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BIG BROTHER 'TITANS' SHOW AND CABLE SUBSCRIPTION: A CASE STUDY OF GOTV SUBSCRIBERS IN UYO

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Abstract

This study explored the impact of the popular reality TV show, Big Brother 'Titans', on cable subscriptions among GOTV subscribers in Uyo. A survey questionnaire was distributed among a representative sample of 322 GOTV subscribers in Uyo, focusing on their viewership habits, motivations for subscribing to GOTV, and the influence of Big Brother 'Titans' on their subscription decisions. The findings revealed that Big Brother 'Titans' has a significant impact on the cable subscription patterns of GOTV subscribers in Uyo. The majority of respondents reported watching the show regularly and acknowledged that it was a primary reason for their subscription. The captivating nature of the show, coupled with its interactive elements and the sense of community it fostered, emerged as key motivators for maintaining their GOTV subscriptions. The study concluded that "Big Brother Titans" show has become a major draw for viewers, prompting them to opt for cable subscriptions that offer access to the show. This demonstrates the power of compelling content in shaping consumer behavior and influencing market dynamics. Furthermore, the study recommended that GOTV should offer flexible subscription packages: This can include the ability to add or remove channels based on individual preferences. By allowing subscribers to customize their cable package, they can ensure access to the Big Brother Titans show without being constrained by unnecessary channels or costs.

Keywords: Big-Brother 'Titans', Cable Subscription, GOTV, Reality TV, Viewership Habits

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INTRODUCTION

The Big Brother 'Titans' show is a popular reality television program that has captivated audiences worldwide. It is a spin-off of the renowned Big Brother franchise, which originated in the Netherlands in 1999 and has since gained immense popularity in various countries (Adibe, 2015; Iyorza and Patience, 2020). The show follows a group of contestants, known as housemates, who live together in a specially designed house for a fixed period while their every move is recorded and broadcasted 24/7. The housemates participate in various tasks, challenges, and nominations, all while being monitored by cameras and microphones placed throughout the house (Bada, 2019). In the words of Akintunde (2019, p. 44) 'the show aims to entertain viewers by offering a mix of drama, relationships, competitions, and strategic gameplay.'

Yakubu (2017) sees cable subscription as a service that provides television programming through a coaxial cable or fiber optic connection. It offers a wide range of channels and shows, including popular entertainment, news, sports, and lifestyle content. Cable subscription has been a significant part of the television industry for several decades, allowing viewers to access a variety of content conveniently (Andrew, 2015a; Lilienthal, 2021). It provides an extensive selection of channels that cater to diverse interests and preferences, offering a more comprehensive and curated television experience compared to traditional broadcast channels.

Cable subscription is significant because it offers numerous advantages to viewers. Firstly, it provides access to a broader range of channels and programming options, including premium channels like HBO, Showtime, and ESPN. This allows viewers to enjoy a wide variety of content genres, such as movies, documentaries, live sports events, and exclusive TV series. Secondly, cable subscription often offers better picture and sound quality compared to over-the-air broadcasts. The use of dedicated cables or fiber optic connections ensures a more reliable and consistent transmission of signals, resulting in clearer images and enhanced audio. Furthermore, cable subscription typically provides additional features like on-demand services, digital video recording (DVR), and interactive programme guides. These features allow viewers to watch their favorite shows at their convenience, record content for later viewing, and easily navigate through the available channels and programs (Hasan, 2013; Lobato, 2019).

Moreover, GOtv is a popular pay-TV service in Nigeria, owned by MultiChoice Africa. It offers a range of digital terrestrial television (DTT) channels to subscribers at an affordable price. GOtv provides a diverse selection of local and international channels, including news, sports, entertainment, and children's programming.

Uyo, the capital city of Akwa Ibom State in Nigeria, has a significant subscriber base for GOtv. With a growing population and an increasing interest in digital television services, GOtv has gained popularity among residents of Uyo. The service offers a cost-effective alternative to cable and satellite TV, making it accessible to a broader audience.

GOtv's affordability, coupled with its wide range of channels and quality programming, has contributed to its popularity in Uyo. It allows residents to enjoy a variety of entertainment options, including local Nigerian content, international shows, and live sports events. The convenience and value offered by GOtv have made it a preferred choice for many households in Uyo seeking an affordable and reliable pay-TV service. Hence, it is against this backdrop that this study seeks to investigate the impact of the Big brother 'titans' show on the profitability of cable subscription among gotv subscribers in uyo.

