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ECONOMIC IMPACT OF GOOGLE ADSENSE ON MASS MEDIA REVENUE IN NIGERIA

By

**Ugo Solomon Ugo; Chinwe Okpoko; Patience Eyo Abu;
Helen Ochuole Odey, Okon Obio Arong & Essien Asiba Ojoi**

Corresponding Author: Ugo Solomon Ugo, email: ugosolomonugo@unical.edu.ng.

Abstract

Digital advertising influenced by Google AdSense has brought a vast transformation that poses a challenge to traditional advertising, which is Nigeria's mainstay of mass media revenue. Despite the evidence that digital advertising has aided advertisers in showcasing their services and products to audiences in real-time, it has interactively engaged customers and prospective customers. This study examines the economic impact of Google AdSense on the revenue of Nigerian Mass Media and the implications of the rise of digital media on traditional advertising models. To add depth to the study, the Technology Acceptance Model was utilised, and a survey method was adopted for the study, with a questionnaire as an instrument for data collection. The systematic sampling technique was used to gather data from 300 respondents in marketing departments of print and electronic media houses, media scholars and postgraduate students, which were analysed through the chi-square evaluation technique. It reveals that more must be done to survive the dominance of Google AdSense. The researcher concluded that instead of groaning over Google AdSense's domineering presence in the Nigerian market, media owners, managing editors, marketing departments of media houses, and media scholars need to create economically stable ways of leveraging the possibilities of 21st-century technology to bridge the existing gap created by Google AdSense dominance.

Keywords: Advertising Revenue, Digital Advertising, Google AdSense, Traditional Advertising, Traditional Mass Media.

AUTHOR BIOGRAPHICAL NOTE

Ugo Solomon Ugo is a Lecturer in the Department of Mass Communication, University of Calabar.

Email: ugosolomonugo@unical.edu.ng.

Chinwe Okpoko is a Professor of Mass Communication at the University of Nigeria. Email: chinwe.okpoko@unn.edu.ng.

Patience Eyo Abu is a Lecturer in the Department of Mass Communication at the University of Calabar.

Email: Abupatience@unical.edu.ng.

Helen Ochuole Odey is a Lecturer in the Department of Mass Communication at the University of Calabar.

Email: odeyhelen90@gmail.

Essien Asiba Ojoi is a PhD student in Department of Mass Communication at the University of Cross River State, Calabar.

Email: ojoiassibaessien@gmail.com.

Okon Obio Arong is a PhD student in Department of Mass Communication at the University of Cross River State, Calabar.

Email: arongOkon001@gmail.com.

Introduction

Traditional advertising has been media organisations' mainstream revenue for several years for promoting location, services or ideas for businesses, organisations, government establishments, and private individuals. Traditional advertising seemingly sustains media establishments in terms of financing journalism training and thorough investigation of topical issues in society in line with the media's watchdog role and their coverage radius across the country. The traditional mass media in Nigeria, whether radio, television, newspaper or magazines, utilises display or classified advertisements as well as special sponsorships from advertisers as a revenue generation model. Regardless of the proliferation of several digital media platforms with several potentials for increased media advertisements, it is argued that breaking even under the current economic shift in revenue generation is daunting.

A report in 2023 compiled on behalf of the Advertising Regulatory Council of Nigeria (ARCON) and various advertising industry associations, Price Waterhouse Coopers (PwC) avers that the value of Nigeria's advertising industry rose to N605.2 billion in 2023 from N216 billion in 2018. Experts in traditional advertising reasoned that this projection could have been more if there had been no convergence where traditional media embraces other interactivity features through digital production that enhances news production in plain text, graphics, video, audio and even animation. The added value of hypertextuality enables users to navigate through different contents online, and the digital revenue question brings to the fore the economic impact of revenue models like Google AdSense as alternative revenue streams against traditional advertising. It is now used to shore up revenue streams for the media, which could be detrimental to traditional advertising regulated by the Advertising Practitioners Council of Nigeria.

