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ARTIFICIAL INTELLIGENCE (AI) IN THE PROMOTION OF NIGERIAN ART MUSIC COMPOSERS ON RADIO.

Abstract

This study explores the role of artificial intelligence (AI) in promoting Nigerian art music composers through radio broadcasting, focusing on the indigenous classics featured on Leadcity 89.1 FM in Ibadan. As Nigeria's artistic landscape continues to evolve, the fusion of technology and art music broadcasting presents opportunities and challenges for composers seeking exposure and recognition. By employing qualitative methodology, this research investigates AI-driven strategies in content curation processes and listener engagement. Findings reveal that AI enhances the visibility and accessibility of indigenous art music composers and their works, by enabling the broadcaster to gain easy access to composers' profile and analyze their music, thereby reaching wider audiences and fostering cultural appreciation. Additionally, the study discusses the implications of AI in shaping programming content, the potential risks of algorithmic bias, and the need for a balance in its usage. Ultimately, this research contributes to the broader discourse on the intersection of technology and cultural heritage, emphasizing the importance of sustainable practices in music promotion within the Nigerian context and beyond.

Keywords: Artificial Intelligence, Nigerian Art Music, Music Promotion, Composer Profiles, Cultural Heritage

Introduction

Nigerian art music is a vibrant expression of the country's rich cultural history. It weaves together many styles, sounds, and traditions vital to Nigeria's identity. The music is deeply rooted in the country's diverse ethnic groups; Yoruba, Igbo, and Hausa among other groups, each of which has its own unique musical style. This research contextualizes the significance of Nigerian art music within the broader landscape of cultural heritage and technological advancement. Nigerian art music, with its rich indigenous rhythms, melodies, and themes, serves not only as a source of entertainment but also as a vessel for cultural expression and identity. Historically, this genre faced challenges in gaining mainstream recognition, particularly amidst the global dominance of popular music genres. In recent years, the integration of artificial intelligence (AI) into various sectors has revolutionized traditional practices, including the promotion of music, enhanced marketing strategies, audience engagement, and content curation. AI offers a promising tool for elevating the visibility of niche music genres, such as Nigerian art music. This research specifically focuses on LeadCity 89.1 FM, a radio station in Ibadan, recognized for its commitment to promoting cultural heritage through music programming. By leveraging AI, LeadCity 89.1 FM is positioned uniquely to influence listener preferences and extend the reach of indigenous art music compositions.

Scholars like Igbi & Udoka (2023), Sadoh (2010) and Ayokunmi (2024) among others have written about music and musicians in the broadcasting industry. Igbi & Udoka (2023), in Idolor (2002) observe that few music scholars have written about music and musicians in the broadcasting industry, Sadoh (2010) in one of his articles discussed musicologists who have worked in radio stations and promoted Nigerian art music, Ayokunmi (2024) dwelt on the prospects of online radio promotion of Nigerian art music but nothing has been discussed about the influence of artificial intelligence on Nigerian art music programme presentation on radio. Hence, this study investigates the specific ways in which AI tools are utilized by LeadCity 89.1 FM to promote Nigerian art music composers in a programme titled African indigenous classics

anchored by Ayokunmi Olaoluwa. It seeks to understand the impact of these technologies on programme presentation of African indigenous classics, and the overall dynamics of music promotion in a phase of rapid technological transformation. The findings contribute to the academic discourse on music promotion and offer practical insights for radio programmers, composers, and policymakers in navigating the interplay between technology and cultural heritage.

Literature Review

Nigerian art music emerged in the late 19th century as a result of Christian missionary activities and British colonial influence (Omojola, 1994; Omojola, 1998). This genre, conceptually similar to European classical music, blends African and European musical elements (Omojola, 1994). This shows that Nigerian art music is not a new genre of music and it has gained scholarly attention for decades. Also, it shows the intercultural, religious and Eurocentric flier of Nigerian art music. However, it must be noted that Nigerian art music is sociocultural as it discusses and promotes indigenous content by engaging its themes from traditional elements. Moreover, it is not necessarily religious and it is Nigerian because it promotes Nigerian culture, traditions and social values. Fela Sowande, a notable pioneer, exemplified this eclectic style in his compositions (Omojola, 1998).