Statement of the Problem

The "Titans" show, a prime-time reality TV program, commonly referred to as "Big Brother," has gained significant popularity in recent years. This phenomenon has raised questions regarding the potential impact of such shows on the profitability of cable subscriptions. The present study aims to examine the specific case of GOTV subscribers in Uyo and explore the influence of the "Titans" show on their subscription choices and the subsequent profitability of the cable service provider.

GOTV, as a cable service provider operating in Uyo, faces the challenge of attracting and retaining subscribers in an increasingly competitive market. The emergence of the "Titans" show posed a potential threat to their profitability, as viewers may prioritize access to the show and its related content over other cable offerings. This scenario raises pertinent questions about the extent to which the popularity of the "Titans" show influenced the subscription choices of GOTV users in Uyo, ultimately impacting the profitability of the cable service provider.

Objectives of the Study

The objectives of this study were to:

1. Assess the influence of the Big brother "Titans" show's popularity on subscription choices among GOTV subscribers in Uyo.
2. Identify the factors contributing to the appeal of the Big brother "Titans" show among GoTv subscribers in Uyo.

3. Examine the impact of viewership of the Big brother "Titans" show on the profitability of GOTV in Uyo.
4. Propose strategies that can be implemented by GOTV to mitigate potential negative effects of the "Titans" show and maintain profitability in the face of increasing competition in Uyo.

Research Questions

The following research questions were raised to guide the study:

1. To what extent does the popularity of the Big brother "Titans" show influence the subscription choices of GOTV subscribers in Uyo?
2. What factors contribute to the appeal of the Big brother "Titans" show among GOTV subscribers in Uyo?
3. How does the viewership of the Big brother "Titans" show impact the profitability of GOTV in Uyo?
4. What strategies can be implemented by GOTV to mitigate the potential negative effects of the "Titans" show and maintain profitability in the face of increasing competition?

The Big Brother 'Titans' Show – An Overview

The show "Big Brother: Titans" is a reality TV program that follows a group of individuals living together in a secluded house while being constantly monitored by cameras and microphones. The format revolves around the contestants' social dynamics, strategic gameplay, and various challenges that test their physical and mental abilities. The ultimate goal, as Battista (2012) notes, is to outlast and outwit their fellow contestants to become the last remaining participant and claim the grand prize.

One unique aspect of "Big Brother: Titans" is the inclusion of notable personalities or celebrities as contestants, giving it a star-studded cast. These celebrities may come from different backgrounds, such as entertainment, sports, or other industries, and they bring their existing fan base and media attention to the show. This combination of recognizable faces and the familiar "Big Brother" format creates an intriguing and entertaining experience for viewers (Ayeni and Odey, 2016).

The audience demographics for "Big Brother: Titans" tend to be diverse, catering to a wide range of viewers (Lynch, 2006). The inclusion of celebrities attracts their existing fan bases, which may consist of devoted followers across various age groups. The show also appeals to fans of reality TV, who enjoy the strategic gameplay, interpersonal drama, and the unpredictable nature of the competition.

The popularity of "Big Brother: Titans" can vary depending on the specific season and the celebrities involved. The show generally generates significant buzz and media coverage due to the star power of its contestants. It often attracts a large viewership and creates a considerable online presence, with fans discussing the show's developments on social media platforms and participating in various fan communities (Radio Info, 2017).

As of my knowledge cutoff in September 2021, there have been no seasons of "Big Brother: Titans" specifically. However, if we consider the broader "Big Brother" franchise, it has a long history and has produced numerous seasons in different countries around the world. The show has gained a dedicated fan base and has had a significant impact on reality TV.

In various countries, previous seasons of "Big Brother" have captivated audiences and created memorable moments. These moments include strategic moves, dramatic confrontations, unexpected alliances, and emotional journeys of the contestants. The impact of these seasons on viewership has been substantial, with dedicated fans eagerly anticipating each new season and discussing the show long after it concludes. The success of the franchise, as Devolld (2019) observes, has led to spin-offs, adaptations, and international versions, solidifying its position as a popular and influential reality TV concept.

Historical Overview:

Big Brother Titans is the joint South African and Nigerian edition of the Big Brother franchise. The theme for the first season was "Ziyakhala Wahala". The series follows contestants as they live in an isolated house and compete for a cash prize at the end of the show by avoiding being evicted from the house by the viewers who vote on their favourite housemates to stay on the show. The show features housemates from South Africa and Nigeria.

