

PAY-TV on Boxing Sport in Tanzania: Perspectives from Viewers of VITASA Program on AZAM TV.

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ABSTRACT

Choosing how to promote their sports on television has always been a difficult decision for sports organizations. The phenomenal growth of Boxing in Tanzania over the past decade is a tribute to Boxing's administrators and their capacity to extend Boxing into areas where the game previously had no meaningful support. This study assessed the contribution of Pay-TV in promoting boxing in Tanzania. Specifically, the study aimed to determine the frequency of covering the VITASA boxing program on AZAM Television and the prominence given to boxing-related programs on Azam Television. The study used a mixed-method approach and a cross-sectional survey design. It relied on a sample of 127 respondents, 104 of whom consisted of VITASA program viewers and 23 of whom consisted of promoters, advertisers, boxers, coaches, and commentators. Data were collected through questionnaires and interviews. According to the results, at least 100 boxing matches take place annually. A total of 180 series of VITASA were shown on Azam TV between 2018 and 2021. The results further indicated that 91% of Azam TV viewers who saw the VITASA boxing programme said they were happy with the show's overall content. The survey showed that prospective boxers are aware of the VITASA boxing programme and that, as a result of the programme, boxers have been able to obtain business partnerships and, as a result, have increased their income. It was also revealed that the VITASA boxing program, apart from promoting boxing in Tanzania, is also a source of money for boxers. Therefore, it is proposed that the government should encourage boxing at the grassroots level to realize its advantage to the social economic growth of the nation at large.

Keywords: Pay TV, Azam TV Tanzania, Boxing program, VITASA, Sports, Contribution

INTRODUCTION

Africa's technological innovation has facilitated the switch from analogue to digital television in the media. This has made it possible for content creators to provide audiences high-quality services at reasonable prices. Sturmer (1998) contends that in Tanzania, before independence, the media was used as a weapon in the struggle for independence, but after independence, the media underwent a transition and began to concentrate on topics related to development, such as the formulation of policies, the battle against poverty and sickness, and education and self-reliance. This indicates that the media is a key instrument for reaching the general audience. Koivula (1999) asserts that the media serves as a source of information that shapes values, attitudes, and opinions. As a consequence, the public makes educated judgements from the information they obtain from the media.

According to the Yearbook on Media Quality in Tanzania (2019), the media business has expanded as a result of the proliferation of media following the liberalization of airwaves. The emergence of a large number of media outlets in the nation may be traced to the 1980s. According to the Yearbook on Media Quality in Tanzania (2018), this suggests that the liberation of the media encouraged government, media

stakeholders, and development planners to invest in the sector. The media business now has more diverse material and more competition (Yearbook on Media Quality in Tanzania, 2017). Currently, there are 148 radio stations, 32 TV stations, and 140 newspapers and magazines. Bazira and Muhanika (2017/2018), in their article on the state of media in mainland Tanzania, show an increase in the number of television stations in Tanzania. For example, in 2017, there were 27 compared to 25 in 2016. Furthermore, Bazira and Muhanika (2017/2018) note that there are 15 cable stations, 3 satellite and 3 digital terrestrial television (DTT).

As stated by Ledbetter and Greene (1972), pay-TV offers specialist content for a charge, and the system works based on the transmitter to broadcast the scrambled signals to subscribers, wherein a TV set is fitted with the convector that decodes frequencies carrying special programmes. The switch from analogue to digital has an effect on three main groups of individuals, notably production departments, TV channels, and creation of programmes in digital forms, as claimed by the Association for Progressive Communication and Balancing Act (APC, 2011). This indicates that three analogue transmissions were replaced by modern digital equipment by media businesses. APC (2011) further explains that a straightforward transmission signal directly addresses the communicated sound and picture through deliberate variations in signal voltage and radio frequencies. Instead of using straightforward waveforms, computerized broadcasting converts sound and image data into sophisticated information.

Some studies suggest that subscription could offer several benefits to retailers. (Bolton, Kannan, & Bramlett, 2000; Dwyer, 1997; Lewis, 2004; Meyer-Waarden, 2007) they explain on establishing long-standing relationship with the consumers especially for retailer and fast moving consumer good providers. Additionally, owing to their procedural advantage of generating recurring purchases, subscription could tie retailers and consumers together by automating some purchase decisions. Initially, subscription television by cable will provide greater options in entertainment, particularly first-run films and sports events (Theodore and Susan, 1972)

According to Friedrich (2015), DTT reduces the cost of content subscriptions, and viewers can pay for a subscription and buy their set-top boxes. Additionally, APC (2011) demonstrates that television viewers obtain enhanced visual and sound quality, and broadcasters supply viewers with numerous channels of the spectrum compared to earlier when they broadcast a single analog channel. Viewers are given access to more channels as a result. For instance, Azam Media Limited has many sports channels, including Azam sports channels 1 and 2. It is vital to state that the Azam Sport 1 channel concentrates on worldwide sports, while Azam Sports 2 promotes local sports events such as the Tanzania Premier league, basketball, and boxing. According to Marwat et al. (2014), media provides enjoyment for the general public and enables individuals to take in the thrill of sporting events wherever they may be.

