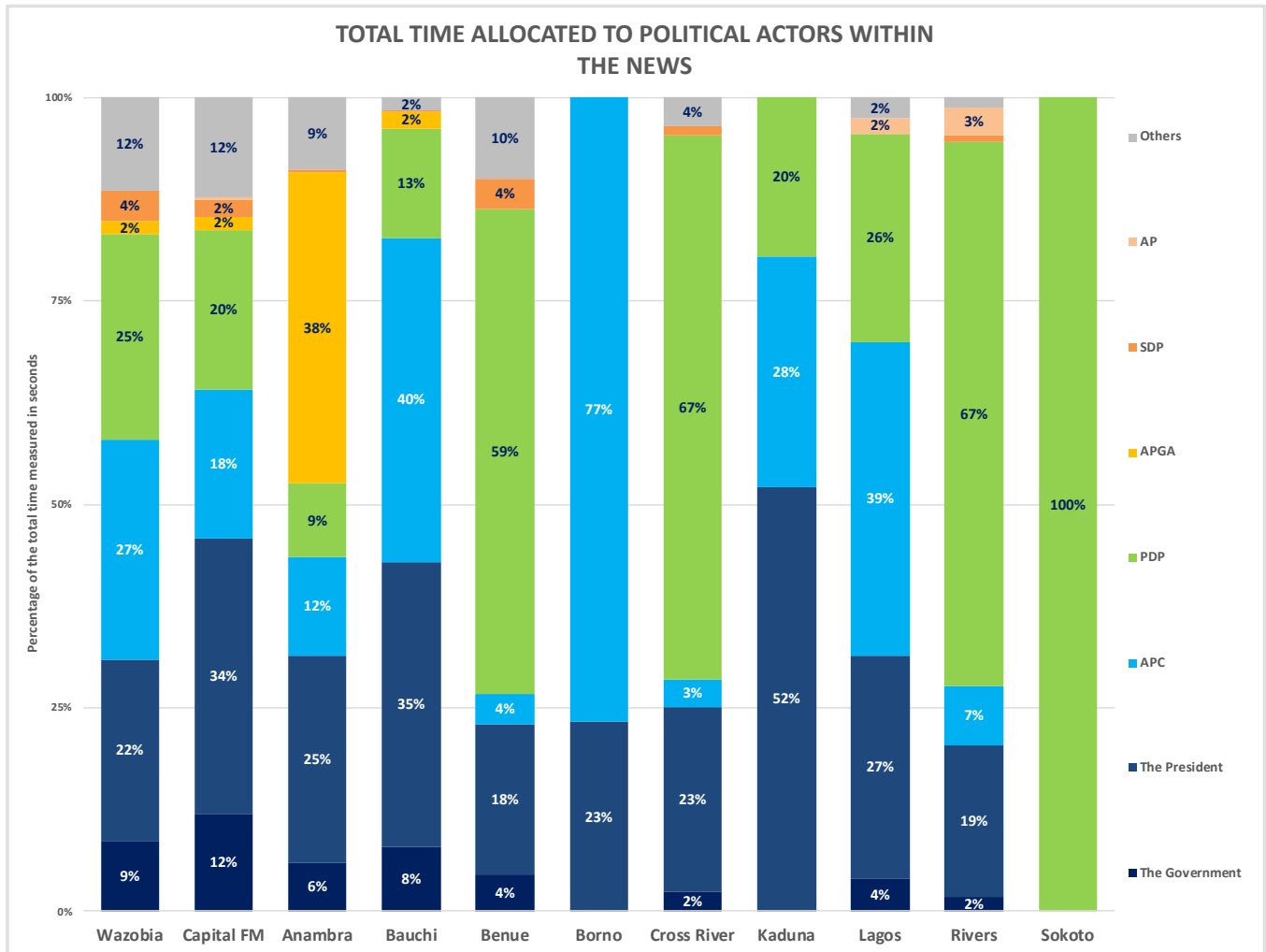


Total time allocated to political actors within election-related programmes of editorial choice between 27 February and 7 March.

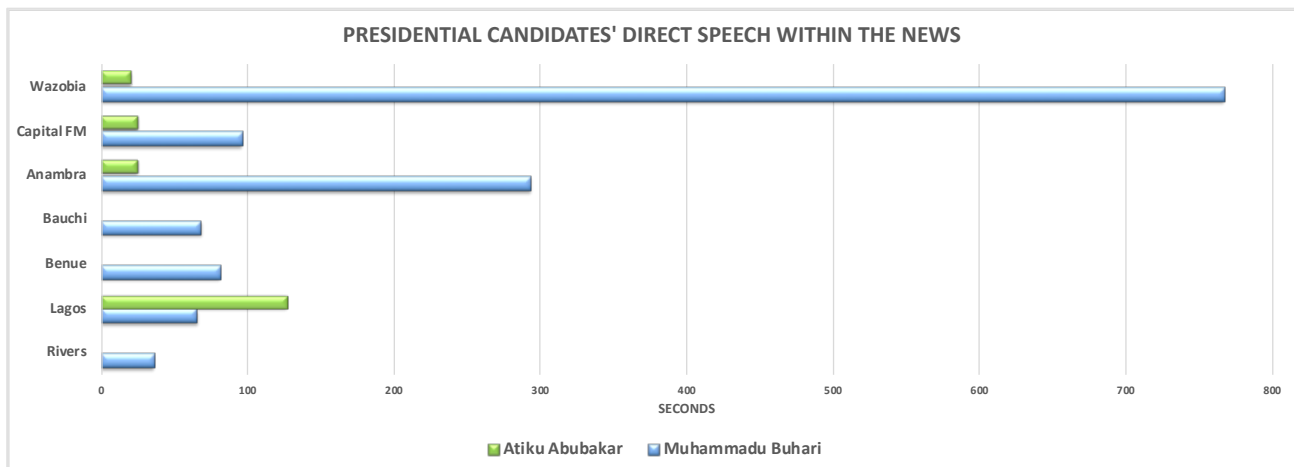


Total time allocated to political actors and direct quotes by presidential and governorship candidates during the primetime newscasts

Total time allocated to political actors within the election-related news prior to the 23 February elections

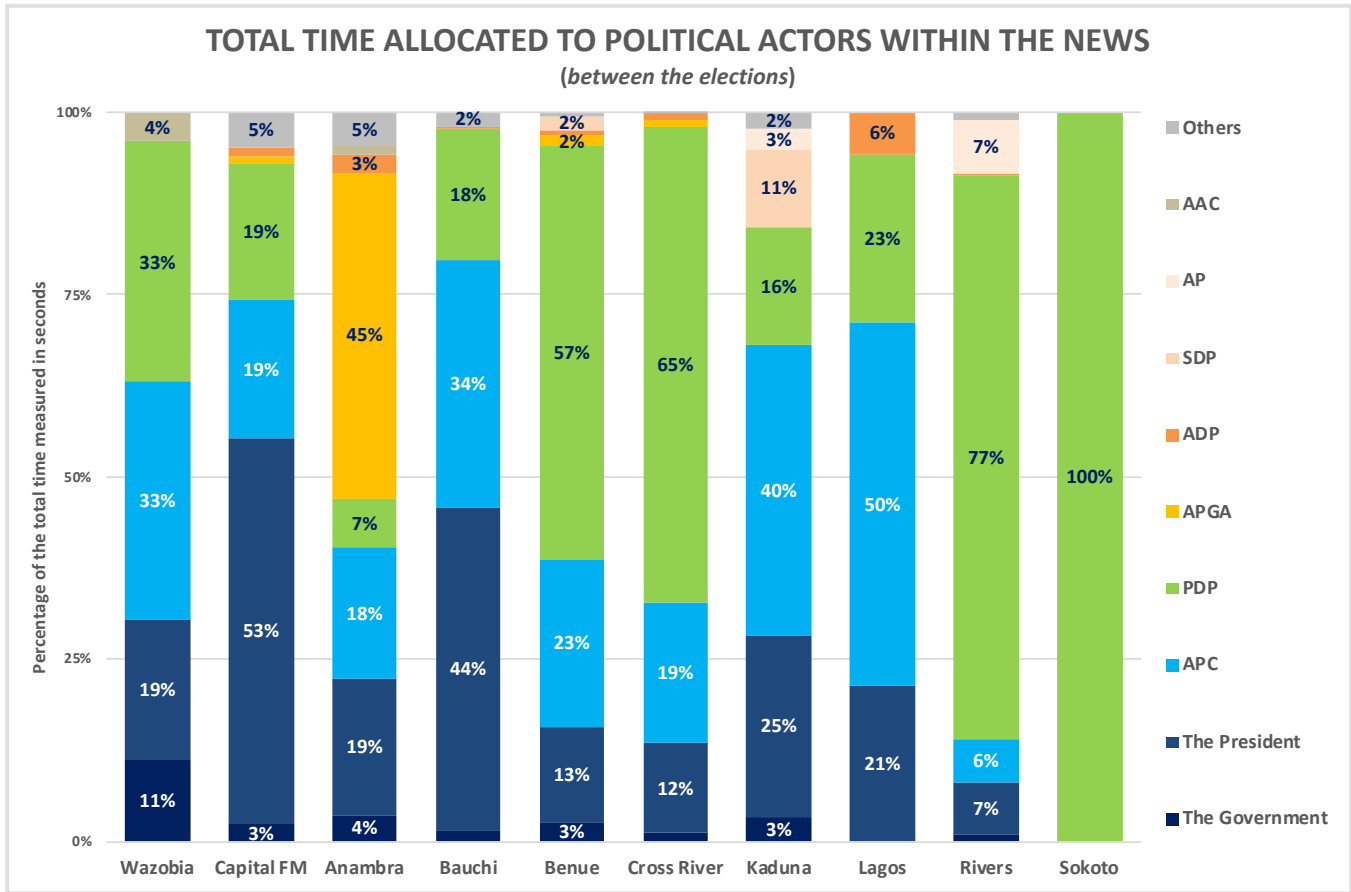


Total time afforded to direct quotes by presidential candidates during the news prior to the 23 February elections.