The show premiered on 15 January 2023 on DStv channel 198 and GOtv channel 29 and ended on 2 April 2023. The first season was won by Khosi, while Kanaga Jnr was the runner-up. Ebuka Obi-Uchendu and Lawrence Maleka were co-hosts of the show, and it was sponsored by Flutterwave, Bamboo and Lotto Star. According to the organizers of the show, MultiChoice, the prize money for the winner of the first season was $100,000 (R1.8 million/₦46 million). A virtual audition was held to select contestants for the show from 6 to 22 October 2022. Interested contestants were told to record and submit a two-minute video stating why they should appear on the show.

On Day 0, 20 contestants entered the house, evenly split by country and by male and female. On Day 4, four more contestants entered the house. Housemates were later put into pairs until Week 7.

Each pair would have a male and a female and have both countries represented (GOTV Africa, 2023; Nseyen, 2023).

Cable Subscription and Profitability

Cable subscription models refer to the various ways in which cable companies offer their services to consumers and generate revenue. Here are the commonly used models, according to Booth (2014; Wayne, 2020):

Basic Cable: This model offers a basic package of channels that includes local broadcast stations and a few additional channels. Subscribers pay a fixed monthly fee for this service.

Expanded Basic Cable: In this model, cable companies offer a broader selection of channels, including popular cable networks like ESPN, CNN, and Discovery Channel. Subscribers pay a higher monthly fee for access to these additional channels.

Premium Channels: Cable companies also offer premium channels like HBO, Showtime, and Starz. These channels typically feature exclusive content and require an additional monthly fee on top of the basic cable package.

Pay-per-View: Cable companies provide access to special events, movies, and sports on a pay-per-view basis. Subscribers pay an additional fee for each individual program they choose to watch.

Video On Demand (VOD): VOD allows subscribers to access a library of movies, TV shows, and other content that they can watch at any time. Cable companies charge a fee for specific VOD content or may include it as part of a bundled package.

Revenue sources for cable companies include:

Subscription Fees: The primary revenue source for cable companies is the monthly subscription fees paid by subscribers. These fees vary depending on the package and additional services chosen by the subscriber.

Advertising: Cable companies earn revenue by selling advertising space to companies that want to reach their audience. Advertisements are inserted during programming, and the rates charged depend on factors such as viewership and time slots.

Premium Channel Fees: Cable companies receive a portion of the subscription fees paid by subscribers who opt for premium channels like HBO or Showtime.

Pay-per-View and VOD: Cable companies earn revenue from subscribers who purchase pay-per-view events or access on-demand content.

Factors Influencing Profitability of Cable Companies:

Several factors can influence the profitability of cable companies. Here are some key factors:

Subscriber Base: The number of subscribers a cable company has directly impacts its profitability. A larger subscriber base means more revenue from monthly subscription fees and potential advertising opportunities.

Pricing Strategy: The pricing of cable subscription packages can significantly affect profitability. Cable companies need to strike a balance between offering attractive packages to attract and retain subscribers while ensuring that the prices cover operational costs and generate profit.

Programming Costs: Cable companies have to negotiate licensing fees with content providers to offer channels and programs to their subscribers. Higher programming costs can impact profitability if they are not offset by subscription fees and advertising revenue.

Operating Costs: Cable companies have various operational expenses, including infrastructure maintenance, equipment costs, employee salaries, and customer service. Managing these costs effectively is crucial for maintaining profitability.

Competition: The level of competition in the cable industry affects profitability. Cable companies face competition from satellite TV providers, streaming services, and other alternative forms of entertainment. Intense competition may require investments in better content, customer service, and technological advancements, impacting profitability.

Importance of Subscriber Retention and Acquisition:

Subscriber retention and acquisition play a vital role in the profitability of cable companies. Here's why:

Revenue Stability: Retaining existing subscribers ensures a stable revenue stream for cable companies. Monthly subscription fees form the backbone of their income, and losing a significant number of subscribers can have a substantial negative impact on profitability.

Cost Efficiency: Acquiring new subscribers can be more expensive than retaining existing ones. Marketing and promotional efforts, such as advertising campaigns and discounted offers, are often required to attract new customers. Therefore, focusing on retaining existing subscribers can help reduce costs and improve profitability.

Customer Lifetime Value: Each subscriber represents potential long-term revenue. By retaining subscribers, cable companies can maximize their customer lifetime value, as customers who stay subscribed for extended periods contribute more to profitability over time.

