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**SCHOOL OF GRADUATE STUDIES AND RESEARCH**

**TOPIC.**

**TELEVISION RIGHTS AND ITS EFFECTS ON THE GHANA PREMIER LEAGUE,  
A CASE STUDY OF THE GHANA FOOTBALL ASSOCIATION.**

**DISSERTATION**

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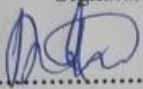
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**CANDIDATES' DECLARATION**

I hereby declare that this project report is my original research work whose findings have not been presented for another degree in this institution or elsewhere and that all citations in the work have been duly acknowledged.

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I hereby declare that I supervised the preparation and presentation of this project in accordance with the rules and regulations of the Ghana Institute of Journalism (GIJ).

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## **DEDICATION**

I dedicate this research study whole heartedly to my mother, Mrs Dora Adobea Sampong. A strong pillar who has been a great motivator and adviser in all my endeavours.

## **ACKNOWLEDGEMENT**

I am deeply indebted to God Almighty through whose mercies and grace we have lived to see this day. To Him I render all praises and thanks.

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## **ABSTRACT**

*Television was an everyday reality for millions of people at the beginning of the twenty-first century, and arguably remains one of the most important features of media-related leisure. It provides a fertile conceptual and empirical starting point for the exploration of the everyday leisure experiences of media audiences. The notion and experience of television are being transformed in the digital age, and televisual leisure opportunities appear inserted both in a transforming media ecosystem and in the everyday life of people. The study provides an idea or overview of television rights and how its effects has been on the Ghana Premier League, a case study of the Ghana Football Association. The key areas for analysis of the effects of television rights on the league was centered on spectatorship, finances of the clubs, marketing which is subdivided into player sales and sponsorship as well as accessibility and production quality. The sample size for the research were Forty - five respondents. Secondary and primary sources of data was used to elicit information from some officials of the Ghana Football Association, some selected football club administrators, selected sport journalists, some selected football fans and some selected Ghana Premier league players in the country. Data was sourced from the respondents through surveys (questionnaires) and in – depth interviews using the mixed methods approach.*

*The study also emphasized on the emerging debate on the centralized and individual systems of television broadcast deals, as to whether the Ghana Premier League clubs should be made to negotiate their television right deals for their home matches individually as in other European leagues.*

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## **CHAPTER ONE**

### **INTRODUCTION:**

#### **1.0 Background of the study:**

The background of this research provides an overview of television rights in general, the revolution of football, the history of the Ghana Premier League and the list of television stations that had gained exclusivity to telecast the Ghana Premier League.

#### **1.0.1 Television Rights from the Football Perspective.**

Media is one of the strongest factors of world football with television rights contributing massively to the high finances involved in world football today. In the year 2012, the English Premier League secured £3 billion for the next three years. (Sale, 2012). In the last 15 years, the sale of the broadcasting or television rights in major sport leagues has become a fundamental issue. In the case of football clubs, the proportion of TV rights revenues with respect to the total revenues has increased dramatically in this period: in the case of the major national European football leagues, it has increased from an average 22% in 1996 to 45% in 2010. With counted exceptions, football games are not freely broadcasted anymore and this has generated a considerable amount transfer of revenues from TV consumers to football clubs (Gortazar 2012).

Football Pay Per View rights are a strategic device for TV broadcasters in order to use football as an instrument to gain share in other TV markets. Without broadcast technology, many sports fans around the world would not be able to share in the excitement of major sporting events. Broadcasting technologies have transformed the spectator experience, making the many thrilling performances featured in top-tier sporting events available on multiple platforms and

in multiple formats (Vazquez 2013). The sale of broadcasting and media rights is a key income stream in the business of sport. Such is the importance of broadcast revenue that some sports have sought to attract broadcasters and viewers by adapting their rules.

### **1.0.2 The Evolution of Football.**

The game of football is believed to be a fusion of many games played in different parts of the world. The Han dynasty, a large part of ancient China had their form of football which required them to put a leather ball filled with feather and hair into a net tied to bamboo cane amid tackles from other players. This game was known as Tsu' Chu (Miguel, 2013). There was also a Japanese game of Kemari which involved players standing in a circle and passing amongst each other without the ball touching the ground. The Greek also had a game, Episkyros, which consisted two teams kicking a ball within a rectangle with a center line. To score, one team had to take the ball past the boundary of the other team and the trademark of this game was the great use of trickery.

The fusion of these games with others not mentioned and some not even documented on, has resulted in the creation of the game of football which a lot of people enjoy today. The governing body of football is the Federation of International Football Association popularly known as FIFA. (FIFA, 2012). The year 1966 would prove to be one of the most significant years in the history of football as the first governing body of football was formed in England. Hosting the first world cup in 1966 and having the first well-planned and structured official football league, England started the era of football that would see the hobby slowly evolve into a profession. This evolution could be attributed largely to the intense marketing, strategy, planning and investment into English football which has seen it become the benchmark in the now global game which attracts over 2 billion spectators every year. (Orejan, 2011).

### 1.0.3 Overview of the Ghana Premier League.

The Ghana Premier League is the top professional football division of the football league system in Ghana. Formed officially in 1956 with Accra Hearts Of Oak winning the maiden competition. after the last Gold Coast Club Competition was held in 1953 -54, the league is organized by the Ghana Football Association through its structured Premier League Board. However the PLB in Ghana is not autonomous as in other European countries especially the English Premier League (GFA news archives ).

The Ministry of Youth and Sports supported by the Ghana Football Association in an attempt to run a professional league system as that of England restructured the league in the 1993 football season. The Ghana Premier League (henceforth referred to as the ‘GPL’) kicked off on the 19th of December 1993. There was already an existing league that was running; however it was not run professionally. This means commercializing the league and making the clubs corporate entities. The idea to make the Ghana Premier League a professional league came from the Minister of Youth and Sports at the time, E.T Mensah. The head of the GFA (Ghana Football Association) Samuel Nana Brew Butler supported the idea because he had wanted the clubs in the premier league to go commercial (Yeboah, 2013).

Accra Hearts of Oak	2-0	Accra Great Olympics
Prampram Mighty Royals	0-2	Neoplan Star

Tema	1-2	Afienya
Ghapoha		United
Okwahu	2-1	Dawu
United		Youngsters
Obuasi	2-0	Ebusua
Goldfields SC		Dwarfs
Kumasi	0-3	Real Tamale
Asante Kotoko		United

Match day 1 of Ghana's first-ever professional league Sun Dec 19, 1993.

NB: Asante Kotoko did not turn up because they failed to raise a team due to reports that their players were still demanding from management unpaid allowances in their unsuccessful African Champions' Cup final against Zamalek of Egypt. RTU were declared winners, technically and Kotoko started the league with a deficit. (Yeboah, 2013).

#### **1.0.4 Television Rights in the Ghana Premier League.**

Television has clearly become one of the leading medium in the context of sports. Like the radio, this medium allows live reporting, but because it transmits not only sound but also live images, the feeling of being there is even stronger for television spectators than for radio listeners. Television broadcast in the Ghana Premier League began in 1956 when the league started. The state broadcaster, Ghana Broadcasting Corporation through its GBC TV at that time was in charge of the telecast of most of the matches at the league centres (Digital Terrestrial Television (DTT) Broadcasting Policy 2020).

In 1993 when the league was professionalized, the state broadcaster through its established GTV held the mantle with its Sporting Time Show every Sunday where a Premier League match was telecasted for the glimpses of football fans through the Free to Air (FTA) medium. Sports Highlights hosted by the legendary Sports Journalist Kwabena Yeboah every Monday, since its inception in 1994 also provide excerpts of the Premier League matches for the benefit and satisfaction of football loving fans who couldn't watch the main game either by television or stadium attendance. The last decade of the 20th century and the beginning of the 21st saw the introduction of more digital platforms and Pay-TV initiatives in many countries, all competing to attract as many subscribers as possible and all turning to sport to help them achieve this aim. The real shift in the way the relationship between sport and television was perceived came with the arrival of digital television and pay-TV which made its nature more complex. Pay-TV changed the traditional relationship of channel and viewer to one of service provider and customer. It also brought a sudden increase of live sport on television together with huge investments on sports dedicated channels and increased competition for sports rights (Papathanasopoulos 2002, p.188).

In 2008, this shift manifested in the Ghana Premier League when Afri – Sat, a South – African Broadcasting Company which operated Gateway Broadcasting Services (GBS) was given the exclusive television rights of the Ghana Premier League by the GFA on their Pay – Tv channel G – Sports 1 and 2.

The table below depicts the list of Television Right Holders of the Ghana Premier League till date.

**Table 1.1: Television Right Holders of the Ghana Premier League 1956 – To Date**

<b>DURATION</b>	<b>TELEVISION STATION</b>	<b>OPERATORS</b>	<b>ESTIMATED AMOUNT</b>	<b>BROADCAST MODALITY</b>	<b>PARTNERS</b>
1956 - 2007	GBC – TV / GTV	GBC	-	FTA	-
2008	GBS	Afri – Sat, South - Africa	\$ 3 Million	Pay - TV	-
2009 - 2013	Metro TV	OMP	\$ 1.05 Million	FTA / Pay - TV	Supersports – DSTV
2013 - 2016	Supersports - DSTV	Multichoice - Africa	\$ 2.1 Million	Pay - TV	-
2016 - 2019	ST World Football	Startimes	\$ 17.9 Million	Pay - TV / FTA	GTV, Max TV, Metro TV, TV3, UTV, GHOne TV, GTVSports+, Kessben Tv, Adom Tv,
2020 – 2025	Adepa Channel	Startimes	\$ 5.25 Million	Pay - TV / FTA	Max TV

*Source: GFA News Archives.*

NB: The deal signed between Afri – Sat, operators of GBS and the GFA was for three years but the contract was terminated after the first year due to the liquidation of GBS in January 2009. The deal signed between operators Startimes and the GFA in 2016 was for a ten year period under the erstwhile GFA President Kwesi Nyantakyi’s administration. The deal was terminated when the new GFA administration under Kurt Edwin Simeon Okraku took over in 2019. A new deal was signed between Pay – TV giants Startimes and the GFA in 2020 for five years scheduled to end in 2025. In 2019, GTV Sports Plus was given the rights to

telecast the Normalization Cup organized by the Normalization Committee set up by FIFA after the Anas Exposee to keep all clubs active for an official resumption of domestic football activities in the country at that stints.

### **1.1 Statement of the Problem.**

Football is the most popular sport in Ghana. It is indeed the passion of the nation as most people from all worth of life embraces the sport. In Ghana, football and for that matter sports over the years has been one of the fulcrum for fostering peace and national development. A sense of reality can be deduced from the 1963, 1965, 1978 and the 1982 African Cup of Nation successes and Ghana's maiden appearance in the 2006 World Cup in Germany. The South – Africa 2010 World Cup spectacular exhibits cannot be overruled as becoming one of the few African countries to have reached the World Cup Quarter Finals.

In the field of football, a lot of names can be mentioned. The likes of Wilberforce Mfum, Osei Kofi, Mohammed Polo, Abdul Razark, Anthony Yeboah, Abedi Pele, Samuel Osei Kuffour, Stephen Appiah, Michael Essien, Sulley Muntari, Asamoah Gyan, Andrew Ayew, Thomas Partey and the others are notable names which comes to mind. The Ghana Premier League which started in 1956 and professionalized in 1993 has given rise to most of the aforementioned names above. The league was the order of the day every weekend in the late 50s up till the early 2000s as most football fans in the country find their way to the various match venues to catch a glimpse of their favorite teams and players as they depict their natural and tactical talents on the greener rectangular field of play. Most Ghanaians have a passionate interest in football and avidly support one preferred club. But in Ghana, as in many other countries, support for the local leagues has been eclipsed by intense dedication to the top European

leagues. Ghana's football fans have been drawn to foreign clubs, especially the English league, and patronise replica jerseys and other related merchandise (Hinson 2020).

This became apparent at a point in time where the local league was not accessible in most of the local television stations because the content was not appealing for the football fans in the country since the standards are low comparably to the European leagues especially the English Premier League, where accessibility is prominent in most of the television channels. The introduction of Pay – Tv subscriptions in the Ghana Premier League in 2008 added some bytes to the content creation since HD technologies came to play. However, the adaptability rate of most football fans in Ghana to the Pay – Tv subscriptions became minimal at that time because it was novel. Many fans couldn't afford the decoder purchase and monthly subscription that accompanied the services of these Pay – Tv channels unlike previously with the national broadcaster on Free to Air. However, the adaptability rate increased a bit in the early stages of 2013 when Multichoice, operators of Dstv was given the rights to broadcast the Ghana Premier League. Most Ghanaians already had Dstv decoders at that time due to their interest in the European leagues and hence the deal afforded football fans in the country a great chance to watch the Ghana Premier League on Supersports 9, a channel which was dedicated to African football. However, the goal post has now shifted to the amounts the Ghana Premier League clubs are receiving as part of their share of the television rights sold by the GFA. In Ghana, the major sources of revenue for the clubs are, gate proceeds, player sale, corporate sponsorships and now television rights. In recent times most of the clubs especially the bigger ones have expressed dissatisfaction on the amounts they receive from television rights per season. Over the years, television right monies are distributed equally among the clubs. In the current Startimes deal with the GFA worth \$5.25 million, for five years, the expected amount according to ghanaguardian.com to be received by each of the eighteen premier league clubs is \$15,000 for the current 2020/21 season. The big clubs especially Kumasi Asante Kotoko have expressed

dissatisfaction about the paltry nature of the amount since their matches are most telecasted in the league.

Unlike Europe, a key aspect of how the TV broadcasting rights are sold is the system of bargaining used. In some cases in Spain, teams own the TV rights and negotiate them individually with the TV platform. In the other system, teams create a cartel (normally run by the league itself) to bargain collectively with the TV platform especially in the English Premier League. An interesting exercise is to compare the league distribution of team revenues in the Spanish LFP and the English Premier League. This comparison is reasonable, given that they have been the top European leagues in the last decade (Gortazar 2012).

For instance between May to September 2020 in the midst of the Covid – 19 pandemic, the German Bundesliga, English Premier League and the Spanish La Liga resumed their leagues for the completion of the 2019/20 season with matches played behind closed doors. Their respective television right deals became a major cushion for the clubs for the resumption of these leagues amid the pandemic.

However the situation wasn't the case in Ghana when the 2020/21 season started in December 2020. The Government per its directives for all football matches to be played behind closed doors due to the Covid -19 pandemic gave each of the eighteen premier league clubs GHC 50,000.00 to cushion them.

The television right problems in the Ghana Premier League is imperative on issues raised by the football clubs and other stakeholders in the game on the premises that, the television right monies distributed to the clubs is not sustainable when all other sources of fund freezes in unexpected eventualities like the Covid -19 as compared to the European Leagues.

The smaller clubs in the Ghana Premier League don't get enough television coverages especially for their home matches to project their players to the foreign football markets unlike the bigger clubs such as Kumasi Asante Kotoko, Hearts of Oak, Obuasi Ashatigold and to mention a few.

Issues about production quality of the Ghana Premier League has been on the table for most sports media discussions and also from some football fans in the country. In a story published by goal.com on the 8<sup>th</sup> of June 2011, The international director of Super Sport Gary Rathbone expressed concern about the quality of TV production of the Ghana Premier League. Rathbone said "the network is not overly impressed with the quality of television production that is currently being provided by Optimum Media Prime, rights holders of the elite league". He said the problem is due to the fact that Super Sport does not have direct control over the TV rights of the local competition. "Yeah, I will say that the fact that we do acquire our rights through a third party hampers our efforts to a slight degree," he told *E TV*. "But it hampers two things. As I mentioned earlier, the key thing to succeed with your league is proper coverage and I think the quality is an issue." Rathbone stressed Super Sport is disturbed because it does not have direct influence on the coverage. "We need to improve the quality of the coverage of the Ghanaian league and getting it from a third party means that we don't get the quality that we like. We will like to have more control and we want to contribute more to production so we can help raise the quality. So it is one of the things we are frustrated with, working with a third party," he added.

The current television right holders of the Ghana Premier League, Startimes have also had a share of this production quality issues in the league. In November 2016 when they signed a ten year deal with the Ghana Football Association which was later abrogated after the "Anas Number twelve Exposee" their production quality was highly criticised by some media outlets in the country especially when relying on their footages for analysis on sports programs. These

issues heightened when in 2017 a seemingly debatable penalty awarded for Accra Hearts of Oak by referee Samuel Suker in a Super Clash match against Kumasi Asante Kotoko at the Accra Sports Stadium caused missed reactions from all angles within the football fraternity in Ghana. The debate was about whether the incident was a penalty or not? Hence many media outlets resorted to the video footage by Startimes for clarity in their sports discussions but the footage couldn't seem to give a clear picture of the incident. This led to the publication of many stories about the incident based on the reporters' perceived judgements. In a story cited on [ghanasoccernet.com](http://ghanasoccernet.com) on 19<sup>th</sup> March 2017 headlined "**Hearts v Kotoko: The controversial penalty**", the writer indicated that, the decision by the referee appeared to be a howler which others might have diversified opinions about that since the video footage couldn't give a clear picture of the incident. In the story the writer stated that "Hearts of Oak pipped sworn-rivals Asante Kotoko with what appeared a howler by the center man Samuel Suker, awarding them a penalty which was neatly converted by Vincent Atinga. Samuel Yeboah's drive hit Ahmed Adams' back when the Kotoko defender had gone too low to shield the ball. The referee pointed to the spot for Atinga to convert, a decision that did not go down well with the Porcupine Warriors. Agitated assistant coach of the Reds Godwin Ablordey blasted the referee after the game accusing him of cheating them".

Some television right holders have also cited the deplorable nature of some of the football pitches in the Premier League match venues as one key factor affecting production quality in the coverages. In a story captured on [ghanaguardian.com](http://ghanaguardian.com) in 2020, The head of production for television right holders of the Ghana Premier League Startimes, Philip Sitso Atsrin lamented the type of pitches they have to contend with in the coverage of the Ghana Premier League. In his statement, he indicated that, "Quality of pitches in the league is terrible but as television right holders there is very little we can do about it than to appeal to the club owners and the GFA to do something about it."

These indications explain why the current thesis is placing an importance on a research focusing on the effects of television rights on the Ghana Premier League taking into consideration the Ghana Football Association.

## **1.2 Objectives of the Study**

- To ascertain the effects of television rights on spectatorship in the GPL.
- To ascertain the effects of television rights on the finances of the GPL clubs since the league adopted the Pay – TV coverage.
- To ascertain the effects of television rights on the marketing structure of the GPL.
- To ascertain the effects of television rights on the GPL in terms of coverage accessibility and production quality.

## **1.3 Research Questions?**

- What has been the effects of television rights on spectatorship in the GPL?
- What has been the effects of television rights on the finances of the GPL clubs since the league adopted the Pay – TV coverage?
- What has been the effects of television rights on the marketing structure of the GPL?
- What has been the effects of television rights on the GPL in terms of coverage accessibility and production quality?

## **1.4 Research Hypothesis**

**H<sub>1</sub>.** Spectators will patronize league matches with a competitive balance or uncertainty outcome than matches whose outcomes are certain when broadcast channels are accessible to them.

**H2.** Kumasi Asante Kotoko and Accra Hearts of Oak will agitate for an individual television rights selling system than the other remaining football clubs since their matches are most broadcasted in the league and are able to generate higher TV rights revenues.

**H3.** Television stations with wider coverage and on other international digital platforms will market the Ghana league than local television stations with wider coverage locally.

**H4.** Television Stations will opt for Pay per View option than Free to Air in their bids to telecast the Ghana Premier League due to expected demands for quality production and wider coverage hence increasing the broadcast rights transactional amount by 20% after every 5 years.

### **1.5 Scope of the Study (Profile of the Ghana Football Association)**

The Ghana Football Association (GFA) is the successor to the Gold Coast Football Association founded in 1920, which used to be the governing body for football in Ghana and is one of the oldest football associations in Africa. Founded in 1957, the Ghana Football Association (GFA) is the game's governing body in Ghana. It is a representative democracy, and is the umbrella organization for all football clubs and other interest groups in the country. The GFA is responsible for overseeing, promoting and developing Ghana football at all levels, from grassroots through to the professional game. The GFA got affiliated to the World's Football Governing body that is the Federation of International Football Association (FIFA) in 1958 and the Confederation of African Football (CAF) in 1960.

Their main objectives, enshrined in their statutes, are to develop football around the country, to organize domestic competitions and to protect the integrity of football (against match manipulation, doping etc.).

The other aims are to deal with all questions relating to Ghana football, to promote football in a spirit of unity, solidarity, peace, understanding and fair play, without any discrimination on the part of politics, race, religion, gender or any other reason, to safeguard the values of the game, maintain relations with all stakeholders involved in Ghana football, and support and safeguard our members for the overall well-being of the game in the country. By far Ghana's biggest and most important sporting discipline, the passion for the game in Ghana is driven by the desire for success on the pitch. With this also comes with the focus on developing youth talent while using the game to contribute to society. The GFA is composed of a number of political bodies (such as the Congress and the Executive Committee) and the administration. The highest political position is the GFA President, elected every four years by GFA's members. The GFA administration, with over 100 people from all parts of the country, is based in Accra. It is run by the General Secretary (CEO). The GFA stages the Ghana Premier League, the Division One League, the FA Cup, the Super Cup, and the Gala. The women's competitions like the Women's League, the Women's FA Cup and the Women's Super-Cup. The Division Two, Division Three, and Colts League (juvenile leagues) are run by the Regional FAs.

### **1.6 Relevance of study.**

The relevance of this study is to contribute to the measuring impact of television rights on the Ghana Premier League organized by the Ghana Football Association. It is also a study that will shed light on the number of television networks who have been awarded exclusivity by the GFA to telecast the Ghana Premier League, how the broadcast impacted in marketing the league, improving the finances of the clubs, enhancing spectatorship and accessibility of the television channel on various terrestrial and digital platforms.

This study will also cover some gaps in literature as there is little literature that specifically talks about television rights even in all the sectors in Ghana including sports.

Furthermore, this study will contribute to conceptual and empirical literature on television rights and serve as a foundation for additional studies.

This research will be useful to course tutors for teaching related communication tools and channels with which television is part. It will also provide football administrators an overview on the positive impacts of television rights for football leagues and mechanisms for engaging stakeholders towards the development of the game. In a null shell, football associations, football clubs, television stations and other stakeholders in Ghana and beyond can leverage on this research's findings as a blueprint for partnership and sponsorship with television stations for the broadcast of major football events.

### **1.7 List of Abbreviations.**

FIFA – Federation of International Football Association.

CAF– Confederation of African Football.

GFA – Ghana Football Association.

PLB – Professional League Board.

TV – Television.

GBC– Ghana Broadcasting Corporation.

GBC TV – Ghana Broadcasting Corporation Television.

GTV – Ghana Television.

OMP – Optimum Media Prime.

PTV – Pay – Television.

PPV – Pay Per View.

FTA – Free To Air.

FC – Football Club.

GBS – Gateway Broadcasting Services.

DTT – Digital Terrestrial Television.

DSTV – Digital Satellite Television.

HD – High Definition.

DVB - Digital Video Broadcasting.

## **1.8 Chapter Summary.**

Chapter one of this study dwelled on the background which provided an overview on television rights in general, the revolution of football, the history of the Ghana Premier League and the list of television stations that had gained exclusivity to telecast the Ghana Premier League.

The problem statement hinted on football being the most popular sport in Ghana, taking into consideration the numerous talents Ghana as a country has produced through football. It also stressed on the Ghana Premier League being the order of the day every weekend in the late 50s up till the early 2000s as most football fans in the country found their ways to the various match venues to catch a glimpse of their favorite teams and players as they depict their natural and tactical talents on the greener rectangular field of play. The menace of intense dedication by most Ghanaian football clubs to foreign leagues than the local league was elaborated. The argument by most fans regarding the Ghana league not being accessible on the local television stations at a point in time came to play as well as the rates of adaptability when Pay – Tv stations came on board to telecast the league. The goal post has now shifted to the amounts the Ghana Premier League clubs are receiving as part of their share of the television rights sold by the GFA considering the paltry amount the clubs especially the smaller receives from gate proceeds. Some of the bigger clubs are agitating for a greater percentage since their matches are most telecasted within a season.

The objectives of the study dwells on ascertaining the impact levels of television on spectatorship in the GPL, the finances of the GPL clubs since the league adopted the Pay – TV coverage, the marketing structure of the GPL and the on the GPL in terms of coverage accessibility and production quality.

The research questions is also emphasizes on what the impact levels of television rights are on spectatorship in the GPL, the finances of the GPL clubs since the league adopted the Pay – TV coverage, the marketing structure of the GPL and on the GPL in terms of coverage accessibility and production quality.

The research hypothesis also featured on four key projections with its reasons stated. The scope of the study elaborates on the profile of the Ghana Football Association, emphasizing on its history, objectives, functions, the organizational structure, affiliations and its organized competitions.

The relevance of the study mainly seeks to contribute to the measuring impact of television rights on the Ghana Premier League organized by the Ghana Football Association. It is also a study that sheds light on the number of television networks who have been awarded exclusivity by the GFA to telecast the Ghana Premier League, how the broadcast impacted in marketing the league, improving the finances of the clubs, enhancing spectatorship and accessibility of the television channel on various terrestrial and digital platforms. The full meaning of the abbreviations used is also captured.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction.

Chapter one provided an overview of television rights in general, the revolution of football, the history of the Ghana Premier League and the list of television stations that had gained exclusivity to telecast the Ghana Premier League. Chapter two seeks to provide theoretical perspectives into television sports broadcasting and its effects on the clubs especially football and other stakeholders in the game.

#### 2.0.1 Definition.

The key areas in the topic are, Television Rights, Effects, Ghana Premier League and the Ghana Football Association.

- **Television Rights.**

Television rights means the right to communicate a program to the public by any television service, delivered by any technology now known or discovered in the future, delivered for payment of a fee or subscription, including any television service provided on a scheduled, On Demand, pay per view or any other basis. It also means the right to make available, distribute or otherwise exploit a program as part of a pay programming service, for which a supplemental subscription fee or other periodic fee is charged to the subscriber of the service, by means of Television Transmission ( <https://www.lawinsider.com/dictionary/pay-television-rights>).