The word VITASA stands for heavy punch during fighting or boxing, originating from the street of Tanzania. On creativity, VITASA led to the existence of the VITASA Boxing Program on Azam TV, which has two products for live broadcasting: the first is the main VITASA boxing live program, and the second is the VITASA plus live program. The VITASA boxing live program, in telecasting nature as a live program, has a schedule based on the occurrence of a fighting event depending on the promoter's request each month in a year. Program created to provide platform for the pro and upcoming boxers in Tanzania to show and express their talent on the ring through media.

Although the literature exists that profiles the effects of new media on sports such as boxing, there has been little survey into the specific effects of such media technologies on major world sports such as boxing-VITASA. This case study contributes to the literature on the contribution of pay television to the promotion of boxing games. AZAM television has a dedicated channel that covers local football, basketball, motor rally, marathon and boxing. Azam sports channels 1 and 2 promote and give priority to boxing in their coverage. Currently, Tanzania excels in international boxing; however, boxing is hardly recognized and

underrepresented in the Tanzanian media. Based on this background, the study sought to examine the contribution of pay TV in promoting boxing in Tanzania, taking the VITASA programme on Azam TV as a case study. Specifically, the study sought to determine the frequency of covering the VITASA boxing program on AZAM Television and to determine the prominence given to boxing-related programs on Azam Television.

LITERATURE REVIEW

Until the mid-20th century, the ideal way of sharing the immediate show of a sports event was either to play or to join in. Then, came radio. The upside of the radio—contrasted with the printed media—is the way to live uncover. From the soonest beginning stage, the radio exploited this resource. Live radio uncovering gave the impression of being there, of being an onlooker of something enthusiastic and exciting (Li et al. (2018).

Broadcasters adapted quickly to give the impression of thick and sensational events. One more benefit of the radio was and still is its amazingly quick speed. The results and scores can be diffused immediately in a genuinely versatile program. Moreover, the radio medium can contact people whenever any place, i.e., in the vehicle, in the work environment, near the ocean, etc. Technically, radio broadcasts and their columnists can without much of a stretch be interconnected so that radio crowd individuals can for all intents and purposes move beginning with one spot then onto the following. Finally, radio declared rules at interviews, one genuine kind of radio (Hamari and Sjöblom, 2017).

Television has plainly transformed into the main medium for sports. Like the radio, this medium permits live uncovering, yet since it communicates sound just as live pictures, the vibe of “being there” is extensively more grounded for TV observers than for radio crowd individuals. Along these lines, with TV, major shaking difficulties are as of now not accessible just to observers seeing the event eye to eye, yet furthermore to a large number more who can see the display in their own homes, because of their TVs. The benefit coming from this medium is obvious: close-ups, replays, sluggish development, the different points from different cameras, and cameras that follow the activity. It might be more animating to be an onlooker before the TV screen than to be an observer in the arena, far away from the battleground or the field floor.

In addition, what is largely significant, network shows live people, sports men and women, typically perfectly gathered, completely fit, appealing, and particularly prepared young people. The “ménage à trois”—for instance, sports, media, and publicizing—makes a significantly attractive help: the stage (Chandler, 2018).

Due to benefits—starting from sensation, enumerating capacities, and broadcasting itself—broadcast sports arrives at a larger number of people than does close by sports. “The wonder of mass commercialization of transmission sport has made an incomprehensibly unique feel for sport than before.” (Rinehart, 1994, p. 25). Combining show parts with competition, TV has even made its own special game, i.e., “American Gladiators.” Television is moreover backing and benefitting from “WWF” and “XFL,” i.e., the World Wrestling Federation and an inquisitive mixture of American Football and master wrestling. As shown by a non-American perspective, it is intriguing to see that the WWF and the World Series both case an imprint for something that is anything yet spread all through the planet (Chandler, 2011).