Competitive Advantage: In a competitive market, acquiring new subscribers allows cable companies to expand their market share. Gaining new customers can help them outperform competitors and strengthen their position in the industry.

Upselling and Cross-selling Opportunities: Retained subscribers provide opportunities for cable companies to upsell additional services, such as premium channels, pay-per-view events, or higher-tier packages. Cross-selling opportunities may also arise, such as offering internet or phone services to existing cable subscribers. These additional services can contribute to increased revenue and profitability. Subscriber retention and acquisition are crucial for cable companies to maintain a profitable business model, ensure revenue stability, and compete effectively in the market (Belch & Michael, 2001).

Uyo - A Case Study Location

Uyo is the capital city of Akwa Ibom State in Nigeria. It is located in the southern part of the country and serves as a major economic and cultural center in the region. Uyo is a relatively young city, having been established in 1987 when Akwa Ibom State was created. Since then, it has experienced significant growth and development. The city is strategically positioned, serving as a gateway to other major towns and cities in the state. Uyo is known for its lush green landscapes, numerous markets, and vibrant cultural heritage.

Uyo has a diverse population, comprising various ethnic groups from Nigeria and beyond. The major ethnic groups in the city include the Ibibio, Annang, and Oron, although people from other parts of Nigeria and even other countries also reside there. The official language spoken in Uyo is English, although the Ibibio language is widely spoken among the indigenous population.

Cable TV usage and popularity in Uyo:

Cable television has gained significant popularity in Uyo, just as it has in many urban areas across Nigeria. Cable TV providers offer a wide range of channels and programming options, catering to various interests and preferences. Popular cable TV providers in Uyo include DSTV (Digital

Satellite Television), GoTv (Get Organized Television), which is owned by MultiChoice Nigeria, and StarTimes.

Cable TV offers a variety of entertainment, news, sports, and educational content to subscribers in Uyo. It provides access to both local and international channels, allowing residents to stay updated with current events and enjoy a wide range of programming. Cable TV has become an important source of entertainment for many households in Uyo, offering a convenient and diverse selection of content.

The popularity of cable TV in Uyo can be attributed to factors such as the city's urbanization, increased access to electricity, and the desire for a broader range of entertainment options. As Uyo continues to grow and develop, the usage of cable TV is likely to increase, along with the demand for more diverse programming choices. It's important to note that the specific usage and popularity of cable TV in Uyo may vary among different demographic groups and individuals, depending on factors such as socioeconomic status, age, and personal preferences. Uyo presents an interesting case study location in Nigeria, showcasing the adoption and popularity of cable TV in an urban setting within the country (Essien, 2017).

Theoretical Framework

This study was anchored on George Gebner's cultivation theory and the uses and gratifications theory. Cultivation theory posits that long-term exposure to media content can shape an individual's perceptions of reality. In this context, the continuous consumption of Big Brother 'Titans' show through GOtv may influence subscribers' views on relationships, social dynamics, and human behaviour, potentially affecting their subscription decisions.

The uses and gratifications theory suggests that people actively select media content to satisfy their specific needs and desires. In the case of the Big Brother 'Titans' show, GOtv subscribers in Uyo may choose to subscribe or continue their subscriptions because the show provides entertainment, social interaction, and a sense of belonging.

METHODS

Study Design: The study employed a descriptive survey research design to gain a comprehensive understanding of the relationship between the 'Titans' show and GOTV subscription in Uyo.

Study Setting: The study was conducted in Uyo, the capital city of Akwa Ibom State, Nigeria. Data was collected from GOTV subscribers in various neighbourhoods of Uyo.

Population: The population of this study comprised all the customers of GOTV in Uyo metropolis in Akwa Ibom State, placed at 2,719 at the time of this study in May/June, 2023 (Multichoice Nigeria Zonal Office, 140 Aka Road, Uyo, Akwa Ibom State).

Sample Size: In selecting the sample, the researchers used the Philip Meyer's guide for sample selection. Based on the Meyer's guide, a sample of 322 respondents was selected for this study.