- **Effects.**

Effect are changes, reaction, or impression that is caused by something or is the result of something. It is also defined as a result of something or the ability to bring about a result.

- **Ghana Premier League.**

The Ghana Premier League is the top professional football division of the football league system in Ghana. Formed officially in 1956 with Accra Hearts Of Oak winning the maiden competition. after the last Gold Coast Club Competition was held in 1953 -54, the league is organized by the Ghana Football Association through its structured Premier League Board. However the PLB in Ghana is not autonomous as in other European countries especially the English Premier League (GFA news archives ).

- **Ghana Football Association.**

The Ghana Football Association (GFA) is the successor to the Gold Coast Football Association founded in 1920, which used to be the governing body for football in Ghana and is one of the oldest football associations in Africa. Founded in 1957, the Ghana Football Association (GFA) is the game's governing body in Ghana. It is a representative democracy, and is the umbrella organization for all football clubs and other interest groups in the country. The GFA is responsible for overseeing, promoting and developing Ghana football at all levels, from grassroots through to the professional game. The GFA got affiliated to the World's Football Governing body that is the Federation of International Football Association (FIFA) in 1958 and the Confederation of African Football (CAF) in 1960 (gfaorg.gh).

## **2.0.2 Football in Ghana**

Football in Ghana has evolved after the colonial rule of British West Africa to Nkrumah's independent Ghana. Football is arguably a passion of the nation Ghana till the release of the corruption scandal of the Ghana Football Association (GFA) by a celebrated journalist called Anas Aremeyaw Anas. Undeniably, Kwame Nkrumah (Ghana's first president), after the departure of the British and upon attaining independence in 1957, saw unity as the only way to unite a divided nation. Therefore, football which was thought to be an emotional weapon that is capable of breaking even the severest fractions was quickly adopted in the process of organising the formative years of the nation around a common identity (Darby & Solberg, 2010). Nkrumah, being a strong-minded person, used football as a weapon for national development and cohesion, and appointed the first ever national sports director. "Under the stewardship of the first Ghanaian sports director, Ohene Djan, the Ghanaian national team sought victories in international competition with the explicit purpose of causing patriotic opinions amongst the Ghanaian people" (Darby & Solberg, 2010, p.120). To this end, Nkrumah personally established a football club, "Real Republicans", with the purpose of acting as an ambassador in lieu of Pan-Africanism and "the new spirit of the African man" (Darby & Solberg, 2010). According to Darby and Solberg (2010), it was under Nkrumah's regime that football saw a promising future as most significant investments were made in the history of Ghanaian football, and the Ghana league was established in 1960.

Today, the league has seen tremendous changes, both good and bad. This admission does not in any way aim at downplaying the numerous challenges confronting the Ghana Premier League (GPL). Fan apathy, poor management, corruption, lack of investment, player exodus, hooliganism and lack of attractiveness are but few of the traits of the GPL, even till today.

(Hinson et al. 2011) opined that the Ghana Premier League was halted due to the lack of funds in 2001. Likewise, the 2009/2010 league season paused as a result of match fixing scandal. This scandal involved one of the second-tier clubs in Ghana, Nania FC, a club owned by the legendry Abedi Pele (former Black stars player, captain and three times African best player), that won a promotional play-off into the premier league by a questionable score line of 31-0 which was unprecedented. That notwithstanding, the Anas Aremeyaw Anas' uncover of the rot in the GPL, where referees were taking bribes to fix matches, unraveled how corrupt the system was. The above issues raised about the Ghana Premier League explains why the league has been unable to attract the masses and the needed resources to run as a professional one. A similar predicament can be found with clubs that participate in it, as they show little signs of financial capability despite the existence of management teams for most of them. However, it is rare for club funding to be at the sole clemency of fans and other benevolences (Darby & Solberg, 2010).

In relation to the research question on what the effects of television rights on the finances of the GPL clubs has been since the adoption of the pay TV coverage, the efforts of GFA in securing a lucrative three year broadcasting deal with Super Sports on DSTV sports channel SS9 in 2013 which was estimated to be \$ 2.1 Million cannot be overlooked. The deal was embraced by most football fans and other stakeholders in the game considering the weight Super Sports carries when it comes to television coverage. Connoisseurs and book makers of the game predicted the deal as one of the best to have happened to the Ghana Premier League in terms of exposure to the outside world. (Owusu 2013) is of the view that, the three-year broadcasting deal package signed in September 2013 was expected to see each club in the premier league earn a sum of \$25000. The payment schedules wasn't favorable to the clubs as

it was paid in bits. Hence most of the clubs couldn't make good investments with the monies as it was mostly used to offset their respective recurrent expenditures.

Critics of the GFA have often blamed the over attention of the football governing body on the Black Stars (i.e., at the expense of development of the local league) as self-seeking.

Though these claims seem to be mindboggling, actions within the circles of the GFA have sought to give some weight to these claims. As a result, some have questioned the true commitment of the GFA to see the local league grow. A case was highlighted by Hinson et al., (2011) in a \$3 million sponsorship deal saga brokered between the GFA and Globacom, a telecommunication company. In the deal, "[it] was purported that some person or a group of person(s) within the Ghana Football Association acted as an agent to rip off the clubs..." (Hinson et al., 2011, p.105). The so-called agent(s) made away with \$1 million, representing 15% of the total sum for the 2009/2010 league season.

### **2.0.3 The popularity of Sports Content.**

Barney et al talked about the media fascination for sport (Barney et al, 2002, p.51). Boyle and Haynes argued that what television needs from sport are audiences and advertisers as well as prestige, profile and credibility in the marketplace (Boyle and Haynes, 2009, pp.68-71). Gratton and Solberg stressed that the most significant change in the sports industry over the last 20 years has been the increasing importance of broadcast demand for sport (Gratton and Solberg, 2007, p.1). In 1998, a World Cup year, a soccer match topped the television programme popularity ranking lists in 75% out of 50 European countries. In Germany and France, 86 and 73 respectively of the top 100 programmes were soccer related. Six of the top ten TV programmes in the UK were soccer matches from the World Cup finals (Gratton and Solberg, 2007, p.309). What these examples show is that sports content has significant media value whether in the form of news or the live transmission of an event. There is a close

connection between television rights and the editorial agenda and if one channel owns the rights for an event.

Relating this to the research question on what the effects of television rights have been on spectatorship with regards to the Ghana Premier League, spectatorship has been a major problem for the Ghana Premier league. The league over the last decade has seen its content being competed by varied programs on other television platforms such as movies, arts, entertainment shows, political shows etc. The advent of the English Premier League content on Multi Choice's Digital Satellite platform DSTV for Ghanaian and Africa viewers for the past decades have also had a toll on the local league. The preference for most Ghanaian football fans for the foreign leagues seems to have eclipsed the popularity of the Ghana Premier League. Fosu (2015) argued that even though the foreign leagues have derailed the popularity of the league in terms of spectatorship, it is imperative on the handlers to strategize and bring back the old moments where spectators queue in thousands to get access to the various league venues to catch a glimpse of the matches. Fosu (2015) further argued that, the handlers of the Ghana Premier League calendar and for that matter all African league calendars should be synchronized in consultation with the television right holders to kick start at the end of the Major European League calendars which is May every season or year as being adopted by the Major League Soccer in the United States to increase the patronage and spectatorship base for their league.

Since Wann & Branscombe (1990, 1993) started investigating how people create social links with sports teams, team identification has been a key factor in many sports' consumption models. Team identification defined as an inter-relationship between fans and teams to the extent of fans classifying the teams' success and losses as their own has been found to increase attendance (Ashforth & Mael, 1989). Team identification can be linked to the social identity theory propounded by (Tajfel & Turner, 1979). The theory suggests that people get self-esteem

from the groups they belong to (Tajfel & Turner, 1979). Therefore, people multiply into several groups that gives them an identity. Ideally, social identification assists individuals to find themselves within their own social environment (Ashford & Mael, 1989). Sports teams constitute one of the important social groups within which people find themselves (Fink et al., 2002). Therefore, it is usual for a sports fan to introduce themselves by their names (self-identity) followed by the name of the favourite team (social identity). Ghanaian football fans unlike other fans worldwide, identify themselves with nicknames of their favourite clubs like "Kotoko-fabulous and Hearts-Phobia" to create a social identity.

In relating this further to the research question on the effects of television rights on the marketing structure of the GPL, content popularity for the local league has a direct link with its marketing. When the Ghana Premier League is patronized by spectators at the various stadia and also gain the much needed views on the television platforms of the right holders, the probability of its market base increasing is very high. The market base of the Ghana Premier League in this scenario is accessed on the premise of player sales abroad and sponsorship attraction which generates extra revenue for the clubs. Fosu (2015) argued that, when the Ghana Premier League Board and the Football Club Administrators adopt a holistic marketing strategy for the league bringing on board experts both local and international, there will be effective quality player supply to the European leagues and also for our various national teams to generate higher sales for the clubs. Fosu (2015) further argued that, the league's attraction to sponsors as in the case of the other European Leagues will be on the high when great marketing strategies are executed efficiently and consistently.

#### **2.0.4 The technology factor.**

The impact of technology on sport, while always having had an effect, has in the past 20 years become even more pronounced (Turner, 2008, p.178). The technological advances will not

necessarily lead to equal opportunities for sporting organizations in different parts of the world but will definitely lead to opportunities for some. Sports organizations strive to maintain or improve the value of broadcast contracts, establish business models designed for digital media, develop their own broadcast and online media production, prevent online piracy and unauthorized content reproduction and accommodate online feedback, criticism and possible content reproduction by fans and consumers.

Broadcasters try to establish complementary and attractive online sites, compete with new market entrants such as telecommunications providers, adjust to an altered advertising market, prevent unauthorized content reproduction and deal with regulatory uncertainty in a fast-changing communications environment. A number of studies have been devoted to technological convergence and the impact it has on television. Syvertsen (2003) talked about the challenges to public television and the importance of convincing the political authorities that public television represents a valuable alternative to commercial broadcasting, while at the same time present output that is sufficiently broad and popular to appeal to the public at large.

A sense of reality is what transpired in 2020 between GBC and the GFA. In a news item published by [graphiconline.com](http://graphiconline.com). Ghana's state broadcaster, GBC expressed disappointment at the GFA for rejecting its financially superior bid they submitted prior to the commencement of the 2020/2021 Ghana Premier League. According to the GBC, its offer of \$1,100,000 annually was superior to the \$1,050,000 annual bid which secured the rights for Chinese pay television company, Startimes. GBC among other reasons indicated that, it was an unfair decision by the GFA to deny a local television consortium, the television broadcast rights will deny some Ghanaians access to the Ghana Premier League and FA Cup live games on Free – to – Air (FTA) broadcast ([graphiconline.com](http://graphiconline.com) January 9th 2020).

Another important factor is that, technology is changing the way viewers consume TV sport. High-definition, on-demand technology and improved graphics make the sporting experience more intimate and have persuaded pay-TV companies that invest heavily in sport to invest in new technologies in order to attract new subscribers. In an article in TIME magazine, Brad Adgate, senior vice president of research at Horizon Media, said that high definition TV was partly responsible for the surge in popularity of sport on US television. “With HD, you get to see the blades of grass and the beads of sweat. It’s a much richer viewing experience.” According to the Consumer Electronics Association, 65% of U.S. homes own at least one high-definition television set and sports ratings are 21% higher on HDTVs, according to Nielsen (TIME Magazine, 14 August 2010).

In relating this further to the research question on the effects of television rights on the GPL in terms of coverage accessibility and production quality, accessibility issues has been on the lips of many Ghanaian football fans since the adoption of the Pay – Tv option for the Ghana Premier League. Many fans have complained in recent years of not getting access to watch the Ghana Premier League since most can’t afford the monthly subscriptions charged by the Pay – Tv channels who get the rights. This was a strong issue raised by the state broadcaster GBC, when they were denied exclusivity rights to telecast the 2020/2021 Ghana Premier League after bidding, considering the wider coverage they have across the length and breadth of the country.

The production quality issues with the Ghana Premier League has been a banter between the football fans, connoisseurs of the game and the television stations. Even though the Pay – Tv channels over the years have been using HD OB Vans for their productions, the football fans and the connoisseurs have been blaming the television stations over the poor quality of their footages. This is a fact the television stations find it difficult to accept because of the high definition cameras they use for their coverage. They however blame the skirmishes on the bad

nature of the football pitches and dressing rooms some of the Ghana Premier League Clubs use which adversely affects the beauty and quality of their production.

New technologies will also need time to become established and widely accepted and television organizations must find a balance between offering a technologically attractive product and spending too much money.

## **2.1. Comprehensive Review.**

In Europe, heavy competition between broadcasters for sports broadcasting rights and consumer's attention has raised policy questions concerning both competition and content issues. The sale of broadcasting rights by sports leagues to television networks has become a highly debated issue because of the legal and economic questions it raises. One of the most contentious issues is the collective and exclusive controls of TV rights by sports leagues as confirmed by a number of cases brought to court (Falconieri, S., Palomino, F., & Sákovics, J. 2004). For example in 1996, the Dutch Football Association (KNVB) sold the TV rights for the retransmission of league games to a newly established sports channel. Feyenoord (a football club in Rotterdam) objected to the deal claiming the broadcasting rights belongs to the club in whose stadium the game is being played. The KNVB countered, saying that, the product is the competition itself and as its organizer, it was the owner of these rights. The Amsterdam District Court ruled that, home teams own broadcasting rights and in November 2002, the Dutch competition Authority prohibited the joint selling of TV rights. In many countries, the collective sale of television rights by sports leagues has been challenged by the antitrust authorities. In several cases, however, the leagues won in court, on the ground that sport is not a standard good.

In the case of the Ghana League, Kumasi Asante Kotoko is one club which has been on the neck of the main organizers the GFA on the dominant issues of collective and individual selling of television rights for the league. Kumasi Asante Kotoko considering its large fan base at a point in 2020 during the start of the 2021/2021 football season wanted exclusive rights to telecast its home matches individually due to a sponsorship deal it signed with a streaming channel called CEEK which would have generated more revenue for the club either than the amount the current right holders Startimes is collectively offering the eighteen premier league clubs.

This review is at the crossroad of the research objective to ascertain the effects of television rights in the Ghana Premier League, taking into consideration key areas in the finances of the clubs, production and accessibility issues, marketing structure and spectatorship or viewership. Although the exhilarating ambience, suspense, and enjoyment of a sport is best experienced through live attendance, the increasing importance and popularity of mediated sports can hardly be undervalued. The economic impact of sports media on society is reflected in the substantial audience ratings for sports programming, the explosion of sports media outlets, and the multibillion dollar value of sports broadcasting rights (Evens and Lefever 2011). Sport has become a global business and now increasingly functions as a specialized division of the entertainment industry. One of the most striking features of the modern sports business is its high dependency on cable and broadcasting revenues. Sports and the media, in particular television, have developed a self-interested relationship, allowing them to gain benefits from their complementary interests (Bolotny & Bourq, 2006).

While sports act as a pool for content and audience for television, the latter serves as a revenue source and a marketing means for sports. This relationship between sports organizations and broadcasters has increasingly evolved following the introduction of technology in sport. The intensified competition for livesports broadcasting rights with the rise of pay television and

digital broadcasting has induced inflated acquisition prices for these rights and has revolutionized the supply of sports programming (Turner, 2007). Owing to major developments in the global television market, the broadcasting rights marketplace has been fundamentally altered during the last three decades. Therefore, the sale and exploitation of sports broadcasting rights have raised a few policy questions concerning both competition and content issues. Exclusivity agreements may foreclose new media markets and may deprive the public access to major sports coverage. Consequently, public policy authorities have shaped the conditions for selling, buying, and exploiting sports media rights in broadcasting markets. In this context, a distinction should be made between upstream and downstream broadcasting markets. While the former brings into play sports organizations selling their rights to media companies, broadcasters, and service providers compete for consumers' attention in the downstream market by packaging sports content (Szymanski, 2006a).

### **2.1.1 The Modern Sports Media Complex.**

For decades, sports and the media have been building solid synergies aimed at establishing a deeply entwined relationship with both industries as mutual beneficiaries. At the heart of this sports media complex is the universal appeal of sports, which is monetized both by sports organizations (through rights selling and sponsorship) and media companies (through advertising and subscription fees; see Boyle & Haynes, 2009; Maguire, 1999). Today, a major part of European club football income stems from cable and broadcasting revenues, but media's interference in sports did not initially receive a warm welcome. As gate receipts represented the major revenue source for football clubs, the introduction of televised sports was originally feared to cause depletion in stadium attendance. However, live matches proved to be a fan builder and a financial engine for sports clubs as well (e.g., Buraimo, 2008). During the early

days, Public or State Broadcasters channels pioneered sports coverage on grounds of nation-building and cultural citizenship. Sports programming was perceived as a major argument to legitimize the establishment of Public or State Broadcasters and part of its explicit cultural mission (Rowe, 2004; Scherer & Whitson, 2009). In so doing, public broadcasters have created the sports broadcasting market prior to the appearance of commercial channels, which paved the way for pay television. Rowe (2004) regard this pioneering role as a form of market or research development with Public or State Broadcasters taking the risk and building up a business that was exploited, first, by commercial free-to-air channels, and later by subscription-based platforms. The rise of pay-television and digital access platforms has drastically reshaped the political economy of football especially in Europe. In the digital universe, free-to-air television has lost its status as the primary vehicle for live sports in favor of digital premium platforms, for which live sports became a crucial weapon in the strategy to drive subscription uptake and gain market share (Boyle & Haynes, 2004). As a result of the intensified struggle for subscribers among platform operators, live rights for exclusive sports coverage were drastically inflated. As of these developments, football economics were radically reshaped with clubs becoming highly dependent on this lucrative revenue stream. Sports clubs have been profiting from the opportunities of media technology to capture value relationships through the wide-scale exploitation of dedicated club channels, personalized mobile content, or online sports portals

(Boyle, 2004). By producing their own content, sports clubs have become “media clubs” as a resistance to media’s dominance in order to have their own voice in the global sports market (Ginesta & Sopena, 2008). Not only have sports clubs become media entities themselves but media companies have also acquired stakes in sports organizations for using sport in their business strategy. This vertical integration, or the Foxification of sports (Andrews, 2004), is likely to decrease competition, eliminate third parties, and depress sports broadcasting rights

fees. This increasing convergence between sports clubs and media conglomerates is driving the sports media complex to a new dimension, allowing media companies to have exclusive access and closer control of broadcasting and merchandising rights, which may raise important issues both on upstream and downstream broadcasting markets.

### **2.1.2. Upstream Broadcasting Market: Collective and Exclusive Selling of Rights.**

As broadcasting income has become one of the major economic resources for football clubs, selling sports broadcasting rights directly affects sports business' financial healthiness and fair competitiveness. As Rowe (1999) notes, sports media are not as vital as food and clothing but are paradoxically highly priced, thanks to their importance for sports clubs, broadcasters, and fans. Revolutionary developments in the European broadcasting system (e.g., digitization and liberalization) have fundamentally changed the sale and exploitation of sports broadcasting rights. While in the past, public broadcast institutions carried sports events and, as monopolists, paid relatively small rights fees, the proliferation of commercial free-to-air and pay television channels has substantially increased the demand and fees for these rights (Noll, 2007). Although these contracts seemed seldom profitable in the past, broadcasters remain extremely interested in sports rights because of their promotional opportunities, branding power, and audience building effects (Horne, 2006). With regard to the sale of sports broadcasting rights in the upstream market, two opposite but therefore not mutually exclusive approaches emerge, namely the joint selling of broadcasting rights versus individual team trades (Szymanski, 2006a). In the case of a league wide sale of rights, supply-side cartels organize a monopoly in order to maximize joint profits by reducing supply quantity. Owing to the increased competition on the demand side with several media groups tendering, sports leagues are taking full advantage of this pooling strategy to increase sports rights fees. Consistently, this

broadcasting income is allocated to all league members via distribution systems based on merits, performance, or market size (Boyle & Haynes, 2004). This solitary principle of pooling broadcasting rights is the dominant model in the European sports market. However, this principle is put under pressure since opportunism-driven major football clubs aim for negotiating broadcasting rights individually to avoid income sharing with inferior clubs and to boost revenues from these rights.

As per the Bosman ruling, the exponential growth in broadcasting coverage and inflation of rights fees is assumed to have exacerbated material inequalities between football clubs (e.g., Miller, Lawrence, McKay, & Rowe, 2001). Therefore, the effects of both selling approaches—collective approach and individual approach—on competitive balance have been widely debated. Sports broadcasting rights fees have been exploding due to increased competition and claim for exclusivity on the demand side. Although some contend that centralization of rights does not automatically maximize the league's total income (e.g., Forrest, Simmons, & Szymanski, 2004), rights pooling is said to cause higher rates compared with club-to-club negotiations.

Therefore, league wide negotiations are considered more effective than individual strategies and have had positive consequences for financing and developing professional sports structures (Andreff & Bourg, 2006; Bolotny & Bourg, 2006; Sage, 2000). Moreover, the collective sale of broadcasting rights is commonly assumed to encourage competitive balance, as it provides financial support to smaller teams through the distribution of broadcasting revenues. Individual rights negotiations, however, allow elite clubs to capitalize their national or even global appeal and reinforce existing structural inequalities between top and weaker teams. However, it is claimed that united strategies do not necessarily improve competitive balance, since unequal income distribution preserves historical competitive inequality, and they do not eliminate the advantages of large-market teams in securing live gates, sponsorship deals, or talent

recruitment (Cave & Crandall, 2001; Fort & Quirk, 1995). On the contrary, individual negotiations are regarded as a means to contribute to competitive balance, as it gives weaker teams incentives for improving team quality and, as a result, stipulating higher rights fees (Noll, 2007).

### **2.1.3 Downstream Broadcasting Market: Securing Cultural Citizenship.**

Owing to recent developments, live sports coverage has shifted from analogue free to- air to (digital) subscription-based (premium) platforms. These platforms are assumed to increase consumer choice in terms of sports content, enrich fans' viewing experience, and stimulate full participation to the game through enhanced interactive features (such as player cams, replay possibilities, statistics, etc.). Moreover, daily practice shows that fans are likely to pay for high-quality, exclusive live sports, and other value-added multimedia services. Although viewers may benefit from this subscription supply when this abundance leads to an increase of channel quantity and consumer choice, FTA households could be denied access to major sports events since these extra services require a supplementary subscription payment. In the past, people were able to watch major sports events on free-to-air television. However, due to the acquisition of exclusive sports rights by pay-television operators and later subscription based digital platforms, coverage of major sports events is increasingly excluded from free-to-air coverage. Example; In Ghana, all the major sporting events both local and foreign at some point in time could be accessed on the free – to air channels especial the Ghana Premier League. Considering the advent of Pay – TV, such competitions has become tedious to access on the Free – to - Air platforms.

This may lead to the so-called “siphoning effect” that occurs when subscription-based platforms carry events that previously were freely available (Noll, 2007). Consequently,

households unwilling or unable to pay an extra subscription fee could be deprived access to these events. Although a proportion of households will then be eager to switch to premium platforms due to the inelastic demand for live sports, this exclusivity of sports rights may endanger people's right to information and cultural citizenship (Jeanrenaud & Kesenne, 2006). In this context, Padovani (2007) argues that digital television continues to produce a polarized and dual market where high-quality content (first release movies and popular sports events) gravitates toward subscription channels and less valuable content is being distributed on free platforms. Those concerned with the social divide and the exclusion that a pay television environment may generate plead for a reinvigorated role of PSB as a provider of high-quality programs that are freely and universally available. Rowe (2004) therefore defends that "public broadcasters should make a significant, reforming, and progressive contribution to sports culture through innovation, critique, and diversification". Instead of leaving sports to the market, PSB guarantees citizens' rights to participate in cultural and social events and their rights to access quality information and entertainment. Sports play a major societal role while making an important contribution to solidarity and prosperity. Beside enhancing public health, fighting racism, and promoting active citizenship, sports act as an important cultural arena through which collective identities are being articulated (e.g., Blain, Boyle, & O'Donnell, 1993; Sewpaul, 2009).

Sports can bring people together, provide them with a sense of belonging, and possess the ability to unite the nation. Moreover, televised sports make an important contribution to social inclusion by developing shared national rituals and values (Donnelly & Young, 2001; Maguire, 2005). To participate fully in the cultural sphere, people should be granted universal access to those events that are claimed to be of national importance. As consumers still have the choice between analogue and digital services, an extra subscription fee or decoder purchase should be qualified as additional. However, once the digital switchover is completed (for analogue

terrestrial at last by 2012), the payment of digital television services should be considered as a further technological evolution within the broadcasting field and should then no longer be seen as additional. However, as analogue cable distribution mainly remains dominant in various countries, this could create a digital divide and lead to social exclusion (Evens, Verdegem, & De Marez, 2010).

Finally further discussions are owing to the recent emergence of digital technology and the proliferation of mobile multimedia handsets, the possibilities of enjoying sports content have multiplied. The expansion of new media markets has driven the sports media complex to a new dimension with sports clubs evolving to media entities. By exploiting new media content packages, sporting organizations endeavor to defend their stakes in this globalized complex and to maximize commercial revenues. These packages create a series of innovative use cases for sports fans allowing a more interactive, personalized, and cross-media sports experience. A number of sports clubs have started to implement a 360° approach to come up with new media services in order to enrich the sports experience. However, these developments pose the question whether dedicated club channels, personalized mobile content, and online news portals keep their promise as new profit centers for sports clubs, since revenues generated from these services are still disappointing. One could ask whether the overrated demand for these innovative services will devalue the economic importance of new media rights in the near future and whether mobile operators are still willing to invest heavily in these services because of their low consumer uptake and profitability. Through the supply of sports content across several platforms and devices, fans can be permanently engaged with their sport. Furthermore, sports broadcasting rights fees are also likely to decrease because of the increasing cross-ownership between media and sports corporations. By acquiring stakes in sporting organizations, the media is keen to dominate the sports media complex.

## **2.2. Theoretical Framework.**

### **2.2.1 Theory of media rights selling systems.**

When it comes to television rights in professional football games, two basic models exist:

- (i) Every club sells the broadcasting rights of his home games individually (sharing the revenues with the away team)
  
- (ii) All the participants of a league, a cup or any other championship bundle the broadcasting rights of all the respective games and sell them jointly, for instance, through an assigned competent association formed by the clubs. Alternatively, the collective sale of media rights may be managed by the sports association governing the championship in question (Budzinski, Gaenssle and Kunz-Kaltenhäuser 2019).