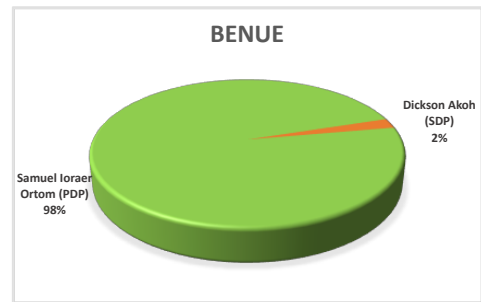
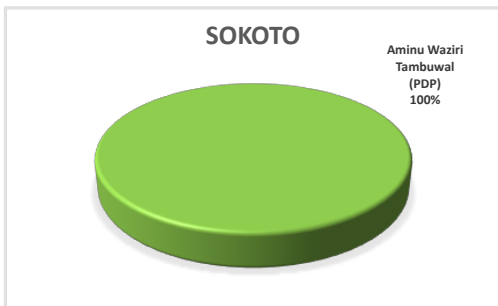
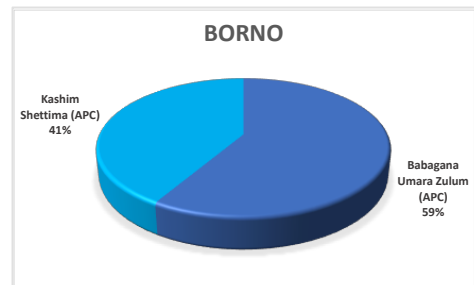
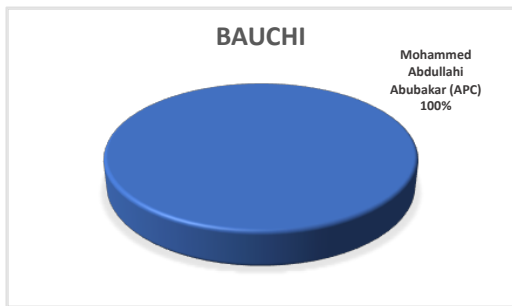


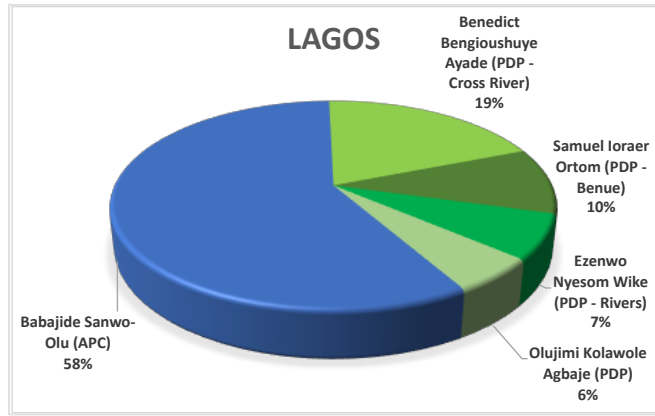
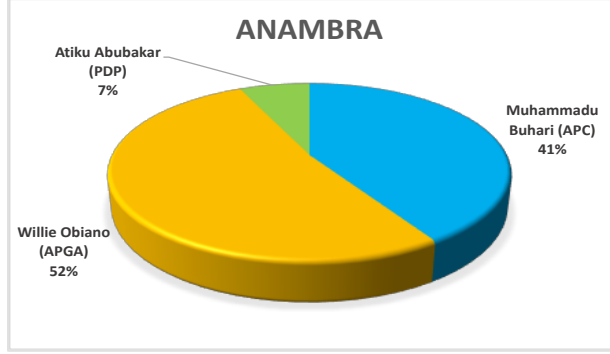
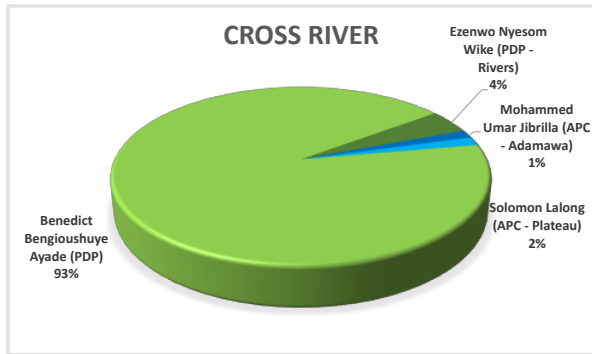
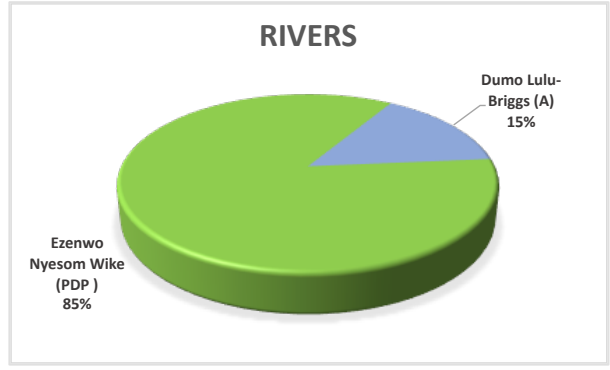
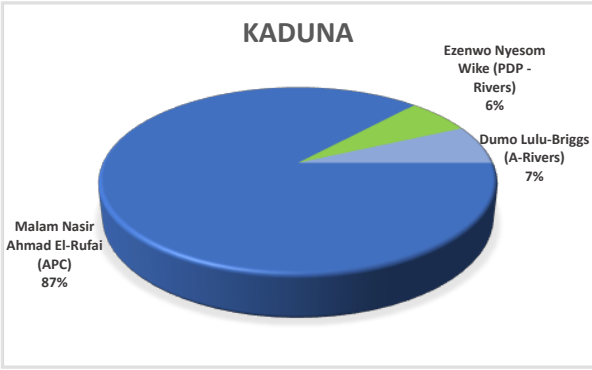
State-owned radio stations in Borno, Cross River, Kaduna and Sokoto did not quote either the APC or the PDP candidate during the newscasts.

Total time allocated to political actors within election-related news between 27 February and 7 March



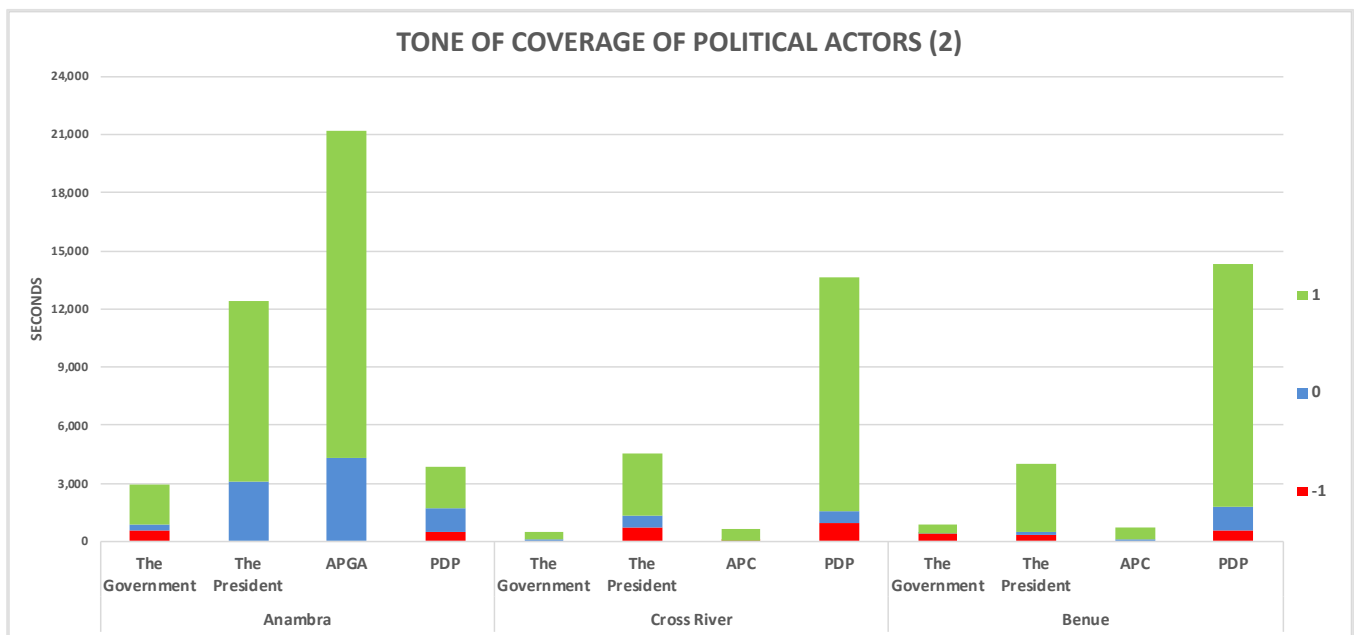
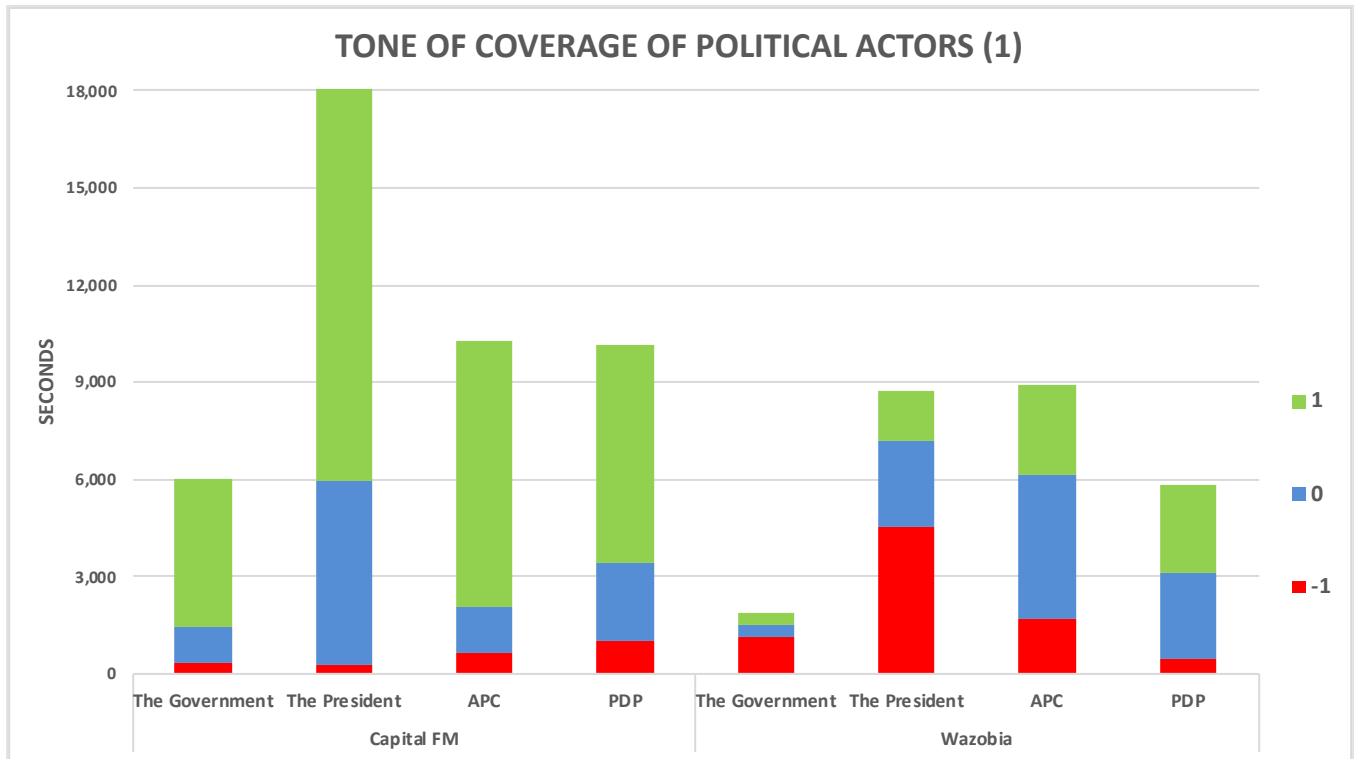
Total time afforded to governorship candidates in state-owned state-level radio stations.