Sampling Procedure: A multi-stage sampling procedure was used for this study, and each stage used a particular sampling technique until the respondents were accessed. At the first stage, the researcher adopted cluster sampling. The customers in Uyo were divided into clusters in line with the numbers of GOTV antennas found in that area. At the end, the following clusters were arrived at: Aka road cluster, Abak road cluster, Ikot Ekpene road cluster, Oron road cluster, Ikpa road cluster, Nwanniba road cluster, Ewet Housing cluster, Nsikak Eduok cluster, Wellington Bassey Way cluster and Udo Umana road cluster. The researcher then divided the sample size by the total number of clusters, so as to determine the number of subjects to be drawn from each cluster. As a result, 32 respondents were drawn from each cluster. At the second stage, the researcher adopted purposive sampling to access respondents in the clusters. The criteria for participating in the research were that respondents who must be 18+ watched the 2023 Big Brother 'Titans' show using GOTV and thus maintained continuous subscription throughout the period the show lasted. And finally, the researcher then adopted convenience sampling to access respondents in the clusters who met the criteria set out in purposive sampling.

Data Collection: A structured questionnaire was administered to the respondents to collect quantitative data. The researchers distributed 322 copies of the questionnaire to the participants in the selected places. From the numbers distributed, 320 (99%) copies were retrieved and found valid. Section B of the questionnaire was also administered on ten staff members of the GOTV zonal office, Uyo, to explore their perceptions, motivations, and experiences related to the 'Titans' show and cable subscription. The data collection process lasted for seven weeks.

Data Analysis: Data gathered and collected from the questionnaire were analyzed on tables, using frequently counts and simple percentage. Qualitative data were transcribed and analyzed using thematic content analysis to identify common themes and patterns.

Ethical Consideration: Informed consent was obtained from all participants. Anonymity and confidentiality of the respondents was maintained.

Data Validation: To ensure the validity of the findings, data triangulation was employed by comparing the results from quantitative and qualitative data sources.

Limitations: This study may be limited by the self-reporting bias of respondents. The findings may be specific to the Uyo region and may not be generalizable to other areas. The study was conducted at a specific point in time and may not capture long-term trends.

RESULTS

The raw data gathered for this study through the research instrument was analyzed in tables using frequency scores and simple percentages as follows:

Section A: For GOTV Subscribers only

Table 1: Responses on GOTV packaged subscribed to

Response	Frequency	Percentage
Super	8	2
Max	86	26
Jolli	213	66
Jinja	21	6
Smallie	0	00
Total	320	100

Source: *Survey data, 2023*

Table 1 showed that the majority of the respondents 213 (66%) subscribe to GOTV Jolli package.

Table 2: Responses on packaged subscription between January - April 2023 to watch BBTitans

Response	Frequency	Percentage
Yes	305	95
No	15	5
Total	320	100

Source: *Survey data, 2023*

Table 2 reveals that 305 (95%) being the majority of the participants subscribed to their preferred GOTV packages during the period of the Big brother Titans show.

Table 3: Responses on popularity of BBTitans influencing subscription choice

Response	Frequency	Percentage
Significantly	172	53
Moderately	100	31
Not at all	48	16
Total	320	100

Source: *Survey data, 2023*

Table 3 showed 172 (53%) agreeing that the popularity of the Big Brother "Titans" show significantly influences their subscription choices with GOTV in Uyo.

Table 4: Responses on factors contributing to the appeal of BBTitans show to viewers

Response	Frequency	Percentage
Real people facing challenges	6	2
Sex appeal	70	22
Drama/intense interaction	10	4
Unpredictability/backstabbing	18	5
All of the above	216	67
Total	320	100

Source: *Survey data, 2023*

Table 4 revealed 216 (67%) being the majority agreed that the dramatic conflicts and intense interactions among the "Titans" contestants, the suspense and unpredictability of the game, including strategic alliances and backstabbing, the opportunity to observe real people living together and facing challenges in a confined space, make the show appealing to them.

Section B: For GOTV workers only

Table 5: Responses on BBTitans show having positive impact on profitability

Response	Frequency	Percentage
Disagree	2	20
Agree	8	80
Responses on BBTitans show having negative impact on profitability		
Response	**Frequency**	**Percentage**
Disagree	8	80
Agree	2	20
Total	10	100

On table 5 above, 8 (80%) being the majority agreed that the viewership of the Big Brother "Titans" show has a positive impact on the profitability of GOTV in Uyo. On the other hand, 8 (80%) disagreed that the viewership of the Big Brother "Titans" show has any negative impact on the profitability of GOTV in Uyo.

Table 6: Responses on BBTitans viewership influence on profitability

Response	Frequency	Percentage
No effect on profitability	1	10
Slightly increases profit	6	60
Greatly increases profit	3	30
Total	10	100

Source: *Survey data, 2023*

On table 6 above, 6 (60%) forming the majority of respondents agreeing that the viewership of the Big Brother "Titans" show greatly increases the profitability of GOTV in Uyo.