Therefore, the incursion of technological devices such as Google AdSense due to heightened technology penetration worldwide has greatly influenced advertisement revenues in different media outfits in Nigeria. Google AdSense's impact may vary because it offers opportunities for revenue generation through online advertising in line with factors such as market competition, changing consumer behaviour and the effectiveness of digital advertising strategies. On the other hand, declining revenue may occur if media outlets struggle to adapt to evolving trends, fail to optimise advertisement placements and challenges in attracting advertisers in a

dwindling economy. In this light, Nabila (2022) observes that it is often difficult to surf the internet in today's contemporary society without seeing advertising in the form of virtual display ads on websites, which include pop-up, pop-down ads and even textual ads on search sites propelled greatly by Google AdSense.

The impact of new communication technologies, including Google AdSense, is not only in journalism and media operations alone because, in the realm of the economy, Google AdSense offers cost-effectiveness in terms of investment by advertisers (Ukonu, 2022). It has been advocated that Nigerian mass media stay abreast of digital marketing trends and continuously refine their strategies to maximise revenue potential. However, the centralisation of digital advertising in Google AdSense and sustainability of revenue generation on the part of traditional media is such a dilemma yet to gain insights into possible solutions.

Google AdSense's success depends on factors like website traffic, content quality and audience engagement. It is also argued that Google AdSense contains hypodermic links, which factor in sound, text, motion video, static images like graphics, animation and navigational opportunities for people who are exposed to advertisement content. Google simultaneously operates the leading exchange and the leading middlemen and intermediaries that publishers and advertisers must use to trade. Google's advertising exchange trades ad spaces targeted to billions of individual users and likely processes tens of billions of these targeted ad spaces daily (Dina, 2022). Several challenges in digital advertising, as offered by Google AdSense, are hinged on the low penetration level in rural areas, inadequate regulation and monitoring, a dearth of transparency, and deception and accountability issues. In contrast, traditional advertising regulated by APCON focuses on creating relevant and compelling content to attract a larger audience with the potential of leading to increased ad presence and higher revenue in the mass media.

Scholars in the field of advertising and marketing communication are of the view that more advertisers are shifting advert spending to online technologies powered by Google AdSense. One of the reasons attributed to this shift is the intention of reaching consumers with a reliable and cost-effective means as a top priority, especially with the reality of the Internet's

value-added characteristic of instant feedback on products and services advertised.

Several media outfits in Nigeria have adapted to mobile-friendly formats to explore different revenue streams beyond AdSense, such as sponsored content or partnerships, to mitigate the impact of a potential decline in revenue. Nevertheless, this innovation and strategic adaptation have yet to economically stabilise Nigerian mass media in terms of revenue generation. Rather, a digital age is being blighted by declining revenue streams as evidenced in the death of many media establishments which have decried dwindling revenue as a price for the disruptive nature of the internet, which provides users with vagaries of information about products, brands and services through its ability to link people across the world through a shared virtual space.

Sagging revenue in terms of advertising in the media is occasioned by “the rise of the Internet, intensified by the proliferation of social media, which affected the level of revenue generation and the level of journalistic labour” (Eugene, 2015, p.8). Against this backdrop, the study seeks to unravel the challenges and opportunities posed by Google AdSense on traditional advertising in the Nigerian mass media because of the shrinking traditional advertising revenues that have plunged many media firms into folding up their operations.

The current state of traditional media advertisement revenue due to Google AdSense's economic impact on the revenue of Nigerian Mass Media needs urgent attention. The implications of the rise of digital media on traditional advertising models in Nigeria need a viable economic solution that can suggest possible ways of developing homegrown web-based advertisement platforms apart from Google AdSense.

Research Questions

The following research questions have been formulated to guide this study

- (i) What is the current state of traditional media advertisement revenue in Nigeria?
- (ii) What is the extent to which Google AdSense wields economic influence on the revenue of Nigerian Mass Media?
- (iii) What are the implications of the rise of digital media on traditional advertising models in Nigeria?

- (iv) What are the different ways of developing homegrown web-based advertisement platforms apart from Google AdSense?

Hypotheses

The following hypotheses were formulated for this study:

- H01: Google AdSense and digital media platforms do not significantly contribute to Nigeria's declining media advertisement revenues.
- H02: There is no significant difference in revenue generation between traditional and web-based advertising powered by Google AdSense.