TV programs up simultaneously to help, advance, and rule sports. It has added to the globalization of sports. By the overall transmission of sports usually notable essentially in explicit nations—baseball in America, cycling in France, sumo in Japan—TV has powered new waving styles somewhere else, and live reports from worldwide occasions such as the Olympics and Soccer’s World Cup have recognizable groups across the world with new games. Thus, several games owe their reputation in any space of the planet absolutely to TV openness. Notwithstanding, a few nations fear that by this new turn of events, amazing TV sports could

annihilate nearby showing customs (Barnett, 1995, p. 149). In a general sense, this is as old as the fear that the chance to watch major or overall games on TV could obstruct avid supporters from going to neighborhood games. In light of everything, one might say, “television has given its favors on a couple of sports, leaving the larger part with deficient assets and straightforwardness” (Rowe, 2016).

To be significant for the party, contenders and sports heads are ready to recognize checks from the side of TV. Media bosses pick, for instance, at what time game begins. A few games have acknowledged changes in their norms just to make the game more fit to TV. Business breaks are constrained breaks. The marriage among sports and TV is so close in specific countries that a partition would mean chapter 11 for competitors and clubs. Regardless, it is a fondness disdain relationship with the medium in the more grounded position. No TV—no openness; no openness—no patrons (Smith, 2017).

The start of TV broadcasting was, as undoubtedly, firmly related to sports. As a test for the new medium, supports set up a TV program at the 1936 Summer Olympics in Berlin. The program could be obtained within a distance of 10 miles from the sender. Notwithstanding, as there were yet no TV sets, the organizers in a similar manner equipped 21 get together rooms with tremendous screens (Llinés and Moreno, 2009). In Great Britain, the BBC started its TV test program toward the fulfillment of that very year, 1936. In the next year, the BBC made the fundamental live report on TV from a game: It sent 25 minutes of a tennis match from the men’s single in Wimbledon on June 21, 1937 (Barnett, 2015). On March 19, 1938, the BBC added a report from a rugby match between England and Scotland. The first transmission soccer match, England v. Scotland, followed on April 9 of that very year. These undertakings could be noticed particularly at the approximately 200 to 300 families in London that were by then furnished with TV sets (Boyle and Haynes, 2000, pp. 38-41). In the USA, on May 17, 1939, NBC, oddly found a school ball game worth a live transmission. This was reasonable for the fundamental live transmission of a game in the USA. Huge League Baseball followed on August 26 of that very year. Approximately two or three hundred TV sets existed in New York (Crabb and Goldstein, 2016).

Like the radio telecasters before them, TV telecasters after a short time needed to pay licence costs accepting they needed to send live transmissions from games. As sports programs in a little while wound up being incredibly famous with the crowd—and in this manner with the promoters—these licence costs for TV telecasters turned out to be progressively raised. The expenses for promoting spots already, during, or after a sports program additionally rose. In the USA, where business telecasters fought from the start, licence charges expanded from the 1960s. In Europe and Australia, where public help administrators first stored TV, the expenses rose just after the introduction of business broadcasting during the 1980s. Business telecasters endeavoured to outbid their adversaries for TV advantages to prominent sports, to create audiences that are more extensive and to obtain lucrative advertising income. Observing the guidelines of the market, broadcast sports have become extravagant items (Meadow, 2015).

As a result, athletes and sportswomen can make goliath proportions of cash if broadcasters contemplate their game fits TV. “Fit” infers that the particular game makes performance, dangers, sensations, and floods—and enough breaks for plugs. The telecasters acknowledge the situation of upgrading the show by naming every conflict with embodiments. The contenders similarly can bring some more news—and redirection regard—into the game by opening their private lives to a critical group. Human interest sells similarly to shames. Sports are an altogether appealing contemporary infotainment update. In old Rome, the rulers took advantage of a proverb that individuals need some bread and some amusement to be peaceful and not safe: “Panem et circenses”! The “Reasonable Maximus” was the field where various kinds of game made that energy, live (Oriard, 2014).

Today, sports are presently turning into a productive publicizing and advancement device affected by mass media. It has now turned into an alluring monetary movement for financial backers. In global governmental issues, it is also seen that sports are currently being progressively proficient. For nations that are frail, sports

are presently being utilized as conciliatory instruments that can assist them in fostering their names on the planet. Nearly everyone is currently managing the peculiarity of games. Individuals are either competitors or game fans who follow sport news and materials in mass media, including radio, TV, papers and web-based media. Mass media are a component of expanding fascinating games, and this premium increment of the crowd creates consideration of mass media such as papers, magazines, radio, TV, as of late Internet and their wide game inclusion (Cashmore, 2010).