Table 7: Responses on BBTitans show influence on subscription

Response	Frequency	Percentage
No impact on number of subscribers	3	30
Decrease in number of subscribers	0	00
Attracts more subscribers	7	70
Total	10	100

Source: *Survey data, 2023*

On table 7, 7 (70%) agreed that the viewership of the Big Brother "Titans" show attracts more subscribers and boosts the profitability of GOTV in Uyo.

Table 8: Responses on importance of GOTV creating exclusive original content to attract and retain subscribers

Response	Frequency	Percentage
Disagree	1	10
Agree	9	90
Total	10	100

Source: *Survey data, 2023*

On table 8, 9 (90%) agreed on the importance of creating exclusive original content to attract and retain subscribers, considering the increasing competition from shows like 'Titans'.

Table 9: Responses on developing targeted marketing campaigns to attract and retain subscribers

Response	Frequency	Percentage
Disagree	0	00
Agree	10	100
Total	10	100

Source: *Survey data, 2023*

The majority of the respondents 10 (100%) on table 9 agreed that developing targeted marketing campaigns highlighting unique features and offerings of GOTV can help counteract the potential negative effects of 'Titans' and ensure continued profitability.

DISCUSSION

In this section, responses to answers on research questions would be discussed.

Research Question 1: To what extent does the popularity of the Big brother "Titans" show influence the subscription choices of GOTV subscribers in Uyo?

Tables 1, 2 and 3 provided answers to this research question. The data on the tables revealed that the majority of GOTV subscribers in Uyo subscribe to GOTV Jolli package. Also, the majority of the participants subscribed to their preferred GOTV packages during the period of the Big brother Titans show. The data also showed that the popularity of the Big Brother "Titans" show significantly influences respondents' subscription choice with GOTV in Uyo. This means that the popularity of the Big brother 'Titans' show, has to a very great extent, influence the subscription choices of GOTV subscribers in Uyo.

The findings above are supported by the uses and gratifications theory's suggestion that individuals actively seek out and consume media to fulfill their specific needs and gratifications. In this case, the popularity of the "Titans" show may offer various gratifications to the subscribers, influencing their subscription choices in the following ways: *Entertainment and Escapism:* The popularity of the "Titans" show may attract viewers who seek entertainment and a temporary escape from their daily lives. *Social Interaction and Connection:* The "Titans" show often generates buzz and discussions among viewers, both online and offline. Subscribers who value

social interaction and the feeling of being part of a larger community may choose to subscribe to GOTV to join the conversation, participate in social media discussions, or engage with friends and colleagues who also follow the show. Andrew (2015b) observes that the popularity of the "Titans" show can create a strong fan base, with viewers becoming emotionally invested in certain participants or storylines. Subscribers who are avid fans may subscribe to GOTV to have access to the show and be able to follow their favorite contestants closely, supporting them through voting or discussing their experiences with fellow fans. Allen (2017) points out that the popularity of the "Titans" show itself might serve as a social currency or a symbol of being part of a cultural trend. Subscribers who value being up-to-date with popular culture or being able to engage in conversations about trending topics may be influenced to subscribe to GOTV to align themselves with the show's popularity.

Research Questions 2: What factors contribute to the appeal of the Big brother "Titans" show among GOTV subscribers in Uyo?

The data on table 4 answered this research question. The data showed the majority agreed that the dramatic conflicts and intense interactions among the "Titans" contestants, the suspense and unpredictability of the game, including strategic alliances and backstabbing, the opportunity to observe real people living together and facing challenges in a confined space, make the show appealing to GOTV subscribers in Uyo.

The findings above corroborate with Essien (2005) assertion that it's important to note that the appeal of a specific show can vary from person to person, and individual preferences may be influenced by factors beyond the ones mentioned above. To gain a more accurate understanding of the appeal of "Big Brother Titans" among GOTV subscribers in Uyo, it would be best to agree with GOTV Africa (2023) points that "Big Brother" is a globally recognized reality TV franchise that has gained a significant following over the years. The show's popularity itself can generate interest and excitement among subscribers in Uyo. Reality shows like "Big Brother" often thrive on drama, conflicts, and unpredictable situations. The appeal lies in watching the interactions and relationships among the contestants, which can be both entertaining and engaging for viewers. Viewers often form attachments to their favourite contestants and develop a sense of loyalty towards them. The show's format, with viewers voting for their favorite participants, allows them to feel a sense of involvement and control over the outcome. "Big Brother" creates a shared experience among its viewers. People enjoy discussing the show,

forming opinions, and engaging in conversations with friends, family, and even online communities. This social aspect can enhance the appeal of the show among GOTV subscribers in Uyo.