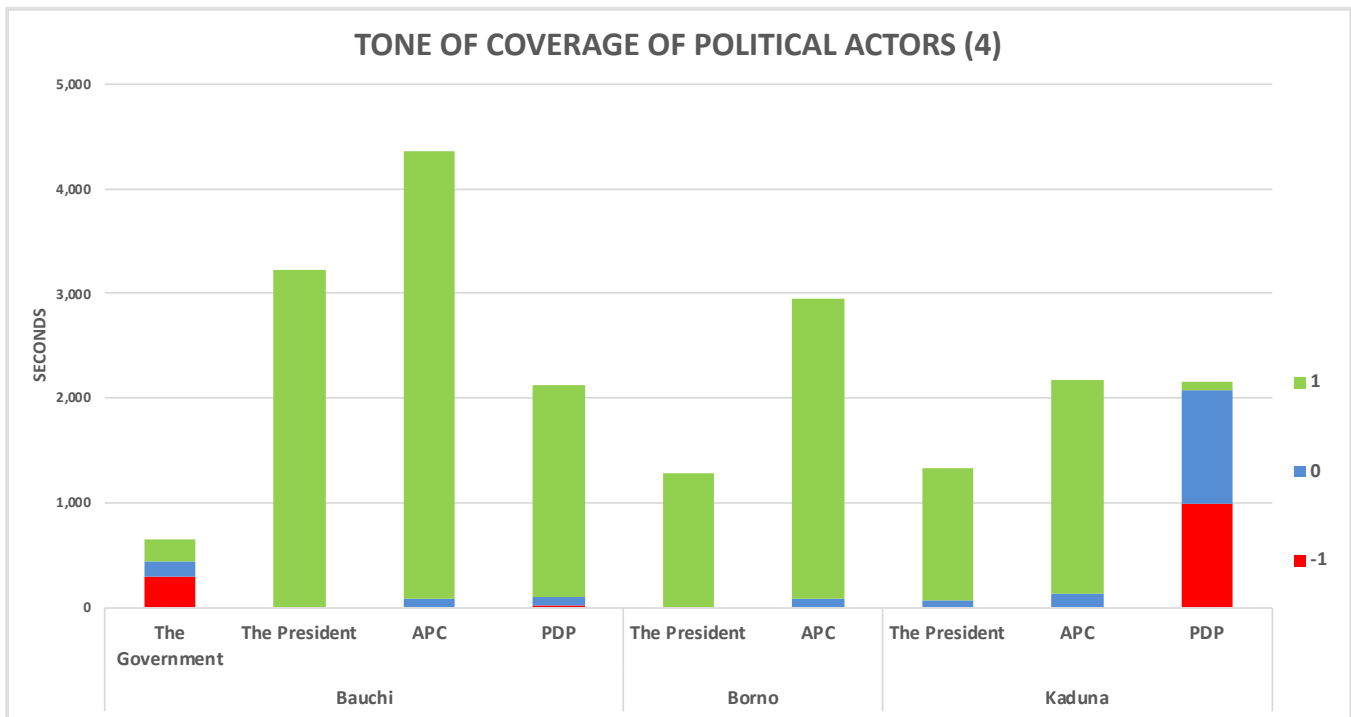
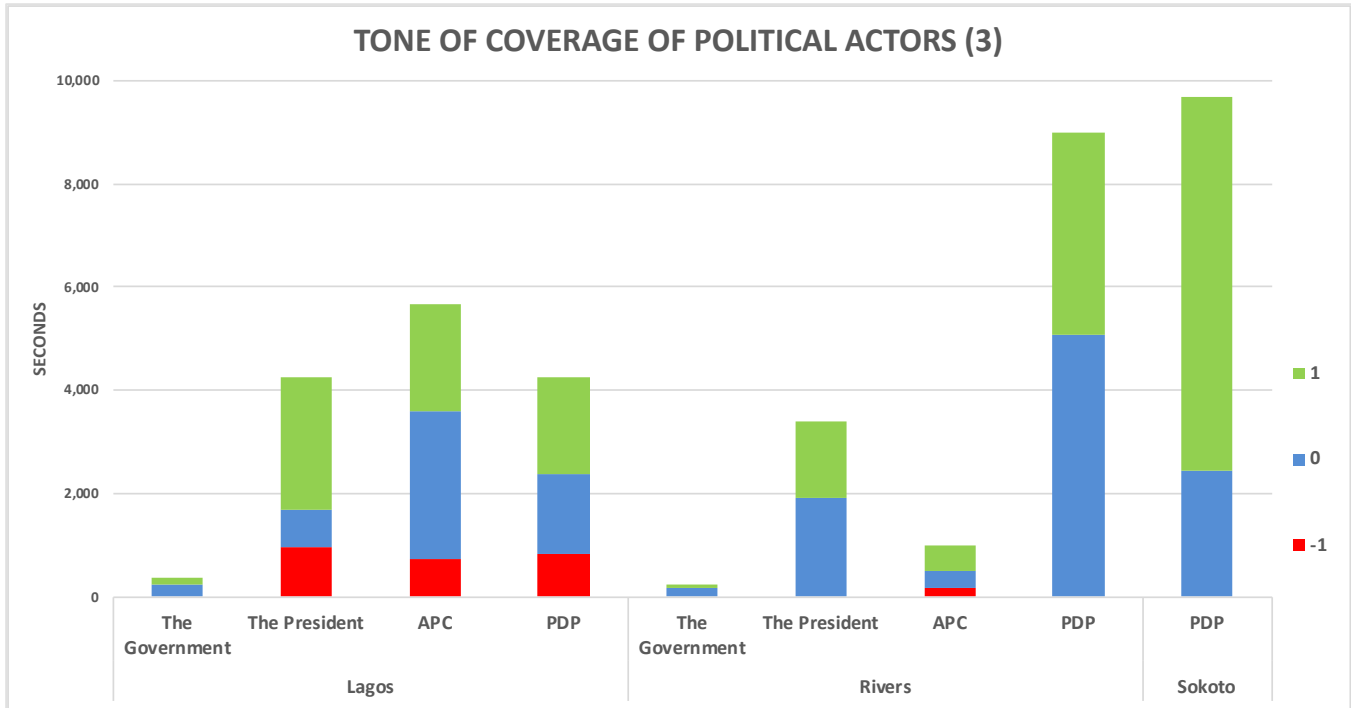




Tone of coverage across the radio stations in programmes of editorial choice (all programmes on electoral and political matters, except for political advertisements and voter information spots).

- 1 = the tone is positive towards the subject; 0 = the tone is neutral towards the subject; -1 = the tone is negative towards the subject.





TELEVISION

TV channels are the second most popular source of information, also in regard to the elections. The EU EOM included in its sample four TV stations with nationwide or close-to-nationwide audience reach. The sample included:

- 1) Federal government-owned Nigerian Television Authority (NTA);
- 2) Commercial TV stations AIT, Channels TV and TVC, which reach the largest audiences and are owned by different media corporations.