The development of Nigerian art music can be traced through three generations of composers, with many having roots in church music and popular genres like highlife (Avorgbedor, 2001; Sadoh, 2010). Ayo Bankole, another pioneering composer, also demonstrated this fusion of European and African musical elements in his works (Omojola, 1994). The field of Nigerian art music has garnered significant scholarly attention, with research covering various aspects such as composition techniques, performance, and cultural context (Sadoh, 2010). However, there is a need for institutional structures to support the continued growth of this musical tradition (Omojola, 1998). One of those ways in which this Omojola's opinion can be implemented is engaging AI in the radio broadcast and promotion of Nigerian art music, the focus of this study.

AI-driven platforms offer opportunities to expand market reach for artists in Northwest Nigeria, though challenges remain (Onyebuchi-Igbokwe, 2025). However, a study in Warri revealed low awareness and usage of AI tools for music promotion on radio stations, highlighting the need for training and knowledge acquisition (Igue & Onyenye, 2024). Online radio has emerged as a viable medium for promoting art music globally, exemplified by the "Let Music Reign" show on Stride Radio in Ibadan (Ayokunmi, 2024). The integration of AI in Nigerian journalism faces challenges such as infrastructural limitations and ethical considerations, but also presents opportunities for enhancing efficiency, personalizing news delivery, and combating misinformation (Gbaden et al., 2024). These aforementioned studies underscore the potential of AI in promoting Nigerian art and music while emphasizing the viability of AI in enhancing programme presentation in preparing rich content, content appreciation and analysis of Nigerian art music which is necessary for increased awareness and sustained interest of listeners.

Methodology

This research employed a qualitative approach to investigate the role of artificial intelligence (AI) in promoting Nigerian art music composers on the radio show titled African Indigenous Classics on Leadcity 89.1 FM. By focusing exclusively on qualitative data collection and analysis, the study provide a deep understanding of the implications of AI integration in music promotion and its effect on listener engagement. The primary data collection method involved participant-observation method, semi-structured interviews with key stakeholders at Leadcity 89.1 FM, including on-air personalities such as programme directors, producers and Nigerian art music composers and known fans of the show. These interviews aimed to uncover practical applications of AI in promoting Nigerian art music, the decision-making processes behind playlist creation, and the perceived changes in listener engagement resulting from AI-driven strategies. The interview guide included open-ended questions to facilitate in-depth discussions, allowing participants to share their insights and experiences regarding the promotion of indigenous art music.

Additionally, a qualitative content analysis was conducted to examine the programming strategies used by the presenter of African Indigenous Classics on Leadcity 89.1 FM in

showcasing Nigerian art music. This analysis involved reviewing broadcasted content over three months to identify AI-generated music appreciation and music analysis contents which have enhanced the representation of various composers, especially those who are not within the reach of the programme presenter. Key data points included the quantity of Nigerian art music aired, the diversity of featured composers, and any AI-driven features utilized in getting composers' concise information and musicological analysis of their works. Analysis of interview data was conducted using thematic analysis, where transcriptions were coded to identify recurring themes and insights related to AI integration in music promotion. Qualitative analysis software, specifically NVivo, was employed to systematically organize and manage the qualitative data, ensuring a rigorous analytical process.

Ethical considerations were paramount throughout the research. Informed consent was obtained from all participants involved in the interviews, and confidentiality and anonymity were maintained throughout the study. Participants retained the right to withdraw from the research at any time without repercussion. Ethical approval was obtained from the relevant institutional review board before initiating data collection. While this qualitative approach provided valuable insights into the integration of AI in music promotion, several limitations were acknowledged. The reliance on interviews could introduce subjective biases in participants' responses, and the focus solely on African indigenous classics on Leadcity 89.1 FM may limit the generalizability of the findings to other radio stations or contexts. Future research could broaden the scope to include multiple case studies across different platforms to enhance understanding of AI's role in diverse musical settings.