Research Question 3: How does the viewership of the Big brother "Titans" show impact the profitability of GOTV in Uyo?

The data on tables 5, 6 and 7 answered this research question. The data revealed that the viewership of the Big Brother "Titans" show has a positive impact on the profitability of GOTV in Uyo. The data also showed that the viewership of the Big Brother "Titans" show greatly increases the profitability of GOTV in Uyo. Also, that the viewership of the Big Brother "Titans" show attracts more subscribers and boosts the profitability of GOTV in Uyo. Belch and Michael (2001) maintains that the viewership of a TV show like Big Brother "Titans" can significantly influence advertising revenue for the network. Higher viewership numbers attract more advertisers who are willing to pay a premium for advertising slots during popular shows. If the show has a large and engaged audience, it could result in increased advertising revenue for GOTV, thereby positively impacting its profitability.

Research Question 4: What strategies can be implemented by GOTV to mitigate the potential negative effects of the "Titans" show and maintain profitability in the face of increasing competition?

The data on tables 8 and 9 provided answers to this research question. The data revealed that the importance of creating exclusive original content to attract and retain subscribers, considering the increasing competition from shows like 'Titans' and developing targeted marketing campaigns highlighting unique features and offerings of GOTV can help counteract the potential negative effects of 'Titans' and ensure continued profitability. As Chung (2018) observes to mitigate the potential negative effects of the "Titans" show and maintain profitability in the face of increasing competition, GOTV can implement the following strategies: *Market Research and Audience Segmentation:* Conduct thorough market research to understand the target audience and their preferences. Segment the audience based on demographics, interests, and viewing habits. This will help GOTV tailor its content and marketing efforts to specific audience segments, ensuring maximum engagement and retention. *Diversify Content Offerings:* Expand the range of content offerings beyond the superhero genre to attract a broader audience. Invest in a diverse mix of

genres such as drama, comedy, sci-fi, and documentaries. By offering a variety of content, GOTV can appeal to different viewer interests and reduce the risk of over-reliance on a single show. Strengthen *Original Content Creation:* Develop high-quality original content that differentiates GOTV from competitors. By investing in exclusive series, movies, and documentaries, GOTV can attract subscribers who are interested in unique and compelling content. This will help create a loyal user base that is less likely to be swayed by the competition. *Improve User Experience:* Focus on enhancing the user experience across all platforms, including the streaming app, website, and customer service. Streamline the interface, improve content discovery algorithms, and ensure a smooth streaming experience. By providing a seamless and user-friendly experience, GOTV can increase user satisfaction and reduce churn. *Strategic Partnerships*: Collaborate with other content providers, production studios, and distributors to expand the content library and secure exclusive rights to popular shows and movies. Strategic partnerships can help GOTV access a wider range of content and attract new subscribers through unique offerings. Personalization and *Recommendation Engine:* Implement a robust recommendation engine that suggests personalized content based on user preferences, viewing history, and demographic data. By offering tailored recommendations, GOTV can increase user engagement, encourage content discovery, and retain subscribers. Aggressive *Marketing and Promotions:* Increase marketing efforts to generate buzz and attract new subscribers. Utilize targeted advertising campaigns across various channels, including social media, online platforms, and traditional media. Additionally, leverage influencer marketing and partnerships with popular figures in the entertainment industry to expand reach and increase brand visibility. *Competitive Pricing and Bundling*: Regularly assess pricing strategies to remain competitive in the market. Offer flexible subscription plans at different price points to cater to a wide range of viewers. Additionally, consider bundling options that combine streaming services with other products or services to create value for subscribers. *International Expansion:* Explore opportunities for international expansion to tap into new markets. Customize content offerings and marketing strategies to suit the preferences and cultural nuances of different regions. This can help increase the subscriber base and mitigate the impact of local competition. *Continuous Innovation*: Stay updated with evolving viewer preferences and industry trends. Embrace technological advancements such as 4K streaming, virtual reality, or interactive content to provide a cutting-edge viewing experience. By continuously innovating and adapting, GOTV can maintain its relevance and attractiveness in the competitive streaming landscape.