The start of TV broadcasting was also currently firmly identified with sports. As a test for the new medium, advertisers set up a TV program at the 1936 Summer Olympics in Berlin. The program could be obtained within a distance of 10 miles from the sender. Nevertheless, as there were yet no TV sets, the coordinators likewise furnished 21 halls with huge screens (Birrelle and Cole, 2014). These advancements were a forward leap for sports on TV. Since the mid-1990s, TV as well as the Internet have been able to communicate live pictures of sports occasions. Nonetheless, the memory limits of PCs and information movement rates have restricted this sort of sport (Birrelle and Cole, 2014).

As innovation improves and admittance to the Internet expands, Web Sites provides individuals with a ton of data about sports. The intelligent idea of such encounters will attract us nearer to the activity and make us more involved than the normal onlooker. With the blast of web-based media throughout the two or three years, it has negatively affected society that you would now be able to find tragically missing companions, family members and meet individuals at a more quick speed than any other time expected in our days each association, group, player, and even chiefs have their own face book pages and twitter accounts (Birrelle and Cole, 2014).

The media is currently the most persuasive component in the improvement of games. While sport is said to contain a component of possibility, it additionally includes rivalry between particular sides, they are winners and washouts. The effect of media on sports started over the most recent 20 years. We have seen mediataking middle of everyone's attention in covering sports, which has assisted particularly minor sports with creating (Nazemi, and Khoshemehr (2012). TV has assisted in creating major games in Zambia, such as football association (Nazemi and Khoshemehr, 2012), boxing, handball, netball, judo and weightlifting, among others.

Media's association in sports has brought about game's changing into an amusement medium comparable to the stage." Without the extraordinary media interest in game would, those that contend have at any point arrived at the degree of big name that they have accomplished. The media portrayal of players is to such an extent that they can figure out what a country considers them. Transaction of game and media proficient observer sports rely upon the media for endurance. Ticket deals to live occasions just cannot produce sufficient cash to make proficient occasions beneficial without media support. The staggering greater part of income sports produce from the media comes from TV expenses. Different media structures, including print media, assist with supporting pro games but not by turning out to ensure revenue. Novice sports have a substantially more easygoing connection with the media. There are many ways in which games and media influence one another. The media can influence the prevalence of games, give free exposure to nearby groups, present player characters and fabricate fan devotion to groups and individual players, and other than media organizations paying for the privileges to show a game (Cashmore, 2010).

Additionally, sports displayed on the TV create more sponsorship, People become familiar with the guidelines of the game from watching it on TV, Seeing great sports individuals on TV and in papers makes them a good example for individuals to admire, Media carries game to individuals who may not regularly will encounter it if not this can urge individuals to reach out, Watching experts on the TV can assist us with perceiving how a method ought to be performed which could help your exhibition (Nazemi and Khoshemehr, 2012). Individuals who had almost no interest in game truly wanted to get pieces of games as they rode the channels. The media extended the ubiquity of game by making sport spectatorship effectively

open, fun and advantageous for all. Free exposure for the nearby expert group is a significant commitment from all media outlets, both print and electronic. For example, when Kabwe Warriors play, the local media (KNC and Power FM) informs the local popular about these events and how much is ticket and where they can get the ticket from, through the media, the masses her able to know there players (Level, 2013).

Likewise, players rely upon the media for exposure. Headliners are given a public face locally, the headliner's way of life is regularly investigated, and devoted family competitors are lauded and held up as good examples. Neighborhood radio television shows welcome guests to remark in the host group. Meetings with mentors and top competitors on TV assist neighborhood fans with understanding a group's perspectives toward a game previously, during, and after play. The media can adversely influence sports, as well, by changing the manner in which sports are introduced to the crowd. Contingent upon your perspective, you might see just indications of improvement (Level, 2013).

Conservatives largely go against any adjustment of the game, guaranteeing that changes ruin the uprightness of the game. These progressions in sport are regrettable turns of events or just indications of progress. The media can likewise negatively affect games; for example, just famous sports stand out enough to be noticed on TV and in paper. This does not assist with empowering individuals into the less well-known sports. Another is for matches that are show on TV ticket deals frequently drop, There is a great deal of game on TV now daily's some say excessively, sport stars regularly grumble of a lot of consideration being paid to their private lives, The media can come down on the coordinators of donning contests to make the review experience better for TV crowds (Level, 2013).

Betting has consistently been important for the game world. The posting of chances on each game in paper and on TV builds interest in champions and washouts, point spreads, and potential surprises. It is impossible to tell how much nearby wagering happens among neighbors and companions in office pools. At play-off time, it is uncommon for an office not to have no less than one wagering pool. To be sure, the mass media assumes a huge part in the transmission of sex contrasts and imbalance through everyday visuals inside print and TV media (Nazemi and Khoshemehr, 2012).