Literature Review

The mass media serve as a veritable channel for advertisers because the media help in finding links to the market by setting product objectives, formulating strategies about the delivery mode of the product and services to get their messages to the right people in the right place and the right time (Arens, 2006). Several research studies have been conducted on advertising to determine its influence on the revenue performance of media organisations, and there is significant literature reflecting the nature and influence of traditional advertisement on mass media revenue. This study reviews the literature in four themes in order to address some of the research objectives.

History of Advertising Development as a Source of Revenue for the Media in Nigeria

Chronicling advertising development in Nigeria started with the introduction of newspapers when traders began to purchase space in the available newspapers. The first advertising agency, called West African Publicity Limited, started in 1928. The agency was a subsidiary of the United African Company (UAC). Thus, history has shown that advertising agencies began by expanding the multinational sector of Nigeria's economy. The West African Publicity Limited had branches in Accra, Lagos and Freetown. This same company later became LINTAS Limited, a reputable advertising agency in Nigeria today. At the inception of West African Publicity Limited, the literacy level in Nigeria was still very low, so the indigenous languages were used for most of the advertisements, and they were essentially for the UAC Group interests (<https://nou.edu.ng>).

For several decades, the advertising industry has created a hub for media to make some gains in revenue generation to fund media capacity to entrench quality journalism and robust funding for investigative reporting in radio, television and newspaper or news magazines. Accordingly, Templars Market Report (2022) opined that the advertising industry in Nigeria is regulated by a cluster of primary and subsidiary legislation at both the state and federal government levels. Prior to the passing of the Advertising Regulatory Council of Nigeria (ARCON) Act 2022 (the “ARCON Act” or “Act”), the Advertising Practitioners Council of Nigeria (“APCON”) established under the Advertising Practitioners (Registration etc.) Act 1988 (the “APCON Act”) was regarded as Nigeria’s advertising regulator. The advertising industry is undergoing significant reforms through new regulations and policies to optimise local capacity that would increase revenue generation, especially in the media.

Google AdSense and its Role in Digital Advertising

Google AdSense is the oldest advertising network available, and this concept of an advertising network was championed by DoubleClick in 1996 after Google bought the company in 2007 for \$3.1 billion. From the online interface, ads can be displayed or published in various formats, and these formats sold by Google AdSense range from basic motion and display adverts in video, in-image and in-text ads (Shreya,2023). From the preceding, as explained by the scholar, Google AdSense often delivers content in an integrative way such that the audio includes narration or Voice Over (VO), Music (M) and Sound Effects (SFX). Other aspects include visuals, which can be of two types: static and motion, as well as animation. Google AdSense has different multi-media content formats that are used to reach out to potential audiences.

Different scholars have offered explanations on how Google AdSense is tailored to serve viewers’ interests, and the connection between online marketing as an essential part of digital business and Google as the most visited website in the world is significant. This possibility is enhanced because Google Ads is designed to enable companies to be found whenever a specific product or service is searched for on the platform (Wenning, 2021). The Internet changes the transactional paradigm in which business-to-business marketers operate. Business-to-business marketers who take advantage of operational efficiencies and the effectiveness of exploiting the Internet in transactions outperform companies that use traditional

transactional processes, given that technology has changed and has increased the demands on the people who use Soegoto & Semesta (2018). AdSense is one of the two advertising concepts developed by Google as a search engine where millions can access digitally packaged content in a virtual environment.

Due to different innovations, Google AdSense has developed rapidly to become a major revenue spinner for digital media platforms. From a blogger's perspective, AdSense earnings depend on several factors such as site layout, which in most cases include the width, number of ad units, audience demographic, currency of your news stories, type of content on your web page, niche content and ads viewability. Google AdSense thrives mainly on blogs, online newspapers and magazines, content-based websites, e-commerce web, business web, and, in more recent times, social media handles of radio and television stations.

Advertising as a revenue model for media organisations

The best way to sustain the media as the "Fourth Estate" is through traditional advertising as a form of revenue generation. Besides newspaper or magazine subscriptions, ads significantly contribute to the revenue streams of media outfits in Nigeria. As observed by (Arens,2006), advertisers use magazines in their creative mix to allow advertisers to reach a particular target audience with a high-quality presentation. Advertisers use a media mix of newspapers and magazines to generate revenue in the media, having taken cognisance of their unique qualities that can complement the broadcast and other media. By using the media wisely, advertisers increase the reach and impact of their campaigns and, in turn, generate revenue for media outfits.

