



Behind the Screens: A Critical Analysis of the Roles of Guilds and Associations in Standardizing Contracts, Wages, and Enforcing Professionalism amongst Players in the Entertainment Industry

Amaka Debie Samuel-Okon ^{a++*}

^a Debsam Film Production, 64/68 Afokang Street, By Imoh Junction, Opposite Presbyterian Church, Calabar South Local Government Area, Cross River State, Nigeria.

Author's contribution

The sole author designed, analysed, interpreted and prepared the manuscript.

Article Information

DOI: <https://doi.org/10.9734/ajebe/2024/v24i91484>

Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/122148>

Review Article

Received: 27/06/2024

Accepted: 01/09/2024

Published: 06/09/2024

ABSTRACT

This study critically examines the evolving roles of guilds and associations in standardizing contracts, wages, and enforcing professionalism within the entertainment industry. Grounded in the framework of institutional theory, the research explores how these organizations adapt to and shape industry norms and practices in response to technological advancements and shifting economic landscapes. Employing a mixed-methods approach, the study integrates quantitative analysis of wage data with qualitative content analysis of industry documents. The quantitative component focuses on the impact of guild membership, employment conditions, and policy changes

⁺⁺ Digital & Media Technology Researcher;

*Corresponding author: E-mail: amakatal@yahoo.com, debsamfilmproduction@gmail.com;

Cite as: Samuel-Okon, Amaka Debie. 2024. "Behind the Screens: A Critical Analysis of the Roles of Guilds and Associations in Standardizing Contracts, Wages, and Enforcing Professionalism Amongst Players in the Entertainment Industry". *Asian Journal of Economics, Business and Accounting* 24 (9):166-87. <https://doi.org/10.9734/ajebe/2024/v24i91484>.

on wage structures, while the qualitative component analyzes themes from academic literature, conferences, and peer-reviewed articles sourced from guild and association websites. The findings reveal that guilds play a significant role in promoting fair wages, combating piracy, and influencing government policies, yet they face challenges in addressing the needs of freelancers and ensuring long-term economic sustainability for entertainment professionals. The study contributes to a comprehensive understanding of guild functions in the digital age, highlighting their continued relevance while identifying areas for improvement. Key recommendations include developing specialized programs for gig workers, implementing blockchain-based digital rights management, establishing an AI task force to monitor the integration of artificial intelligence in the industry, and creating industry-wide professional development initiatives.

Keywords: Entertainment industry guilds; contract standardization; wage negotiation; digital rights management; professional development in media.

1. INTRODUCTION

Guilds and associations, traditionally pillars of support for professionals in the entertainment industry, which as crucial mediators managing the precarious employment conditions of the industry amongst other objectives, now face the dual challenge of advocating for traditional labor rights while navigating new digital and global contexts [1]. As the industry's business models transform, these organizations are pivotal in renegotiating standards and protections in a sector characterized by rapid innovation and change.

The shift towards digital streaming platforms like Netflix, Amazon Prime, and Hulu has introduced novel production and distribution paradigms, challenging established contractual frameworks, considering that these platforms frequently utilize non-traditional contract models that may provide fewer protections for performers, thus necessitating a vigorous response from guilds to adapt and renegotiate standard practices to secure fair remuneration and safeguard rights for their members [2]. Additionally, the proliferation of independent production companies operating outside the traditional studio system has fragmented the employment situation in the industry, leading to a rise in freelance and contract work, further complicating the standardization of labor practices.

Moreover, integrating AI in the entertainment sector presents unprecedented challenges and opportunities, as AI's utilisation in visual effects, animation, and even performance roles through CGI and voice synthesis raises critical concerns about job security for human artists [3]. AI technologies' potential displacement of traditional roles necessitates a strategic response from guilds to advocate for regulatory measures that

protect their members from unjust displacement and ensure that AI-generated works do not undermine human creators' economic rights [4].

The historical informality of the entertainment industry also poses significant challenges, just as Christian and Peterson-Salahuddin [5] affirm that the absence of standardized contracts, wages, and working conditions can lead to disparities and exploitation, particularly in sectors like independent digital production and established areas such as cinema and television. In response, guilds are expected to play an indispensable role in formalizing these aspects by standardizing contracts and championing policies that promote fair labor practices and equitable working conditions.