In the literature one can find several pros and cons concerning the individual selling of the TV broadcasting rights in the sports sector. One of the main arguments against this system is that the decentralized system increases the financial gap between the rich and poor clubs or at least does not do anything to diminish this gap. In the individual selling system each club in the league is in charge to distribute the TV rights of its home matches by oneself for the highest possible price. In the individual selling system each club in the league is in charge to distribute the TV rights of its home matches by oneself for the highest possible price. This system leads to huge price variations because the price the broadcasters pay depends on the attractiveness of the participating clubs and the uncertainty of outcome.

The uncertainty of outcome in turn determines the probable success the match will deliver to the broadcasters. Subsequently the successful clubs are able to generate higher TV rights revenues, spend more money on talent and will become increasingly stronger in the financial

and sporting dimension. In the long run such developments induce a lower uncertainty of outcome and a lower attractiveness of the league which all clubs want to hinder. Simultaneously the clubs want to be competitive on the European level which is quite difficult with lower revenues due to the centralized selling system. This leads to the paradox situation that dominating clubs on a national level want to distribute their TV rights themselves with the knowledge that this would probably come along with a negative impact on the overall success of the national league in which they are playing. These contrary opinions depending on the competition level ask for a discussion on which system is the best to ensure mutual benefit for the clubs and the national leagues.

One further issue of the decentralized system is that the clubs have to deal with high transaction costs. In theory a club can sell each of its home matches individually. But even if one club sells its rights for a longer period, for instance seasonally, each club has to negotiate its own contracts. Meanwhile a lot of different packages or kinds of media rights can be sold, especially accrued with the New Media sector, which increases the transaction costs further if each package is bargained individually. These procedure leads to higher transaction costs combined with a lower net revenue in comparison to the centralized selling system.

The centralized system has the complementary advantages corresponding with the negative aspects of the decentralized system and reversed. The transaction costs are by far lower because only one institution has to bargain the media rights and in most cases for at least one season. Furthermore, the centralized media rights selling system is combined with a specific distribution key which determines the revenue sharing within the league. Revenue sharing reduces the financial cleft between poor and rich clubs which improves theoretically the competitive balance in the league. However, the main and recurrent point of criticism of the centralized selling system is that the league is a natural monopoly with all linked effects due to monopolistic behavior. Source: Késenne (2007), p.21.

In the case of the Ghana Premier League, the centralized system has been practiced for so many years. The Ghana Football Association who are the main organizers of the league negotiates television broadcast deals for and on behalf of the clubs with amounts distributed equally to the clubs. Big giants like Kumasi Asante Kotoko and Accra Hearts of Oak have some years agitated for a lion share of the television rights money distributed to the clubs since their matches are most telecasted and also considering their huge support base. Hence championing the course of a decentralized television rights selling system where the clubs will bargain for their own coverage for their home games. In the recent five year broadcast deal signed between the GFA and Startimes in 2020, Kumasi Asante Kotoko had disagreements with the GFA over the former's "rights" to videotape their games using a streaming site called CEEK. In a story cited on citisports on January 2020, additionally, the Porcupine Warriors showed receipts of payments they had made to the GFA, giving them permission to shoot games with their own cameras. Per article 42 (5) of the Premier League Regulations, clubs can pay to record their matches. The GFA on the other hand, insisted the only cameras allowed to shoot games were those of the official broadcasters of the league, StarTimes and asked Kotoko to take the video from StarTimes after their games if they so badly needed it.

Kotoko had vowed to refund the StarTimes' broadcast money so they can have absolute control over videoing their games. According to Citi Sports sources, clubs were expected to receive the first tranche of the StarTimes money on Monday 23rd November, 2020, an amount of \$5,000, which Asante Kotoko intended to refund fully to the GFA, freeing them of any obligation to have their home games covered by StarTimes. Optionally, Kotoko had consider the option of broadcasting their home games on a paid streaming platform, CEEK, which the club signed a partnership deal with at the beginning of the season. It was the expectation that it will provide the club more revenue for their home games alone than the \$30,000 StarTimes paid each club for a full season's coverage of their games.

In relating the centralized and the decentralized systems under the theory of media selling right systems to the research questions on what the effects of television rights has been on the finances of the clubs, the adoption of the centralized selling system by the GFA in previous and current situations, has seen some remarkable increment in the amount distributed to the clubs per season. Even though there are complains about how paltry the amounts are, some of the smaller clubs are able to offset some expenses with it. The bigger clubs on the other hand are of the assertion of negotiating for their own individual television deals individually to accrue much financial gains considering their fan base which seems a possibility in the foreseeable future as seen in the Spanish La Liga where the two major clubs, Real Madrid and Barcelona negotiate their television deals individually.

### **2.2.2 Inter-Media Building under the Agenda Setting Theory.**

The beginning of agenda setting theory can be traced as far as 1922, when Walter Lippmann expresses his concern on the vital role that mass media can do in influencing the setting of certain image on the public's mind (Lippmann, 1922: 9-16). The agenda setting theory is a theory that discusses on how the mass media influences in making a certain issue as a public agenda. The public agenda is the main focus or prime issue which the members of the society or public concern about. Continuously, the agenda setting theory stands as important theory not only on mass communication, but extends to other related social science studies such as political communication (Reese: 1991). Under the agenda setting theory, the mass media is believed not to possess the ability to set the public agenda especially in matters of opinions or attitudes (Cohen: 1963).

In the advancement of technology, the emergence of new types of media is unstoppable. From newspaper and radio, mass media moves to prefer digitalized version of mass media such as

television, online internet and other digital devices such as iPhone 5 and Samsung Galaxy. By having new media, the accessibility of information becomes easier and delivery of information becomes more faster (Jenkins: 2006). Following the fast track of development in communication, mass media become more influential in setting the agenda and contribute to the formation of public's opinion or at least the members of the audiences.

Such forms of media are divided into two major types. They are known as: the old media and the new media. The old media or traditional media is a form of mass communication which existed before the existence of internet and digitalized devices (Jenkins: 2006). The inter-media building in connection to the agenda setting theory is a concept which evaluate on how one media's agenda influences another media's agenda. It is a discussion on how the agenda of the old media is able to influence the agenda of new media or vice versa. In comparison to the old media, the new media is faster in delivery of information and easier in accessibility to the information. By only one touch of a finger, an individual will have a less time in acquiring the information. The new media is also more popular among teenagers, youths and more trendy for new generation (Livingstone: 2002; Singer: 2005).

The research question on what the effects of television rights has been on the GPL in terms of coverage accessibility and production quality comes to play in this theory. In the case of the Ghana Premier League, the blend of the old media and the new media wasn't evident as per the previous television broadcasters of the league. Between 1956, 2008 and 2009 when GBC, GBS and Metro Tv respectively were in charge of the broadcast. The only form of accessibility was through their traditional platforms which was their television networks. GBC at the time could be accessed through the reception of televised poles. GBS on the other hand could be accessed through the purchase of their decoder and the satellite dish which was accompanied with monthly subscriptions. Many Ghanaians couldn't afford the huge monthly subscriptions that came with it. Metro Tv was also only accessible on reception of televised poles before they

later migrated unto the terrestrial platform with some few Ghanaian fans in privileged areas getting their signals to watch the GPL. Between the same periods of 2009 to 2013, Metro TV had Supersports as their international partners who were televising the GPL matches on their SS9 channel and Metro TV on the DSTV platform. There were however issues with accessibility as many Ghanaians couldn't afford the monthly subscriptions of Supersports.

Between 2013 till now, there have been a blend of both the old media and the new media in the broadcast of the GPL matches to many audiences across Africa and beyond. Supersports in 2013 when they got full capacity to telecast the GPL after their partnership with Metro TV broke down introduced some outdoor device called the DSTV Mobile. The device which was launched in 2010 was capable of receiving DVB – H signal and transmitting it over a Wi-Fi network to a connected cellphone. It was succeeded by the R339 Drifta USB thumb drive which allowed users to plug directly into a PC and access DSTV Mobile. However DSTV shut down its Mobile TV in 2018. In Ghana, the device was not hugely patronized as a result of complexities on the part of users efficiently operating it and the cost price. Startimes the current broadcasters of the league aside their television portals through their digital boxes also have the Startimes app for mobile phone users both on Play Store and App Store. Startimes subscribers can access all their channels on an app, on their phones. It also permissible to link the Startimes decoder to one's mobile phone using the decoder subscription to get the GPL content on the mobile phone anytime, anywhere. There are also free and trial versions with the app to watch some of the GPL matches using the mobile data.

By saying so, several factors in inter-media building can be contributed to the influence of new media to the old media in terms of setting the mass media's agenda. They are; speedy in time, easy accessibility, faster in delivery of information and popularity among the media audiences (Jenkins: 2006; Livingstone: 2002; Singer: 2005 and Anderson: 2000).

### **2.2.3 The theory of Multi - Sided Markets.**

The theory of multi-sided markets has been developed during the last decade “in order to analyze markets that differ from ‘ordinary’ goods markets in regard to the customer structure.”

Several definitions of multi-sided markets exist, a general one defines a multi- sided market if the following three requirements are fulfilled:

Firstly the existence of at least two distinct customer groups. Secondly which are indirectly connected by indirect network effects, namely externalities. Thirdly these externalities cannot be sufficiently internalized. Conventional multi-sided markets can be found in markets like credit cards, media, software platforms, brokerage and many more.

One comprehensive example, in which the three requirements are fulfilled, is the broadcasting market. The broadcaster as a supplier has two distinct customer groups, the readers and the advertisers, who buy advertisement space in the broadcastings. In standard economic theories these two groups would be analyzed with two distinct markets, a viewer market and an advertiser market. The issue of this classical view is that indirect interrelations between these two groups are neglected. Hence, maybe some important implications for competitive strategies of the suppliers will not be considered. Exactly for this reason the theory of multi-sided markets is integrated in this paper. The sports broadcasting market as well as the professional team or club sports market have multi-sided characteristics. These specific characteristics ask for sufficient consideration while developing for example pricing strategies from the supply side. In the underlying example of the broadcasting market, increasing prices from the broadcasters would probably lead to a decreasing demand. Simultaneously the attractiveness of the advertising spaces would decrease due to a smaller audience. These interactions can be called indirect network effects and do not necessarily have the same effects

the other way round. For instance, lower prices supplied by the broadcasters could lead to more demand, thus higher attractiveness for advertisers. A higher presence of advertisement in turn could lead to lower attractiveness for the readers (Evens et al. 2013, p.39).

Relating this theory to the research question on what the effects of television rights has been on the marketing structure of the GPL, the marketing structure of the GPL is embedded on two main results. Improvement in player sales and an increase in sponsorship. With much emphasis on the latter, the television stations through the broadcast of the GPL has offered huge local and international platforms to some corporate entities locally through their association with the league in the form of sponsorship. The television right holders through their broadcast attract sponsorship from various entities for their match day program considering the number of viewers watching. However, increasing prices from the broadcasters would probably lead to a decreasing demand and vice versa if the subscription or viewership rate of the broadcasters are low or high respectively.

On the part of the GFA as another entity in the multi sided marketing theory, they provide huge mileages for potential and current sponsors through stadium advertising. Stadium advertising takes advantage of large groups of people all being at one place, at the same time, to communicate marketing messages to them whilst they are captive, socializing in a good mood and having fun. The advertising boards and screens at the stadium has the ability to target like-minded groups ranging from those at the stadium and those watching on television at their homes or at a social center. However, increasing prices for the advertising boards would probably lead to a decreasing demand and vice versa if the viewership rate in terms of stadium attendance and television are low or high respectively. The wider coverage of the league by the broadcasters to the local and international audience has a strong tendency of projecting and marketing the GPL players to the other international clubs especially Europe.

This theory is however argued on the premise that, the increase or decrease in the prices of for the advertising boards and the broadcasters has no effect on demand if the content telecasted by the stations are attractive. If the league is attractive the increase or decrease in prices for advertising boards will not have any bearing on demand as entities will be willing to pay at any price or fee if the content is attractive and can help them market their products or services to generate revenue.

#### **2.2.4 Cultivation Theory.**

The cultivation theory was proposed by George Gerbner. It is one of the core theories of media effects. Cultivation is a sociocultural theory regarding the role of television in shaping viewers' perceptions, beliefs, attitudes, and values (Gerbner & Gross, 1976). In its original conceptualization, it was part of a more general cultural indicators project that addressed the broader question of the role of media in shaping a culture, primarily through the media's storytelling function. According to the theory, people who watch television frequently are more likely to be influenced by the messages from the world of television. The influence goes to such an extent that their world view and perceptions start reflecting what they repeatedly see and hear on television. Television is, therefore, considered to contribute independently to the way people perceive social reality. The cultural indicators project consisted of three components: an institutional process analysis that focused on how media messages are produced and disseminated, a message system analysis that focused on what actual messages were conveyed by the media, and a cultivation analysis that focused on how exposure to media messages influences recipients' conceptions of the real world. Moreover, because at the time of the development of cultivation theory television was the dominant storytelling medium, most of the theory's development and testing has focused on the influence and effects of television

on viewers' perceptions of social reality. As cultivation is a sociocultural theory, the three components of media institutions, message production, and message effects on viewers are inextricably intertwined.

However, the third component, cultivation analysis, has been the primary focus of most media research. In its simplest form, a cultivation effect is the relationship between the amount of time people spend watching television and the beliefs those viewers hold about the world. The primary hypothesis is that the more people watch television, the more their views of the world reflect the dominant narrative messages transmitted by television. More specifically, cultivation theory holds that the storytelling function of television is extremely powerful. Although the messages conveyed by television may at first seem incredibly diverse (many different themes, many different types of programs that convey these themes, and many different types of people that convey them), systematic analyses of these messages indicates a remarkable consistency in general value systems. It is the consistency of the TV message coupled with the high frequency with which these messages are viewed that give television the power to shape both individual and societal values. As mentioned, the primary hypothesis of cultivation theory is that the more people watch television, the more they will come to adopt its underlying messages. That is, the more they watch television, the more likely they are to hold beliefs that are consistent with the world as it is portrayed on television. Other important differences exist between TV portrayals and actual facts. For example, television consistently portrays a picture of material abundance. Representations of wealth and affluence, and general levels of materialism, tend to be overrepresented on television (O'Guinn & Shrum, 1997). Tests of cultivation follow directly from the aforementioned content analyses.

If television viewing cultivates perceptions of social reality that are consistent with the world portrayed on television, then the more people watch television, the more they should perceive that the real world resembles the TV world. Accordingly, amount of TV viewing should be

positively correlated with estimates of societal crime and violence, perceptions of the world as a mean and violent place, estimates of the prevalence of certain occupations, and other types of estimates that follow directly from content analyses showing overrepresentation of certain people, activities, beliefs, and values. An impressive volume of research supports these hypotheses (see Shanahan & Morgan, 1999). Television viewing is positively correlated with estimates of societal violence, anomie, fear of walking alone at night, and perceived danger. Studies have also documented the relationship between frequency of TV viewing and social reality perceptions not directly related to violence. For example, TV viewing is positively correlated with negative beliefs about the elderly; more conservative attitudes toward criminal justice; more sexist attitudes; greater faith in doctors; higher estimates of the prevalence of doctors, lawyers, and police officers; and greater interpersonal mistrust. Numerous studies also attest to the relationship between TV viewing and both perceptions of societal affluence and individual levels of materialism. Frequency of TV viewing is positively correlated with perceptions of societal affluence and with level of materialism (Shrum & Lee, 2012).

The theory argues that the media generally presents an image of the world that does not reflect reality. Television images are an exaggeration or fantasy of what actually exists. There is a disproportionate number of handsome gentlemen, beautiful women, crime, wealth and violence. As a result, people end up perceiving the real world in a distorted manner and viewing actuality through a 'television perspective.' Television offers a plethora of ideas and conceptions on a variety of social and cultural dynamics, attitudes and desires in people. These newly preconceived notions shape their perception of the world and they ultimately influence how others perceive them. People, therefore, end up unconsciously shaping their thought processes and behavior based on what they consume. In today's world, people are increasingly starting to depend on television more than any other traditional medium to understand the intricate web of the norms, values and mindset of the society in which they live. Cultivation

theory research views television as a system of messages and tries to understand its function and consequences on an audience. These messages complement one another and are organic and coherent in nature. Cultivation analysis focuses on the impact of long term cumulative exposure to television.

In relating this theory to the research question on what the effects of television rights has been on spectatorship in the Ghana Premier League, the viewership pattern of the football fans is normally based on the content broadcasted by the local networks comparably to that of the European leagues. The excitement the Ghana Premier League sometimes brings when televised also make some of the football fans wonder they reflects reality either than video editorials. Some football fans who watch the GPL matches are mostly driven by general viewing habits and scheduling strategies whiles others also watch based on their presumed interest in the game. However the excitement the league brings also make some football fans in the country non selective in terms of their viewing habits despite the availability of other football matches in other countries which offers Ghanaian football fans a plethora of choices.

Gerbner and colleagues assert that “television provides a relatively restricted set of choices for a virtually unrestricted variety of interests and publics. Most of its programs are by commercial necessity designed to be watched by nearly everyone in a relatively nonselective fashion” (Gerbner et al., 1986,p.19). A related assumption is that the content of TV programming is remarkably consistent in terms of its message; thus, even if viewers are selective, the message for the most part does not vary. Both of these assumptions have been questioned. For example, whereas these assumptions may have held in the early years of cultivation work, they may no longer be valid. With the advent of cable television, additional networks, and superstations, TV programming is no longer solely in the hands of the three major networks. Programming has become more targeted, designed to appeal to a segmented market. Further, technology has

made the remote control device ubiquitous, making program selection all the more easier. All of these developments and innovations may contribute to increased selectivity in viewing.

## **2.3 Review of Related Studies.**

### **2.3.1 Investigative studies on Sponsorship in the Ghana Premier League.**

In football, there are three major sources of revenue for the leagues. These are Matchday Revenues, Broadcast Revenues and Sponsorship & other Commercial Revenues (Ragonnaud, 2012). According to Mullin et al (2007) sponsorship is “the acquisition of rights to affiliate or directly associate with a product or event for the purpose of deriving benefits related to that affiliation or association.” (Mullin, Hardy, & Sutton, 2007). This means that sponsorship is based on acquiring the right to advertise a product or company, during an event. In sports, sponsorship can take both approaches. Companies like Nike and Adidas sponsor sports teams by making their jerseys (Hanke & Kirchler, 2013). Other sponsors pay money over a period of time. The major sponsors are called the jersey sponsors. (Jensen, Bowman, Larson, & Wang, 2013). These are sponsors who are allowed to have their brand images or names printed on the jerseys of the sponsored team. It is possible to have more than one shirt sponsor for a team but an agreement would have to be made between the team and the sponsors on specific terms.

Sponsorship began in the Ghana Premier League as early as the 1997-1998 season (Boafo, 2014). The sponsorship in the Ghana Premier League started with title sponsorship. Title sponsorship is paying a league body in order to own the right to have the league named after the sponsor. For example, Barclays Premier League (The English Premier League sponsored by Barclays Bank from 2001 to 2016), La Liga BBVA (The Spanish Top Division sponsored by BBVA).

It started with ABC Golden Lager as the title sponsors and they were the title sponsors for three years. There is no evidence to show that the Ghana Premier League had any title sponsors from the 2000-2001 season to the 2002-2003 season. In 2004, the pharmaceutical company, Kinapharma agreed to sponsor the league for one season and then, Ghana Telecom took over as sponsors for two seasons (2004-2006) before renewing under the name of One Touch for another two seasons. Before the end of the 2007-2008 season, the Ghana Premier League signed a 5-year deal with Globacom Ghana but at the end of 2012-2013 season, The Ghana Premier League refused to renew its contract with GLO therefore leaving the Ghana Premier League without a sponsor for the 2013-2014 season. On the 4th of February 2014, First Capital Bank signed a 5 year deal worth \$10million to sponsor the Ghana Premier League (First Capital Plus, 2014).

The theoretical framework of this study is based on the conclusions of Andre Buehler's research. He concluded that professional football sponsorships are based on the following factors: Trust, Understanding and Fairness, Cooperation, Commitment, Communication and Satisfaction. He also came up with three factors that have a positive influence on the quality of a relationship between the sponsors and a sponsee, especially in a professional football context and these factors summarize the factors stated earlier: 'relationship compatibility', 'Long-term perspective' and 'collaborative behaviour'.

Professional football sponsorship is a business-related partnership between a sponsor and a sponsee based on reciprocity in the context of the football business. The sponsor provides financial or non-financial resources directly to the sponsee and receives predefined service in return in order to fulfil various sponsorship objectives" (Buehler, 2006).

In professional football sponsorship, there are two major players;

1. The sponsor – a business or an organization.

## 2. The sponsee – football clubs or associations.

Breaking down football sponsorship further, the sponsorship of a football club can be divided into four different sections using a pyramid system. The top of the pyramid has the main sponsor, followed by the kit sponsor in the next section. The 3rd section includes the commercial sponsors while the 4th section has the local or regional sponsors (Buehler, 2006). Based on the research done by Andre Buehler, there are various reasons why companies choose to invest in professional football. Firstly, football provides a passion and an image. It helps companies who are looking to improve their image through the football as the sport emits a positive image and if a company that is seen as boring or dull needs a passionate spark, football is the way to go since football has always been depicted as a passionate sport. Secondly, football has a wide audience and it has access to different target groups. This all important for sponsors who want to reach different target groups at the same time. Also, it is an avenue for companies to be able to reach groups that do not necessarily watch television but go to stadia to watch matches or groups that can be accessed through the use of television adverts in other countries.

### **2.3.2 Studies on assessing the impact of Social Media and Sports Fan Engagement: A case of Accra Hearts of Oak and Kumasi Asante Kotoko.**

Internet and Web 2.0 technologies have evolved and hence shifted the attention of organizations from outmoded forms of communicating marketing programmes like magazines, television, radio and newspapers to social media in order to better engage with the public (Mangold & Faulds, 2009; Schulze, Scholer, & Skiera, 2014). Social media has gradually been adopted as an internet marketing tool within business (Michaelidou, Siamagka, & Christodoulides, 2011). According to Eagleman (2013), social media is believed to be one of

the fastest and proficient ways of growing a football club, communicating with fans and national governing bodies of sports. It helps in facilitating, reinforcing consumption, accruing brand loyalty and fan retention (Kozinets, 2002; 2010). Then again, it is proven to be a giant catalyst for the footballing world and fans alike. It represents the easiest and fastest way to circulate information around the globe (PwC, 2018). Not only has social media evolved, but has also offered a platform for sport clubs and management to interact and engage fans in real time (Meng, Stavros, & Westberg, 2015).

Loving, and Campbell (2015) state that, sporting clubs utilise social media strategies to augment profit. Social media however offers football clubs with ground-breaking experiences and interactions to build rapport with fans outside the club's home market (Stavros, Meng, Westberg, & Farrelly, 2014). Given the cumulative commercialization of sports, it is not astonishing that clubs are impelled into the branding spotlight (Thompson et al., 2018). Therefore, the branding of sport clubs is seen as an essential fragment in guaranteeing achievement and maximizing additional financial revenue (Bouchet et al., 2013). This is extremely possible since social media provides fans with the opportunity to find the latest sports information and also network with other fans (Hull & Lewis, 2014).

Therefore, it is anticipated that Web 2.0 (social media) can create a chance for football clubs and fans to engage and interact based on the likes, shares, comments, tweets and retweets. Filo, Lock and Karg (2015) state that professional teams invest significant amount of resources and time into nurturing and maintaining fan engagement through social media. Deloitte (2018) asserts that social media helps football clubs in accruing revenue and acquainting with prospective fans and setting up connections swiftly and smoothly. Mullin, Hardy and Sutton (2000) state that football clubs are facing intense competition from other contenders, mainly other entertainment options such as cinemas, theatres, and shopping complex and other online entertainment such as DStv programmes, television-series, Home Box Office (HBO), and

Netflix. Though globalisation has become a threat to live sports, it also permits football clubs to appeal to global fans and attract sponsors to help increase their revenue. Recently, two international brands ‘UMBRO’ and ‘STRIKE’ signed sponsorship deals with Accra Hearts of Oak and Asante Kotoko respectively due to their online presence. That notwithstanding, for clubs to accrue their international fan base, they ought to be active on social media and consistently engage their fan base. Griffiths (2016) states that most organisations use social media without comprehending the power, influence and reach of the platform. Furthermore, the emergence of social media has seen a lot of organizations struggling to manage, create and implement social media strategies (Miller & Lammas, 2010; Hanna et al., 2011). Thus, social media usage by numerous organizations appears to be “mostly experiential and ad hoc, rather than strategically planned in organizations across myriads of countries” (Macnamara & Zerfass, 2012, p.303).

Literature on social media has accrued in contemporary years and as such, it has become a popular term and most people around the globe are using either one or more of these social media platforms. Previously, this was not the case, as literature establishes that social media has developed over time from the embryonic days to medieval age and currently what is known as the golden age. The origins of social media spring faster than what might be imagined (Hendricks, 2013). The “Golden Age” of social media commenced in 2001 with the introduction of Wikipedia, Hi5, Flickr, Friendster, Reddit, Facebook, Snapchat, Pheed, Orkut, Tinder, Tumblr, WhatsApp, Vine and YouTube (see Table 2.1). Research has unraveled that the origins of social media can be traced to Friendster and Myspace; it is quite realistic to propose that social media did not really start until the launch of Facebook in 2004. Web 2.0 is as a result of the evolution of social media; Web 1.0 also have applications such as Encyclopedia and web pages (Kaplan & Haelein, 2010). Web 3.0 is a portable personal web fixated on individuals, live streams and consolidation of dynamic content (Deloitte, 2018).