Monitoring periods:

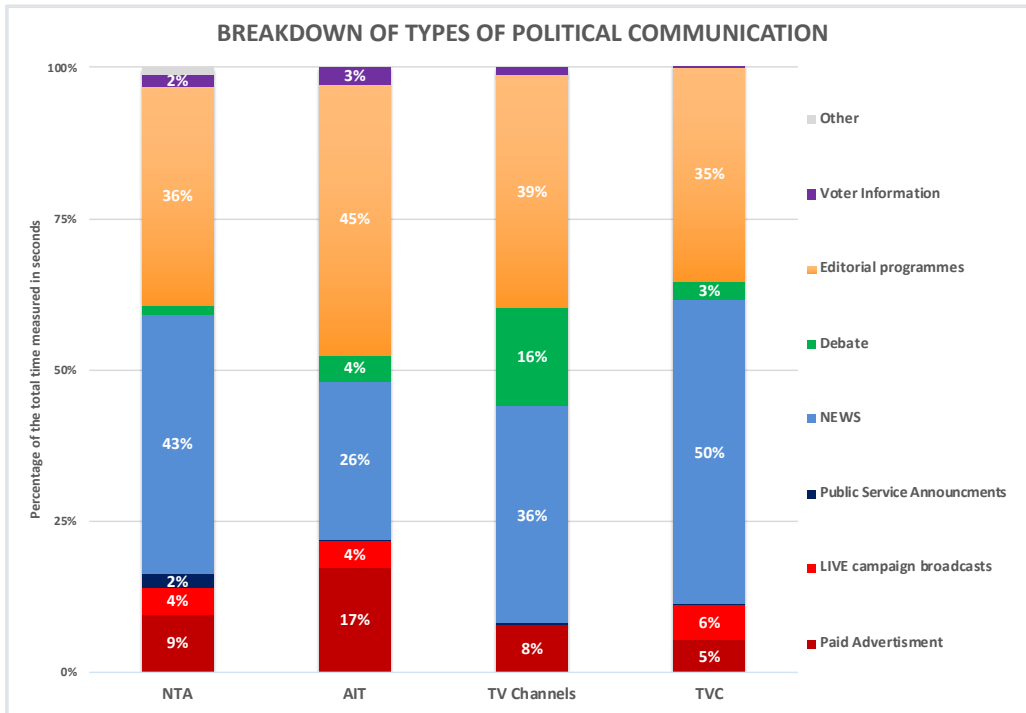
- 4) From 11 January to 7 March from 6:00PM to 11:00PM daily;
- 5) Quantitative media monitoring was stopped from 15 February to 17 February (due to campaign silence, postponement of elections and INEC's prohibition to campaign); and from 22 February to 27 February (due to campaign silence, election day and announcement of results).

The total time coded was 960 hours. The total time allocated to political communication was 296 hours and 17 minutes, or 31 per cent of the monitored time.

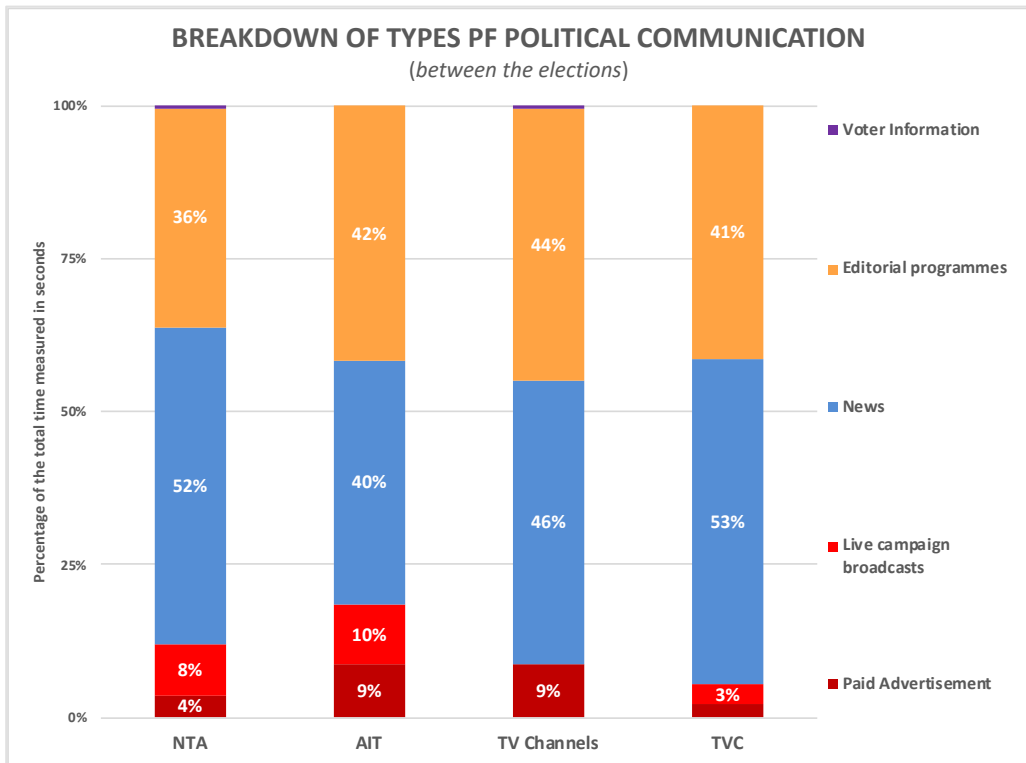
Total time allocated to political communication in primetime television programming

	Percentage of total time coded	Time allocated to political communication
NTA	36 per cent	86 hours 3 min
AIT	25 per cent	59 hours 16 min
Channels TV	30 per cent	71 hours 44 min
TVC	33 per cent	79 hours 14 min

Breakdown of types of political communication in TV stations' primetime programming
Prior to the 23 February elections



Between 27 February and 7 March

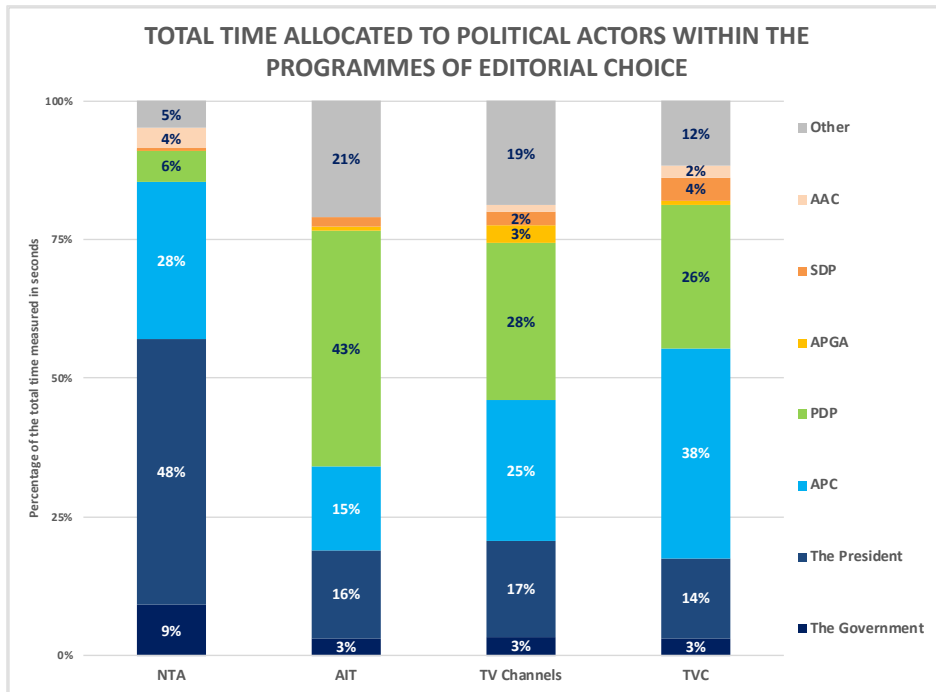


Total time allocated to political actors during election-related primetime programmes of editorial choice (all programmes on electoral and political matters, except for political advertisements and voter information spots).

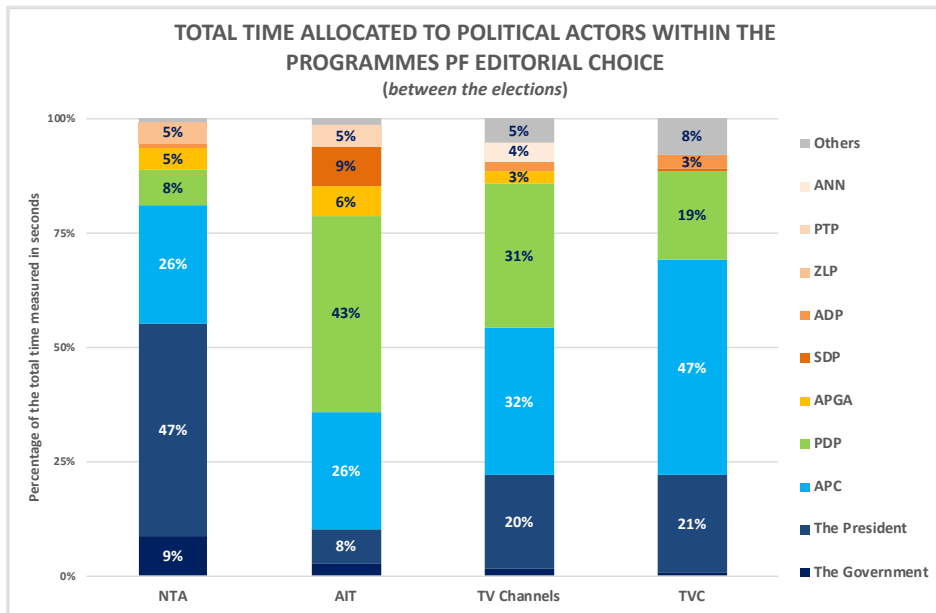
	NTA	ATI	Channels TV	TVC
Total time devoted to political actors	70h 21 min	45h 21 min	65h 6 min	71h 8 min

Total time allocated to political actors within election-related programmes prior to the 23 February elections

- Others – parties whose share of exposure has not exceeded two per cent of the coverage on any of the outlets monitored.