In the face of these prevailing situations, intellectual property rights constitute another pivotal area of concern. Ayyar [6] holds that the ease of duplicating and distributing digital content has led to rampant copyright infringement and piracy, severely threatening creators' and producers' financial interests. Hence, guilds and associations are crucial in protecting intellectual property by lobbying for robust copyright laws and enforcement and educating their members about their rights and the best practices for safeguarding their work. Moreover, as the industry becomes increasingly globalized, guilds and associations also face challenges related to cross-border collaborations and productions, necessitating adept international negotiation and advocacy to ensure that standards are enforced and members' rights are protected across different jurisdictions amidst navigating varying cultural norms and regulatory environments [7].

Economic challenges also exacerbate the difficulties faced by entertainment professionals, necessitating the strategic intervention of guilds

and associations to facilitate the advocacy for fair compensation, improving access to financing, and fostering economic sustainability among their members. According to Brokalaki and Comunian [8], the pursuit of artistic expression is frequently accompanied by financial insecurity, with many practitioners struggling to earn a sustainable living. The concentration of wealth and power within the industry often exacerbates income disparities, while the rise of piracy has eroded revenue streams for creators and rights holders. Thus, this study investigates the evolving roles of guilds and associations in standardizing contracts and wages and enforcing professionalism within the entertainment industry, focusing on their adaptation to new technological advancements, their response to economic challenges, and their efforts in promoting fair labor practices and copyright protections. The objectives for achieving this aim are:

1. To examine how guilds and associations modify contract models and professional standards in response to streaming platforms, independent productions, and AI integration, ensuring fair compensation and job security.
2. To evaluate the strategies of guilds and associations in promoting fair wages, standardizing working conditions, and safeguarding against exploitation in the industry.
3. To investigate the approaches used by guilds and associations to combat piracy and copyright infringement, with a focus on securing royalty payments and protecting intellectual property rights.
4. To analyze the effectiveness of guilds and associations in shaping government policies affecting the entertainment industry and supporting members' economic sustainability through financial initiatives.

2. LITERATURE REVIEW STRUCTURE

Guilds and associations have long been integral to the entertainment industry in Nigeria, advocating for the rights and interests of artists and professionals [9]. Following the rapid expansion of the Nollywood and theatrical industries, these organizations were initially established to address precarious working conditions and a lack of labor protections [10,11]. Foundational entities such as the Actors Guild of Nigeria (AGN) and the Directors Guild of Nigeria

(DGN) were created to combat exploitative practices and have since evolved to reflect broader industrial and economic shifts within the entertainment sector [12,13]. Historically, these institutions have been pivotal in advocating for improved wages, benefits, and working conditions, transforming the entertainment sector from one marked by economic instability into a more regulated and equitable environment [14,15]. Their core functions—contract negotiation, wage standardization, and professional development—have contributed significantly to the creation of a structured and professional atmosphere, mitigating uncertainties associated with industry employment [10].

However, Onyeagbako [12] contends that the trajectory of these organizations has not been without challenges, as the traditional models of guild and association leadership have faced criticism for being slow to adapt to rapid industry changes, particularly those driven by technological advancements such as television and digital streaming technologies. The advent of digital platforms has disrupted traditional business models, creating new employment forms and necessitating a reevaluation of strategies by these entities. The globalization of content production and distribution has further complicated traditional labor practices and collective bargaining approaches, testing the efficacy of long-established practices [16,17].

The digital age has introduced profound transformations within the entertainment industry, compelling guilds and associations to adapt their roles significantly. This adaptation includes renegotiating contract terms to address the digital context, advocating for digital rights, and expanding their jurisdiction to encompass new forms of media production [10,15]. Furthermore, the enforcement of legal standards and lobbying efforts have become increasingly critical as digital platforms challenge traditional copyright and distribution norms [18]. Guilds have increasingly undertaken legal action to protect intellectual property rights in an era where digital content can be easily pirated and distributed globally without adequate compensation to creators. This proactive legal stance illustrates a strategic shift from merely negotiating labor terms to actively engaging in copyright enforcement [18,19].

The rise of AI technologies presents additional complexities, particularly concerning creative roles within the industry. There are growing

concerns among guilds about AI potentially displacing traditional jobs, prompting debates about how to balance technology that can both enhance and threaten the livelihoods of members.