People are immersed in magazines and papers containing photos and stories of being a woman or man, and all the more explicitly, the sex awkwardness among people. These sexual orientation job contrasts are particularly obvious in the realm of game. While women have made strides in the on-brandishing domain, inside the bounds of the court or field, they are seen as women first and competitors second, while their male partners have no such concerns. The media and sports advantageous relationship builds and uses sexual orientation generalizations to keep up with sex imbalance and sex contrasts, both effectively through composed words and latently through photos (Eoin, 2013).

Game sells mass media and media sells sports; in this manner, the media has one-sided inclusion since it accepts that its purchasers are men and adjusts its inclusion to suit its likely clients. Game has furnished the media with tremendous, unsurprising crowds that are appealing to sponsors all throughout the planet. The income from sport inclusion has been a significant kind of revenue for different media, especially for paper, TV, and claims to fame magazines (Eoin, 2013). Papers have flourished with far reaching sports areas for over a century. For some perusers, perusing the sports pages is the main goal and might be the essential justification behind buying the paper. Despite the fact that they watch the game challenges face to face or on TV, most fans love to peruse the records in the following day's paper, assess the assessments of the sports journalists and contrast them with their own, and quest for inside data that they may not in any case approach.

Mass media have a pivotal and certain job in addressing the requirement for advancement mindfulness by moving data to the crowd and trading considerations. This point makes it workable for people to know their encompassing world and settle on their significant individual and social choices dependent on clearer and

more refreshed data so they can get to know their social obligations, particularly for improvement (Whannel, 2010).

Mass media play a powerful, informative and driving job being developed, arousing public cognizance and raising public mindfulness by spreading original thoughts. Media exercises in sports are led to convey and send messages from sports associations or the actual media to the crowd. Correspondence plays a significant part in moving information, abilities, mentalities and data. Among the mass media, online media, which are called new media in sports, have found a compelling space today (Cashmore, 2010).

The media urges individuals to foster sensible interests in participating in sports. Either for the sake of entertainment, energy, amusement, actual wellness or medical care. In homes, an innumerable number of young people include themselves in donning exercises. This has added to the noteworthy improvement of wellness among young people. Another job that the media plays in sports is the support of solidarity among different races, religions, ethnic gatherings, language, shading, people groups, quirks and world-sees. Nemeses become brief companions as long as they pull for a group in real life. Many sports openly censure and punish bigotry and comparative types of separation (Lee, 2013).

Today, sports have had the option to use the media to extend the reason for youngster training. States of a few nations have, through the media, utilized sports to advance the training of youngsters and the requirement for youngsters to work more earnestly towards a put forward objective. They utilize the accomplishments of certain sports people as inspiration, for example, The 1 Goal program of UNICEF. Marriage between the media and sports has had a huge effect on the economies of numerous nations, such as Britain, Spain, South Africa, Germany, Italy, the USA, and Brazil (Geurin, 2016).

Since the present sports are made alluring through the instrumentality of the media and a large number of individuals are stuck to their television, radio, web, and even paper, nations are relied upon to use this as a way to draw in financial backers. The proficiency of the media in communicating sports offers fans continuous chances to help their groups. A pitiable number of fans are aliens to abridging the abundances presented by sports; ceaseless overabundances that in the present day are followed to the media (Clifton, 2012).

This developing interest for stars to effectively associate with their fans in a steady stream has brought new situations just as new advertising benefits into sports the board. Presently, sportsmen and fans are additionally associated through online media channels, for example, Twitter and Facebook, during the whole competition. All things being equal, sports supervisory crews could profit from illustrating rules through an online media system, guaranteeing that the players do not release any game techniques or outrage fans in smashed tweets or notices yet that they effectively communicate with their fans in an inspirational vibe to advance both the player and the group. An advanced media technique is progressively not just an acknowledged piece of sports overseeing bodies, clubs and players' (parties') connection with the public but also an essential part (Nazemi, and Khoshemehr, 2012).