Tracing three stages in the development of journalism, Eugenia (2015) observes that the media advanced from selling news to selling opinions and advertising space. The reason for media using advertising as revenue generation is attributed to rising tax regimes, increased running costs in printing, and personnel costs, which made newspapers and magazines lean towards advertising and selling advertising space as their primary source of revenue.

Advertising revenue supports the cost of producing publications and broadcasts, which would have been shouldered by media consumers and is

subsidised by advertisers, such that readers, listeners and viewers only pay a fraction of the cost. Advertisers pay the bulk of the cost by willingly buying mass media spaces and air time to reach their potential media consumers (Aja et al., 2019). The advertising revenue has continued to increase tremendously over the years. Nigeria is the largest market in Africa, with a projection of digital advertising advancing towards 200 million dollars in 2024. mainstream media is not left out in this windfall as a revenue base.

Economic Influence of digital media on traditional advertising

Digital or online advertising has always been associated with using digital media to create awareness about information, brands, services and products to create patronage. This is the utilisation of the Internet to reach out to consumers. (Arens, 2006) asserts that online advertising is propelled by digital interactive media, which brings a full circle back to the consumers where they control the selling environment, and that digital media or online advertising offers interactivity to the consumer to a degree unmatched by other advertising mediums. The virtual environment, therefore, offers consumers the unique opportunity to interface with originators of advertising messages instantly. This additional advantage is not present with traditional advertising, which the Nigerian mass media had relied on as a revenue spinner for several years.

Similarly, Bergermann and Bonatii (2009) emphasised that over the past decade, the Internet has become an increasingly important medium for advertising. One of the reasons attributed to the internet began in the early 1960s with essential consequences on the market position of many traditional media, such as print, audio and television. For some of these media, most notably the daily newspaper, the very business model is under the threat of extinction due to competition from the internet enamoured by Google AdSense for the placement of advertising. Through various technological advances, the internet has allowed many advertisers to address a targeted audience beyond the reach of traditional media. It has been argued that the distinguishing feature of the internet is its ability to convey information to a targeted audience and even stimulate discussion around products and services.

Identifying extant literature about digital advertising where Google AdSense has an unmatched presence, Nabila (2023) enumerates five types of online advertising to include;

Pay-per-click and pay-per-impression advertising, display advertising such as web banner advertising, social media advertising, pop-ups/pop-under and floating advertising, and email advertising are all forms of advertising. Scholars in the field of advertising opined that actual online or digital advertising began in October 1994, when the first banner ads appeared on a web page (p. 322).

In the same way, studies have shown that Google has been a critical determinant in online advertising. It is argued that the development of search engines greatly facilitated the explosion of the Internet because it provided a centralised source of information that made the medium accessible to the mainstream user. Without Google's search engine, the World Wide Web would not have captured such a significant consumer audience, and the Internet would have been developed for use only by technology-based businesses (Arens, 2006).

Theoretical Framework

Technological Acceptance Model (TAM)

To add depth to the study under review, the Technological Acceptance Model (TAM) was used to underpin the study, characterised by a decade of high technological use, which informs advertisers' shift in focus to new forms of advertisements as a way of showcasing their products and services to different target audiences. Nabila (2023, p.303) contends that digital advertising has evolved to ensure the use of technologies that guarantee interconnectivity and passage of non-personal communication messages to a wide range of people. Thus, scholars have also argued that the TAM developed by Fred Davies in 1989 has been the most influential and widely adopted to predict the acceptance and use of various technologies for several purposes, especially in advertising, with AdSense as a significant player in digital advertising.

Therefore, Mugo et al. (2017) opine that the TAM model has a solid theoretical basis and enjoys sufficient empirical support and when used effectively, the model can save advertisers the risk of investing in a technology that may remain abandoned or grossly underutilised for the purpose for which it was designed for in contemporary society. The scholars' position underscores reasons why Google AdSense cannot do

without widespread technological acceptance from the audience and advertisers, and the level of technological acceptance decides the level of advertisers and consumer engagement in the digital sphere.