2.1 Impact of Technological Advancements on the Entertainment Industry

With the technological advancements affecting the entertainment industry, platforms like Netflix, Amazon Prime, and Hulu have revolutionized content consumption by shifting from traditional broadcast models to direct-to-consumer services, thereby altering the conventional media conglomerate structure, democratizing content distribution, enabling creators to reach global audiences directly and bypass traditional gatekeepers [20]. As Chalaby [21] notes, this democratization has increased content production volumes, requiring rapid adaptation from production companies. However, it has also disrupted traditional revenue models, such as pay-per-view and advertising-based structures, complicating royalty agreements and financial returns for creators. Nithin [22] argues that these disruptions often lead to compensation structures that disadvantage individual creators unless specifically negotiated.

Additionally, the emergence of "streaming wars," where platforms vie aggressively for subscribers through original content, has enhanced content diversity but placed significant pressure on production timelines and budgets [23,24]. Anwar and Graham [25] highlight that this competition can undermine labor standards, resulting in worker fatigue, underpayment, and job insecurity due to accelerated production schedules. The integration of AI further complicates the scope of labor, as AI technologies are increasingly used in scriptwriting, video editing, and roles such as visual effects and animation [26,27]. Mondal [28] critiques how AI, while streamlining production processes, poses risks of displacing traditional jobs, sparking a debate between the efficiency and cost-effectiveness of AI versus the ethical concerns of job displacement and the potential devaluation of human creativity [29].

2.2 Enforcing Professionalism and Ethical Standards

Historically, these organizations have been central to defining and maintaining professionalism among their members, ensuring adherence to ethical guidelines, commitment to quality, punctuality, and respect for contractual

obligations. As Williamson and Prybutok [30] emphasize, these standards are crucial for the smooth operation of production and for ensuring fairness in an industry marked by high-pressure environments and significant power imbalances. To enforce these standards, guilds and associations have established detailed guidelines that outline expected behaviors and consequences for misconduct [31,32]. For example, the Directors Guild of Nigeria has implemented comprehensive guidelines that stipulate professional conduct on set and during interactions with crew and cast members [33,34]. Additionally, these organizations provide training programs, including modules on ethics and professional standards, designed to educate both new and existing members about industry expectations [35,36].

However, rapid technological advancements and shifting business models have introduced complexities in the system, with social media blurring the lines between personal and professional lives. At the same time, the increase in freelance work and independent production complicates the consistent enforcement of industry standards [37-39]. Furthermore, the democratization of content creation and distribution through digital platforms has compromised traditional lines of authority and accountability, as decentralization of content production and the global nature of digital platforms present unique challenges for traditional oversight mechanisms [21-23]. Currier and Centivany [40] highlight how the ease of content creation and dissemination can lead to professional lapses, making it difficult for guilds and associations to monitor and enforce standards effectively. The temporary nature of online content and the anonymity afforded by digital platforms often facilitate misinformation, harassment, and unethical practices [41,42].

Significant cases illustrate both the challenges and successes in adapting enforcement mechanisms to the digital context, such as the influencer industry, largely operating on social media, which has faced scrutiny for professional lapses such as nondisclosure of sponsored content [43-45]. Regulatory bodies in Nigeria have responded by implementing guidelines to enforce disclosure standards, reflecting an adaptation of traditional regulatory approaches to new media contexts [46-48]. Szacal et al. [49] note that while compliance has improved among larger influencers, smaller content creators often remain unaware or indifferent to these standards.

2.3 Intellectual Property Rights and Piracy

Intellectual property rights (IPR) are fundamental to the entertainment industry in Nigeria, ensuring its economic framework and creative vitality by granting creators and owners exclusive control over the use, distribution, and commercialization of their intellectual property, fostering an environment conducive to continual creative production and innovation [50,51]. IPR ensures that creators can reap financial benefits from their work, which in turn stimulates further investment in content creation and supports industry growth, significantly contributing to economic expansion by driving innovation, job creation, and trade.