Findings

Leadcity 98.1 FM, Ibadan

Lead City 89.1 FM radio was established, December 2015 by university management of the Leadcity University, Ibadan to serve as a community or campus radio. Its main goal is to allow students, faculty, and lecturers to work together and share ideas to create educational programmes that enhance student learning. This initiative built a strong sense of community and represented various subjects and professions in its content. Over time, freelance presenters and

industry professionals joined, improving program quality and attracting a wider audience beyond the university, promoting local talent and creativity.

African Indigenous Classics on Leadcity 89.1 FM, Ibadan

The proposal of African Indigenous Classics was presented to the station manager, Mr Akin in the presence of their director of programmes, Mr Obaloluwa. The station manager being a music graduate understood the essence of the content of the programme, especially in a university community and the city at large gave the approval that the programme should be aired live on their frequency. The programme eventually began on November 7th, 2020 on Leadcity 89.1FM, Ibadan and streamed on the Radio Garden. By February 21st 2021, the station began to livestream the programme on Facebook.

Findings reveal that African Indigenous Classics was a radio that showcased Indigenous classical (art) music, both sacred and secular across Africa. This was carried out by airing the compositions of art music composers, engaging their histories and contributions to the development of the art, featuring live interviews (physical and virtual) of composers, relaying concert renditions, featuring choir live performances in the studio, advertising art music concerts/events etc.

The programme featured composers and works across Africa and beyond with a bias for Nigerian composers due to the environment and availability of repertoire. Notable Nigerian art music composers whose works were featured on the show include T.K.E. Philips, Fela Sowande, Samuel Akpabot, Ndubisi, Joshua Uzoigwe, Akin Euba, Ayo Bankole, Bode Omojola, S.K. Oretimeyin, Dayo Oyedun, Ayo Oluranti, Olubobokun, Seun Owoaje, Albert Oikelome, Stephen Olusoji, Abel Ajamu Adeleke, Christopher Ayodele, Jude Nnam, Gbenga Obagbemi, Deji Adesuyi, Odejide Babajide, Tunji Dada, Niran Obasa, Ayokunmi Olaoluwa, Busuyi Ayowole, Dapo Okunmuyide, D.K. Olukoya, Deola Amudipe, Lamido Abraham, Femi Farore, Tunde Olapade, Blessing Amole, Jude Nwankwo, Dotun Adelekan, Dotun Olayemi, Bidemi Oyesanya, Sunday Ajayi etc. The programme featured the works of Kwabena Nketia (1921- 2019), Alberta Opata, James Verich Amer, Albert Adusei, W.H. Peace, Newlove Kojo Annan etc. from Ghana

and a host of others from Kenya, South Africa and a host of others. Nova AI enables the programme presenter to get their brief profile aired before their music is being played on air.

Nigerian Art Music composers, performers and choral/orchestra directors that enjoyed visibilities through live/recorded interviews on the show include Prof. Stephen Olusoji, Prof. Alvan Ikoku Nwamara, Dr Abel Adeleke, Dr Niran Obasa, Mr Akin Olubi, Mr Tosin Adelabu, Mr Bayo Olaniyan, Engr Busuyi Ayowole, Mr Samson Ebe, Icon Dr Gbenga Obagbemi, Pastor Dr Femi Adewoyin, Mr Babatunde Shosanya, Mr Sunday Aanuoluwapo Ajayi, Dr Adeolu Ogunsanya, Surv. Bayo Olaniyan, Dr Bolajoko, Dr Tunji Dada, Mr Taiwo Odukogbe, and Kayode Odejimi among others.

The programme featured the renditions of so many choirs and orchestras across Africa, such as Lagos City Chorale, Nigeria, Mountain Top Choral, Nigeria, Marval City Choir and Orchestra, Nigeria, Premier Symphony Orchestra and Choral Group, Nigeria, Warri City Choral, The Cathedral Choir, Omo-Ofe, Ilesa, Nigeria, Emerald Choir, Akure, Nigeria, Ibadan City Choral, MUSON Choir and Orchestra, Nigeria, UNILAG Choir, University of Ibadan Choir, Vox Cantus de Choral, Akure, Nigeria, Preston College Choir, Akure, C.A.C Choir, Yaba, C.A.C. Choir Oke-Ayo, Mokola, Ibadan, Emmanuel Choir, Ekotedo, Ibadan, Nigeria, Meluka Choral, Ibadan, Nigeria, Higro Ensemble, Ibadan, Nigeria, Deeper Life Choir and orchestra, Lagos, Ilesa and Ibadan, Nigeria, The Apostolic Faith Choir and Orchestra, Lagos, Nigeria, UNI Uyo Choir, MFM Choir, Lagos, Viva de Choral, Ibadan, Nigeria etc.

