

World Radio Day

February 13th, 2025

Legal & Business Considerations for Nigerian Broadcasters



LAGOS | ABUJA | CALABAR



www.advocaat-law.com



Advocaat Law Practice



[advocaatlawpractice](https://www.instagram.com/advocaatlawpractice)

- When was the last time you listened to the radio?
- Did you know that radio remains one of the most powerful and trusted mediums for communication and advertising, even in the digital age?
- But with evolving technology and shifting regulations, are Nigerian radio station owners fully prepared for the legal and regulatory hurdles they face?
- How do licensing requirements, content restrictions, and emerging digital broadcasting policies shape the industry?
- Are current regulations fostering growth, or do they stifle innovation and investment?
- As we celebrate the enduring impact of radio, what changes would you like to see in the regulatory landscape?



The Power of Radio Advertising

- Did you know 55% of Gen Z in the US listen to AM/FM radio daily?
- Radio reaches more Americans than Facebook weekly!
- In Nigeria, with its diverse languages and communities, radio plays a vital role in disseminating information and connecting people. Statista places the number of Radio Users in Nigeria at about 127.6m in 2029
- Global radio ad spend is **\$36.1 billion annually**.
- **77% of listeners** would try a brand recommended by their favourite radio personality.
- **Radio holds the highest trust** among advertising platforms.
- This trust is invaluable for Nigerian radio owners looking to connect brands with their audience.

UNSKIPPABLE
UNBLOCKABLE
UNBEATABLE

Brands cut through with radio advertising



Intellectual Property (IP) Considerations

There are copyright and licensing laws Radio owners must comply with to avoid legal disputes. Key areas include:

- **Music Licensing:** Proper licensing of music, jingles, and other content is crucial
- **Syndicated Content:** Ensure sign-off on agreements for rebroadcasting syndicated programs.
- **Trademarks:** Protect station branding and prevent infringement claims.



Regulatory & Compliance Risks

- **Broadcast License:** Must be obtained from NBC (National Broadcasting Commission).
- **Advertising Standards:** Must align with APCON (Advertising Practitioners Council of Nigeria) regulations.
- **Defamation & Media Law:** Avoid defamatory content that can lead to legal liability.
- **Data Privacy:** With the increasing use of digital platforms, radio stations must ensure they comply with data protection regulations.



Digital Transformation & New Risks

The radio industry is evolving with **smart speakers, online streaming, and podcasts**. This introduces new risks:

- **Data Protection:** Compliance with NDPA (Nigeria Data Protection Act) to ensure the personal data of callers and listeners are adequately protected.
- **Online Copyright Issues:** Avoid unauthorised use of third-party content in digital broadcasts.
- **Geo-blocking & Licensing:** Ensure content rights cover online streaming audiences.



Protecting Your Radio Business

- **Secure Licensing & Copyrights** before airing any content.
- **Stay Compliant** with NBC & APCON regulations.
- **Consult Legal Experts** for contracts, advertising deals, and digital rights.
- **Embrace Technology** while mitigating cybersecurity & IP risks.



Conclusion

Radio remains a **high-trust, high-impact** medium. Nigerian broadcasters must stay ahead by ensuring **legal compliance, protecting IP rights, and embracing digital transformation.**

Do you need legal guidance on broadcasting & intellectual property law, we are here to guide you.

✉ info@advocaat-law.com

🌐 www.advocaat-law.com