While illustrating three main determinants of TAM, such as Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), positively affect the Attitudes Toward Usage (ATU) of a given technology like Google AdSense. Davies also advanced possible links between the determinants and how technology is being accepted in a technologically-driven world. TAM's suitability in the study is predicated on the fact that it can be applied in technology-oriented advertising, especially with the use of Google AdSense, having assessed users' perception and acceptance of digital advertising platforms as the new norm in reaching out to different target audiences. Determinants such as Perceived Usefulness (PU), Perceived Ease of Use (PEOU) and Attitudes Toward Usage (ATU) enable the advertiser to assess the level of acceptance and even generate feedback because of the value-added characteristic of interaction offered by digital media where Google AdSense is being used.

TAM's speedy acceptance also highlights the resistance against traditional advertising, which thrived in mainstream media and used to be the significant turning point for media outlets, is now fading away and giving way to new online advertising methods. Specifically, the Technology Acceptance Model can help advertisers and Google AdSense developers improve user experience, audience segmentation strategies through niche content, and the overall effectiveness of the advertising campaign. This is corroborated by three scholars: Shih, Shin, and Chien (2011, p.125) argue that one of the most influential research models in studies highlights the impact of a technology-based solution is all about acceptance to predict intention to use and acceptance of the technology by individuals. They explained that in TAM, perceived usefulness is the degree to which an individual believes that using a particular technology would enhance his or her job or life performance. Perceived ease of use is the degree to which a person believes that using a particular technology would be free from any impediment regarding its usage. An example is easy access to online advertising content instead of buying copies of a newspaper or subscribing to satellite television for the desired advertisements.

Methodology

The study analyses Google AdSense's impact on Nigerian mass media in relation to the decline in media advertisement revenues and the rise of digital media. To achieve this, there was a need for research tools and procedures which highlight how relevant procedures were adopted for data collection. This study adopted the ex-post facto research design. According to Ogbuoshi (2020, p. 51), "the use of the ex-post facto research design was aimed at determining the cause-and-effect relationships by examining conditions and tracing back the information and available data for probable causal factors". This method was considered most appropriate for the study under review because it deals with how Google AdSense impacts traditional advertisement revenue, which used to be the focal point in Nigerian mass media. The researcher used a questionnaire to gather data from the targeted population.

Population, Sample Size and Sampling Technique

The study comprised traditional media platforms like electronic media, including Radio and Television, Print Media Newspapers and magazines, and media scholars in journalism and advertising. Thus, the marketing departments of the Nigerian Television Authority, African Independent Television, Federal Radio Corporation of Nigeria, Daily Sun Newspaper, The Beagles (Community) Newspaper, and Ovation Magazine were selected using a systematic random sampling procedure. Journalism educators at the University of Calabar, the University of Port Harcourt, the University of Cross River, and Postgraduate students at the University of Nigeria were also selected to gain a wider perspective on the study under review.

The sample size for the study was calculated using the Taro Yamane formula stated below: formula

$$N = \frac{N}{1 + N(e)^2}$$

N= the population size.

E= The level of precision level (a 95% confidence and 0.05 precision level were assumed)

I= Constant

N= Sample size

N

n = 300

Data Analysis

Data from the questionnaire were analysed using simple percentages, and the hypothesis was tested using the Chi-Square statistical technique. Results were expressed in percentages, frequencies, and tables.

Table 1: Opinions on the current state of traditional media advertisement revenue in Nigeria

Responses	Frequencies (r)	Percentage (%)
Very robust	140	46
Overwhelmed by AdSense dominance	93	31
Experiencing decline	32	11
Adopting survival strategies	35	12
Total	300	100

Source: Fieldwork 2024

The data in Table 1 above indicates that the current state of traditional media advertisement in Nigeria is hinged on two factors: being overwhelmed by Google AdSense's dominance and experiencing a steady decline. This indicates that traditional advertising in Nigeria is no longer a significant revenue spinner for media houses. Even though several survival strategies have been adopted to cushion the tide brought by digital technologies, more needs to be done to survive the dominance occasioned by Google AdSense.