The tangled relationship between sports and media reporting is a popular topic in recent studies. It is important to mention that sports events are widespread across the globe. For example, at the international level, there are football World Cup, Olympics games, All African games, English premier leagues, European Champions league cup and NBA. In Tanzania, the local foot primer league dominates in both print and electronic media as well as social media. According to Beck and Bosshart (2003), the media's impact is far beyond sports teams and sports personalities, as it includes fans and the business world. Marwat, Waseem, Khattak, Abbas, & BiBi (2014) argue that media serves as a source of entertainment for the public. Furthermore, it allows the public to enjoy the thrill of sports activities regardless of their location. This implies that one can be able to watch their favourite sports wherever they are based, whether at work or home. As explained by Pedersen (2003), the media acts as a channel that transmits various sports

information and influences the views, opinions, and attitudes of the target audience.

Marwat et al. (2014) state that popular sports personalities become role models in their society. This explains why prospective footballers in Tanzania admire outstanding players such as Mbwana Samatta. Additionally, beyond the field, audiences get to know the countries because of the representation of famous athletes in the media. Considering the economic influence, media helps to advertise and promote major sports events. These events are viewed as business opportunities in the marketing world (Beck & Bosshart, 2003). Furthermore, Beck & Bosshart (2003) affirm that sport sponsoring and owning rights for live transmission in international sports events such as football world cup generates large revenues for media companies.

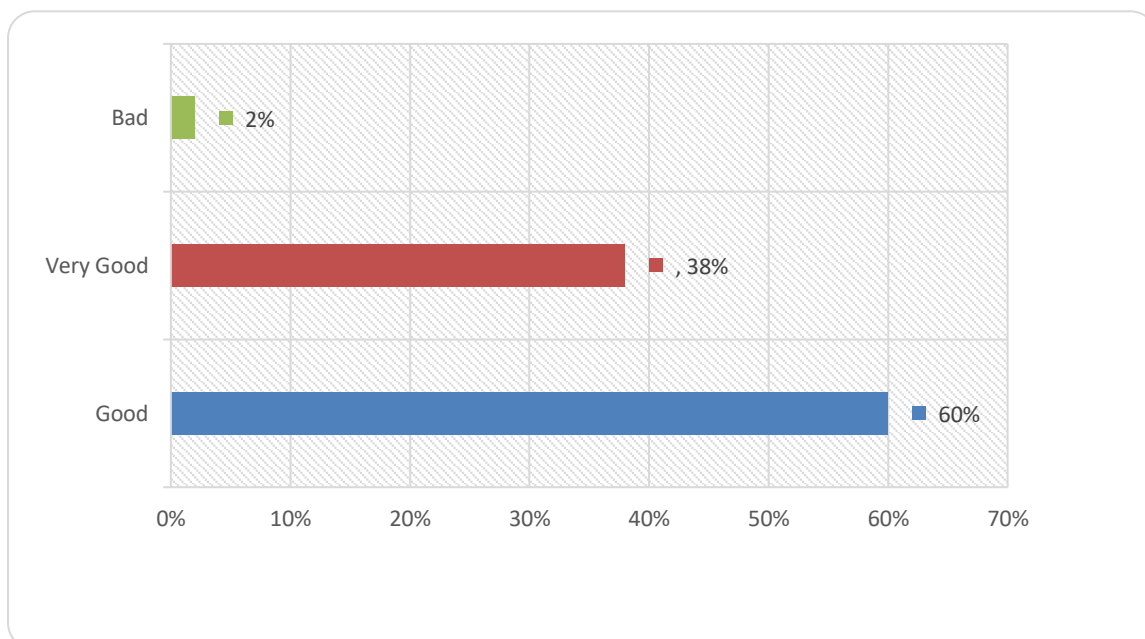
METHODOLOGY

Regarding the methodological approach, it used a mixed-methods approach, whereby it relied on a survey of 127 respondents, 104 of whom consisted of VITASA program viewers and 23 of whom consisted of promoters, advertisers, boxers, coaches, and commentators. The researcher administered a questionnaire to the 104 respondents, while the remaining 23 were administered key informant interviews. Quantitative data were analysed descriptively using figures and tables and expressed as frequencies and percentages, while qualitative data were analysed using thematic analysis.

FINDINGS

This was the last objective of the study, and its main gist was to gather various views, especially about what they perceived of this program called VITASA and how it has helped to raise the platform of the boxing sport in Tanzania. When the researcher asked the respondents about their views regarding the airing of the boxing program on Azam TV, they indicated that, indeed, since the start of the VITASA sports program, there has been a marked increase in the love for the boxing sport in the country, as many people, young and old, can be seen converging on the television sets watching boxing, especially during times when it is aired on the television.