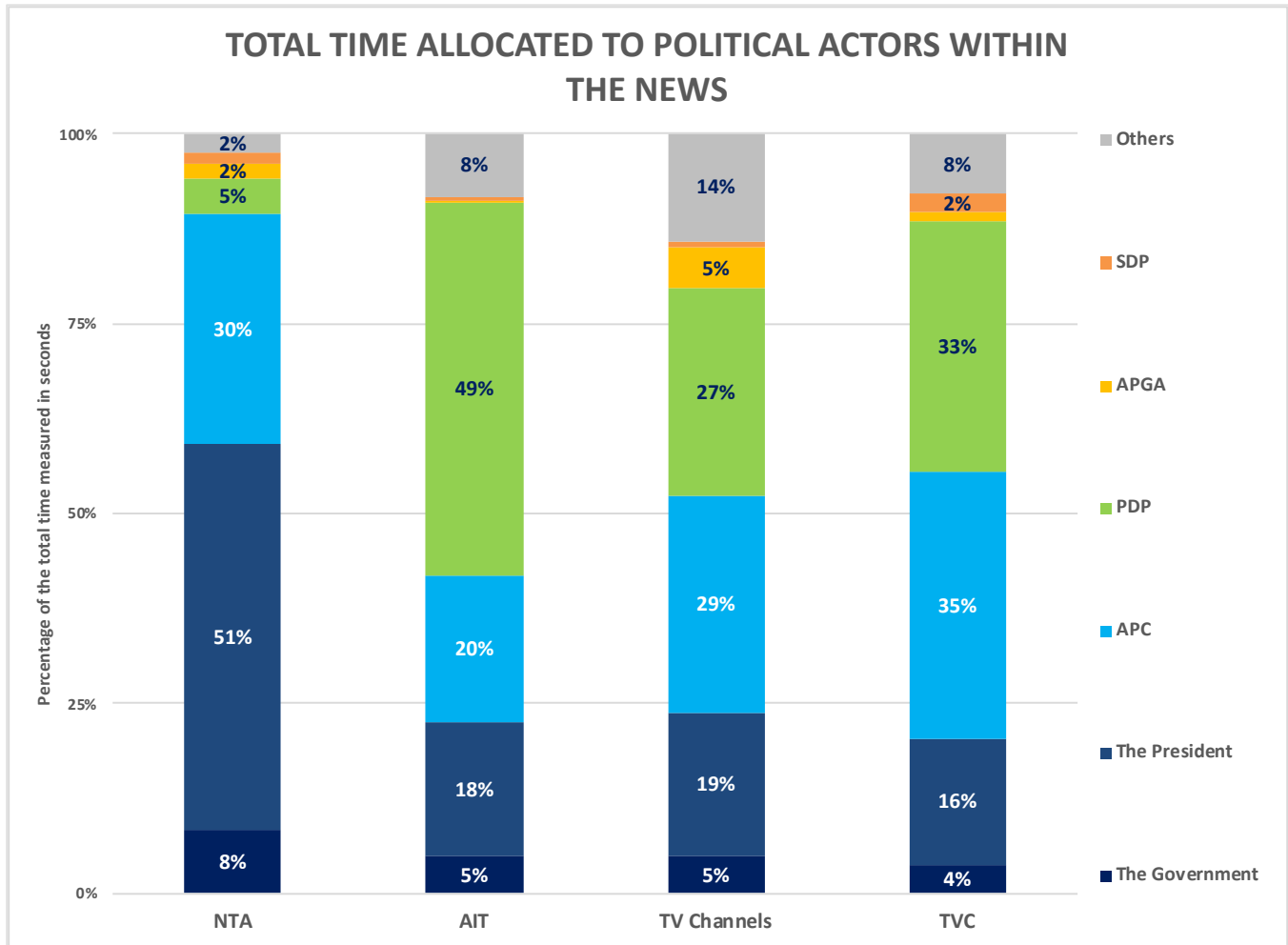


Total time allocated to political actors within election-related programmes between 27 February and 7 March

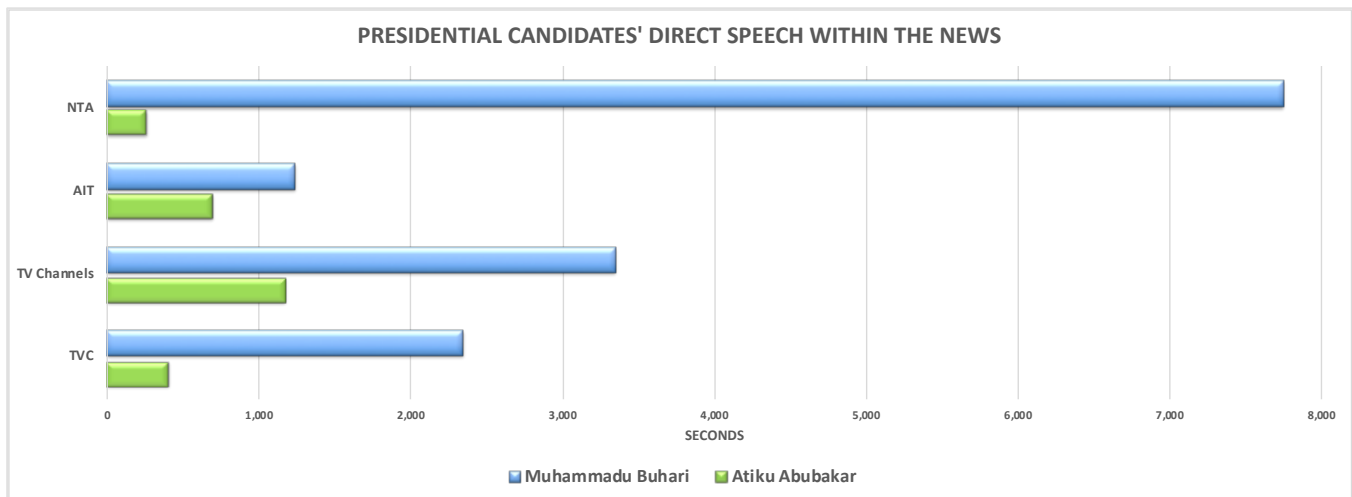


Total time allocated to political actors and direct quotes by presidential and governorship candidates within the primetime news

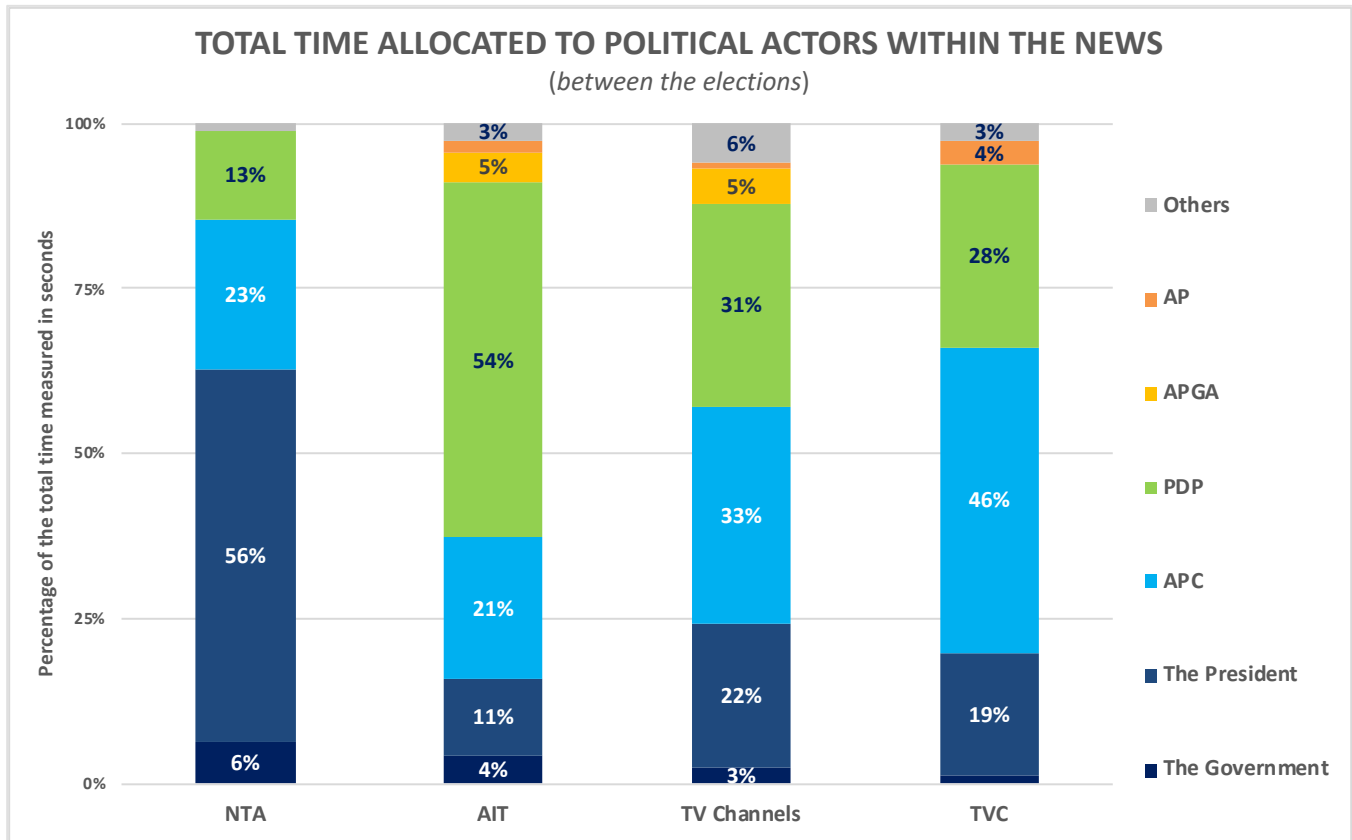
Total time allocated to political actors within election-related news prior to the 23 February elections