Table 2 Google AdSense has a commanding influence on Nigerian mass media revenue.

Responses	Frequencies (r)	Percentage (%)
Very influential	205	68.3
Influential	90	30
Not really influential	5	1.7
Total	300	100

Source: Fieldwork 2024

Analysis in Table 2 showed that respondents strongly affirmed the commanding influence of Google AdSense on the revenue of the Nigerian Mass Media. The result above shows the inadequate adaptive measures against the competition posed by digital technologies such as AdSense are causing many media outfits to fold up operations across the country, given that the revenue generation can no longer sustain printing costs or the running cost of providing power supply in a television or radio station. In an insight into technological disruptions in traditional media, (Ugo et al., 2023) expressed that advancements in digital communication technologies have placed the global media terrain and the Nigerian mass media at the crossroads of a media revolution which is marked by a wide range of changes in media production, distribution and use. Therefore, traditional advertising is no exception in the blurring line created by digital technologies.

Table 3: The rise of digital media has the following implications for traditional advertising models in Nigeria.

Responses	Frequencies (r)	Percentage (%)
Limited local focus	82	27.3
Revenue shift to digital ads	86	28.7
Cutthroat competition	40	13.3
Audience perceived ease of use	66	8.6
Ad fraud and saturation	26	22.0
Total	300	100

Source: Fieldwork 2024

From the survey in the table above, respondents enumerated several factors that arose as cloaks on traditional advertising models in Nigeria. They reasoned the implications of digital advertising, such as the limited local focus of Google AdSense ads, revenue shift away from traditional ads to digital platforms, throating competition on traditional media firms, audience ease of using digital platforms for ads decisions and high saturation of adverts. It can be inferred that Google AdSense's presence on the ads scene

in Nigeria has created more significant challenges for traditional advertising, and it requires an innovative approach to address the challenges posed by the digital platform, which is dominating across the globe.

Table 4 Opinion on developing homegrown web-based advertisement platforms apart from Google AdSense as a survival strategy for media operation in Nigeria

Responses	Frequencies (r)	Percentage (%)
Partnering with home-grown ads platforms like Naija ads, ad hang, Naira metric, Naija hot jobs, etc.	65	22
Investing in multi-media journalism	62	20.6
Engendering diversified revenue streams	57	19
Online Presence/traffic	62	20.6
Providing affordable digital subscription	54	18
Total	300	100

Source: Fieldwork 2024

The analysis in Table 4 indicates that respondents advocated measures towards partnership in developing and supporting homegrown web-based advertisement platforms as a survival strategy against AdSense dominance in Nigeria. Respondents suggested partnering with home-grown ad platforms like Naija ads, ad hang, Naira metrics, Naija hot jobs, etc. Other ways of providing an alternative to AdSense dominance are investing in multi-media journalism, engendering diversified revenue streams, creating an online presence and the ability to create traffic through niche content, and providing affordable digital subscriptions for niche content to provide more revenue for their media operations. It infers that traditional media can leverage the many advantages of digital media by providing alternative home-grown advertising options in line with the Technology Acceptance Mode used as a theoretical underpinning.

Hypothesis One:

Google AdSense and digital media platforms do not significantly contribute to Nigeria's declining media advertisement revenues.

Decision Rule: Reject the null hypothesis if the result is $=p \leq 0.05$

Pearson chi-square test was conducted to examine whether Google AdSense and digital media platforms do not play a significant role in Nigeria's declining media advertisement revenues. As presented in Table 2, the analysis result showed that the tabulated or critical value of chi-square at a degree of freedom of 2 and a margin error of 0.05 is 5.99. On the other hand, the calculated chi-square value of 67.1 is greater ($>$) than the table value (critical X^2) of 5.99. Therefore, the null hypothesis above is rejected since the calculated chi-square value of 67.1 exceeds the tabulated value of 5.99.