The concept of uses and gratification theory first appeared in the article, “on the use of the mass media for important things” (see in Katz, Gurevitch & Haas, 1973). Katz et al. (1973) explain that uses and gratification (UG) “attract and hold audiences to the kind of media and the types of content which satisfy their social and psychological needs” (p.164). The UG theory is a term which was originally seen as a socio-psychological concept but has now transcended its roots and expanded into myriad fields (Ifinedo, 2016; Wei & Lu, 2014). Uses and gratification may be explained as the hybrid of attributes in media content that lead to the satisfaction of audience needs. The UG theory can be defined as an approach to understanding how people aggressively search for specific media to interact. That said, the UG theory is an audience-fixated method of understanding mass communication. According to Peirce (2007), gratification includes motives such as reasoning needs, affective needs, and social integrative needs, which lead to the satisfaction of audience needs. For organisations, relationship or engagement allows firms to draw on drivers of gratification from media in connecting to customers (Perse, 2014). According to Perse (2014), these drivers of gratifications may take the form of useful information, personal relations, or dimensions to engage customers. Therefore, social media permits customers to learn detailed information about other contacts, including personal backgrounds, music, interest, taste, and whereabouts (Gil de Zúñiga et al., 2012).

Williams and Chinn (2010) stated that, irrespective of the financial muscles of sport clubs, they often engage and monitor the needs of their fans on social media. According to Mahony et al. (2002), clubs ought to enhance fans’ interaction with the brand; clubs can accrue fan attachment to club by embracing the positive fans engagement. In view of this, the researchers suggest that clubs engage through the chat rooms and websites of the club. Interestingly, scholars have proposed the use of social media as a marketing tool in communicating marketing programmes; clubs can however use social media in promoting forthcoming games as well as events (Witkemper, Lim & Waldburger, 2012). That notwithstanding, social media has recently

changed the paradigm by giving sports consumers power than sports brand (McCarthy et al., 2014). Social media has the capability to increase commitment, affiliation and traffic to the sports brand, as well as accrue profit. Football clubs or sport organisations ought to utilise “effective communication platforms” (Abeza et al., 2013, p.120) and devise other marketing strategies to facilitate fan commitment and loyalty (Carlson & O’Cass, 2012).

## **2.4 Chapter Summary.**

Chapter two encompasses the literature review which is in three segments. The introduction, theoretical framework (theories underpinning the purpose of the research.) and review of related studies. The introduction provided a statement on perspectives into television sports broadcasting and its effects on the clubs especially football and other stakeholders in the game. The definitions of the key areas in the topic that is television rights, effects, Ghana Premier League and the Ghana Football Association was captured in the introduction. The introduction also encompassed a review of football in Ghana, the popularity of sports content and the technology factor in broadcasting.

The theoretical frameworks used in the literature were the theory of media selling rights systems which elaborated on the centralized and decentralized media rights selling systems and its implications to the football clubs and the league as a whole. The inter – media building under the agenda setting theory was also used to determine how the traditional media can be blended with the new media to provide the diverse and specified needs of the football fans in terms of accessibility to the league matches. The theory of multi – sided markets also featured to provide an expansive understanding on the two distinct customer groups for the broadcasters and the organizers of the league in terms of marketing. Cultivation theory which encompasses

the role of television in shaping viewers' perceptions, beliefs, attitudes, and values also featured.

The review of related literature was on Investigative studies on Sponsorship in the Ghana Premier League and Studies on assessing the impact of Social Media and Sports Fan Engagement: A case of Accra Hearts of Oak and Kumasi Asante Kotoko.

## **CHAPTEER THREE**

### **METHODOLOGY**

#### **3.0 Introduction.**

This study will adopt the mixed method approach that is from the research paradigm of pragmatism.

#### **3.0.1 Mixed Methods.**

The term ‘mixed methods’ is used here to denote research that combines qualitative and quantitative data collection and analysis in one study. Bringing together methods and data through mixed methods research can enhance understanding and explanation of the research problem. Mixed methods research encourages researchers to use multiple approaches to collecting and analyzing data within a single study, recognizing the limitations of using a single method. Despite this, a number of controversial issues and debates such as the paradigm-method fit issue and the “best” paradigm issue have limited the widespread acceptance of mixed methods research. Nonetheless, it is the researcher’s task to examine the specific contingencies and make the decision about which research approach, or which combination of approaches, should be used in a specific study. The rapid growth of mixed methods research has reinvigorated discussions surrounding why (and how) mixing quantitative and qualitative approaches should be done. Debates started in the mid-19th century and focused on the tensions between stand-alone quantitative and qualitative approaches (see Becker & Geer, 1957; Trow, 1957).

Today, mixed methods research has created a “booming field of methodological and theoretical discussions” (Flick, 2017, p. 46) surrounding the qualitative/quantitative dichotomy (Glassner & Moreno, 2013), difficulties in publishing (Mertens, 2011), and method integration (Mason,

2006; Mertens, 2014; Sligo, Nairn, & McGee, 2017). Despite this increased popularity, there is a relative lack of research critically looking at the underpinnings of how mixed methods are practiced and published (S. Hesse-Biber, 2010a; Heyvaert, Hannes, Maes, & Onghena, 2013; Hong & Pluye, 2018; Patry, 2013). Through an examination of how mixed methods are typically understood, Creswell and Plano Clark (2018) write about approaches to classifying mixed methods research design (see also the “five major questions” from Bryman, 2006). They suggest there are four major features that help us understand the decisions and characteristics of mixed methods: purpose (or intent) for mixing, sequencing of qualitative and quantitative strands, priority (dominance) of each method, and level of interaction between each strand. This article concentrates on the “two main factors” of sequence and dominance (Molina-Azorín & Lopez-Gamero, 2016; Morse, 1991; Morgan, 1998). Sequence relates to questions of method order, the most basic being whether methods are implemented simultaneously or one after the other (Morgan, 2013). Dominance relates to emphasis or which method is more central to the paper (Creswell & Plano Clark, 2011).

Dominance has been a central point of conversation in the study of mixed methods research. The term is somewhat synonymous with the other terms including priority, weighting, emphasis, and status and will be considered as such for the purposes of the analysis here. Others have preferred to think of this idea in terms of qualitative-driven and quantitative-driven research (S. Hesse-Biber, 2010b; S. N. Hesse-Biber, Rodriguez & Frost, 2015; Mason, 2006). The question of method sequence is detailed by Morse (1991) who asks the simple question: Are the data collected simultaneously or sequentially? Although some researchers have since examined more complex issues surrounding timing in mixed methods research through systematic reviews (Cameron, 2009; Palinkas, Horwitz, Chamberlain, Hurlburt, & Landsverk, 2011) or methodological thought pieces (Guest, 2013; Leech & Onwuegbuzie, 2009), the “why” of sequence is more often the focus. The best paradigm issue relates to the question

“what philosophical paradigm issue is the best foundation for mixed methods research? This issue, like the paradigm method fit issue, has multiple perspectives (Teddlie and Tashakkori, 2009). One perspective is that mixed methods research uses competing paradigms, giving each one relatively equal footing and merit. This “dialectical perspective recognizes that using competing paradigms gives rise to contradictory ideas and contested arguments, features of research that are to be honored and that may not be reconciled (Greene and Caracelli, 1977, 2003). Such oppositions reflect different ways of making knowledge claims. This perspective maintains that mixed methods research may be viewed strictly as a “method” thus allowing researchers to use any number of philosophical foundations for its justification and use.

The best paradigm is determined by the researcher and the research problem not by the method. Another perspective is that pragmatism is the best paradigm for mixed methods research (Teddlie and Tashakkori, 2009). Pragmatism is a set of ideas articulated by many people, from historical figures such as Dewey, James and Pierce to contemporaries such as Murphy, Rorty and West. It draws on many ideas including using “what works using diverse approaches, and valuing both objective and subjective knowledge (Cherryholmes, 1992). Rosseman and Wilson (1985) were among the first to associate pragmatism with mixed methods research. They differentiated between methodological purists, situationists, and pragmatists. The purists believed that quantitative and qualitative methods derived from different mutually exclusive, epistemological and ontological assumptions about research. The situationists believed that both methods have value (similar to the dialectical perspective mentioned earlier) but that certain methods are more appropriate under certain circumstances. The pragmatists, in contrast, believed that, regardless of circumstances, both methods may be used in a single study. For many mixed method researchers, then, pragmatism has become the answer to the question of what is the best paradigm for mixed methods research. Recently Teddlie and Tashakkori (2009) have attempted to formally link pragmatism and mixed methods research, arguing that, among

other things, the research question should be of primary importance- more important than either the method or the theoretical lens, or paradigm that underlies the method.

### **3.0.2 Pragmatism.**

Pragmatism is a research philosophy based on the epistemology that, there is no single way to learning but many different ways of understanding because there are multiple realities (Saunders, et al. 2012; Collins, et al 2014 and Wilson, 2010). Knowledge of the multiple realities is therefore gained through an integration of multiple research methods encompassing both qualitative and quantitative research methods. In short, pragmatism is a worldview or paradigm that should underpin most mixed methods research. It is a problem oriented philosophy that takes the view that, the best research methods are those that help to most effectively answer the research questions.

### **3.1 Population.**

Secondary and primary sources of data will be used to elicit information from some officials of the Ghana Football Association, some selected football club administrators, selected sport journalists, some selected football fans and some selected Ghana Premier league players in the country.

### **3.2 Sampling Techniques, Procedure and Sample Size.**

Probability Sampling technique specifically Simple random sampling and non – probability sampling technique named purposive sampling technique will be used for this study. This

collectively is to enable for the identification of the targeted groups for the study. The techniques will be employed at different stages of the sampling procedure.

**Simple Random Sampling:** It is a research technique where a subset of individuals (a sample) is chosen from a larger set (a population). Each individual is chosen randomly and entirely by chance. J R Frankiel and Norman E. Wallen (1993) postulated that, simple random sampling studies a subset of the population which is cheaper, faster and easier in as far as a research process is concern. They further noted that, elimination of biases in selecting the sample is most important in the process (meaning the researcher does not influence who gets selected).

**Purposive Sampling:** It is a sampling technique which is used when there is a limited number of people that have expertise in the area been researched or when the interest of the research is on a specific field or a small group. This sampling technique will be used to select the sample who would be appropriate for the study. J R Frankiel and Norman E. Wallen (1993) indicated that purposive sampling uses personal judgment to select sample that should be represented. That is selecting those who are known to have needed information in the area being researched.

- **Procedure:**

**Purposive Sampling** technique per its definition stipulated above will be adopted in selecting the officials of the GFA, Sport journalists and the club administrators.

**Simple Random Sampling** technique will be used in selecting the premier league players as well the football fans.

- **Sample Size.**

Sample size refers to the number of participants or observations included in a study. The size of a sample influences two statistical properties:

- i) The precision of our estimates.
- ii) The power of the study to draw conclusions.

The sample size for the research is forty - five (45) respondents. These includes; three (3) officials of the GFA, seven (7) football club administrators, twenty – five (25) football fans, five (5) sport journalists and five (5) premier league players.

### **3.3 Data Collection Techniques**

#### **Primary data collection**

Data will be collected from the respondents through surveys (questionnaires) and interviews.

- **Interviews**

In - depth interviews will be used to ascertain data from the selected sport journalists. WhatsApp voice note will be used to explore the responses from the selected sport journalists on holistic issues pertaining to television rights in the Ghana Premier League.

An in-depth interview is a qualitative research technique that involves conducting multiple individual interviews. They involve one-on-one engagement with participants, usually taking place face-to-face, either remotely or in-person. The phrase in-depth interview conjures up the most iconic of qualitative data collection activities: a skilled interviewer engaged in a probing conversation with a suitably knowledgeable interviewee. Virtually all qualitative researchers use this technique to some extent, and for many projects and researchers, in-depth interviews are the primary or sole source of data (Guest, Namey and Mitchell 2013). There is a good reason

for the pervasiveness of this method. It is versatile across a range of study topics, adaptable to challenging field conditions, and excellent for not just providing information but for generating understanding as well. On a basic level, an in-depth interview (or IDI) is just what its name implies, a conversation designed to elicit depth on a topic of interest. They have more flexibility in the structure than if you were doing a moderated usability study. IDIs are used to get a more detailed and well-rounded perspective of users' opinions, experiences, and feelings. Given the higher quality relevant insights, researchers require fewer participants to take part in in-depth interviews.

Lower drop-off rates mean that interviewers can conduct fewer IDIs and still collect rich data. For instance, online questionnaires have a higher drop-off rate, so they require a larger sampling. But with IDIs, you can get a lot of data from each individual participant. The most important characteristics of in-depth interviews are:

- **Flexible structure:** Although it is not very structured, it covers a few topics based on a guide, which allows the interviewer to cover areas appropriate for the interviewee.
- **Interactive:** The interviewer processes the material that is produced during the interview. During the interaction the interviewer poses initial questions in a positive manner, so that the respondent is encouraged to answer. The complete process is very human, and so less mundane and dull.
- **Generative:** Often interacting with your target audience creates new knowledge. For instance, if you are talking to your customers, you learn more about the purchase behavior. Researchers and participants present ideas for a specific topic and solutions to the problems posed.

- **Deep:** Many probing techniques are used in in-depth interviews, so that results are understood through exploration and explanation. The interviewer asks follow up questions to gain a deeper perspective and understand the participant's viewpoint.

The importance of conducting in-depth interviews are;

- **Honest feedback:** One-on-one in-depth interviews are free from possible peer-pressure dynamics or distractions that are sometimes present in larger focus groups. By taking an hour to chat with a participant directly, the two-way conversation leaves zero space for other users' influence. Some people may also feel more comfortable providing honest feedback in conversation instead of through a written questionnaire.
- **Deeper understanding of user behavior:** Face-to-face in-depth interviews, whether remote or in-person, allow researchers to interpret body language. Interviewers can also analyze changes in tone of voice and word choice. These nuances help interviewers build a complete picture of user behavior that isn't possible through other online or offline feedback channels.
- **Stronger understanding of user expectations and motivations:** It is easier to ask follow-up questions, request more detailed information and explore particular topics in more depth with an IDI. They are suited to asking open-ended questions that encourage longer and more detailed responses from the participant.

Successful IDIs depend on an interviewer's ability to ask thoughtful questions at the right time. They need to give the participants space to think and talk, while making them feel comfortable enough to do so. Generally, questions are open-ended questions and can be customized as per the particular situation. The interviewer gets an opportunity to develop a rapport with the

participant, thereby making them feel comfortable. Thus, they can bring out honest feedback and also note their expressions and body language. Such cues can amount to rich qualitative data.

- **Survey (Questionnaires)**

Questionnaires as one of the measuring tools for surveys will be distributed separated to the selected GFA officials, club administrators, football fans and the premier league players.

In this respect, both close-ended and open-ended questionnaires will be used. Closed-ended questions will be used for the purpose of providing respondents with a list of answer choices from which they must choose to answer example yes or no, true or false and also large scale options such as strongly agree, agree, neutral, disagree, strongly disagree etc.

Open-ended questions on the other hand will be used for the relevance of acquiring full meaningful answers from the respondents.

Example; Questionnaires on issues pertaining to the effects of television rights on the finances of the premier league clubs as well as marketing will be administered to the selected officials of the GFA and the football club administrators selected. That on issues pertaining to spectatorship will be administered to the football fans and the selected premier league players.

### **Secondary Data**

Information will be gathered from written documents, publications and visual materials on the GPL, the GFA and FIFA as a whole.

### **3.4 Data Analysis and Presentation.**

Data analysis is the critical assessment of data in order to comprehend its parts and relationships as well as discover its trends. To be able to establish this, qualitative and quantitative data analysis will be used. With respect to quantitative analysis, figures and tables will be used to analyze the data. The qualitative method will place emphasis on the descriptive aspect of the data. Microsoft Excel will be employed to aid the diagrammatic analysis process of the study.

Data Presentation forms an integral part of all academic studies, commercial, industrial and marketing activities as well as professional practices. Presentation requires skills and understanding of data. It is necessary to make use of collected data which is considered to be raw data. It must be processed to be used for any application. Data analysis helps in the interpretation of data and help take a decision or answer the research question. This can be done by using various Data processing tools and soft wares. Analysis starts with the collection, followed by processing. This processing can be done by various data processing methods. Processed data helps in obtaining information from it, as the raw form is non-comprehensive in nature. Presenting the data includes the pictorial representation by using graphs, charts, maps and other methods. These methods help in adding the visual aspect which makes it much more comfortable and easy to understand. This visual representation is also as called as data visualization. Representation is depend on the available data point, data set, format, file format, available tools etc. The data you wish to present is available in various files and formats. It can be in a human readable form or needs to be processed. With the advancement and improvement in technology, various new types of format have emerged. These new format help in capturing, storing and understanding more aspects of any study. Widely used form of data are mentioned below:

- **Textual** – Raw data with proper formatting, categorization, indentation is most extensively used and is a very effective way of presenting data. Text format is widely found in books, reports, research papers and in this article itself.
- **Numerical** – Data in the form of digits or numerical form have a significant value. It is often combined with text form to be put to use but it has meaning and value of its own as well. Numbers also form the basics of computers and the binary language, thus can be used in a variety of ways.
- **Image or Pictorial** – Image can be considered as another form of data since it can also be processed. Depending on the imagery it can be used either as raw data or processed data.
- **Locational or Spatial** – Spatial data is based on location. It is used to store the geographical location of a place, event, monument or any other thing to which location can be attributed.
- **Maps** – Various types of maps are available and used all over the world. Maps are now not restricted to showing geographical boundaries and hold much more value now. They help in presentation data such as topography, pollution levels, heat, demographic data, and thematic as well as temporal changes.
- **Other Types** – Apart from the types mentioned above, there are several other forms as well which are independent type or a combination of such types of data.

These can be in for of signals, special codes, encrypted data, symbols, markings etc.

Some of the factors which directly affects the data presentation include data quality, correlation coefficient, vector images, colour scheme etc. When dealing with large amount of data, it needs to be carefully analyzed and filtered. An understanding of sampling and sample size is essential. Data analysis helps people in content analysis and understanding the results of surveys conducted, makes use of already existing studies to obtain new results. Helps to validate the existing research or to add/expand the current research. Graphical form is the most widely used method. The input for such graphical data can be another type of data itself or some raw data. For example, a bar graph & pie chart takes tabular data as input. The tabular data in such case is processed data itself but provides limited use. Converting such data or raw data into graphical form directly makes it quicker and easier to interpret. Another method is Tabular form. It is generally used to differentiate, categorize and relate different datasets. It can be a simple pros & cons table, or corresponding value such as annual GDP, a bank statement, monthly expenditure etc. Quantitative data usually require such tabular form.

Finally, data analysis and presentation go hand in hand, and it will be difficult to provide a complete differentiation between the two. Adding visual aspect or sorting it using grouping and presenting it in the form of table is a part of the presentation. Doing this further helps in analyzing data. During a study with an aim and multiple objectives, analysis will be required to complete the required objectives. Compiling or presenting the analyzed data will help in overall analysis and concluding the study.

### **3.5 Ethical Consideration.**

To ensure anonymity and confidentiality, and other considerations for this study, the protection of human subjects concerning participant confidentiality and respect for respondents shall be adhered to and devoid of judgmental gestures towards responses. Respondents' consent will be sort, and their responses will be treated with the utmost confidentiality. In the case of anonymity of respondents, participants of the study will be identified with serial numbers which are not traceable to any individual.

### **3.6 Chapter Summary.**

Chapter three gives an overview of how the research methodology to be adopted to gather and analyze data. Mixed methods will be adopted. The research paradigm for this adopted methodology is pragmatism. The term 'mixed methods' is used here to denote research that combines qualitative and quantitative data collection and analysis in one study.

The population emphasizes on sourcing data from both primary and secondary ends from some selected officials of the GFA, selected Ghana Premier League football administrators, selected sport journalists, some football fans and some selected premier league players.

The sample techniques are also simple random sampling and purposive sampling which are both probability sampling and nonprobability sampling respectively. This will be used to select the respondents.

The sample size is forty - five (45) respondents including; three (3) officials of the GFA, seven (7) football club administrators, twenty – five (25) football fans, five (5) sport journalists and five (5) premier league players.

The primary data collection sources will be through interviews and surveys (questionnaires). The secondary sources will be gathered from written documents, publications and visual materials on the GPL and the GFA as a whole.

The data analysis and presentation lingers on how the data accrued from the various sources will be presented and analyzed using both qualitative and quantitative approaches.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATIONS**

#### **4.0 Introduction.**

This chapter discusses the data analysis and findings from 45 respondents through administered questionnaires and in depth interviews completed by and conducted with some officials of the Ghana Football Association, some selected football club administrators, selected sport journalists, some selected football fans and some selected Ghana Premier league players in the country. The objectives of the study is to;

- To ascertain the effects of television rights on spectatorship in the GPL.
- To ascertain the effects of television rights on the finances of the GPL clubs since the league adopted the Pay – TV coverage.
- To ascertain the effects of television rights on the marketing structure of the GPL.
- To ascertain the effects of television rights on the GPL in terms of coverage accessibility and production quality.

The data from the questionnaires are statistically presented in a tabular and graphical form after being analyzed using Microsoft Excel to facilitate readings and understanding. The audios from the in – depth interview with some selected sports journalist in Ghana are transcribed into themes and codes that is features of participants' accounts characterizing particular perceptions or experiences that are seen as relevant to the research questions and objectives.

#### **4.1 Background of Respondents**

This aspect looks at the general characteristics of the respondents. These characteristic include the age, gender, educational level and occupation of respondents.

Data was sourced from a total number of forty - five (45) respondents including; three (3) officials of the GFA, seven (7) football club administrators, twenty – five (25) football fans, five (5) sport journalists and five (5) Ghana Premier League players through questionnaires and in – depth interviews. However the five selected sport journalists in the country were interviewed purposively. The graphical and tabular analysis of data represents that of the other forty (40) respondents administered with questionnaires. That of the sport journalists was transcribed in open coding for analysis.

#### **4.1.1 Age Distribution of Respondents (Questionnaire Administered Respondents).**

The ages of respondents administered with questionnaires ranged from 18 years to above 60. Eighteen (18) of the respondents had their ages ranging from 18-34 which represents 45%. Seventeen (17) of the respondents had their ages ranging from 35 – 59 representing 42.5%. Five (5) of the respondents also had their ages ranging from 60 and above representing 12.5%. This indicates that there was a slight majority from respondents whose ages fell within the 18 – 34 range. A tabular distribution can be seen below;

**Table 4.1: Age distribution of respondents (Questionnaire Administered Respondents)**

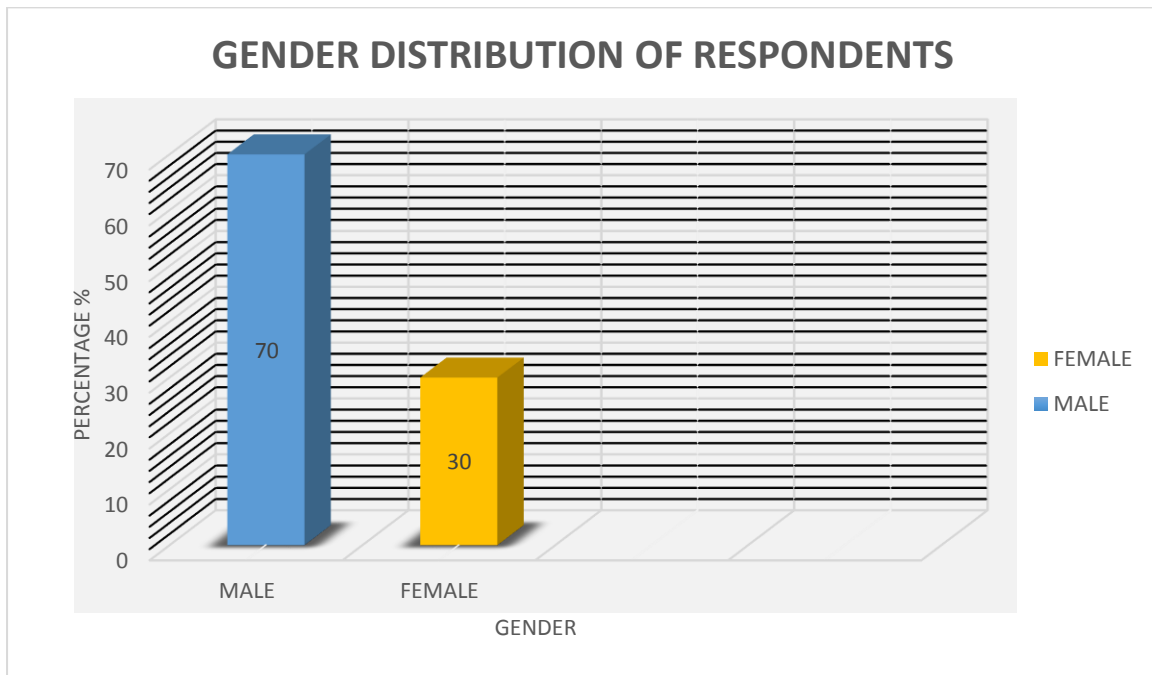
<b>AGE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
18-34	18	45
35-59	17	42.5
60+	5	12.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

**Source: Field Data (2021)**

#### 4.1.2 Gender Distribution of Respondents (Questionnaire Administered Respondents).

From the survey, the total number of respondents administered with the questionnaires were forty (40). Twenty Eight (28) of them were males representing 70% whiles twelve (12) were females representing 30%. A bar distribution can be seen below;

**Figure 4.1: Gender distribution of respondents (Questionnaire Administered Respondents)**



**Source: Field Data (2021)**

This analysis implies that the majority of male under the study responded to the questionnaire than female football enthusiasts. This implies that a lot of males shows much interest in football competitions in the country as compared to the females. The findings are in agreements with other studies and reports, which indicate that the larger proportion of football fans, players and administrators in the country are comprised of males as compared to females. To mark the beginning of the fourth republic, the 1992 constitution of Ghana categorically repudiated all forms of gender disparity and discrimination by according guaranteed equal rights to women in economy, education, politics and nation building as a whole. Nevertheless, reports from the

Ghana Statistical Services (2018) showed that women are under – represented in a wide range of professions. Against this backdrop, it is significant to mention that women’s recognition and representation in sport has garnered less governmental attention and has been largely marginalized in comparison with the men whose participation has dominated the government, media and public’s attention (Charway and Houlihan 2020).