Some of the choirs and orchestras featured outside Nigeria include Celestial Evangel now Kumasi Evangel Choir, Ghana, Harmonious Choral Ghana, Accordion Choral Ghana, Blessed Family Choir, Ghana, Seventh Day Adventist Choir, Ghana, Kenya, South Africa, Soweto Gospel Choir, South Africa, and Brazil Indigenous Ensemble to mention few.

Examples of works featured on the show include *Ukom*, *Egwu Amala*, *Uyaroma* by Joshua Uzoigwe, *Ijo Oba* by Godwin Sadoh, *3 Nigerian dances*, *Tranz Dance Africana* by Samuel Akpabot, *Ojo ma ro* by Ayo Bankole, *Ore Meta* by Akin Euba, *Omo oniresi*, *Tokunbo*, *Oye Kadupe* by Dayo Oyedun, *Erekere*, *Olorun to da awon oke* by Niran Obasa, *Oye*, *Onyame*, *Meye*

Dede by James Verick Amar, *Oyigiyiyigi*, *Nikenike*, *Waka Symphony* by Stephen Olusoji, *Polongo*, *Olorun Bethel*, *I go worship my God* by Ayo Oluranti, *Ina Olorun Elijah*, *Halleyah Oguntise* by D.K. Olukoya, *Asiko laye* by Tolu Owoaje and Albert Okilome, *Aja Ode*, *Orisa Ofun*, *Igbagbo* by Abel Adeleke, *Eyin Baba*, *Kokoka* by Tunji Dada, *Rerelope*, *Ayo kun nun okan mi*, *Ni'badan Ni* by Ayokunmi Olaoluwa, *Lojiki Gari ati bota* by Seun Owoaje, and *Oluwa salabo mi* by Bidemi Oyesanya among other compositions. The programme continued consistently and it witnessed acceptability, visibility and support from art music composers, musicologists and fans across the globe.

AI Music Analyzer Tools

(a) Audio AI Dynamics' Music Analyzer: Offers genre, mood, and BPM detection, harmonic mixing assistance, and downloadable analysis reports. It has both free and paid features, including subgenre breakdowns and instrumentation analysis.

(b) Tunebat: Provides song key and tempo details, making it ideal for creators focusing on remixing or harmonic mixing. It also offers sentiment analysis and low-level analysis of audio features, starting at \$19.99/month. It performs in-depth music analysis with a focus on accuracy, impartiality, and respect for diverse music cultures and genres. It is highly customizable and helps music professionals discover hidden patterns, with pricing available on request.

NOVA: AI Tool for Composers Biography

Nova AI is a cutting-edge tool that harnesses the power of artificial intelligence to transform various aspects of work and life. At its core, Nova AI boasts an impressive array of features that make it an invaluable asset for individuals and organizations alike. One of its key capabilities is content generation, where it can produce high-quality content, such as articles, blog posts, and social media updates, with remarkable ease and speed.

In addition to content generation, Nova AI is also equipped with advanced data analysis capabilities. It can process large datasets, uncovering valuable insights and patterns that can inform business decisions, drive innovation, and optimize operations. Furthermore, Nova AI can

function as a virtual assistant, automating routine tasks, streamlining workflows, and freeing up time for more strategic and creative pursuits. Nova AI's language translation feature is another significant advantage, enabling seamless communication across linguistic and cultural boundaries. This capability is particularly useful in today's globalized world, where collaboration and communication with people from diverse backgrounds are becoming increasingly important. Moreover, Nova AI's predictive modelling capabilities allow it to forecast outcomes, identify potential risks and opportunities, and provide actionable recommendations.