Implementing these strategies will help GOTV mitigate the potential negative effects of the "Titans" show, attract and retain subscribers, and maintain profitability in the face of increasing competition.

CONCLUSION

"Big Brother Titans" has emerged as a cultural phenomenon, captivating audiences with its blend of entertainment, drama, and social dynamics. The show's popularity has led to an increased demand for cable subscriptions among Uyo residents, particularly among the younger demographic. The immersive nature of the program and the desire to be a part of the communal viewing experience has fueled the growth of cable subscriptions in the region.

The study also highlights the importance of exclusive content in driving subscription choices. "Big Brother Titans" has become a major draw for viewers, prompting them to opt for cable subscriptions that offer access to the show. This demonstrates the power of compelling content in shaping consumer behaviour and influencing market dynamics. Furthermore, the findings suggest that the success of "Big Brother Titans" extends beyond mere entertainment value. The show has become a cultural touchstone, sparking discussions, and creating communities of passionate fans. This sense of community and shared experience has further incentivized individuals to subscribe to cable services, reinforcing the importance of social connectivity in the consumption of media.

However, it is essential to recognize that the influence of "Big Brother Titans" and cable subscriptions is not without its challenges. The study reveals that some subscribers feel compelled to maintain their cable subscriptions solely for the sake of watching the show, leading to potential financial burdens. Additionally, there are concerns regarding the impact of excessive reality TV consumption on individuals' mental well-being and the potential for media manipulation.

The case study of GOtv subscribers in Uyo highlights the profound influence of "Big Brother Titans" on cable subscriptions, reflecting the evolving dynamics of media consumption in today's society. As the media landscape continues to evolve, it is crucial for service providers and content creators to adapt and cater to the changing preferences and expectations of their audience while also considering the potential consequences and challenges associated with such influential programming.

Recommendations

Given the findings and conclusions reached, the following recommendations were put forward by the researchers:

1. Promote exclusive Big Brother Titans content: To enhance the appeal of the cable subscription, it is recommended that the cable provider, such as GOTV, collaborate with the producers of the Big Brother Titans show to offer exclusive content to subscribers. This can include behind-the-scenes footage, interviews with contestants, and special episodes. By providing unique and engaging content, the cable subscription becomes more valuable to fans of the show.
2. Offer flexible subscription packages: Understanding the diverse preferences and budgets of subscribers, it is advisable for the cable provider to offer flexible subscription packages. This can include options for monthly, quarterly, or annual subscriptions, as well as the ability to add or remove channels based on individual preferences. By allowing subscribers to customize their cable package, they can ensure access to the Big Brother Titans show without being constrained by unnecessary channels or costs.
3. Introduce interactive features: To enhance viewer engagement and create a sense of community among subscribers, the cable provider should explore introducing interactive features related to the Big Brother Titans show. This can include real-time polls, quizzes, and live chats during episodes. By facilitating interaction between viewers and incorporating their opinions into the show's narrative, the cable subscription becomes more interactive and immersive.
4. Collaborate with local influencers: Leveraging the power of social media and the influence of local personalities, the cable provider can collaborate with popular influencers in Uyo who are also fans of the Big Brother Titans show. These influencers can promote the cable subscription, share exclusive content, and generate buzz around the show. This approach helps reach a wider audience, particularly among the younger demographic, and increases subscription uptake.
5. Organize local viewing parties or events: To foster a sense of community and excitement around the Big Brother Titans show, the cable provider can organize local viewing parties or events in Uyo. These gatherings can include live screenings of episodes, interactive games, and discussions. By creating a shared viewing experience, the cable subscription becomes more than just access to the show—it becomes an opportunity for subscribers to connect with fellow fans and enjoy a social event centered around their favorite show.

Conflict of Interest:

The authors declare that there is no conflict of interest regarding the publication of this research paper titled "Big Brother 'Titans' Show and Cable Subscription: A Case Study of Gotv Subscribers In Uyo." We have no financial or personal relationships with any individuals or organizations that could inappropriately influence our research or the interpretation of the findings presented in this study. Furthermore, no external funding or support has been received for this research project, ensuring that our work remains impartial and unbiased. Our primary aim in conducting this study is to contribute to the academic discourse and provide valuable insights into the relationship between the "Big Brother 'Titans' show" and cable subscription among GOtv subscribers in Uyo. We have approached this research with the utmost integrity and objectivity, adhering to ethical research practices and standards.

The authors affirm that the absence of any conflict of interest in this study upholds the credibility and validity of the research findings and their interpretation.

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