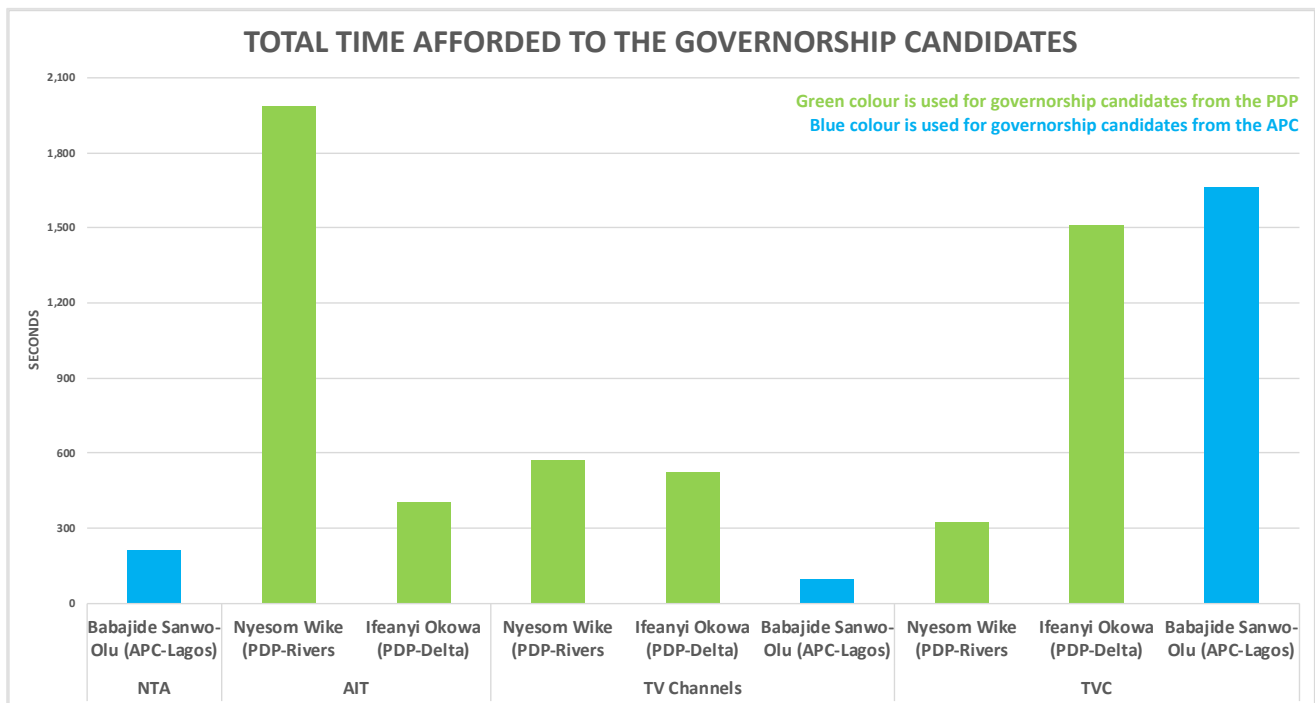
Total time afforded to direct quotes by presidential candidates during the news prior to the 23 February elections



Total time allocated to political actors within election-related news between 27 February and 7 March

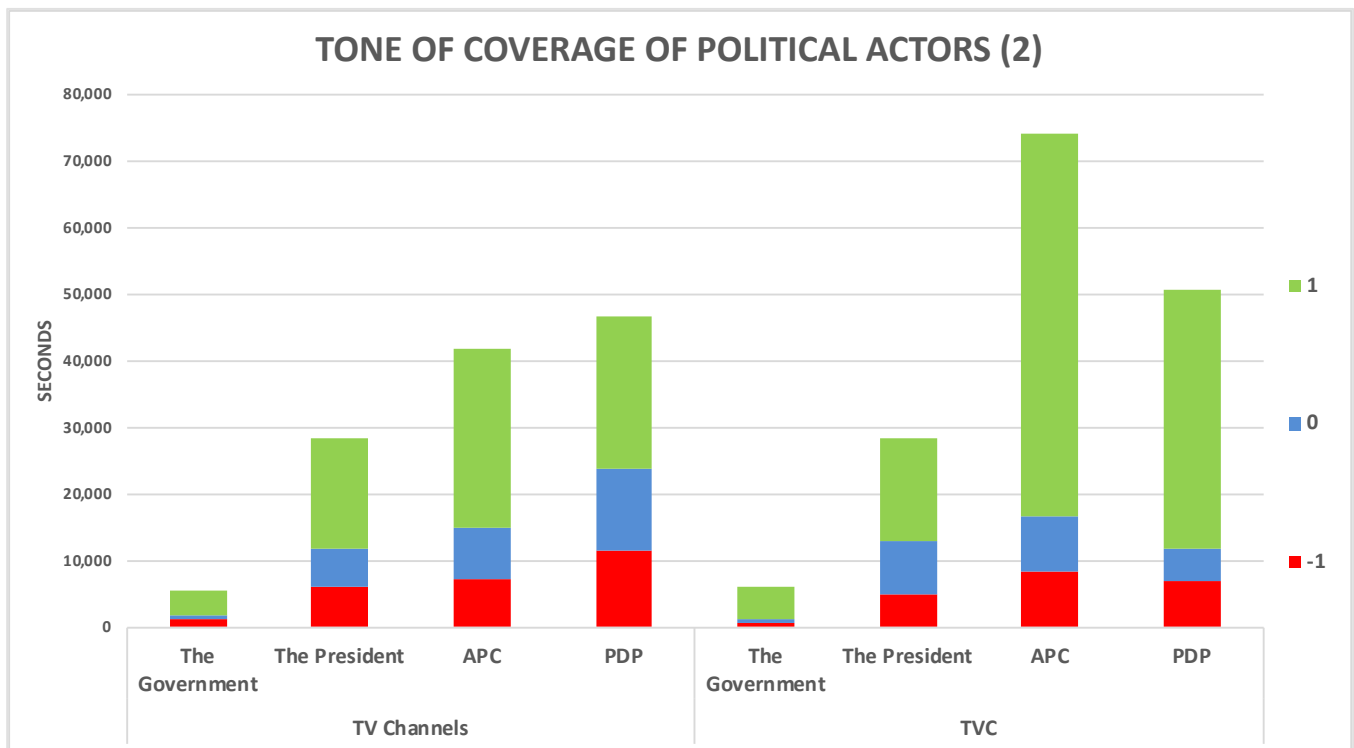
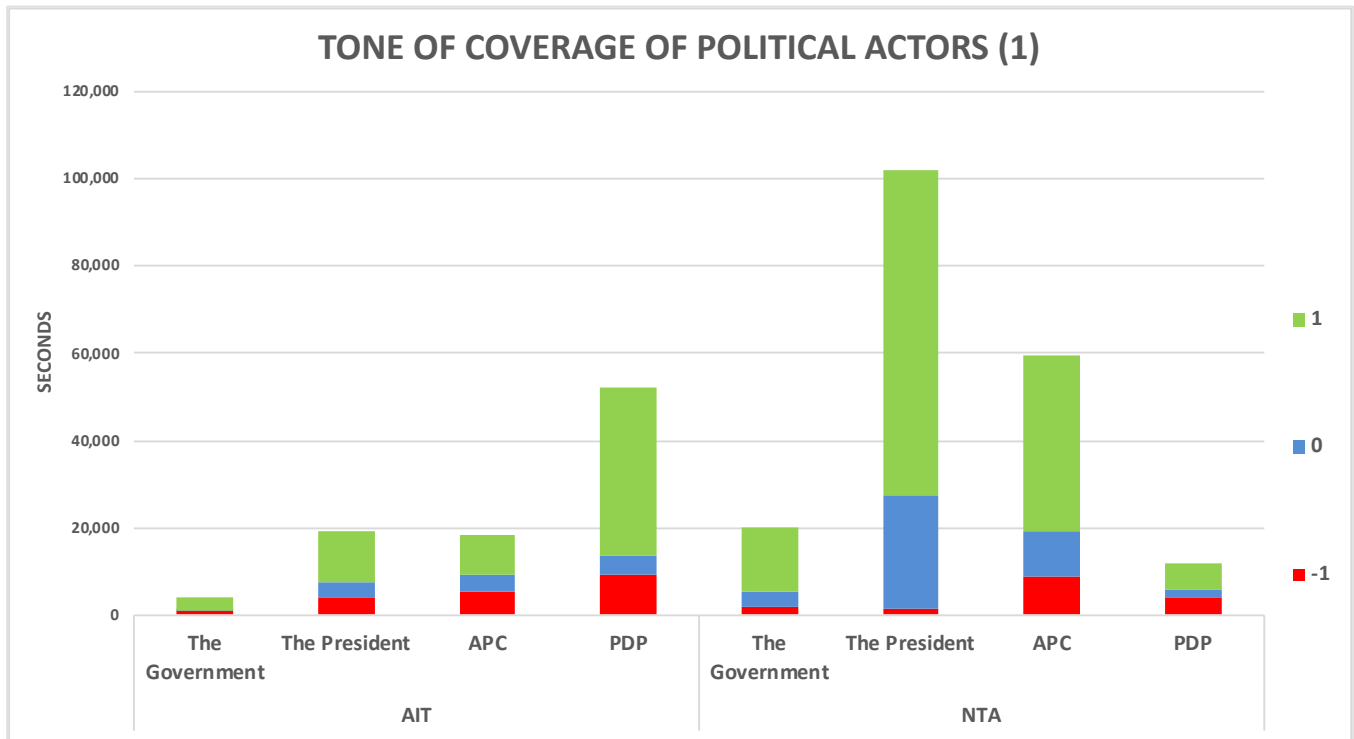