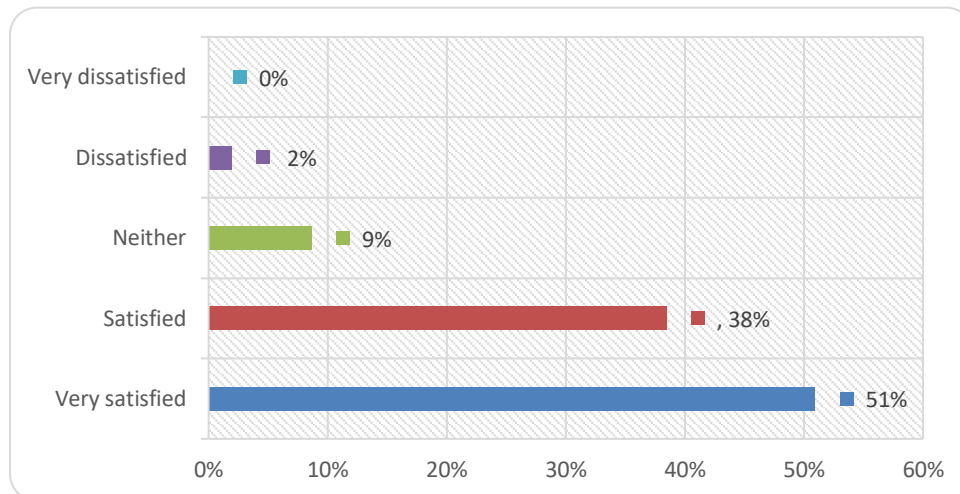
Figure 1: Perceptions on Rating of VITASA Programme



Source: Field Data (2021)

Furthermore, Figure 1 demonstrates that the majority of the viewer respondents were very satisfied (60%) with the contents of the program, while 38% showed that they were satisfied, with only 2% of the respondents showing that they were dissatisfied.

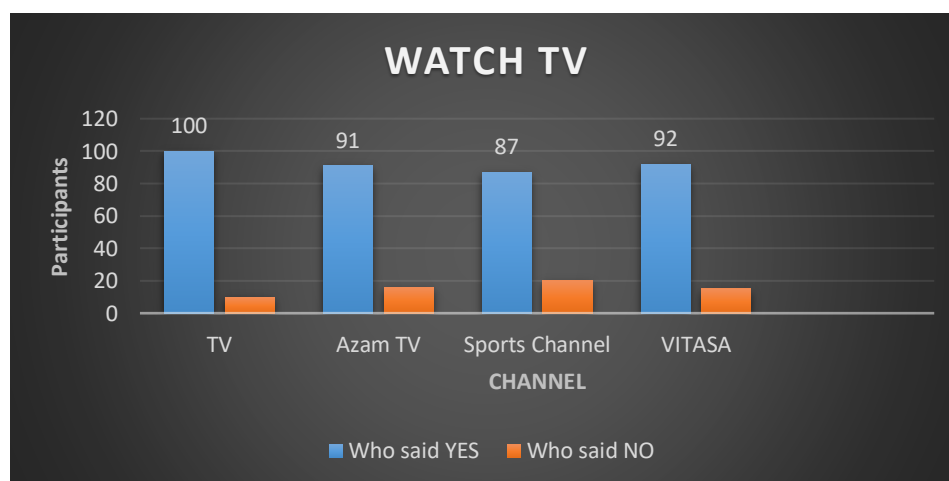
Figure 2: Extent of Satisfaction with VITASA-Promoting Boxing



Source: Field Data (2021)

The fact that the VITASA program has since become one of the favorite sports on TV is not surprising because during data collection, the respondents expressed the fact that the program has gained more popularity, not only within the urban centers but across the rural areas, where many young people are seen growing over television sets to watch this program.

Figure 3: Watching Tendencies of the Respondents



Source: Field Data (2021)

In terms of how many watched the television, 96% of the participants agreed that they watched television compared to 4% who did not watch television. Concerning which television station they watch, 91% watch Azam TV against 9%. Furthermore, the study showed that 87% watch sports channels compared to 13% who do not watch sports channels. It can be seen from the graph above that 92% of the participants watch the VITASA boxing program.

Furthermore, the research evaluated audiences' responses about the VITASA program on Azam TV. The

findings showed that audiences watch VITASA for various reasons. These include live events, boxing, referees, commentators, pundits, and fun. As captured in table 4, 15% watch VITASA because the sessions are live events. It is also important to note that 56% love boxing as of sport, 2% are attracted by referring, 8% are impressed by commentators, 3% enjoy how pundits do boxing analysis and 16% watch VITASA for fun.

