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THE TRANSITION TO CLOUD-BROADCASTING AND LOCAL INFRASTRUCTURE MANDATES

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The Nigerian broadcasting industry is currently navigating the "Cloud Broadcasting Summit Africa 2026" milestone, which focuses on the transition from hardware-heavy production to cloud-based content creation and archival.

While cloud workflows offer unprecedented scalability for radio and television stations, they introduce complex regulatory hurdles regarding data residency.

Under the current "Cloud-First" policy pushed by National Information Technology Development Agency (NITDA) and the National Broadcasting Commission (NBC), broadcasters are encouraged to prioritize local cloud providers for storing sensitive production metadata and archival content.

This strategy aims to mitigate the risk of content "blackouts" caused by disruptions to international subsea cables and ensures that the nation's historical and cultural media assets remain within domestic jurisdictional control.

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For stakeholders, this necessitates a strategic shift toward hybrid infrastructure models that combine the efficiency of global cloud tools with the legal security of localized storage.

*Disclaimer: The information shared in this post is to provide general guidance on the subject matter and does not constitute legal advice. For guidance tailored to your organisation's specific circumstances, contact **info@goldsmithsllp.com***