Total time afforded to the governorship candidates during the news between 27 February and 7 March



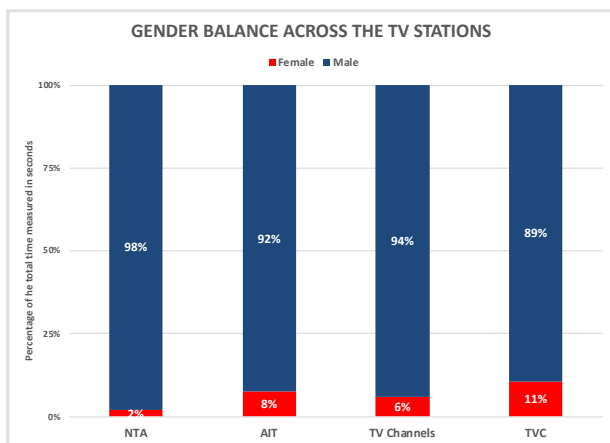
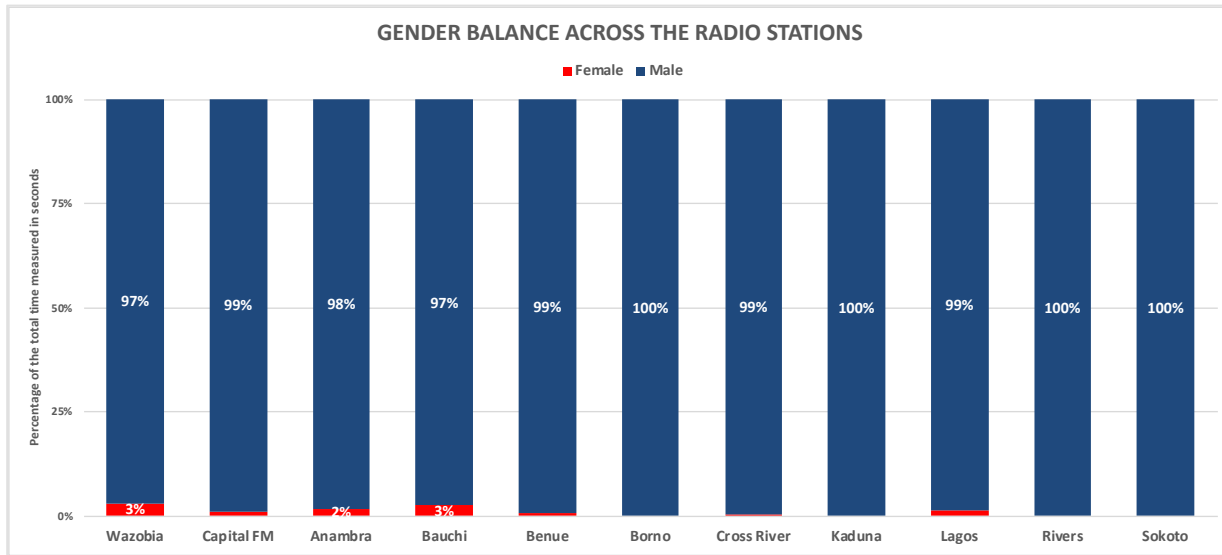
Tone of coverage across the TV stations in programmes of editorial choice (all programmes on electoral and political matters, except for political advertisements and voter information spots).

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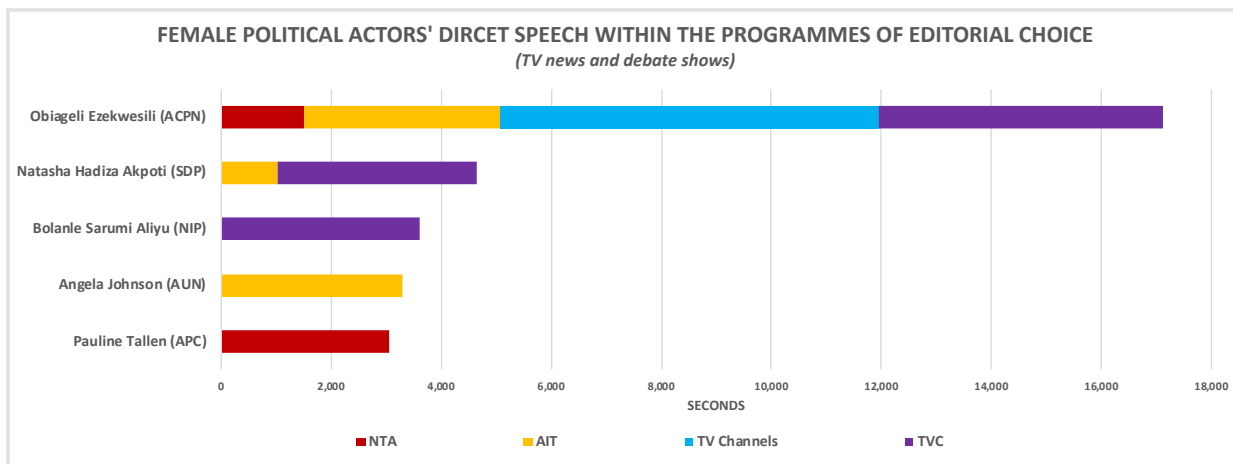


GENDER BALANCE ACROSS THE BROADCAST MEDIA

Time allotted to the candidates on the basis of gender



Five most quoted female political actors in the TV broadcasts (time allotted to direct quotes by female candidates within the news segments on electoral matters)

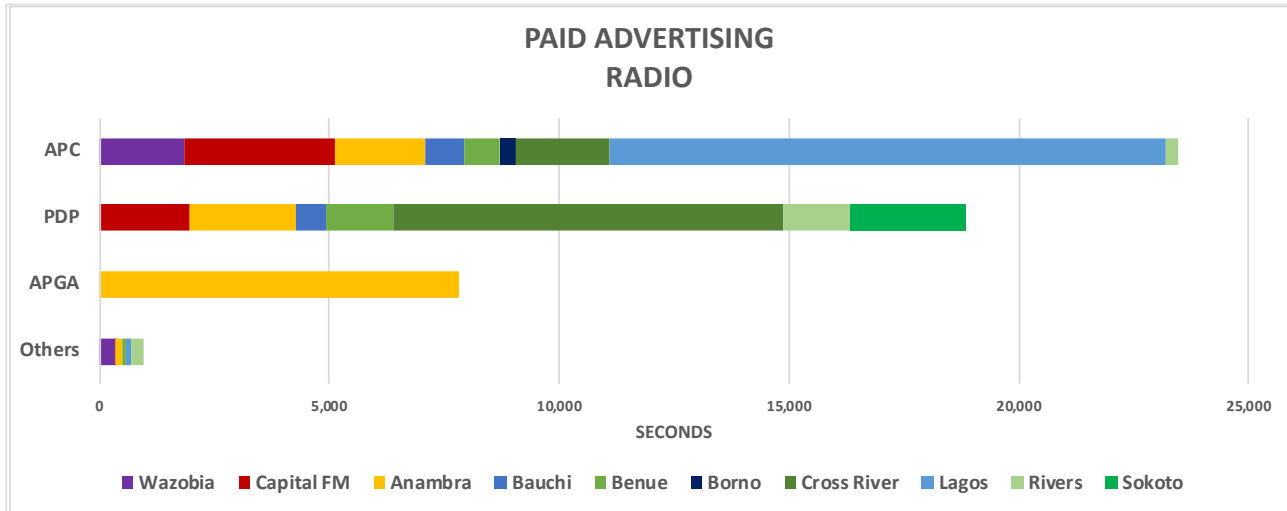


The total time given to female political actors in the radio programmes is so small that distinctions between direct speech and journalistic coverage are not relevant.

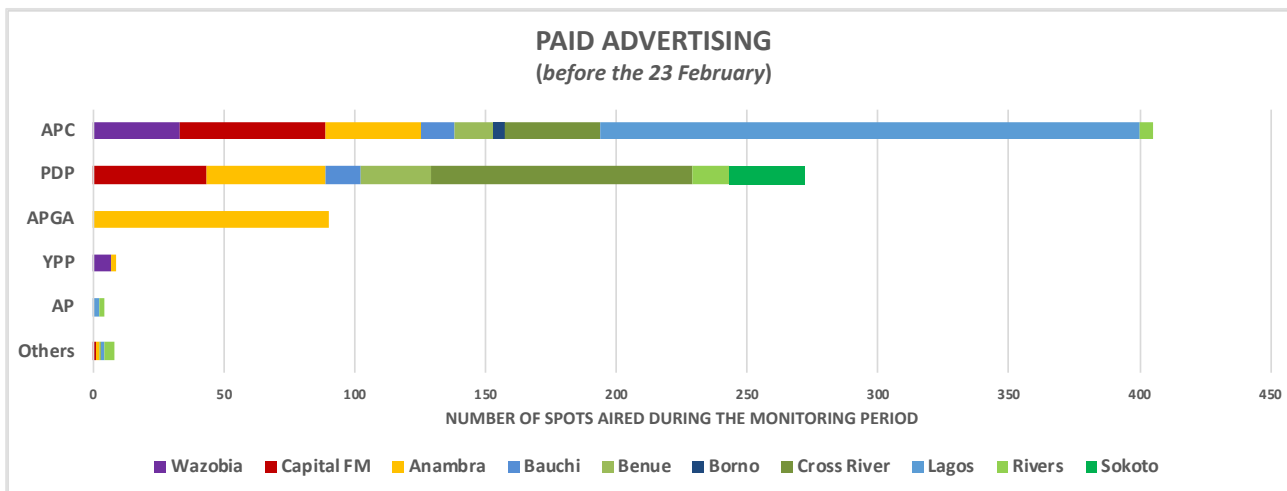
PAID ADVERTISING WITHIN THE BROADCAST MEDIA’S PRIMETIME PROGRAMMING

• Green shades are used for state-owned radio stations where the incumbent governor is from the PDP, blue – from the APC, yellow – from the APGA.