#### **4.1.3 Occupational Distribution of Respondents (Questionnaire Administered Respondents).**

From the survey, seven (7) respondents were football club administrators, representing 17.5%. Three (3) were football administrators with the GFA representing 7.5%, Five (5) were public servants representing 12.5%. Five (5) were footballers of some of the GPL clubs representing 12.5%. Two (2) were businessmen representing 5%. Three (3) were teachers representing 7.5%. Five (5) were self-employed (Entrepreneurs) representing 12.5%. Two (2) were accountants representing 5%. Two (2) were students representing 5%. The remaining six (6) were unemployed representing 15%. A tabular distribution can be seen below;

**Table 4.2: Occupational distribution of respondents (Questionnaire Administered Respondents)**

<b>OCCUPATION</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Football Club Administrators	7	17.5
Football Administrators	3	7.5
Public Servants	5	12.5

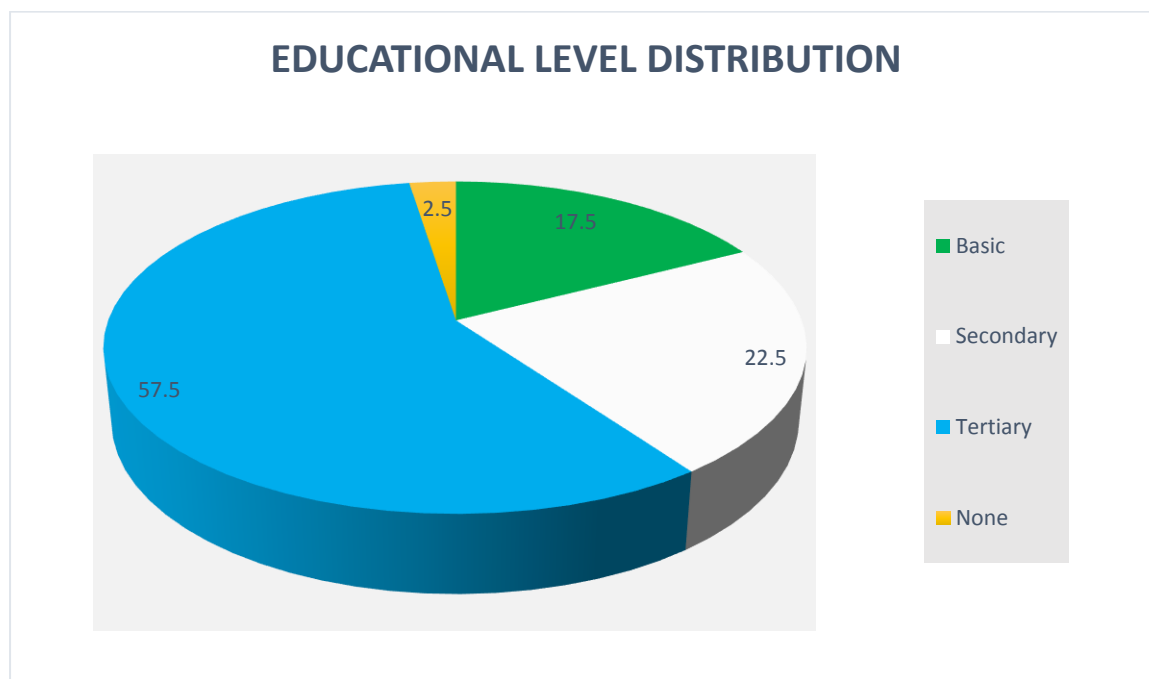
Footballers (GPL Clubs)	5	12.5
Businessmen	2	5
Teaching	3	7.5
Self – Employed (Entrepreneurs)	5	12.5
Accountants	2	5
Students	2	5
Unemployed	6	15
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Field Data (2021)

#### **4.1.4 Educational Level Distribution of Respondents (Questionnaire Administered Respondents).**

From the survey, Seven (7) of the respondents had their education up to the basic level representing 17.5%. Nine (9) had theirs up to the secondary level representing 22.5%. Twenty – Three (23) had theirs up to the tertiary level representing 57.5%. However, one (1) was uneducated representing 2.5%. A pie chart distribution can be seen below;

**Figure 4.2: Educational Level distribution of respondents (Questionnaire Administered Respondents)**



**Source: Field Data (2021)**

This analysis suggests that majority of the respondents who responded to the questionnaire possess education up to the tertiary level which starts from diploma, degree even masters levels. This could be an indicator that, majority of the respondents enthusiastic about the game of football regard education as the source life worth. (Biel, 2009) argued that communication and education are essential for raising public awareness and improving the capacity of people to understand as well as appreciate issues and problems. These two broad domains are also critical in any efforts to reinforce and develop the knowledge, value, attitudes, practices and skills required to participate fully in the sustainable development of the regions. Formal, non- formal and continuing education at all levels and various communication means and channels (e.g. interpersonal, traditional, the print and electronic media as well as the new information technologies- internet etc.) are required for this purpose.

## **4.2 Television Rights in the Ghana Premier League from the perspective of the Respondents (Questionnaire Administered Respondents)**

This section provides the views as opined by the forty (40) respondents administered with questionnaires on various aspects of television rights in the Ghana Premier League in relation to the research objectives and questions for this study as stipulated in chapter one. Data was centered on the periodic attendance of the respondents to the stadium per the various league centers to watch the GPL matches, how often they watch the GPL matches on the television channel of the broadcast holders especially when their preferred teams are playing, the best television or broadcast channel in their estimations to have telecasted the GPL so far in terms of production quality, the most accessible in terms of broadcast, their preference for Free – to – Air or Pay TV and the medium in which they watch the GPL matches as broadcasted.

### **4.2.1 Periodic stadium Attendance Distribution of Respondents (Questionnaire Administered Respondents).**

From the survey, Eight (8) of the respondents opined that, they watch the GPL matches once in a month at the stadium representing 20%. Six (6) troop to the stadium twice in a month to catch a glimpse of the GPL matches representing 15%. Five (5) of the respondents goes to the stadium once per season to watch the GPL matches representing 12.5%. Four (4) of the respondents visits the stadium twice per season to watch the GPL matches representing 10%. Two (2) also watches the GPL matches at every match day representing 5%. However, fifteen (15) of the respondents do not go to the stadium at all to watch any of the GPL matches representing 37.5%. A tabular distribution can be seen below;

**Table 4.3: Periodic stadium attendance distribution of respondents (Questionnaire Administered Respondents)**

<b>ATTENDANCE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Once in a month	8	20
Twice in a month	6	15
Once per season	5	12.5
Twice per season	4	10
Every match day	2	5
Not at all	15	37.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

**Source: Field Data (2021)**

From the data distribution, majority of the respondents hardly make time to watch the GPL matches at the various stadia where the matches are been played. Many of the respondents were of the opinion that, since most of the matches are aired on the broadcast channels especially on the television, they don't feel enthused to go to the stadium. Others also attributed it to economic reasons since they can't afford the charges at the stadium gate to gain entry.

Others asserted that, their high interest in the European leagues especially the English league and the confliction of its kick off times to that of the GPL makes it highly impossible for them to troop to the stadium to watch matches. Others are also of the view that, the standards of the local league is lower to their expectations hence their inability to fill the stadium during match days. In an article published by Babatunde Buraimo, Giuseppe Migali, and Rob Simmons in

March 2021 titled “Impacts of the Great Recession on sport: evidence from English Football League attendance demand”, they identified that, causal effects of variations in local unemployment rates on club match day attendances using a difference-in-difference methodology applied to specific treatment and control group clubs categorized according to severity of local unemployment increase during the recession period. They found out that, treatment clubs in Tiers 3 and 4 suffered an attendance reduction of 10.5% purely through rising unemployment in local Travel to Work Areas containing clubs’ stadia after controlling for a large set of confounding influences.

#### **4.2.2 Periodic Television Viewership Distribution of Respondents (Questionnaire Administered Respondents).**

From the survey, Two (2) of the respondents opined that, they watch the GPL matches once in a month on television representing 5%. Five (5) watches on television twice in a month representing 12.5%. Two (2) of the respondents watches on the television once per season representing 5%. Five (5) of the respondents watches twice per season representing 12.5%. Sixteen (16) of the respondents watches the GPL on television at every match day representing 40%. However, ten (10) do not watch any of the GPL matches on television at all representing 25%. A tabular distribution can be seen below;

**Table 4.4: Periodic Television Viewership distribution of respondents (Questionnaire Administered Respondents)**

<b>PERIODIC VIEWERSHIP</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Once in a month	2	5
Twice in a month	5	12.5
Once per season	2	5
Twice per season	5	12.5
Every match day	16	40
Not at all	10	25
<b>TOTAL</b>	<b>40</b>	<b>100</b>

**Source: Field Data (2021)**

From the data distribution above, majority of the respondents make time to watch the GPL matches on television when televised every match day. However a close majority do not watch at all especially when the kick off time clashes with that of the European Leagues mostly the English League. The subscription rates for the Pay Television option also deters others from watching.

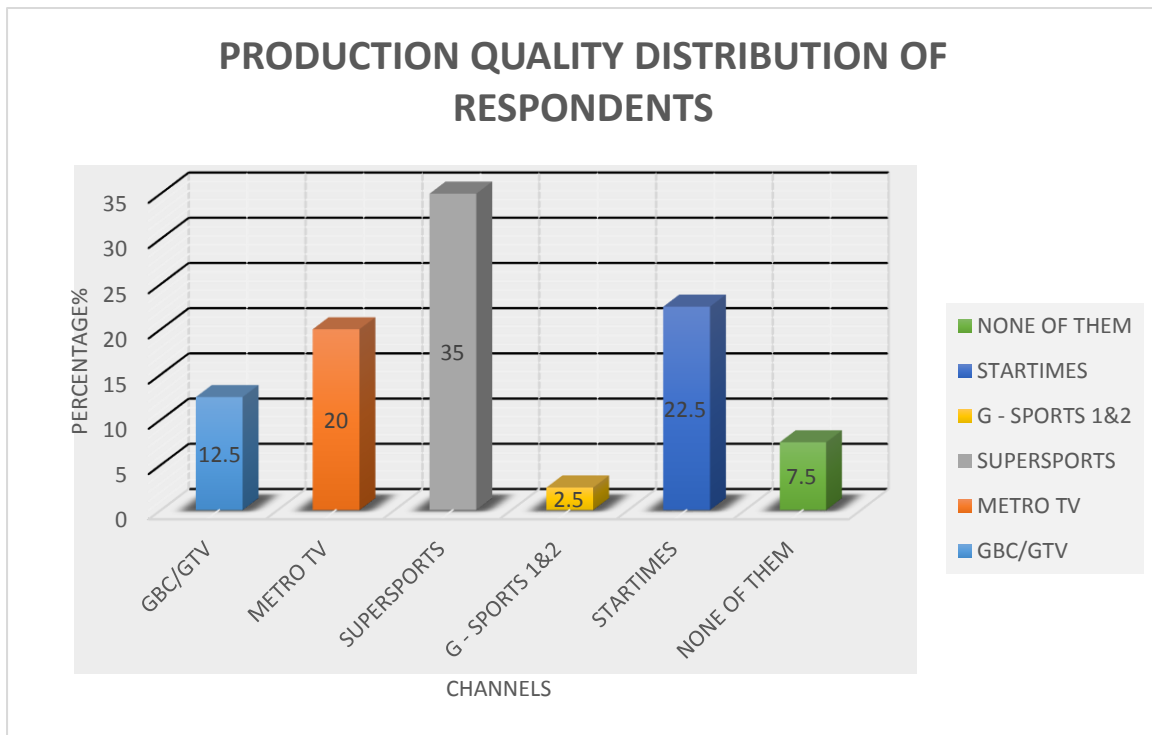
Additionally as ticket prices and the cost of going to watch the GPL at the stadium may do damage to some of the fans bank balance, they opt for television instead. Coverage of sport makes more people want to take part. The media can raise the profile of many sports and

individual players. Media makes use of our need to witness the actual thing by serving as a mediator between the sporting event, which happens somewhere out there, and us, the viewers. Being a central part of our everyday experience, media brings sports coverage to our living room and shows it to us whenever we choose (Henin 2021).

#### **4.2.3 Distribution of Respondents on production quality in the GPL (Questionnaire Administered Respondents).**

From the survey, respondents were quizzed as to which of the television channels is the best to have broadcasted the GPL in terms of production quality. Five (5) of the respondents chose GTV /GBC representing 12.5%. Eight (8) went for Metro TV representing 20%. Fourteen (14) of the respondents chose Supersports representing 35%. One (1) of the respondents was aligned with G – Sports 1&2 representing 2.5%. Nine (9) of the respondents went for current broadcast holders Startimes representing 22.5%. However, three of the respondents didn't have preference for any of the channels at all representing 7.5%. A bar distribution can be seen below;

**Figure 4.3: Distribution of Respondents on production quality in the GPL  
(Questionnaire Administered Respondents).**



**Source: Field Data (2021)**

From the data distribution above, majority of the respondents chose Supersports (DSTV) as the best television channel to have broadcasted the GPL in terms of production quality. Supersports had their stints in the GPL solely as the official broadcaster between 2013 and 2016. They introduced High Definition effects in their production which made the GPL attractive to watch especially for the external audience beyond the shores of Ghana.

Research on television production ranges from studies of political regulations, ownership, and other aspects of the economics of the television industry, via studies conducted on production processes in broadcasting institutions and independent production companies to theoretical discussions of the notion of ‘authorship’ in the context of the necessarily collective production processes in television. In-depth studies of television production practices and personnel are

still not very many, but there has been an increasing interest in this area – now due to digitalization often seen as part of a broader field of media production – over the last few years. Cantor's *The Hollywood TV Producer: His Work and His Audience* (1971) is a classic in the field, a piece of organizational sociology charting the space for creativity in television and describing three types of television producers – the ‘filmmakers,’ the ‘old-line producers,’ and the ‘writer-producers.’

In an effort for television channels to remain at the forefront of the industry, all matches should be produced in Ultra High Definition with High Dynamic Range for the first time ever. Thanks to a hybrid UHD/HDR/1080p setup multiple choice of video formats which should be available (1080i, 1080p or UHD HDR) at the back of one single production chain. The use of progressive scanning as a baseline production format and HDR will guarantee improved image quality for all Media Rights Licensees, regardless of their delivery format (FIFA World Cup Productions 2018).

#### **4.2.4 Distribution of respondents on Television Channel Accessibility in the GPL (Questionnaire Administered Respondents).**

From the survey, respondents were also quizzed as to which of the television channels is or was the most accessible in the broadcast of the GPL. Twenty – one (21) of the respondents chose GTV /GBC representing 52.5%. Nine (9) went for Metro TV representing 22.5%. Three (3) of the respondents chose Supersports representing 7.5%. Two (2) of the respondents was aligned with G – Sports 1&2 representing 5%. Four (4) of the respondents went for current broadcast holders Startimes representing 10%. However, one (1) of the respondents didn't have preference for any of the channels at all representing 2.5%. A tabular distribution can be seen below;

**Table 4.5: Distribution of Respondents in terms of Accessibility of the Television Channels in the GPL (Questionnaire Administered Respondents).**

<b>TELEVISION CHANNEL</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
GBC / GTV	21	52.5
Metro TV	9	22.5
Supersports	3	7.5
G – Sports 1&2	2	5
Startimes	4	10
Not at all	1	2.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

**Source: Field Data (2021)**

From the data distribution above, majority of the respondents chose GBC/GTV as the most accessible television network to have broadcasted the GPL. The transmission mode of GTV is Free – to – air even though they can be accessed in some of the Pay – TV and digital platforms such as DSTV, Go TV and Startimes. They can be accessed mostly on the terrestrial platforms. Although its main production studio is located in Accra, the capital city of Ghana, it has affiliations nationwide and covers 98% of the airwaves in Ghana, making it the most powerful mode of advertisement in Ghana. Although GTV is largely funded by the Ghanaian government, it also collects annual fees from viewers. In GBC’s quest to telecast the 2020/21 Ghana Premier League season through its sports channel GTV Sports+ which they eventually

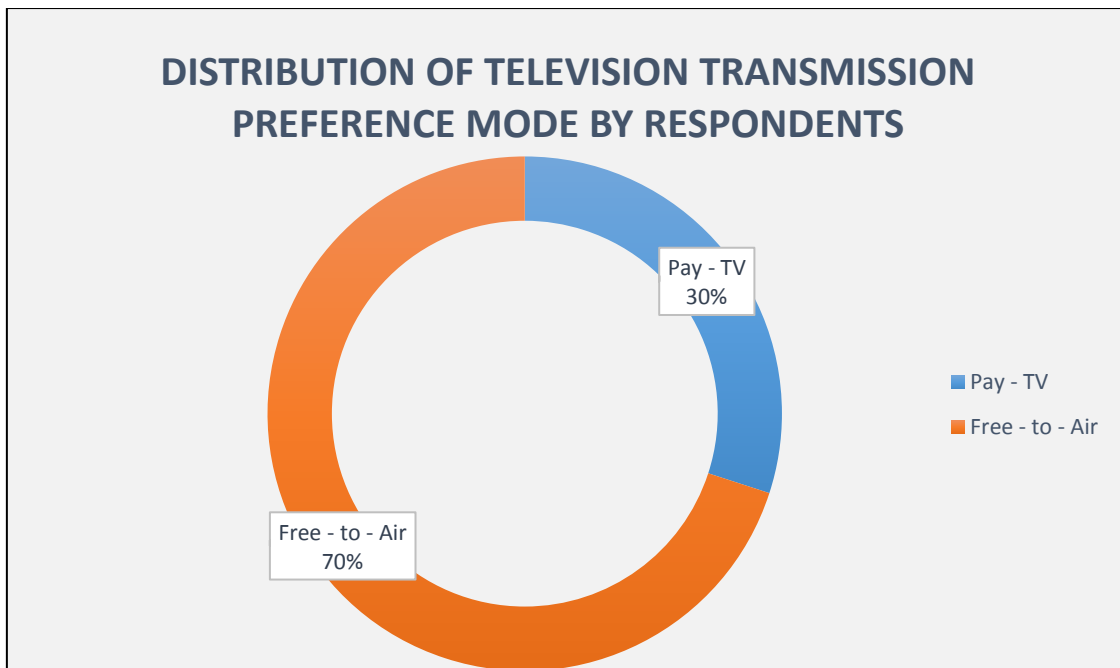
lost out to Startimes, they indicated that, “the unfair decision to deny the GBC and a local television consortium the television broadcast rights will deny some Ghanaians access to the Ghana Premier League and FA Cup live games on Free-to-Air (FTA) broadcast.” Indeed most of the respondents in the rural settings of the country indicated how difficult it is for them to access the GPL matches on the Pay – TV platforms. GTV's broadcasts have coverage of around 92% of the population more than any other broadcaster according to a research conducted by the Report Ghana book published in 2011.

According to a report prepared by Peter Olaf Looms, Chairman ITU-T Focus Group on Audiovisual Media Accessibility in 2011, Ensuring that all of the world’s population has access to television services is one of the targets set by world leaders in the World Summit on the Information Society. Television is important for enhancing national identity, providing an outlet for domestic media content and getting news and information to the public, which is especially critical in times of emergencies. The availability of broadcasting in terms of coverage is nearly complete, with practically the whole planet covered by a TV signal, and with televisions in over 1.4 billion households around the world, representing 98 per cent of households in developed countries and nearly 73 percent of households in developing countries. Spectrum is required for many of these access services, although the bandwidth required varies by service. This is especially so for terrestrial broadcasting services, which require spectrum availability, and to some extent for satellite broadcasting, where spectrum costs rather than availability is the issue. Making TV accessible is everyone’s business. Accessibility can also improve literacy eradication and of course address the needs of increasingly aging populations who will also benefit from accessible TV.

#### 4.2.5 Distribution of Respondents preference for either Pay – TV or Free – to - Air (Questionnaire Administered Respondents).

From the survey, respondents were asked as to what their respective preferences are with regards to either Pay – TV or Free – to – Air. Twenty – Eight (28) of them opted for Free – to – Air representing 70%. However, the remaining twelve (12) chose Pay –TV representing 30%. A pie distribution can be seen below;

**Figure 4.4: Distribution of Respondents preference for either Pay – TV or Free – to - Air (Questionnaire Administered Respondents)**



**Source: Field Data (2021)**

From the data distribution above, majority of the respondents chose the Free – to – Air mode of transmission as their preferred mode in watching the GPL matches especially with the issues of accessibility as discussed earlier in Table 4.6: Even though the GPL broadcast holders since 2008 has been on Pay – TV mediums, many of the respondents which represents a greater spheres of the Ghanaian football fraternity believes adding up with the Free – to – Air modes

of transmission through affiliation can help ensure accessibility and also increase the level of patronization for the GPL.

In recent years, the importance of income from broadcasting rights for professional sports clubs' revenues has increased significantly both in the U.S. and in Europe (see Cave and Crandall, 2001). While up to the 1980s gate receipts have constituted the major pillar of revenues, this role has since been taken over by income out of broadcasting rights sales (Andreff and Staudohar, 2000). There are a number of choices when deciding which method of TV service is best for us. Among other things, there is cable vs satellite TV to choose from, but also a range of free-to-air services. In some cases, viewers are restricted in the ways we can receive our TV pictures due to where we live and the services that are available. We can also be limited by the technology that we need in order to get the right services.

Free-to-air TV is similar in many ways to traditional broadcast TV transmissions and can be seen as an extension of broadcast TV. All the main channels available for broadcast TV can also be categorized as free-to-air, and will be available using this method. The main difference is that this type of TV is often sent using unencrypted satellite transmissions and can be received for free (or without a subscription) by anybody with the right equipment to receive the signals. However, the method of delivery doesn't have to be restricted to satellite transmissions, and so the boundaries of this type of television and broadcast TV can be somewhat blurred.

Direct broadcast satellite, more commonly just known as satellite TV or Pay - TV, is a commercial subscription-based TV service provided to home consumers. With this type of delivery, the home-user will install a satellite dish on the outside of their home. This dish is then directed at the location of the transmitting satellite in the sky. A cable is then run into the home and into a receiver box, which connects to your OLED or LED TV. In some cases, these

systems can receive a limited number of free-to-air channels which can be viewed without charge. However, for the full range of entertainment, sports and movie channels, the user will need to pay a subscription.

#### **4.2.6 Distribution of Respondents on the Medium used in watching the televised GPL matches (Questionnaire Administered Respondents).**

From the survey, respondents were asked as to the medium they use in watching the GPL matches as far as the broadcast holders are concern. Twenty – Six (26) of them indicated they use channel decoders in watching the matches representing 65%. Nine (9) indicated their preference for Mobile TV apps of the broadcast holders in watching the GPL matches representing 22.5%. However, the remaining twelve (5) indicated their usage of other related streaming sites in watching the GPL matches representing 12.5%. A tabular distribution can be seen below;

**Table 4.6: Distribution of Respondents on the Medium used in watching the televised GPL matches (Questionnaire Administered Respondents).**

<b>TRANSMISSION MEDIUM</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Channel Decoders	26	65
Mobile TV Apps	9	22.5
Streaming sites	5	12.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Field Data (2021)

From the data distribution above, majority of the respondents chose the channel decoders of the television right holders in watching the GPL matches. As discussed in in fig 4.4: the Pay – TV channels transmit through a satellite box normally referred to as decoders in connection with the Satellite dishes for transmission. Hence the Pay – TV broadcasters of the GPL in recent times have been using the satellite decoders where subscribers buy in conjunction with the dishes to watch their preferred channels.

For example; DSTV Decoders, Startimes Decoders, GBS Decoders etc has over the years been purchased by some sports fans in watching the GPL matches. Inventions and innovations and market demands has also resulted in the use of Mobile Applications in transmitting content for viewers and hence some of the television channels have adopted it to meet the demands of the viewers. Television has been with us for a long time and the technology for it keeps getting better over time. Analogue TV is not what we seek as the narrative has now shifted to digital and satellite TV (Morttey 2021). A lot of Ghanaians love what they are able to watch through the digital mediums especially digital decoders.

However, over the 2010s, television set has been transformed. Smart TVs and connected devices that attach to the TV set (such as digital media players, set-top boxes (STBs) and games consoles) deliver on-demand and online TV services via apps, making apps a pivotal component of the contemporary television ecosystem. Despite this, apps rarely feature in the growing body of academic literature on internet-connected and online TV. The term ‘app’ does not appear in the index of any of the major recent monographs on internet television (Evens and Donders, 2018; Jenner, 2018; Johnson, 2019; Landau, 2016; Lobato, 2019b; Lotz, 2017; Robinson, 2017; Smith and Telang, 2017; Strangelove, 2015). Apps get three brief indexed mentions in two articles in McDonald and Smith-Rowsey’s (2016) edited collection on Netflix (Lindsey, 2016; McDonald, 2016).<sup>3</sup> At the same time, the majority of academic work on apps

focuses on mobile devices and neglects the rise of apps delivered and accessed through the TV set.

The emergence of apps as a mainstream means of delivering television services and content is essential if we are to understand both the transformation of television by the internet and the wider industrial, economic, social and cultural impact of apps. In particular, apps are inculcated not only into the emergence of a new device ecology for television (and the internet) but also in relation to the development of a broader platform ecology that has, and continues, to play a profound role in shaping the nature, structure and operation of the internet. Focusing on the appification of television, therefore, situates the development of internet-connected television in relation to the broader software, device and platform ecologies that have emerged since the late-2000s.

#### **4.3 Television Rights in the Ghana Premier League from the perspective of Ghanaian Football Fans only. (Questionnaire Administered to Ghanaian Football fans)**

This section provides the views as indicated by twenty - five (25) Ghanaian football fans administered with questionnaires through random sampling on various aspects of television rights in the Ghana Premier League. Data was centered on the respective GPL clubs they support, the amount of money they spend monthly to subscribe to watch the GPL matches on television and their opinion on whether the introduction of television rights in the GPL over the years has affected spectatorship.