The applications of Nova AI are vast and varied, spanning multiple industries and domains. In the business world, it can help organizations automate tasks, gain valuable insights from data, and enhance customer engagement. In education, Nova AI can assist educators in creating personalized learning plans, grading assignments, and providing constructive feedback. In healthcare, it can aid medical professionals in analyzing complex data, diagnosing diseases, and developing effective treatment plans. By leveraging Nova AI, individuals and organizations can reap numerous benefits, including increased efficiency, improved accuracy, and enhanced decision-making capabilities. With its ability to automate repetitive tasks, Nova AI can free up time for more creative and strategic work, leading to greater productivity and innovation. Additionally, its advanced data analysis capabilities can provide valuable insights that inform business decisions, drive growth, and optimize operations.

Overall, Nova AI has the potential to revolutionize various aspects of work and life, enabling individuals and organizations to work more efficiently, make better decisions, and drive innovation. As AI technology continues to evolve, it will be exciting to see the new applications and opportunities that emerge, and how Nova AI can help shape the future of work and life.

The Role of AI in Radio Broadcasting

Radio has long been a fundamental medium for music promotion, offering composers a platform to showcase their work. With the emergence of AI tools, radio broadcasting can now be optimised to enhance the listening experience and promote specific genres. AI technologies can analyse listener preferences, curate playlists, schedule programming, and even generate

advertisements tailored to target demographics (Collins, 2021). These programming strategies are particularly significant for Leadcity 89.1FM, a radio station in Ibadan known for embracing local cultures, including Nigerian art music. AI systems can facilitate intelligent playlist curation, which allows the station to highlight the works of emerging composers while integrating established artists seamlessly into the broadcast schedule. This helps to ensure that audiences receive a diverse range of Nigerian art music, cultivating appreciation for different styles and fostering a sense of community among listeners.

Discussion

The study's findings provide significant insights into the integration of artificial intelligence (AI) in the promotion of Nigerian art music composers on African indigenous Classics on LeadCity 89.1 FM, highlighting both the opportunities and challenges associated with this technological advancement. This discussion section synthesizes the key findings, situating them within the broader academic discourse, and emphasizes their implications for artists, radio stations, and cultural preservation. One of the primary outcomes of the research is the recognition of AI as a transformative tool in the music promotion landscape. The interviews with programme directors and producers at Leadcity 89.1 FM revealed that AI technologies have enabled more efficient content curation and audience targeting. For example, Nova AI helps in generating composers' information. It gathers data from social media platforms and other digital facilities and summarizes it in a concise manner suitable for broadcasting. By this, it makes the fieldwork of the programme presenter easier and faster. Also, it makes the show interesting to the listeners and more importantly promotes Nigerian art music composers. The foregoing corroborates existing literature on AI's impact on music marketing (Smith & Jones, 2021), indicating that AI can help niche genres, such as Nigerian art music, reach broader audiences by fostering a tailored listening experience.

A notable shift in audience engagement dynamics facilitated by AI is identified in this study. The qualitative content analysis demonstrated that as AI-driven recommendations became more prevalent, listener awareness of Nigerian art music compositions increased. This enhanced visibility contributes to a resurgence in cultural interest and appreciation, particularly among

younger audiences who might be more receptive to AI-curated experiences. For example, Audio AI Dynamics' Music Analyzer and Tunbat Analyzer help in providing a kind of brief music analysis and appreciation of selected pieces which contributes immensely to the listenership of the show and makes it more educational. The significance of such engagement is underscored by Omojola (2019), who emphasizes the role of radio as a vital platform for promoting cultural heritage. However, while the potential for AI to enhance the promotion of Nigerian art music is significant, the study also uncovered challenges related to algorithmic bias. Concerns about AI trying to analyse African music like Western music. For example, AI does not understand hocketing and some polyrhythmic structures therefore might be labeled as metal music. This appears to be an AI database challenge and it provokes African scholars to upload indigenous content to it. Also, these AI tools are paid tools, therefore programme presenters who do not have sponsors cannot afford them as media houses are not often willing to marginalize less mainstream artistic expressions. The foregoing aligns with Lee's (2022) research on the implications of algorithmic decision-making in the music industry, highlighting the need for careful monitoring of AI analysis. Ensuring that AI tools support rather than inhibit cultural diversity will be imperative for the sustainable promotion of Nigerian art music. Thus, this suggests that any on-air-personality that will anchor programmes on Nigerian art music needs to be a musicologist.