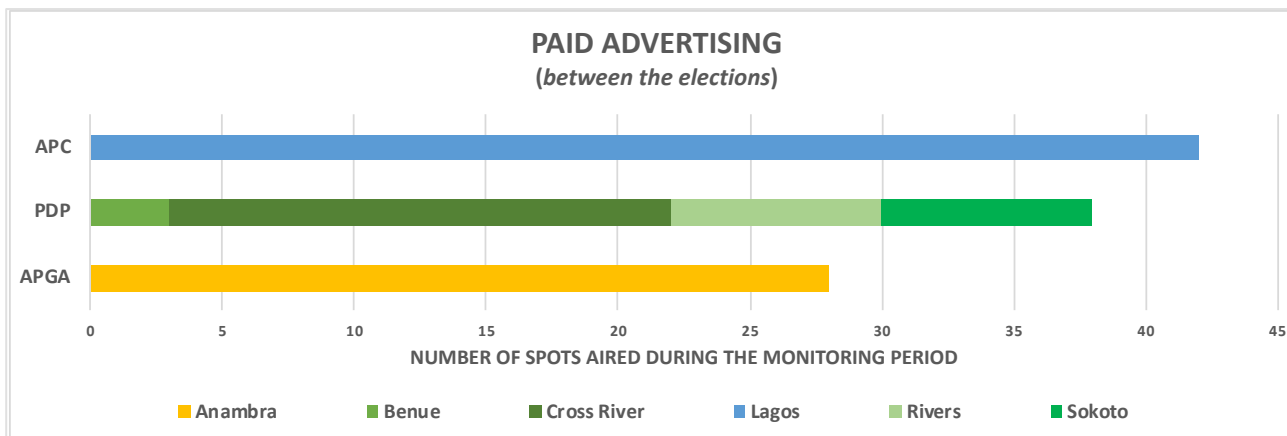
Paid advertising procured by parties throughout the campaign period on radio stations’ primetime programming



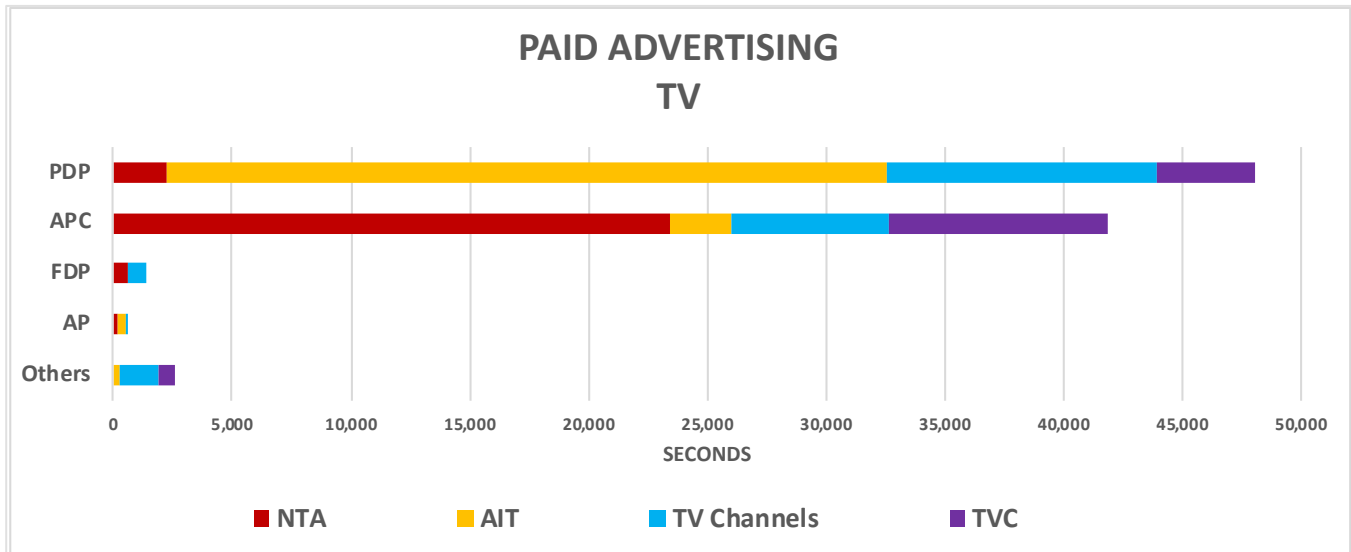
Number of paid advertising spots aired before 23 February elections on radio stations’ primetime programming



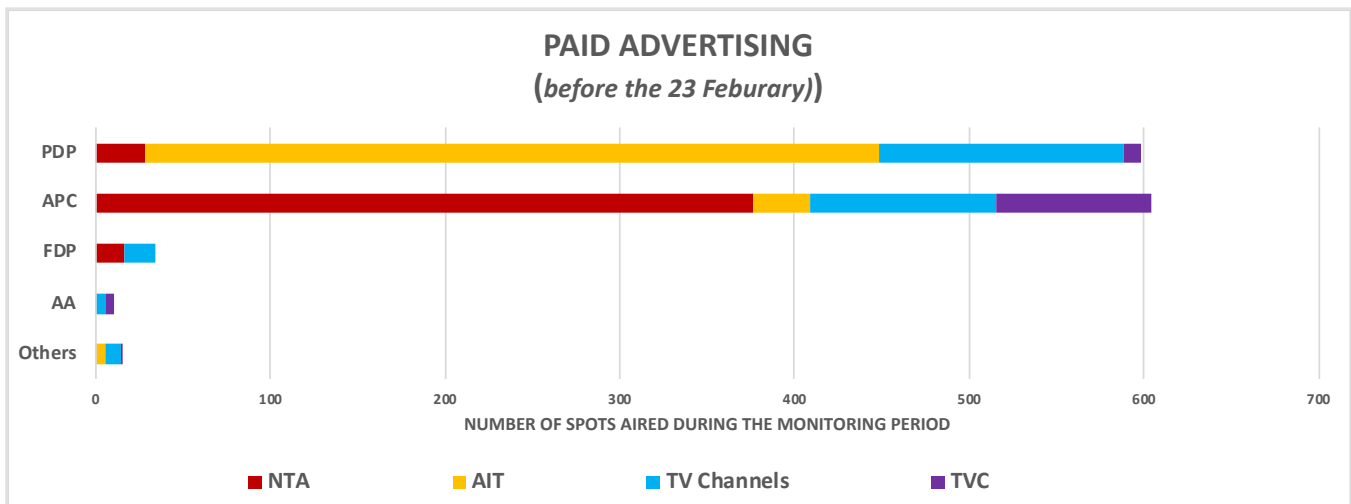
Number of paid advertising spots aired between the elections on radio stations’ primetime programming



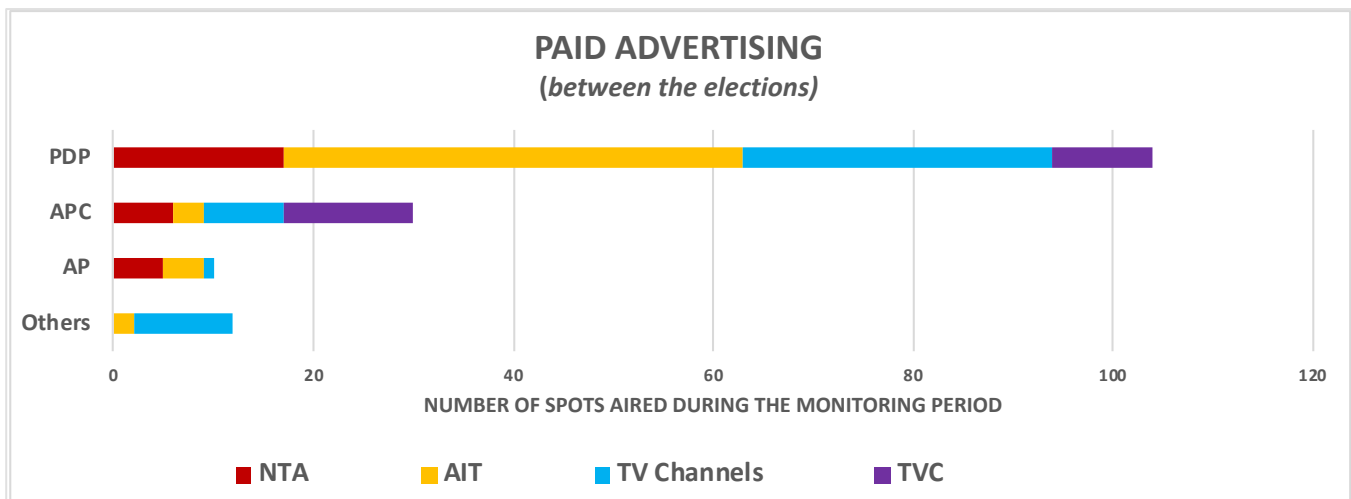
Paid advertising procured by parties throughout the campaign period on TV stations' primetime programming



Number of paid advertising spots aired before 23 February elections on TV stations' primetime programming



Number of paid advertising spots aired between the elections on TV stations' primetime programming



VOTER INFORMATION AND CIVIC EDUCATION

Charts below show the number of voter information spots placed on air by INEC, by government agencies and civil society, as well as how many voter information spots each broadcaster produced and placed on air of their own accord.