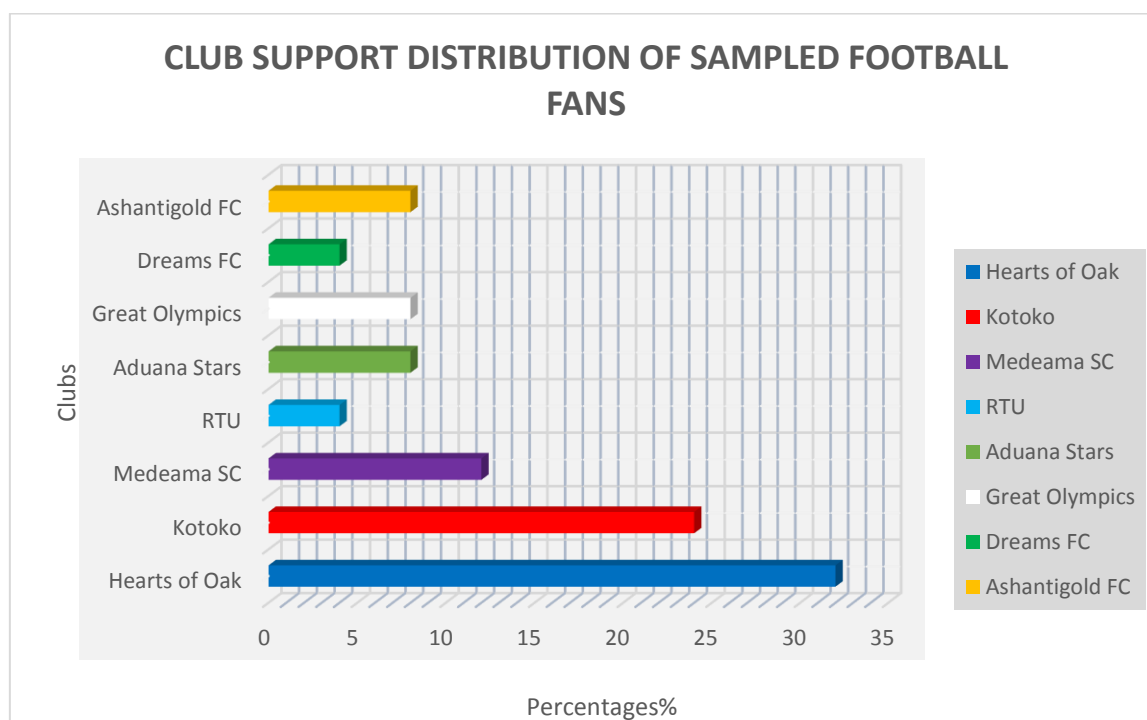
### 4.3.1. Distribution of Respondents on the respective GPL clubs they support

(Questionnaire Administered to some Ghanaian football fans).

From the survey, the twenty – five (25) Ghanaian football fans sampled were asked as to which GPL clubs they support. Eight (8) of them were Accra Hearts of Oak fans representing 32%. Six (6) were Kumasi Asante Kotoko fans representing 24%. Three (3) were fans of Tarkwa based Medeama SC representing 12%. One (1) of them was also a fan of Real Tamale United (RTU) representing 4%. Two (2) were fans of Dormaa based Aduana Stars representing 8%. Two (2) were fans of Accra Great Olympics representing 8%. One (1) was also a fan of Dreams Fc representing 4%. However, the remaining two (2) were fans of Ashantigold Fc representing 8%. A bar distribution can be seen below;

**Figure 4.5: Distribution of Respondents on the respective GPL clubs they support**

(Questionnaire Administered to some Ghanaian football fans).



Source: Field Data (2021)

From the data distribution above, majority of the respondents were Hearts of Oak fans followed by Kumasi Asante Kotoko. The other clubs were fairly represented in the distribution with a further ten GPL clubs not having a representation from the randomly sampled Ghanaian football fans.

When it comes to football, the 12<sup>th</sup> man is a phrase that is often heard when speaking about a set of supporters who manage to give their team that extra bit of something to get them over the finishing line (Ward 2008). When a team are playing great football, winning games, and bringing home trophies, there is no great need for the players to want that extra bit of confidence needed to win a match that comes from fans cheering their hearts out. It is a great feeling to have your supporters singing your name in complete unison around the whole stadium when you are 4-0 up with five minutes to play, but it's not a necessity. I believe a supporter has a very important role in the team. Their contribution to the action on the pitch can, at times, be just as important as a star player producing a piece of magic that could turn a game in their favour. A team needs their supporters when they are losing a game and a player needs them when he is playing badly, that is when they need the confidence and belief from their own fans.

#### **4.3.2. Distribution of Respondents on the amount of Ghana cedis spent monthly on television subscription**

**(Questionnaire Administered to some Ghanaian football fans).**

From the survey, the twenty – five (25) Ghanaian football fans sampled were asked as to the amount of Ghana cedis they spend monthly on television subscription to watch the GPL matches. Eight (8) of the respondents indicated that they spend GHC20.00 monthly representing 32%. Six (6) of them spend GHC50.00 monthly representing 24%. Five (5) spend GHC 100.00 representing 20%. Two (2) spend GHC 200.00 representing 8% One (1) of them

also spend GHC 500.00 monthly representing 4%. Two (2) of the respondents don't spend any amount on subscription representing 8%. However, the remaining one (1) spend over GHC 500.00 on subscription representing 4%. A tabular distribution can be seen below;

**Table 4.7: Distribution of Respondents on the amount spent monthly on subscription to watch the GPL matches on Television (Questionnaire Administered Respondents).**

<b>AMOUNT SPENT ON SUBSCRIPTION MONTHLY BY FANS GHC</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
20.00	8	32
50.00	6	24
100.00	5	20
200.00	2	8
500.00	1	4
500.00 and above	1	4
Non - Subscribers	2	8
<b>TOTAL</b>	<b>25</b>	<b>100</b>

**Source: Field Data (2021)**

From the data distribution above, majority of the respondents subscribe at least GHC20.00 monthly to watch the GPL matches. This shows that at least majority of Ghanaian football fans dedicate a portion of their numerous budget to subscribe for matches in the GPL.

There are two types of people in this world: those who love how much football is on TV and those who don't (Allingham 2021). But no matter how much you enjoy watching football, the cost of subscribing to every channel showing the Football League and more can be eye watering. Some platforms are great for watching specific events, while other options give members access to a wider range of channels with many different sports. With various budgets in mind, we selected the best streaming services you can sign up for to watch live sports across a variety of devices.

For example StarTimes, the current broadcast holders of the GPL ahead of the 2021/22 season urged all Ghanaian football lovers to take advantage of the attractive subscription packages that StarTimes has made available. In a news item captured on [graphiconline](#) on October 27<sup>th</sup> 2021, the Marketing Manager of StarTimes Ghana, Mrs Akorfa Banson in a statement entreated sports fans to Grab their StarTimes decoder, dish and cable plus one-month super bouquet subscription at GHC150.00 from any of their dealers. Or better still download the StarTimes ON APP and take advantage of the GPL VIP season package that will give access to all live games of the season at a cool rate of 80p per game.

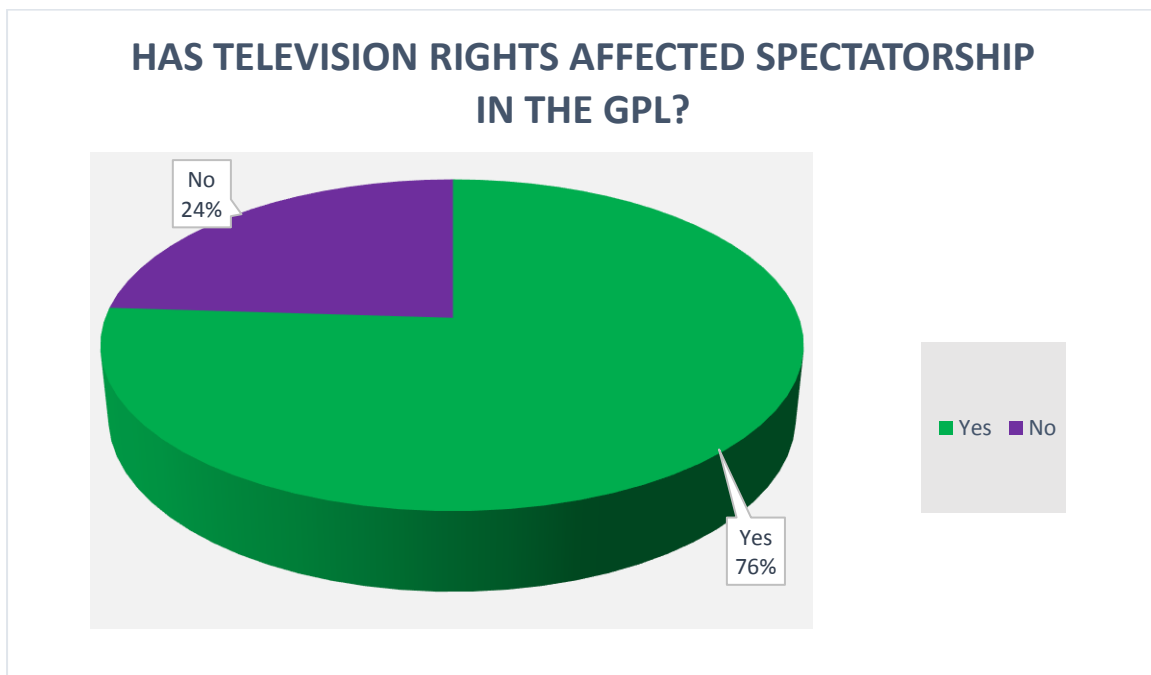
### 4.3.3. Distribution of Respondents on television right effects on spectatorship at the GPL match venues

(Questionnaire Administered to some Ghanaian football fans).

From the survey, the twenty – five (25) Ghanaian football fans sampled were asked as to whether the introduction of television rights in the GPL has affected spectatorship in the match venues. Nineteen (19) of the respondents responded yes indicating it has really affected spectatorship representing 76%. Six (6) of them responded no representing 24%. A pie distribution can be seen below.

**Figure 4.6: Distribution of Respondents on television rights effects on spectatorship in the GPL match venues**

(Questionnaire Administered to some Ghanaian football fans).



Source: Field Data (2021)

From the data distribution above, majority of the respondents indicated that, yes there has been some effects of television rights in the GPL on spectatorship at the match venues. The effects

in this case is measured in both positive and negative effects. Demand studies of professional team sports have traditionally focused on stadium attendance; however, advances in broadcasting mean that teams generate revenue from stadium goers and broadcasters alike. Previous studies of demand have focused on stadium attendance and television audiences, but none have assessed the demand for match-day attendances and demand by television audiences jointly. Both types of fans, albeit for different reasons, have little interest in the uncertainty of the outcome.

Moreover, the amount of talent present in a game and the relevance of the game itself are factors that potentially affect the demand for sport (Buraimo, 2008; Funk, Mahoney, & Havitz, 2003; Hausman & Leonard, 1997; Hunt, Bristol, & Bashaw, 1999; Kuypers, 1996; Tainsky, 2010); sport fans seeking entertainment may be more attracted by matches involving teams with high-level players or teams battling for the title.

Those on the positive side of the argument stressed that, the number of stadium spectators positively influences TV audiences. Buraimo and Simmons (2009) demonstrated that TV broadcasting has a significant effect on match day attendance. This effect is much larger if the TV coverage is implemented by public or free-to-air television channels on weekdays. Consumers naturally prefer to watch teams of high quality (Buraimo, 2008). They like to watch successful clubs (Borland & Macdonald, 2003); they are concerned with the uncertainty of outcome (Rottenberg, 1956) and prefer matches which are of significant importance for the outcome of the championship (Jennett, 1984) or other sporting prizes (Scelles, Durand, Bonnal, Goyeau, & Andreff, 2013).

However, those on the negative side of the argument stressed that, outcome uncertainty does not have any significant impact on TV audiences, whereas the quality of player talent involved and stadium attendance, which is used as a proxy for the game excitement, are positively related

to the TV ratings. Moreover, scheduling seems to play an important role: Games televised on Sundays and Mondays attract more viewers, and TV audiences are larger in January and February (Buraimo 2008). Also the effects of TV broadcasting on visiting supporters is, instead, insignificant, probably because many supporters who choose to attend away matches are very likely to be season ticket holders for home matches and to show the same degree of loyalty as the first group of supporters under consideration. Broadcasting, especially if it is implemented by free-to-air television channels, has a negative impact on match day attendance (Buraimo 2008).

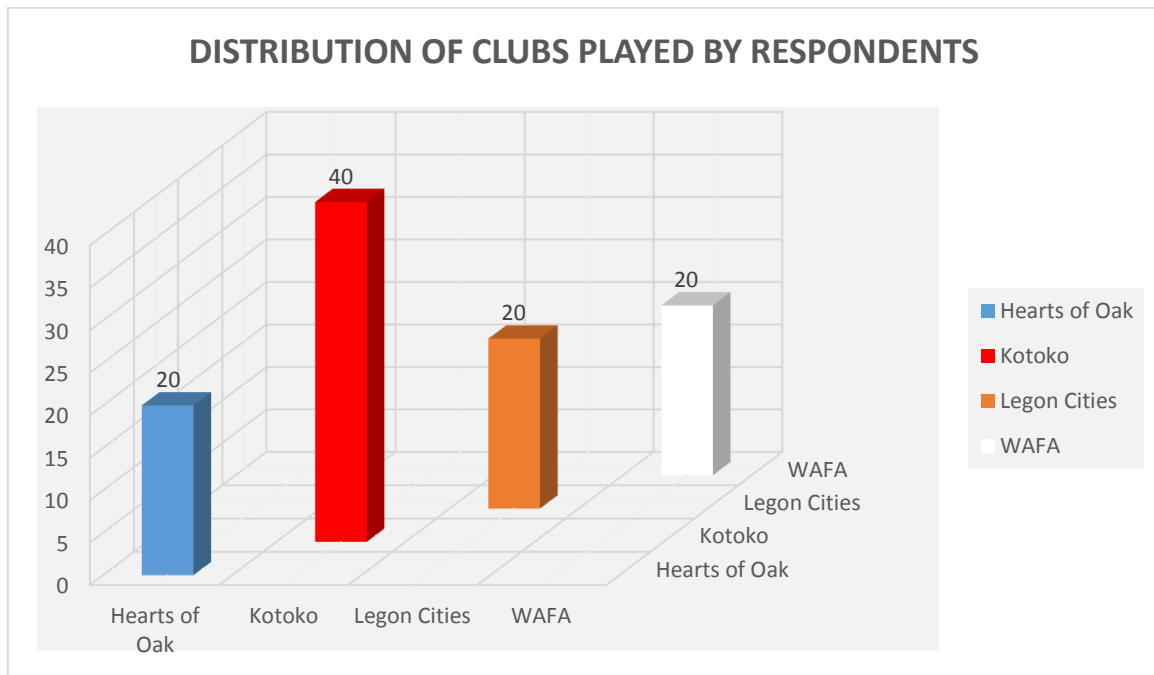
#### **4.4 Television Rights in the Ghana Premier League from the perspective of Ghana Premier League Players only. (Questionnaire Administered to GPL Players)**

This section provides the views as indicated by five (5) GPL players administered with questionnaires through random sampling on various aspects of television rights in the Ghana Premier League. Data was centered on the respective GPL clubs they play for and their preferred kick off time as used per the television broadcast schedules.

##### **4.4.1. Distribution of Respondents based on the respective GPL clubs they play (Questionnaire Administered to some GPL players).**

From the survey, the five (5) Ghana Premier League football players sampled were asked as to which GPL clubs they play for. One (1) of them plays for Accra Hearts of Oak representing 20%. Two (2) were Kumasi Asante Kotoko players representing 40%. One (1) was a player of Legon Cities FC representing 20%. One (1) of them was also a player of West African Football Academy (WAFA) representing 20%. A bar distribution can be seen below;

**Figure 4.7: Distribution of Respondents on the respective GPL clubs they play for.  
(Questionnaire Administered to some GPL Players).**



**Source: Field Data (2021)**

From the data distribution above, majority of the respondents were Kotoko players. The other clubs were fairly represented in the distribution with a further fourteen (14) GPL clubs not having a representation from the randomly sampled GPL players.

Professional football clubs invest in a lot of factors such as players' wages, stadiums, customer services, etc. They receive a return income from ticket prices, sponsorship, broadcast rights, etc. Clubs must risk money by hiring players with the expectation of success in competition, attracting fans dependent on how the team performs. Football clubs who become successful can grow by improving the quality of their squad and by enlarging their stadium; this can increase the performance of the club. Football players are the sports persons who play football on the professional level.

Professional football players start playing early on in their childhood for local clubs and play for several small teams before getting selected for high-ranking teams. Individuals with a deep passion for the game coupled with a love for physical activity make ideal football players. A highly competitive sport, football requires the players to be in peak physical as well as mental conditions; the game is as mentally stressful as it is physically exhausting.

**4.4.2. Distribution of GPL Players on their preferred kick off times (Questionnaire Administered to some GPL players).**

From the survey, the five (5) Ghana Premier League football players sampled were asked as to the kick off time they prefer as used per the television schedules. One (1) of them indicated his preference for Fridays at 6pm representing 20%. One (1) also went for Saturdays at 3pm representing 20%. Another one (1) also chose Saturdays at 6pm as his preferred kick off time representing 20%. Two (2) selected Sundays at 3pm as their preference representing 40%. However none chose Sundays at 6pm as their preferred kick off time. A tabular distribution can be seen below;

**Table 4.8. Distribution of GPL Players on their preferred kick off times (Questionnaire Administered to some GPL players).**

<b>GPL TELEVISED KICK OFF TIMES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Fridays at 6pm	1	20
Saturdays at 3pm	1	20
Saturdays at 6pm	1	20

Sundays at 3pm	2	40
Sundays at 6pm	None	None
<b>TOTAL</b>	<b>5</b>	<b>100</b>

**Source: Field Data (2021)**

From the data distribution above, majority of the GPL players sampled prefers the Sunday at 3pm kick off time to the others. The commercialization of TV rights represents the highest value of the profit and loss account for football leagues. Through a complex tender process, broadcasters compete to acquire the rights to broadcast the European football league games and become the official rights-holder of the competition. In this framework, the race to acquire the TV rights of the best European football leagues has become the epic battle for the most important broadcasters.

The media play a crucial role in the production and distribution of images (Whannel, 2002). The intense media attention for major sports events is no doubt the key factor explaining the bond between sports events and place marketing (Smith, 2001). Probably television broadcasting (still) has the most impact (although its position may be challenged by the Internet). The football calendar is crowded and there are many reasons why fixtures are moved. Sometimes it's for understandable reasons such as match replays, although the majority of changes which cause headaches for fans are caused by the game's willingness to put TV ahead of the match-going supporter. An example of this is the necessity for away fans, or those who travel long distances for home games, to book rail reservations 12 weeks in advance in order to secure cheap tickets. But fans are often left with worthless rail tickets as the leagues regularly move games for TV with only five weeks' notice.

#### **4.5. The issue of GPL Clubs negotiating for television rights individually for their respective home matches**

##### **(Questionnaire Administered Respondents)**

This section provides the views as indicated by the forty (40) respondents administered with questionnaires that is three (3) officials of the GFA, seven (7) football club administrators, twenty – five (25) football fans and five (5) Ghana Premier League players. They were quizzed as to whether the GPL clubs should be made to negotiate their television rights individually for their respective home matches.

##### **4.5.1 Distribution of Respondents on their stands about the debate (Questionnaire Administered Respondents)**

From the survey, the forty (40) respondents sampled above were asked as to their views to the ongoing debate of clubs individually negotiating for their respective television rights for their home matches as done in other European leagues especially the Spanish La Liga Santander. In a multiple choice designed questionnaire for this debate for respondents to indicate their level of agreement or disagreement, thirteen (13) of them indicated they strongly agree to the debate representing 32.5%. Ten (10) also indicated they agree representing 25%. Six (6) of them indicated their neutrality to the issue that is, they are neither for nor against the ongoing debate representing 15%. Six (6) indicated they disagree representing 15%. Five (5) also indicated they strongly disagree representing 12.5%. A tabular distribution can be seen below;

**Table 4.9. Distribution of Respondents on their stands about the debate**

**(Questionnaire Administered Respondents).**

<b>STANDS OF RESPONDENTS ON THE GROWING ISSUE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Strongly Agree	13	32.5
Agree	10	25
Neutral	6	15
Disagree	6	15
Strongly disagree	5	12.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

**Source: Field Data (2021)**

From the data distribution above, majority of the respondents sampled indicated their strong agreement to the ongoing debate of GPL clubs individually negotiating for their television rights especially for their home matches. Other respondents also shared their divergent views but the strong agreement disposition dominated. Various respondents sampled further indicated in an open ended conversation on the issue that, they strongly agree to the developing issue in the sense that it will help the individual clubs financially and help build their brands at large and also help raise the standards of the Ghana Premier League. Others also reiterated that, the GPL clubs are capable of negotiating for better television broadcast deals with great production

quality for their individual matches even far better than what the television holders in the centralized system now are offering.

There was also a school of thought with the impression that, the bigger clubs such as Accra Hearts of Oak and Kumasi Asante Kotoko and some few others in the GPL should be handed that leverage to negotiate for their television broadcast deals individually considering their support base and the paltry amount they receive from the centralized system currently in operation. They were of the opinion that, the smaller clubs should operate within the remits of the centralized system whiles the bigger clubs migrate unto the individual system of television broadcast deals in most football leagues.

Football is undoubtedly the most powerful and most popular sport in the world, linking communities, stirring emotions and breaking down cultural barriers. Football has also become one of the most profitable industries, with a significant economic impact in infrastructure development, sponsorships, TV rights and transfers of players. Technology and changing consumer habits are making it necessary to think about a new model for broadcasting rights in sport, with the need to “create a premium product that justifies having to pay for it,” according to Martijn Bakx, media rights manager at Mediapro and a professor at Johan Cruyff Institute. Technology is like a train with an infinite number of carriages that sooner or later you have to get on if you don’t want to be stranded at the station. And now we are in the high-speed era. Every evolution brings about a change in habits, but it is only when you pause for a moment that you have time to reflect on whether your business model is adapted to the reality or whether you need to reinvent yourself to give your customers not only what they like, but also what they need. Sport has entered fully into this debate and broadcasting rights are a key point as its main source of income.

Sport is still perceived as the goose that lays the golden egg in terms of TV product, and in that large market football rules the roost. Leagues and promoters of sporting events have long benefited from having a star product to offer to broadcasters; clubs have relied on the power of the union to sell unified content with the centralization of rights, and the owners of those television rights have believed they could attract the final consumer at any price. The broadcasting world is continuously changing. It has changed since I started in the industry in 2000 and has continuously changed throughout the years. The differences between then and now are the speed of change, because of consumer behavior and also because of technology, obviously. And it is really technology that in the last years has changed so much and it has opened up an enormous amount of possibilities for broadcasters, but also for brands, for clubs, for leagues, to connect with the fans in a more direct way.

I wake up every day and there's a new broadcaster. So, it's such a rapid change these days. And for rights holders and for broadcasters, it is an extremely important task to be aware of that change and to be where new consumers are, where young people are, to find them (Martijn 2021). Media rights are extremely important for clubs, and are extremely important for leagues. We know the percentages and sometimes it's too important, I would say. It is a task of clubs and leagues to be profitable, taking into account the fragile nature of media rights. The control of the content, ever since the centralization of the rights lies with the organizers of competitions, in this case the league. So, it's the league who, by centralizing the rights of all the clubs, is also able to provide a unified product that is marketable globally (Martijn 2021).

Relating to other external opinions in making a case for the centralized system in television right deals, on 7<sup>th</sup> April 2017, LaLiga representatives met with counterparts from the Ukrainian Premier League in Kiev to explain the Spanish institution's work with regard to broadcasting, financial control and integrity, among other areas. LaLiga chief Tebas and Mr Soler gave UPL president Volodymyr Geninson and the league's representatives an insight into the main

advantages associated with the centralized sale of broadcasting rights. They also outlined how the switch to this modus operandi had come about in La Liga and the positive impact that this decision has had on Spanish football and its clubs.

In a statement by La Liga president Javier Tebas he reiterated that "One of the biggest problems in the Ukrainian league is the fact that broadcasting rights aren't sold collectively. The centralized sale of these rights is not currently in place in Portugal, Cyprus or Ukraine," said president Tebas. "The centralized-sale system helps the football industry improve and strengthens its clubs," he added, noting that it had not taken long for Spain to see the benefits of moving away from broadcasting rights being sold on an individual basis.

"Before, smaller clubs would sell their matches to broadcasters with barely no heed being paid to the quality of broadcasts," remarked Tebas. "Thanks to the centralized sale of rights, all the broadcasters now offer the same quality throughout: there is uniformity in terms of the production, effects, replays and interviews." The La Liga representatives also explained the pricing structure according to which different broadcasting packages are sold in Spain and spoke about the complexities of the football business and its revenue streams, as well as the need for investment in order to leverage the opportunities provided by the game (La Liga – 2017).

## **4.6 Perspectives of some Ghanaian Sports Journalists on Television Rights in the Ghana Premier League**

### **(In – depth Interview)**

Analysis of qualitative data typically begins with a set of transcripts of the interviews or focus groups conducted. Obtaining these transcripts requires having either taken exceptionally good notes or, preferably, having recorded the interview or focus group and then transcribed it.

This section provides the views as indicated by five (5) selected Ghanaian sports journalists interviewed through purposive sampling on some aspects of television rights in the Ghana Premier League. The interview was semi – structured which made room for other questions outside the interview guide. However, three of the interviewees opted against being audio recorded using WhatsApp voice notes. They obliged to do it face – to – face without being audio recorded with the use of the interview guide aiding in the text recording. The responses from the respondents interviewed was transcribed using Open – coding.

**Open coding** – This is a type of coding used by reading through each transcript, line by line, and noting any categories or themes that seem to jump out to you. Open coding is an essential methodological tool for qualitative data analysis that was introduced in grounded theory research. Open coding refers to the initial interpretive process by which raw research data are first systematically analyzed and categorized (Mills, Durepos & Wiebe, 2010).

Through repeated reading of sentences and paragraphs of data collected for the study, the researcher performs open coding through identification and categorization of responses found numerous times in the data. It consists of segmentation of pieces of data and the assignment of labels or codes to each one. This is usually done as a first step in data analysis and can be informed by a previous framework; it can also emerge during the analysis (Charmaz, 2006).

**Table 4. 10 Transcription of interview responses from the sports journalists in open – coding.**

The section provides the interview responses of the selected sports journalists in the country transcribed in codes for further analysis.

<b>CODES / CATEGORY</b>	<b>CODE DESCRIPTION</b>	<b>RESPONDENTS ID</b>	<b>INTERVIEW EXCERPTS / RESPONSE</b>
<b>GENDER</b>	Respondents biological gender	R1  R2  R3  R4  R5	Male  Male  Male  Male  Male
<b>AGE</b>	Respondents ages as of last birthday	R1  R2  R3  R4  R5	I am thirty (32) years of age  I am forty - one (41) years old  I am thirty – seven (37) years now  My age is thirty – four (34) years.