This tension reflects a broader conversation within the industry about the balance between data-driven decisions and the subjective, cultural nuances that human curators bring to music promotion. The findings suggest that a hybrid approach-where AI assists rather than replaces human creativity-could be beneficial in curating rich and diverse musical experiences. The implications of these findings extend beyond the local context of Leadcity 89.1 FM. As radio stations and other media platforms increasingly adopt AI technologies, a critical discourse emerges around best practices for integrating these tools in a way that enhances, rather than compromises, cultural integrity. This study supports ongoing initiatives aimed at training stakeholders in the music industry on the ethical use of AI, ensuring that both technological advancements and cultural heritage are upheld.

Summary, Conclusion and Recommendation

This study explored the integration of artificial intelligence (AI) in the promotion of Nigerian art music composers through the African indigenous Classics show by Ayokunmi Olaoluwa on Leadcity 89.1 FM. Findings underline AI's transformative potential in not only enhancing the visibility and engagement of indigenous music but also in generating comprehensive profiles of composers and analyzing their compositions. AI's ability to sift through vast amounts of data allows for the creation of detailed composer profiles, which can include biographical information, stylistic traits, and the historical context of their works. Such profiles can significantly enrich audience understanding and appreciation of Nigerian art music, fostering a deeper connection between listeners and composers.

Additionally, AI tools facilitate the analysis of musical compositions, uncovering intricate patterns and characteristics that might be overlooked in traditional analysis. This capability represents a valuable asset in promoting lesser-known composers and their unique contributions to the cultural landscape. By highlighting diverse styles and compositions, AI plays a crucial role in rejuvenating interest in various indigenous musical forms, ensuring that a broader range of artistic expressions is celebrated and accessible to audiences. However, the study identified several limitations that pose challenges to fully realizing the benefits of AI in this context. One significant hurdle lies in the difficulty of obtaining comprehensive profiles for certain composers, especially those from marginalized or less-commercialized backgrounds. The lack of reliable documentation can hinder the development of robust AI-driven profiles, ultimately affecting the promotion of their work, until the programme presenter gains access to them for a one-on-one interview.

Furthermore, the complexity of analyzing specific forms of Nigerian indigenous music presents another challenge. Some musical elements may not readily lend themselves to AI analysis due to cultural nuances or unique performance practices that are not easily quantifiable. This limitation emphasizes the need for collaboration between AI technologies and musicologists who can provide the necessary context and insights, ensuring that the analysis remains culturally sensitive and accurate. Another constraint highlighted in this study is the cost of subscriptions for

advanced AI tools, which is a barrier for local radio stations and smaller independent platforms seeking to integrate these technologies into their programming. The financial investment required for such tools limit their accessibility, particularly for organizations focused on promoting niche genres like Nigerian art music. In light of these challenges, there is a clear need for musicologists and industry stakeholders to guide the implementation of AI-driven initiatives. Their expertise aid proper analysis of music, and robust information of the composers and can also help ensure that programmes designed to utilize AI in music promotion are thoughtfully anchored in cultural relevance and artistic integrity. By fostering such collaborations, the music industry can better harness the capabilities of AI while safeguarding the richness of Nigerian musical heritage.

This contributes to an enhanced understanding of how AI can generate impactful composer profiles and provide insightful analyses of Nigerian art music compositions. Thereby giving global visibility to Nigerian art music composers and their works. However, recognizing the limitations in data availability, analytical challenges, cost barriers, and the need for expert guidance is vital for effectively leveraging AI in this context. Future research should continue to explore these dynamics, with an emphasis on collaborative frameworks that blend technology and traditional music scholarship. Ultimately, the strategic integration of AI can empower the promotion of Nigerian art music, ensuring that the voices of its composers resonate in an ever-evolving cultural landscape.

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Appendix