Table 1: Reasons for Watching the VITASA Boxing Program

NO	Reason Category	Number	%
1	Live Broadcasting	16	15
2	Boxing	58	56
3	Referees	2	2
4	Commentators	8	8
5	Pundit	3	3
6	Pleasure	17	16
Total		100	100

Source: Field Data (2021)

On the program itself, the findings revealed that 60% of the participants rated VITASA boxing sports program content as good, 38% rated the VITASA program as a very good program and 2% rated the content as bad. As such, promoters have money to pay their boxers. It is worth stating that broadcasting rights ensure that promoters have a contract with the boxer. In addition, due to broadcasting rights, Azam TV publicizes boxing events to attract a large audience. In addition, this helps to reduce running and management for promoters. Broadcasting rights demand that promoters have prominent boxers, both at the international and national levels. However, during the upcoming events, boxers support them.

One of the participants, who is one of the boxing stakeholders, had this to say also and supported the fact that there has been a revolution in the boxing arena courtesy of the VITASA program: “Since I joined boxing, my life has changed. I make a living from the sport. I am paid after the fights. This helps me to meet my basic needs and support my father, mother, and siblings” (Interview, Promoter, Dar es Salaam, July 2021).

The fact that the boxing program, since its promotion in 2021, has attracted many positive effects, especially among various stakeholders, is a fact, one cannot deny. This was further illustrated during key informant interviews who indicated that the conception of the VITASA program was a good idea since it had given many young and upcoming boxers a good platform for people to learn about them through the VITASA boxing program. Indeed, during the interviews, almost all the participants, including boxers, promoters, producers, and advertisers, showed that since the inception of the program in 2018, the VITASA program has touched on the lives of many people. It has not only made some boxers and promoters famous, but it has also improved their incomes tremendously and made them more famous.

DISCUSSION

Before delving further into the program, it is important to note that the study was guided by mass communication theory and agenda setting theory. Mass communication theory helped to show that for any sport to be prominent, it is vital to promote it among the masses and the public. On the other hand, agenda setting was the main theory that guided the study. Its relevance lies in the fact that without the media,

nothing can be achieved. For the case of boxing, the media did not set its agenda if promoting the sport; instead, the agenda has been set on football as the main sport in the country, yet football has not put us as a country on the world map, compared to other sports such as boxing, which, however, remain poorly covered by the mainstream media. The study shows that this trend is, however, changing, especially with the inception of the VITASA program, as many people, including stakeholders such as promoters and advertisers, have joined hands in the promotion of the program.

In the study, the main findings supported the objectives of the study. In general, participants agreed that boxing is broadcasted when there is an organized event because there is no regular calendar. The study noted that the placement of boxing involves priming. This indicates how prominent boxing is. Furthermore, boxing receives live coverage and more air teams than football. This has increased the viewership and subscription fee for Azam TV. This confirms the mass communication theory presented by Stanley (2008) and the agenda setting theory presented by McCombs (1972). The study showed how media select issues to transmit to the public through various channels, such as television, to shape public opinion. The study showed that the public watched the VITASA boxing program for different reasons because it was a live event, love for boxing, refereeing, creative commentary and good boxing analysis by analysts. Participants noted that VITASA has helped in developing boxing and scouting for new talents.

CONCLUSION

From the viewer's perspective, it can be concluded that from the reviewed literature and the study findings, the role of pay television in popularizing sports cannot be underestimated. This is more so in this era, where the pay-tv, aided by the forces of technology and globalization, is expanding at a very fast rate.

It is important to note that hitherto the advent of the VITAS program, boxing was taken for granted in the country. It was considered a sport of the indigent and unemployed, with nothing to do ('wahuni'). However, with the advent of this VITAS program, it has been shown that there is indeed promise in this sport, and it can be taken even further not only to entertain but also to create more employment among the many young people who are still jobless.

The boxing sport is promoted in developed countries such as the USA and has promoted people to places of world promise, such as Mike Tyson, Evander Holyfield, and Mohammed Ali, to mention but a few rose to positions of world promise as a result of this noble sport. This implies that if boxing could take root in America and other developed countries, it can still be promoted in countries such as Tanzania. Moreover, it is a great opportunity in the current age, which is characterized by the high growth of digital media such as Pay televisions and social media.

RECOMMENDATIONS

Based on the main findings, it is recommended that Azam TV ensure that its production term is well trained to perform live coverage. This will enhance the overall effectiveness and efficiency of the TV programmes. Additionally, the government should promote boxing at grassroots levels. This will help in discovering new talents. Furthermore, professionalism should be a bond between media, promoters and boxers to avoid unnecessary and avoidable challenges such as breach of contract, time management, underpayment and lack or delay in payment for boxers.

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