			I am between thirty (30) to thirty – five (35) years old.
<b>WORKPLACE</b>	The media firms the respondents work for as sports journalists.	<p>R1</p> <p>R2</p> <p>R3</p> <p>R4</p> <p>R5</p>	<p>I am currently with Kessben Media as my workplace.</p> <p>I work for Kotoko Expresss.</p> <p>I am with a sports online portal called 442.com.gh.</p> <p>I am an employee of Omni Media operators of Citi Fm and Citi TV.</p> <p>I work for the Multimedia Group specifically Joy News.</p>
<b>EXPERIENCE</b>	Respondents’ years of practice as sports journalists.	<p>R1</p> <p>R2</p> <p>R3</p>	<p>I have a year experience in the media industry.</p> <p>I have 15 years’ experience in practice as a sports journalist.</p> <p>I have been a sports journalists for the past 12 years.</p>

		R4	I have been in the industry for the past 8 years.
		R5	I have six years' experience in the industry.
<b>FOLLOWERSHIP</b>	Respondents' years of following the Ghana Premier League.	R1	I have been following the league for the past 24 years.
		R2	I have been an ardent follower of the Ghana League for 28 years now.
		R3	I have been following the Ghana Premier League for the past 15 years.
		R4	I have been following the league for about 10 years now.
		R5	I have been a follower of the Ghana Premier League for past 20 years.
<b>COVERAGE</b>	Respondent's periodic sequence of covering the Ghana Premier League as sports journalists.	R1	I cover most of the GPL matches almost every week.
		R2	I cover the games every match day.
		R3	Very often do I cover some of the GPL matches.

		R4	I cover some of the matches fairly often.
		R5	I cover the Ghana Premier League matches very often.
<b>TV WATCH</b>	Respondent's time they make to watch the Ghana Premier League matches on television.	R1	I watch the Ghana Premier League matches very week or two on television.
		R2	I watch the matches on television almost every match day.
		R3	I watch the matches very often on the tele.
		R4	I watch them fairly often on the television.
		R5	I watch the GPL very often as well on the television.
<b>PAY –TV / FREE – TO - AIR</b>	Respondents' preference for Pay – TV or Free – to – Air and reasons.	R1	I prefer Free – to – Air to Pay – TV because it has a wider coverage.
		R2	I prefer Free – to – Air because Pay – TV is very expensive.
		R3	Free – to – Air is very accessible so I like it.
		R4	I prefer Free – to – Air because it is available to me when I am away from my office.

		R5	I prefer Free – to – Air because of its accessibility.
<b>TV ON SPECTATORSHIP</b>	Respondents' views on television right effects on spectatorship.	R1	Numbers at the stadium have reduced especially if it's not Kotoko - Hearts games. Quota system for supporters at the stadium has also let people to prefer watching TV and also save cost.
		R2	With television most fans prefer to stay at home and watch matches than to travel short or long distances to watch a game.
		R3	Accessibility issues.
		R4	<ol style="list-style-type: none"> <li>1- Because the biggest matches in the season often sell out.</li> <li>2- There are places in Ghana that always have fans at the grounds irrespective of the TV coverage.</li> <li>3- Not all the matches are aired live even though they are</li> </ol>

		R5	<p>taped or recorded.</p> <p>The more games are broadcast, the more interest in the GPL increases. TV broadcasts make fans more familiar with teams, players and coaches, increasing affinity and creating storylines worth following.</p>
<p><b>TV ON CLUB FINANCES</b></p>	<p>Respondent's views on television rights effects on the finances of the GPL Clubs.</p>	<p>R1</p> <p>R2</p> <p>R3</p> <p>R4</p>	<p>Clubs don't get fully packed stadium as matches are live on television.</p> <p>Clubs like Asante Kotoko have fans watching their games but once it's on television they rather stay home and watch and that affects revenue at the gates.</p> <p>Many can now watch.</p> <p>Because the finances of the clubs are often built on the player transfers, league sponsorship and gate proceeds. Fans may not be at the grounds because they are not excited by the marketing of the league and the absence of star names that have the pull. Fan numbers were already on their way down and putting</p>

			<p>the GPL on TV is not the reason. Once these star names are absent, the clubs do not have good players to transfer and make the money that is needed to keep them running. In addition, the funds that come from sponsorship are not huge enough to power the clubs to major successes.</p> <p>Occasionally, fans will not be encouraged to see games live because the games are available on TV.</p>
<p><b>TV RIGHTS NEGOTIATION</b></p>	<p>Respondents' views on whether the GPL clubs should individually negotiate for their Television Right deals for their home matches.</p>	<p>R1</p> <p>R2</p> <p>R3</p>	<p>Matches of clubs like Kotoko and Hearts are mostly shown on TV which affects stadium attendance. So these clubs should demand more than the rest.</p> <p>In that case, they can negotiate for what will best serve their interest.</p> <p>The current value does not match the clubs.</p> <p>Because it will ensure a certain level of</p>

		R4	broadcasting revenue and that will be helpful to the clubs.
		R5	Invariably, the bigger teams will always get far more than the smaller teams. This has the potential of widening the financial gap between the bigger and small teams even more than it is now. As a growing product, the GPL is not yet at this stage. Probably sometime in the future this may be feasible.
<b>TV / GPL MARKETING</b>	Respondents' views on whether paid television has marketed the Ghana Premier League to the outside world.	R1	It has helped the TV sponsors to pay money to the clubs. Also our people outside Ghana are able to access matches of the GPL.
		R2	More and more people outside the country now have access to watch matches.
		R3	Many players can now be seen outside.
		R4	Putting the league on TV (either DStv or StarTimes) has given the rest of the continent and the wider world the chance to see Ghanaian football. Of course, that is only a small part of the plan. The league has to be

		R5	<p>properly marketed in all aspects for the intended effect to be seen.</p> <p>The Pay -TV options we have had so far have been multinational, meaning that the GPL has been exposed to many countries across Africa and around the world. More could have been done, however.</p>
<b>TV ON THE GPL'S FUTURE</b>	<p>Respondents' views on the GPL rubbing shoulders with other European leagues in terms of huge monies negotiated for television right deals in the next five years.</p>	<p>R1</p> <p>R2</p> <p>R3</p> <p>R4</p>	<p>Our league system is not on the right footing. Our branding is poor. Our club administrators haven't positioned themselves enough to get these TV rights and rub shoulders with those foreign leagues.</p> <p>We're are behind in terms of organization and that takes so much from the game. It would take decades to catch up with leagues in Europe.</p> <p>Quality players on the local terrain.</p> <p>There is a lot of work to be done in terms of raising the profile of the league, the</p>

			<p>marketing, the pitches, the player quality, the ability to keep star players to sell the league, the general economic situation of the country. When I look at all these elements, I do not think the Ghanaian can command the same weight as the European clubs. European clubs are sharing billions of pounds in tv money because they have the product that attracts attention from the world over. I cannot say same for the Ghanaian league.</p>
		R5	<p>To be able to negotiate for huge amounts, clubs must have a certain pull. GPL clubs do not have that clout yet and will unlikely be that powerful in the next five years.</p>
<p><b>TV ON GPL PLAYER SALES</b></p>	<p>Respondents' views on whether paid television has improved international player sales for the GPL clubs</p>	<p>R1</p> <p>R2</p> <p>R3</p>	<p>The quality of our league is a bit down so TV rights can't determine our player sales.</p> <p>I'm sure it has because now GPL matches are watched all over the world via television.</p> <p>Some agents confirmed spotting</p>

		<p>R4</p>	<p>players through TV platforms.</p> <p>I say so because even though the FIFA Report on player transfers released in August 2021 states that Ghana transferred 1,533 players in the last ten years, only about 50 million US Dollars was made in the same period. That means that most of the transfers did not yield much in financial terms.</p> <p>Inter Allies was the biggest mover of players but they did not make that a lot of money. Clubs like Kotoko, Dreams FC, Liberty Professionals, Medeama, Berekum Chelsea are some of the biggest movers of players. They moved about 20 players averagely in the period but they are not better off financially. Rather teams like Wafa and Right To Dream are making some money from player sales but most of the players they sell are not even featuring in the league or the feature briefly and they move out of the country.</p> <p>So while TV coverage may bring more attention to players in the league, there are no huge financial</p>
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		R5	<p>rewards for the clubs when it comes to player transfers.</p> <p>No statistical evidence, just anecdotal. The more countries GPL is seen in, the higher the probability that players will catch the eye of GPL players, hence increasing international player sales.</p>
<b>ADDITIONAL RESPONSE</b>	Respondents' additional or final comments	<p>R1</p> <p>R2</p> <p>R3</p> <p>R4</p> <p>R5</p>	<p>Clubs must negotiate based on the number of matches shown on TV to determine their amount of share of the TV rights.</p> <p>Coverage of matches has to improve with more and more cameras to give viewers better pictures comparable to what's in European leagues.</p> <p>It is a platform to brand the league.</p> <p>No comments.</p> <p>No comments.</p>

Source: In depth Interview (2021)

#### **4.6.1 Analysis of Interview Findings in relation to Research questions and Objectives.**

From the interview transcription above, various responses were opined by the Ghanaian sports journalists sampled for interview. Many of the coded responses were related to the research objectives on the effects of television rights on spectatorship, the marketing structure of the league that is sponsorship and player sales, production quality and accessibility as well as the finances of the clubs.

Majority of the respondents sampled indicated their strong agreement to the ongoing debate of GPL clubs individually negotiating for their television rights especially for their home matches. Other respondents also shared their divergent views. Out of the five respondents, R1, R2, R3 and R4 were for the ongoing debate for the Ghana Premier League clubs to negotiate individually, their television right deals for their home matches. R5 expressed a divergent opinion on how a huge gap will be created between the big clubs and the smaller ones should the individual negotiations be adopted.

However, on the effects of television rights on spectatorship at the various match venues, R1, R2, R3, and R5, were of the same opinion that, due to the access to television, most of the football fans prefer to watch of the matches from the comfort of their homes especially when their team are playing away from home than to go to them the stadium to watch the matches. R4 on the other hand had a divergent view alluding to the fact that, some fans still troop to the stadium when matches are aired live. R4 further reiterated that, not all the matches are aired live, some are recorded or taped.

On the effects of television rights on the finances of the clubs, R1, R2, R3 and R5 opined in agreement that, the match venues are not packed with supporters since television broadcast offers them another opportunity to watch the matches which reduces the gate proceeds of the

clubs. However, R4 is of another perspective that, because many of the teams rely on player transfers, league sponsorship and gate proceeds. Fans may not watch matches at the stadium because they are not excited about how the league is marketed and the absence of some star names in the league that have the pull. R4 further indicated that, once these names are absent, the clubs do not have good players to transfer and make money. Hence the dwindling efforts of the club finances cannot be embedded on TV alone.

On the effects of television rights as far as marketing of the league is concern, all respondents were of the view that, the league being telecasted on PAY –TV platforms such as DSTV and StarTimes has helped give a great exposure for the outside world to see some talents and also boost the sponsorship base of most of the clubs.

#### **4.7 Secondary Data on Television Rights and its effects in Marketing the GPL.**

Secondary data is usually defined in opposition to primary data. The latter is directly obtained from first-hand sources by means of questionnaire, observation, focus group, or in-depth interviews, whereas the former refers to data collected by someone other than the user. In other words, secondary data refers to data that have already been collected for some other purpose. Yet, such data may be very useful for one's research purpose (Allen 2017).

Secondary data relating to the research objective in ascertaining the effects of television rights on the marketing structure of the league which is sub divided into sponsorships and player transfers and the finances of the clubs was ascertained from various publications made by the Ghana Football Association on their official website and other credible online portals such as Ghanaweb and Ghanasoccernet as well as that of the Federation of International Football Association (FIFA) relating to player transfers made by Ghana in previous years.

This section seeks depict the amount of money paid to each of the Premier League clubs in the television broadcast deals signed by the GFA on behalf of the clubs, the corporate sponsorships attracted by the league as a result of television broadcast in the league and FIFA’s Player Transfer Report on Ghana for the past ten years. A tabular distribution can be seen below;

<b>DURATION</b>	<b>TELEVISION STATION</b>	<b>ESTIMATED AMOUNT</b>	<b>ESTIMATED AMOUNT PER SEASON TO THE CLUBS</b>	<b>LIST OF SPONSORSHIPS GAINED</b>
1956 – 2007	GBC – TV / GTV	-	-	Accra Breweries Company LTD (ABC Golden Lager Star Lager),  Kinapharma Ghana Telecom One Touch.
2007 – 2008	GBS	\$ 3 Million	\$100,000 (Deal was terminated in 2008 after liquidation issues hit the broadcasters GBS)	Globacom Ghana
2009 – 2013	Metro TV	\$ 1.05 Million	\$262,500	Globacom Ghana
2013 – 2016	Supersports – DSTV	\$ 2.1 Million	\$700,000	Globacom Ghana.  First Capital Plus Bank (Later terminated in 2015 due to bank restructuring)
2016 – 2019	ST World Football  Startimes	\$ 17.9 Million	\$1,950,000. (Contract was aboragated after the Anas Exposee in 2018)	Zylophpone Cash (Contract was aboragated in 2018 after the Anas Exposee)
2020 – 2025	Adepa Channel Startimes	\$ 5.25 Million	Year 1 \$700,000  Year 2 \$750,000	No headline sponsors yet. Other category sponsors includes;

			Year 3 \$850,000	Macron Ghana, InterCity STC, Melcom Ghana, ZAZ, NASCO.
			Year 4 \$850,000	
			Year 5 \$850,000	

**Source: GFA News Archives (2021)**

**Table 4.11: Television Right effects on the Marketing and Finances of the GPL clubs.(As seen above).**

From the table above, aside the revenues from the television right deals shared among the premier league clubs per season, the broadcast of the GPL ,matches by the television holders further generates revenue for the leagu and the GPL clubs in terms of sponsorship and player transfers.

Advances in communications technologies have revolutionized broadcast sports coverage and enabled billions of people around the world to take part in the spectacle and excitement of major sporting event. Copyright and related rights, particularly those relating to broadcasting organizations, underpin the relationship between sport and television and other media. Television and media organizations pay huge sums of money for the exclusive right to broadcast top sporting events live. For most sports organizations, the sale of broadcasting and media rights is now the biggest source of revenue, generating the funds needed to finance major sporting events, refurbish stadiums, and contribute to the development of sport at grassroots level.

Sponsorship is of great importance since it is the part of the promotional mix that supports the interest of the company by associating it with a specific event. Moreover, sponsorship may be

the major or only marketing effort for some companies whereby it is further important to consider it as a powerful option when deciding upon marketing tools. Furthermore, sponsorship marketing involves investments in events or causes with the purpose of achieving various objectives, as increasing sales, enhancing a company's brand image and reputation, as well as increasing brand awareness (Shimp, 1997).

#### **4.7.1 FIFA's Ten Year Report on Player Transfers published in August 2021.**

In October 2010, following a long test period, the FIFA Transfer Matching System (TMS) was officially launched as a mandatory tool for all international transfers of male professional football players, and was later used for all such transfers in both the winter and summer transfer windows of 2011. Although the system was initially run by a FIFA subsidiary, FIFA took over the role itself after the change of leadership in February 2016 (FIFA Report 2021).

Transfers, especially international ones, are unique in reflecting football's growth, players' pathways and salaries, the use of loans, adherence to the principle of contractual stability, how and when agents are involved and, of course, training compensation and solidarity contribution (FIFA Report 2021).

Ghanaian Premier League clubs totalled a net profit of \$50 million from transfer deals made in the last decade alone. This has been revealed by the world's football governing body, the Federation of International Football Association (FIFA). The report identified Ghana as the highest raking country from transfers in West Africa, ahead of Nigeria and Senegal.

A breakdown of the FIFA report shows Inter Allies, who have been relegated from the Ghana Premier League in the just ended 2020/21 season made the most transfers by any Ghanaian club in the last decade. The Accra-based side sold 64 players, followed by WAPA with 45,

Dreams FC with 43 and the Right to Dream Academy with 37. Meanwhile, Ghanaian clubs also spent \$500,000 on 381 players who arrived at the various teams in the last 10 years.

On the international scene, Brazil topped the list of countries with the most players moving to foreign teams. The South American nation exported 15,128 players, followed by Argentina (7,444), Britain (5,523) and France (5,027).

## **Methodology**

The report, which was released by FIFA, included data on international transfers of male professional players completed between 1st January, 2011 and 31st December, 2020. The data was extracted from the Transfer Matching System on 6th May, 2021.

All information on transfer fees is automatically converted into US dollars on the basis of conversion rates on the day when the transfer instruction is created in TMS.

Numbers in the report are rounded. All names of clubs and players in this report are as entered in TMS.

### **4.7.1.1 The numbers of Ghana on a bigger scale**

According to myjoyonline.com, a grand total of 133,225 transfers were recorded over the 10-year period which includes 66,789 players, 8,264 clubs around the globe and \$48.5 billion in spending. 2,848 transfers recorded during the period were Ghanaian (2.14%) which ranks 10th among the top 30 nationalities by number of transfers.

Also, \$561.8m (1.12%) was spent on Ghanaian players internationally, ranking 19th among the top 30 nationalities in terms of total spending on transfers.

This gives an indication that a lot of Ghanaians switch clubs from time to time but for low transfer fees. It also means that Ghanaian footballers have a low value which translates in most ways to low quality. A quick look at the top five leagues in Europe show an alarmingly small count of Ghanaian players. This signifies that even though television rights has portrayed the GPL to the outside world in terms of exposure for player transfers, there is more to be done to increase the value and sales of players as well as increase the revenue base of the GPL clubs.

#### **4.8 Testing of Hypothesis**

**H1.** Spectators will patronize league matches with a competitive balance or uncertainty outcome than matches whose outcomes are certain when broadcast channels are accessible to them.

**T1.** Results from **table 4.3** revealed that 37.5% of the forty (40) respondents administered with questionnaires doesn't watch matches at the stadium at all. However, 20% of the respondents watch the GPL matches at the stadium once in a month. Results from **table 4.4** revealed that, 40% watch the GPL matches on TV every match day with 25% not watch at all especially when GPL matches clashes with the European leagues despite accessibility.

Results from the category “**TV on Spectatorship**” of **table 4.10** per the coded responses from the five sports journalists interviewed revealed that, numbers at the stadium have reduced especially if it's not Kotoko - Hearts games. Quota system for supporters at the stadium has also let people to prefer watching TV and also save cost. Other respondents revealed that, television effects on spectatorship is because the biggest matches in the season often sell out. In the Ghana Premier League, the matches with a competitive balance or uncertainty outcome are Hearts – Kotoko matches, Hearts – Ashantigold FC, Kotoko – Ashantigold FC, Hearts –

Olympics, Kotoko – Medeama SC Hearts – Medeama SC, Kotoko – Aduana Stars and Hearts  
– Aduana Stars.

Therefore the hypothesis that, (**H1**). Spectators will patronize league matches with a competitive balance or uncertainty outcome than matches whose outcomes are certain when broadcast channels are accessible to them is greatly accepted it has a significant relationship with most of the responses gathered in that category based on the analysis given above.

**H2.** Kumasi Asante Kotoko and Accra Hearts of Oak will agitate for an individual television rights selling system than the other remaining football clubs since their matches are most broadcasted in the league and are able to generate higher TV rights revenues.

**T2.** Results from **table 4.9** revealed that, 32.5% of the forty (40) respondents administered with questionnaires strongly agree that, the GPL clubs should be made to individually negotiate for their respective television rights for their home matches. Also, 25% of the respondents agree to the issue of clubs negotiating for their respective television rights individually.

Results from the category “**TV Rights Negotiation**” of **table 4.10** per the coded responses from the five sports journalists interviewed revealed that, Matches of clubs like Kotoko and Hearts are mostly shown on TV which affects stadium attendance. So these clubs should demand more than the rest. In that case, they can negotiate for what will best serve their interest. Others also reiterated that, the current value of money distributed to the clubs doesn’t match their numerous expenses. Others were of the view that, it will ensure a certain level of broadcasting revenue and that will be helpful to the clubs. Divergently, others were of the opinion that, the bigger teams will always get far more than the smaller teams. This has the potential of widening the financial gap between the bigger and small teams even more than it

is now. As a growing product, the GPL is not yet at this stage. Probably sometime in the future this may be feasible.

Therefore the hypothesis that, **(H<sub>2</sub>)**. Kumasi Asante Kotoko and Accra Hearts of Oak will agitate for an individual television rights selling system than the other remaining football clubs since their matches are most broadcasted in the league and are able to generate higher TV rights revenues is greatly accepted since it has a significant relationship with most of the responses gathered in that category based on the analysis given above.

**H<sub>3</sub>**. Television stations with wider coverage and on other international digital platforms will market the Ghana league than local television stations with wider coverage locally.

**T<sub>3</sub>**. Results from the category “**TV/ GPL Marketing**” of **table 4.10** per the coded responses from the five sports journalists interviewed revealed that, television broadcast of the Ghana Premier League has helped Ghanaians outside the country to access matches of the GPL. Others also indicated that, more and more people outside the country now have access to watch matches. It was stressed from the respondents that, many players can now be seen outside. Another was of the view that, putting the league on TV (either DStv or StarTimes) has given the rest of the continent and the wider world the chance to see Ghanaian football. Of course, that is only a small part of the plan. The league has to be properly marketed in all aspects for the intended effect to be seen. Others were of the opinion that, the Pay -TV options we have had so far have been multinational, meaning that the GPL has been exposed to many countries across Africa and around the world. More could have been done, however.

Therefore the hypothesis that, **(H<sub>3</sub>)**. Television stations with wider coverage and on other international digital platforms will market the Ghana league than local television stations with

wider coverage locally is greatly accepted since it has a significant relationship with most of the responses gathered in that category based on the analysis given above.

**H4.** Television Stations will opt for Pay per View option than Free to Air in their bids to telecast the Ghana Premier League due to expected demands for quality production and wider coverage hence increasing the broadcast rights transactional amount by 20% after every 5 years.

**T4.** Results from **figure 4.4** revealed that, 70% of the forty (40) respondents administered with questionnaires opted for Free – to – Air with 30% opting for Pay –TV.

Results from the category “**Pay – TV / Free – to – Air**” of **table 4.10** per the coded responses from the five sports journalists interviewed revealed that, all preferred Free – to – Air to Pay – TV citing the following reasons that;

“I prefer Free – to – Air to Pay – TV because it has a wider coverage”.

“I prefer Free – to – Air because Pay – TV is very expensive”.

“Free – to – Air is very accessible so I like it”.

“I prefer Free – to – Air because it is available to me when I am away from my office”.

“I prefer Free – to – Air because of its accessibility”.

However, a secondary data gathered in **table 4.11** the amount paid by the Pay –TV channels since 2008 doesn’t have a 20% increment after every five years since the duration of the contracts of some of the channels are below 5 years and also there are variations in the terms and agreement of the respective broadcast channels in previous years to that of the current broadcasters. Even taking the deal of the current broadcasters, Start Times into consideration, there is only 5% increment in the distribution per season for the clubs. The deal which has a

duration of 5 years slated to end in 2025 has not elapsed hence a projection of 20% increment after five years will be premature.

Therefore the hypothesis that, **(H4)**. Television Stations will opt for Pay per View option than Free to Air in their bids to telecast the Ghana Premier League due to expected demands for quality production and wider coverage hence increasing the broadcast rights transactional amount by 20% after every 5 years is rejected since majority of the respondents who are direct stakeholders of the GPL opted for Free – to – Air either than Pay – TV. There is no significant relationship between **H4** and most of the responses gathered in that category based on the analysis given above.

#### **4.9 Chapter Summary**

The chapter discussed the data analysis and findings from 45 respondents through administered questionnaires and in depth interviews completed by and conducted with some officials of the Ghana Football Association, some selected football club administrators, selected sport journalists, some selected football fans and some selected Ghana Premier league players in the country.

The data from the questionnaires were statistically presented in a tabular and graphical form after being analyzed using Microsoft Excel to facilitate readings and understanding. The audios from the in – depth interview with some selected sports journalist in Ghana was transcribed into themes and codes that is features of participants' accounts characterizing particular perceptions or experiences that are seen as relevant to the research questions and objectives.

Data was sourced from a total number of forty - five (45) respondents including; three (3) officials of the GFA, seven (7) football club administrators, twenty – five (25) football fans,

five (5) sport journalists and five (5) Ghana Premier League players through questionnaires and in – depth interviews. However the five selected sport journalists in the country were interviewed purposively. The graphical and tabular analysis of data represents that of the other forty (40) respondents administered with questionnaires. That of the sport journalists was transcribed in open coding for analysis.

The data analysis and presentation started with the background of the respondents that is their age, gender, occupation and educational level distribution of the respondents. Data presentation on the views of the football fans, players, administrators from the questionnaires administered was presented in a tabular and graphical form.

The perspectives of some selected Ghanaian Sports Journalists on Television Rights in the Ghana Premier League was sourced through in depth interviews was transcribed in a tabular format using open coding on a wide range of issues related to the reseach questions and objectives.

Secondary data relating to the research objective in ascertaining the effects of television rights on the marketing structure of the league which is sub divided into sponsorships and player transfers and the finances of the clubs was ascertained from various publications made by the Ghana Football Association on their official website and other credible online portals such as Ghanaweb and Ghanasoccernet as well as that of the Federation of International Football Association (FIFA) relating to player transfers made by Ghana in previous years.

## **CHAPTER FIVE**

### **DISCUSSION OF FINDINGS, RECOMMENDATION, AND CONCLUSION**

#### **5.0. Introduction.**

This section gives a discussion of the research findings and draw conclusions by highlighting the key results of the dissertation. It further discusses the limitations of the study and gives recommendations for policy and practice, as well as for future studies.

#### **5.1 Discussion of Findings.**

This section takes into consideration all the information gathered from the questionnaires administered, the in depth interviews and their relevance to the research questions or objectives and the topic as a whole.

Findings on the effects of television rights on spectatorship relates to research question one (1) of the study. The study however found that, numbers at the stadium sometimes reduce especially if it is not matches between the two major football clubs in Ghana, Accra Hearts of Oak and Kumasi Asante Kotoko. The novel Covid – 19 restrictions on football stadium capacity attendance and the quota system initiated by the government of Ghana to accommodate only 2,000 fans per game has also engineered the move for football fans preference to watch the GPL matches on television to save cost and also to prevent themselves from being at risk of contracting the deadly viral infection.