Table 5: Chi-Square result of Google AdSense and digital media platforms' significant role in the declining media advertisement revenues in Nigeria

Variable	Observed (O)		Expected (E)	Residual: O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
	F	%	%			
Very influential	205	68.3	33.3	35	1225	36.8
Influential	90	30	33.3	-3.3	10.9	0.3
Not really influential	5	1.7	33.3	-31.6	998.6	30
Total	300	100	100			
$X^2 = \sum \frac{(O-E)^2}{E}$						67.1
Degree of freedom						2
Margin of error						0.05
Critical value						5.99

Source: Student's computational analysis (2024)

The result above implies that Google AdSense and digital media platforms play a significant role in Nigeria's declining media advertisement revenues.

Hypothesis Two

There is no significant difference in revenue generation between traditional and web-based advertising powered by Google AdSense.

Decision Rule: Reject hypothesis if the result is $=p \leq 0.05$

Pearson chi-square test was conducted to examine whether there is any significant difference in revenue generation between traditional and web-based advertising powered by Google AdSense

Table 6: Chi-Square result of communication strategies used among urban and rural dwellers in Cross River State

Variables	Observed(O)		Expected (E)	Residual: O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
	F	%	%			
Limited local focus	82	27.3	20.0	7.3	53.3	2.7
Revenue shift to digital ads	86	28.7	20.0	8.7	75.7	3.8
Cutthroat competition	40	13.3	20.0	-6.7	44.9	2.2
Audience perceived ease of use	26	8.6	20.0	-11.4	130.0	6.5
Ad fraud and saturation	66	22.0	20.0	2.0	4.0	0.2
Total	300	100	100			
$X^2 = \sum \frac{(O-E)^2}{E}$						15.4
Degree of freedom						4
Margin of error						0.05
Critical value						9.49

Source: Student's computational analysis (2024)

As presented in Table 6, the analysis showed that the tabulated or critical value of chi-square had a degree of freedom of 4 and a margin error of 0.05 was 9.49. In contrast, the calculated chi-square value is 15.4. Therefore, the null hypothesis is rejected since the calculated chi-square value is greater than the table value. This implies a significant difference in revenue generation between traditional and web-based advertising powered by Google AdSense.

Discussion of Findings

Information from the field shows that traditional advertising in Nigeria is no longer a significant revenue spinner for media houses. Although many survival strategies have been adopted to cushion the tide brought by digital technologies, more needs to be done to survive Google AdSense's dominance.

Inadequate adaptive measures against the competition posed by digital technologies such as AdSense are causing many media outfits to fold up operations across the country, given that the revenue generation can no longer sustain the printing cost or running cost of providing power supply in a television or radio station.

Significant implications of the rise of digital media for traditional advertising models are that Google AdSense ads have a limited focus on local issues, revenue shifts away from traditional ads to digital platforms, throating competition on traditional media firms, audience ease of using digital platforms for ad decisions, and high saturation of adverts on different websites, which often leads consumers to activate an ads block device.

Based on the findings, the traditional media should evolve and partner with home-grown ad platforms like Naija ads, adhang, Naira metrics, Naija hotjobs, and several others to provide an alternative to AdSense dominance. Also, the mass media can invest heavily in multi-media journalism to engender diversified revenue streams, an online presence, and the ability to create traffic through niche content to provide affordable digital subscriptions for niche content as revenue streams.

Conclusion

For several years, traditional advertising has been used to shore up the running costs of different media organisations in Nigeria, and these media

outlets have been too comfortable with the status quo. However, instead of groaning over Google AdSense's domineering presence in the Nigerian market, media owners, managing editors, marketing departments of media houses, and media scholars need to find ways of leveraging the possibilities of 21st-century technology to bridge the existing gap created by Google AdSense's dominance.

Recommendations

Based on the specific objectives, the following recommendations were given;

- (i) Traditional media advertisement revenue in Nigeria is shrinking and needs to be recalibrated to meet 21st-century digital demand.
- (ii) To avert Google AdSense's growing influence on Nigerian Mass Media's revenue, a sustained effort should be made to provide local advertising solutions.
- (iii) Marketing managers in different media firms should engage in field research in order to throw up solutions that would enable sustained revenue streams in the media
- (iv) Traditional media should evolve and partner with home-grown ad platforms like Naija ads, adhang, Naira metrics, and Naija hotjobs for a media sustainability framework across Nigeria.

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