However fan loyalty also comes to play as it was revealed that despite matches been aired live on television, there are some football fans who are too loyal to their cherished team and would always love to watch their team play at the stadium whether home or away.

Findings on the effects of television rights on the finances of the GPL clubs relates to question two (2) of the study. The sources of revenue for football clubs are ticket or gate proceeds, player transfer sales, sponsorships and now the commercialization of television right deals which provide extra revenue for the clubs. The study revealed that, television deals even though generates revenue for the clubs in the GPL, it has also had some adverse effects on the other sources especially gate proceeds since attendance for matches are sometimes reduced due to the live broadcast. On the aspect of sponsorship and player sales, per a secondary data sourced from the GFA website and that from the FIFA Report of Player Transfers in 2021, the Ghana football clubs transferred 1,533 players in the last ten years. However, Ghanaian Premier League clubs totalled a net profit of \$50 million from transfer deals made in the last decade alone. Inter Allies was the biggest mover of players but they did not make that a lot of money. Clubs like Kotoko, Dreams FC, Liberty Professionals, Medeama, Berekum Chelsea are some of the biggest movers of players.

They moved about 20 players averagely in the period but they are not better off financially. Rather teams like Wafa and Right To Dream are making some money from player sales but most of the players they sell are not even featuring in the league or the feature briefly and they move out of the country. So while TV coverage may bring more attention to players in the league, there are no huge financial rewards for the clubs when it comes to player transfers. Ghanaian clubs also spent \$500,000 on 381 players who arrived at the various teams in the last 10 years. This however indicates that, the Ghanaian clubs didn't get much revenue from player sales within the last decade even though a lot of players were transferred from the local scene. The effects of television rights on some of these transfers cannot be overruled considering the exposure it has given to the GPL clubs to the outside world.

On the issue of sponsorship which is another source of income for the GPL clubs, the findings revealed that, the GPL have had some tremendous headline sponsorship deals in previous years

especially from 1999 up to 2015. It has been without a headline sponsor since 2015 after First Capital Plus now defunct Capital Bank pulled out from a 5 – year deal worth \$10 Million it had with the GFA due to bank restructuring. Zylophone cash also came through in 2018 but the deal was terminated after the 2018 Anas Exposé on Ghana Football. The league has been privy to category sponsorship since then but yet to have a headline sponsor. Television broadcast in the GPL offers a great mileage for most of the corporate organizations considering the wider coverage of the broadcast holders especially to the outside world but the brand image of the GPL for some time now has become a bit questionable especially before and after the Anas Exposé in 2018 but efforts are being made by the current administration to restructure things.

The study also revealed the ongoing issue of the individual and centralized television broadcasting system as far as negotiations are concern. In the GPL the centralized system of television broadcast negotiation has been adopted since 2008. In this case, the GFA which is the main organizer of the league negotiate for and on behalf of the GPL clubs. A system which many of the big clubs especially Kumasi Asante Kotoko has kicked against considering the support base they carry and how paltry an amount they receive from these deals per season. Hence there has been a huge debate as to whether the GPL should be made to negotiate their television deals for their respective home matches individually as practiced in most of the European leagues especially the Spanish La Liga to increase their revenue base. It was revealed through the responses from the respondents for this study that, it will be ideal for the individual television rights selling system since it will increase the revenue base of the GPL clubs since they are the main content providers for the broadcast of the GPL. Other opinions shared are that, it will create an enabling environment for the GPL clubs to negotiate for what will best serve their interest. The study revealed other divergent views on this debate being that, the individual television rights selling system will make the bigger teams get far more than the

smaller teams. This has the potential of widening the financial gap between the bigger and small teams even more than it is now. As a growing product, the GPL is not yet at this stage. Probably sometime in the future this may be feasible.

Findings on the effects of television rights on the marketing structure of the GPL relates to research question three (3) of the study. For the league to attract sponsors and increase its revenue base it needs a proper marketing structure for its content as visible in the European leagues especially the English Premier League. The findings revealed the Ghana Premier League been organized by the GFA through its sub – committee the Professional League Board (PLB) is not autonomous. The PLB should be a separate entity from the GFA and hence should not be under the whims and caprices of the GFA. There are various opinions through this study that, making the PLB an autonomous will help in restructuring the league to make it marketable as practiced in the English Premier League. The efforts of television broadcast in marketing the league cannot be discredited as it has exposed the league to the outside world. More people outside the country now have access to watch matches.

Many players can now be seen outside.

Putting the league on TV (either DStv or StarTimes) has given the rest of the continent and the wider world the chance to see Ghanaian football. The Pay -TV options we have had so far have been multinational, meaning that the GPL has been exposed to many countries across Africa and around the world. More could have been done, however. The study revealed that, television broadcast is seen as an aspect of the marketing plan for the GPL as it involves a holistic marketing plan. The league has to be properly marketed in all aspects for the intended effect to be seen.

Findings on the effects of television rights on the production quality and accessibility of the GPL relates to research question four (4) of the study. The study through the responses revealed that, the introduction of Pay – TV in the Ghana Premier league has improved the production quality a bit especially with the introduction of HD effects in the broadcast. However, there has been a call for the introduction of more cameras per match venues to give shots from all angles to make viewing exciting and complete. Accessibility issues with the Pay – TV option has been a bit of a problem as most of the Ghanaian football fans are gradually adopting to the demands of the Pay - TV channels especially the monthly subscription bit of the demand comparable to the economic stands of most potential subscribers. Free – to Air options are highly embraced by many as the matches becomes accessible to all despite ones economic situation. However, accessibility on other mediums aside the channel decoders also affords variations in the choices of subscribers to afford them an enabling opportunity to watch the GPL matches.

## **5.2 Limitations of the Study and Directions for Future Studies.**

Despite the contributions made by this research, it is subject to some limitations. One major limitation of this study is concerned with the difficulty in accessing information from the respondents especially the sports journalists purposively sampled for interview. Majority of them objected to the consideration of them being recorded in audio for transcription. They rather opted for face to face without recording as well as filling the interview guide in the case of others. This in anyway delayed the schedule for the conduct of the data collection exercise and also altered the initial methodology plan of audio recording interviewees using WhatsApp voice notes but at the end the required data was attained.

The football administrators and some officials of the Ghana Football Association contacted initially declined because of the Anas Exposé that hit the football association in 2018 even though an introductory letter from the official letterhead of the Ghana Institute of Journalism was sent citing issues about the academic necessity for the study. Eventually some headed to our response and filled the questionnaires administered but the process for them to agree was tough and rigorous.

Some of the Ghana Premier League randomly sampled and administered with questionnaires couldn't read and write and hence the questionnaires had to be interpreted in the Akan language for a clearer understanding. Some of the club administrators also didn't allow their club players to fill the questionnaires even though the ethical consideration was submitted to them with the prime motive of the study being for academic purposes.

In spite of the above limitations, I believe that the findings obtained in this research are highly reliable and afford readers a greater understanding on the variables investigated.

Future studies should consider extending the topical issues beyond the tentacles of the Ghana Premier League to inculcate the Women's Premier League and the Division one League since their matches are also broadcasted by the television right holders. Future researchers should look at using either qualitative or mixed method approach to obtain more representative findings. Therefore, quantitative study preference should have a large sample size, such that its findings could be generalized.

### **5.3 Recommendations.**

Television broadcasting rights has become part and parcel of the game of football and hence has become and major source of revenue for most football leagues and clubs around the world. There is not much that cannot be done with football. Investors are looking for ways to use football to advertise their brands and leagues, teams and players all over the world are now advertisement images for companies. It is important that we do not limit ourselves in Africa and make good use of the opportunities provided to us by the sport overseas as well and television offers that platform.

From the evidence gathered that, it is recommended that, the Professional League Board (PLB) should not be a sub - committee under the whims and caprices of the GFA but should be made a separate entity with great autonomy to restructure the GPL to make it marketable as in the case of the English Premier League. The processes to make the PLB or the Ghana Premier League as an entity, autonomous should be initiated before the start of the 2022/2023 football season to give the GPL a new face lift addressing all challenges.

It is also recommended for television coverage to be made accessible for all spheres of the Ghanaian football fraternity. However, the Pay – TV option cannot be ignored since it has become part and parcel of the modern football commercialization model and hence it should be gradually embraced. It is therefore imperative on the part of broadcasters to make their monthly subscription rates affordable for the ordinary Ghanaian football fan regardless of their economy stands afford the rate to catch a glimpse of the GPL matches televised. Alternatively, it is recommended for broadcast holders of the GPL to inculcate daily and weekly subscription

models alongside the usual monthly models to cater for the growing demands of potential subscribers based on their subscription preferences to also have access to the games.

It is recommended for the broadcast holders of the league to *laissez* with some of the Free – to – Air channels to telecast one of the games on the FTA channels every weekend to gradually ignite the passion of the football fans who don't have access to the numerous games available on the Pay – TV channels.

Broadcasters should as part of initiatives organize public sensitization programs for potential subscribers on the football packages they have for customers. This includes radio tours, television documentaries, exhibitions and many others. Customers should also be sensitized on the introduction of Mobile TV apps of the broadcast holders and how it can be used for wider accessibility.

It is also highly recommended for the GFA and the stakeholders in the game to handle the emerging debates of the centralized and individual systems of television broadcast selling systems well as it has a great tendency of causing a great mayhem between the GPL clubs and the GFA especially the big clubs in the country considering the large fan base they possess. A snippet of it transpired during the start of the 2020/21 football season where Kumasi Asante Kotoko nearly opted against their involvement in the StarTimes production of its content especially for their home matches due to a contract they also have a streaming platform called CEEK. As the football season evolves, the football clubs also re strategize to boost their commercial value and hence the individual television selling system has a strong tendency of being a subject matter every season if not well handled since the big clubs will always agitate for more revenue from the television broadcast deals per season reason being that, their matches are mostly shown more than the smaller clubs. It is recommended for the GFA to regularly

engage the GPL clubs especially the big teams for their inputs in negotiating for future or subsequent television broadcast deals for the GPL.

#### **5.4 Conclusion**

To the largest extent, this study has achieved its intended purpose. The variables understudied were extensively covered leading to more insightful discoveries. This dissertation was aimed at unraveling the effects of television rights on the Ghana Premier League taking into consideration its main organizers the Ghana Football Association. New technologies and the dynamic effects of convergence are changing the way consumers access audio-visual content. Although the broadcasting sector has undoubtedly become more competitive over the course of the last decade, competition authorities throughout the globe have become more active in launching policy interventions. In some cases these also The penetration of new technologies and the dynamic effects of convergence are changing the way that consumers access and view audio-visual content. As broadcasting services are continuously evolving, it is no longer possible to provide a uniform, all-encompassing definition of 'broadcasting' that is adequate to capture all the particular features of the market for broadcasting services involved a consideration of public interest criteria other than competition concerns.

The Ghana Premier League since its inception in 1958 has gradually evolved from the era of analogue transmission to digital transmission. The era of Free – to Air to Pay – TV. Hence the organizers of the league should strategize to meet the ever growing demands of the league since the demands of the European Leagues has become a criteria in measuring the indicator success and flaws of the league. Heavy competition between broadcasters for sports broadcasting rights and consumer's attention has raised policy questions concerning both competition and content

issues. Exclusivity of sports broadcasting rights may foreclose new media markets and deprive the public access to major sports coverage.

Sports and the media, in particular television, have developed a self-interested relationship, allowing them to gain benefits from their complementary interests (Bolotny & Bourg, 2006). While sports act as a pool for content and audience for television, the latter serves as a revenue source and a marketing means for sports. This relationship between sports organizations and broadcasters has increasingly evolved following the introduction of technology in sport. The intensified competition for live sports broadcasting rights with the rise of pay television and digital broadcasting has induced inflated acquisition prices for these rights and has revolutionized the supply of sports programming (Turner, 2007).

Owing to the recent emergence of digital technology and the proliferation of mobile multimedia handsets, the possibilities of enjoying sports content have multiplied. The expansion of new media markets has driven the sports media complex to a new dimension with sports clubs evolving to media entities. This evolving trends in television broadcast for various football contents is a not a transient phenomenon since it has come to stay. The Ghana Premier in the years ahead should be seen to be adaptive to this evolving trends to ensure dynamism geared towards increasing the standards of the league.

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## **APPENDIX**

### **APPENDIX A.**

#### **PARTICIPANT SURVEY (questionnaire) FOR GHANAIAIAN FOOTBALL FANS.**

October 18, 2021.

### **SECTION A.**

**Title:** Television Rights and its Effects on the Ghana Premier League: A Case Study of the Ghana Football Association.

#### **Dear Prospective Participant**

My name is Sampong Ernest Darko. I am a student of the Ghana Institute of Journalism pursuing an MA in Public Relations. I am inviting you to participate in a study entitled: **Television Rights and its Effects on the Ghana Premier League: A Case Study of the Ghana Football Association.** The survey focuses on how the effects of television rights in the Ghana Premier League has been over the years and currently as far as the promotion of the league is concern..

Please take a few minutes to complete the attached survey below. Respond in terms that describe your opinion on television broadcasting rights in the Ghana Premier League as a football fan. It is important that you respond openly and honestly to the survey for accurate results.

This work is purely for academic purposes and you are assured of the confidentiality and anonymity of all responses.

**SECTION B.**

**Demographics (Confidentiality and Anonymity assured).**

**Name:**

.....

**Age:**

.....

**Gender:**

.....

**Educational Level: (Basic/Secondary/Tertiary)**

.....

**Occupation**

.....

**SECTION C.**

Please indicate how well each of the following statements describes your opinion by Underlining or **Bolden** one of the following coded response choices below. Please write in spaces when required.

1. Which Ghana Premier team do you support and how long have you supported them?

Football Team.

.....

Number of years supporting.

.....

2. How often do you watch your team's matches at the stadium?

- a. Every match day.
- b. Once in a month
- c. Twice in a month

- d. Once per season.
- e. Twice per Season.
- f. Not at all.

3. How often do you watch your team's matches on the television?

- a. Every match day.
- b. Once in a month
- c. Twice in a month
- d. Once per season.
- e. Twice per Season.
- f. Not at all.

4. Which of the following television channels is the best to have telecasted the GPL so far in terms of production quality?

- a. GBC/GTV.
- b. Supersports (DSTV).
- c. Metro Tv.
- d. Startimes.
- e. G – Sports 1&2 (GBS).
- f. None of them.

5. Which of the following channels is or was the most accessible in terms of broadcast?

- a. GBC/GTV.
- b. Supersports (DSTV).
- c. Metro Tv.
- d. Startimes.
- e. G – Sports 1&2 (GBS).
- f. None of them.

6. Which of the following television transmission modes do you prefer?

- a. Pay – TV or Pay per View.
- b. Free to Air.

7. Which of the following mediums do you use to watch the GPL?

- a. Channel Decoders.
- b. Mobile Tv Apps.
- c. Streaming sites.

8. Has the introduction of television broadcast in the GPL over the years affected spectatorship at the various match venues?

- a. Yes.
- b. No.

8i) If yes, to what extent has the effects been?

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.....

9. How much money do you spend monthly to subscribe to watch the GPL matches on television?

- a. GHC 20.00
- b. GHC 50.00
- c. GHC 100.00
- d. GHC 200.00
- e. GHC 500.00
- Others (Specify).....

10. Should the GPL clubs be made to negotiate for their television rights individually for their home matches as in other leagues?

- a. Yes.
- b. No.

If yes Why

.....  
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.....

**Thank You for Participating.**

## **APPENDIX B.**

### **PARTICIPANT SURVEY (questionnaire) FOR GHANAIAIAN FOOTBALL PLAYERS.**

October 18, 2021.

#### **SECTION A.**

**Title:** Television Rights and its Effects on the Ghana Premier League: A Case Study of the Ghana Football Association.

#### **Dear Prospective Participant**

My name is Sampong Ernest Darko. I am a student of the Ghana Institute of Journalism pursuing an MA in Public Relations. I am inviting you to participate in a study entitled: **Television Rights and its Effects on the Ghana Premier League: A Case Study of the Ghana Football Association.** The survey focuses on how the effects of television rights in the Ghana Premier League has been over the years and currently as far as the promotion of the league is concern..

Please take a few minutes to complete the attached survey below. Respond in terms that describe your opinion on television broadcasting rights in the Ghana Premier League as a football player. It is important that you respond openly and honestly to the survey for accurate results.

This work is purely for academic purposes and you are assured of the confidentiality and anonymity of all responses.

**SECTION B.**

**Demographics (Confidentiality and Anonymity assured).**

**Name:**

.....

**Age:**

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**Gender:**

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**Educational Level: (Basic/Secondary/Tertiary)**

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**Employment Status: Employed/Unemployed.**

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**SECTION C.**

Please indicate how well each of the following statements describes your opinion by Underlining or **Bolden** one of the following coded response choices below. Please write in spaces when required.

1. Which Ghana Premier team do you play for and how long have you played for them?

Football Team.

.....

Number of years played.

.....

2. How often do you get selected for league matches?

- a. Every match day.
- b. Once in a month
- c. Twice in a month

- d. 15 times per season.
- e. 30 times per Season.
- f. Not at all.

Others (Specify).....

3. How many goals have you scored per season?

- a. 3 goals per season.
- b. 5 goals per season.
- c. 10 goals per season.
- d. 15 goals per season.
- e. 20 goals per Season.
- f. Not at all.

Others (Specify).....

4. Which of the following television channels is the best to have telecasted the GPL so far in terms of production quality?

- a. GBC/GTV.
- b. Supersports (DSTV).
- c. Metro Tv.
- d. Startimes.
- e. G – Sports 1&2 (GBS).
- f. None of them.

5. Which of the following channels is or was the most accessible in terms of broadcast when watching from home or camp?

- a. GBC/GTV.
- b. Supersports (DSTV).
- c. Metro Tv.
- d. Startimes.
- e. G – Sports 1&2 (GBS).
- f. None of them.

6. Which of the following television transmission modes do you prefer?

- a. Pay – TV or Pay per View.
- b. Free to Air.

7. Which of the following mediums do you use to watch the GPL when at home?

- a. Channel Decoders.
- b. Mobile Tv Apps.
- c. Streaming sites.

8. Has the introduction of television broadcast in the GPL over the years affected spectatorship at the various match venues?

- a. Yes.
- b. No.

8i) If yes, to what extent has the effects been?

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9. Has the determination of kick off times by the television channels affected your team's performance?

- a. Yes.
- b. No.

If yes, Why?

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.....

10. Which of the following league kick off times do you prefer as used per the television schedules?

- a. Fridays 6pm
- b. Saturdays 3pm.
- c. Saturdays 6pm

d. Sundays 3pm

e. Sundays 6pm.

Any reason for your chosen time preference?

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**Thank You for Participating.**

## **APPENDIX C.**

### **PARTICIPANT SURVEY (questionnaire) FOR OFFICIALS OF THE GFA AND THE CLUBS.**

October 18, 2021.

#### **SECTION A.**

**Title:** Television Rights and its Effects on the Ghana Premier League: A Case Study of the Ghana Football Association.

#### **Dear Prospective Participant**

My name is Sampong Ernest Darko. I am a student of the Ghana Institute of Journalism pursuing an MA in Public Relations. I am inviting you to participate in a study entitled: **Television Rights and its Effects on the Ghana Premier League: A Case Study of the Ghana Football Association.** The survey focuses on how the effects of television rights in the Ghana Premier League has been over the years and currently as far as the promotion of the league is concern..

Please take a few minutes to complete the attached survey below. Respond in terms that describe your opinion on television broadcasting rights in the Ghana Premier League as a football fan. It is important that you respond openly and honestly to the survey for accurate results.

This work is purely for academic purposes and you are assured of the confidentiality and anonymity of all responses.

**SECTION B.**

**Demographics (Confidentiality and Anonymity assured).**

**Name:**

.....

**Age:**

.....

**Gender: (Male / Female)**

.....

**Educational Level: (Basic/Secondary/Tertiary)**

.....

**Occupation.**

.....

**SECTION C.**

Please indicate how well each of the following statements describes your opinion by ticking or circling one of the following coded response choices below. Please write in the spaces when required.

1. Which of the Ghana Premier League clubs are you affiliated to and how many years have you been affiliated with them?

Football Team.

.....

Number of years affiliated with them.

.....

2. How often do you watch your team's matches at the stadium?

- a. Every match day.
- b. Once in a month

- c. Twice in a month
- d. Once per season.
- e. Twice per Season.
- f. Not at all.

3. How often do you watch your team's matches on the television?

- a. Every match day.
- b. Once in a month
- c. Twice in a month
- d. Once per season.
- e. Twice per Season.
- f. Not at all.

4. How often do you watch matches of other team's on television?

- a. Every match day.
- b. Once in a month
- c. Twice in a month
- d. Once per season.
- e. Twice per Season.
- f. Not at all.

5. Which of the following television channels is the best to have telecasted the GPL so far in terms of production quality?

- a. GBC/GTV.
- b. Supersports (DSTV).
- c. Metro Tv.
- d. Startimes.
- e. G – Sports 1&2 (GBS).
- f. None of them.

6. Which of the following channels is or was the most accessible in terms of broadcast?

- a. GBC/GTV.

- b. Supersports (DSTV).
- c. Metro Tv.
- d. Startimes.
- e. G – Sports 1&2 (GBS).
- f. None of them.

7. Which of the following television transmission modes do you prefer?

- a. Pay – TV or Pay per View.
- b. Free to Air.

8. Which of the following mediums do you use to watch the GPL?

- a. Channel Decoders.
- b. Mobile Tv Apps.
- c. Streaming sites.

9. Has the introduction of television broadcast in the GPL over the years affected spectatorship at the various match venues?

- a. Yes.
- b. No.

9i) If yes, to what extent has the effects been?

.....  
.....

10. Has the introduction of television broadcast in the GPL over the years affected the finances of the clubs?

- a. Yes.
- b. No.

10i) If yes, to what extent has the effects been?

.....  
.....

11. Should the GPL clubs be made to negotiate for their television rights individually for their home matches as in other leagues?

- a. Strongly agree.
- b. Agree.
- c. Neutral.
- d. Disagree.
- e. Strongly Disagree.

If you strongly agree or disagree, what are your reasons?

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**Thank You for Participating.**

**APPENDIX D.**

**INFORMED CONSENT FORM FOR INTERVIEW**

I would like permission to conduct a face – to – face interview with you about your experiences reading and writing about sports especially on television rights in the Ghana Premier League. Questions will focus on the television networks who have been given exclusive rights to telecast the GPL and how its effects has been on the league. Questions do not address sensitive topics, and your participation is not considered to entail personal risk. Nevertheless, as a participant, you have the right to refuse to answer any of the questions posed, and you may withdraw from the interview at any time. Your participation in this interview is strictly voluntary.

The interview will take approximately 30 minutes. The interview will be recorded. I will also take notes during our conversation. As a participant, your anonymity will be protected. My notes will not contain your name. You will be identified only by general descriptors, including gender, age, and occupation. These notes are for my sole use and will not be available to anyone else. Results from this research are intended for future use in academic publishing and conferences. Please let me know if you would like to be advised of the findings of this research.

If you have any questions regarding the research you may contact me on **0248984713**.

If you consent to participate in a tape-recorded interview, please sign below.

Participant’s Signature \_\_\_\_\_ Date \_\_\_\_\_

Researcher’s Signature \_\_\_\_\_ Date \_\_\_\_\_

**Thank you for your time. Your participation is very much appreciated.**

**APPENDIX E.**

**INTERVIEW GUIDE FOR GHANAIAN SPORT JOURNALISTS.**

**SECTION A.**

**Demographics (Confidentiality and Anonymity assured).**

**Age:**

.....

**Gender: (Male / Female)**

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**Educational Level: (Basic/Secondary/Tertiary)**

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**Occupation.**

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**SECTION B.**

**Interview Questions.**

1. Which media network do you work for?

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2. How many years have you worked with the media network?

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3. How often do you watch or cover GPL matches at the stadium?

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4. How often do you watch the GPL matches on television?

.....

5. Which of the following television channels is the best to have telecasted the GPL so far in terms of production quality?

- a. GBC/GTV.
- b. Supersports (DSTV).
- c. Metro Tv.
- d. Startimes.
- e. G – Sports 1&2 (GBS).
- f. None of them.

6. Which of the following channels is or was the most accessible in terms of broadcast?

- a. GBC/GTV.
- b. Supersports (DSTV).
- c. Metro Tv.
- d. Startimes.
- e. G – Sports 1&2 (GBS).
- f. None of them.

7. Which of the following television transmission modes do you prefer?

- a. Pay – TV or Pay per View.
- b. Free to Air.

8. Which of the following mediums do you use to watch the GPL?

- a. Channel Decoders.
- b. Mobile Tv Apps.
- c. Streaming sites.

9. Has the introduction of television broadcast in the GPL over the years affected spectatorship at the various match venues?

- a. Yes.
- b. No.

9i) If yes, to what extent has the effects been?

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.....  
.....

10. Has the introduction of television broadcast in the GPL over the years affected the finances of the clubs?

a. Yes.

b. No.

10i) If yes, to what extent has the effects been?

.....  
.....  
.....

11. How much did the GPL clubs receive per season from the television broadcast deals?

- a. 2008 – 09 .....
- b. 2009 -10 .....
- c. 2010 – 11.....
- d. 2011 – 12.....
- e. 2012 -13.....
- f. 2013 – 14 .....
- g. 2014 – 15 .....
- h. 2015 – 16 .....
- i. 2016 – 17 .....
- j. 2017 – 18.....
- k. 2018 -19 .....
- l. 2019 – 20 .....
- m. 2020 – 21 .....

12. Should the GPL clubs be made to negotiate for their television rights individually for their home matches as in other leagues?

- a. Yes.
- b. No.

If yes Why

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13 Has the introduction of paid television in recent years marketed the GPL to the outside world?

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14. Do you see the GPL rubbing shoulders with other European leagues in terms of huge monies negotiated for television right deals in the next five years?

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15. Has paid television improved international player sales for the GPL clubs?

- a. Yes
- b. No

If yes, Are there some statistical evidence to proof?

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16. What mechanisms should be adopted to achieve this fate?

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**Thank You for Participating.**