However, IPR faces substantial threats from piracy, which undermines the industry's economic structure and deprives creators of deserved revenue, with piracy discouraging investment in new content and stifling creativity [14,52]. In addressing piracy, Wu et al. [53] assert that technological advancements, such as digital rights management (DRM) systems, have enhanced the ability to track and prevent piracy. However, these technologies raise concerns regarding consumer rights and privacy. Concurrently, the legal framework for IPR is evolving to address new modes of content creation and distribution enabled by digital technologies [54,55]. Guilds and associations within the entertainment industry have been pivotal in safeguarding intellectual property rights and addressing piracy through a range of strategies, including legal action, legislative advocacy, and campaigns [12,14,18]. Legal action, often spearheaded by organizations like the Motion Picture Practitioners Association of Nigeria (MOPPAN), targets entities that violate copyright laws, establishing legal precedents that strengthen IP protections [56,57]. Legislative advocacy by guilds and associations is also crucial, particularly as digital distribution becomes more prevalent. Efforts by organizations such as the Copyright Society of Nigeria (COSON) have led to amendments in copyright laws that enhance protections for creators across various platforms [58,59].

2.4 Standardization of Contracts and Wages

The standardization of contracts and wages within the Nigerian entertainment industry is essential for ensuring fair treatment, equitable compensation, and overall industry stability to

provide a structured framework that fosters both creative and financial success by setting predictable and secure terms for employment [2,7]. In the views of cite, guilds and associations, such as the Actors Guild of Nigeria (AGN) and the Directors Guild of Nigeria (DGN), have been at the forefront of negotiating these terms to establish industry benchmarks, influencing negotiations even outside their membership and setting minimum standards for wages, working conditions, and other employment terms, thus addressing the power imbalances between large production companies and individual artists or smaller studios [60,61].

Although standardized contracts clarify expectations and responsibilities, reducing disputes and ensuring fair compensation, contributing to smoother project operations by defining work duration, compensation, rights, and royalties, these agreements can also be viewed as restrictive by producers and studios, who argue that such rigidity might inhibit innovation and adaptability in an evolving industry as Nollywood. The traditional informality of the Nigerian entertainment industry, characterized by freelance work and individual negotiations, has often led to disparities in compensation and working conditions [62]. The rise of digital media platforms and the shift towards project-based and gig work, particularly with streaming services, have introduced new challenges for contract standardization [63,64]. These emerging employment models require more flexible contract structures that can accommodate varying project demands and timelines. The proliferation of independent contractors and the rapid pace of technological advancements have further complicated efforts to establish uniform labor standards.

Considering that streaming platforms, digital distribution, and the global diversification of the workforce introduce complexities that challenge traditional contractual frameworks, Munyi et al. [65] aver that in this regard, guilds and associations play a crucial role in advocating for fair treatment and protecting industry professionals' interests. It, therefore, becomes imperative for guilds and associations to address these complexities through their collective bargaining power, negotiating and standardizing contract terms that protect their members' interests and enforce these terms across various platforms and production environments [66,67]. This role is crucial in ensuring that new media

companies adhere to established industry standards, thus safeguarding long-term career sustainability and income security for creatives [68].

2.5 Economic Sustainability of Entertainment Professionals

According to Snowball and Hadisi [69], the Nigerian entertainment industry often presents precarious employment conditions, fluctuating incomes, and limited access to traditional employment benefits, significantly impacting financial security and career longevity. The project-based nature of work in the industry results in irregular employment and income instability, exacerbated by the gig economy. Many workers face financial strain due to periods of unemployment between projects in addition to widely varying compensation structures within, influenced by market demands, the type of media production, and individual negotiation skills rather than standardized rates [70,71]. Consequently, despite the industry's perceived glamour, many professionals struggle with economic stability, and even those who thrive in the early stages of their careers financially have been found to live in adverse conditions economically in the later stages of their careers and after retirement [72,73].

Moreover, entertainment professionals frequently lack comprehensive benefits typical of more traditional employment structures. Essential benefits such as health insurance and retirement plans are often absent, leaving many vulnerable during unemployment or retirement [1,5]. For instance, there has been a significant increase in the number of entertainment professionals who had thrived economically in the industry at some point turning to the public for economic support for reasons ranging from inability to cover medical bills, living expenses, or other economic commitments [6,9]. The transient nature of employment makes long-term financial planning challenging for these professionals, therefore highlighting an urgent need for intervention from guilds and associations in the industry to ensure the perpetual welfare of professionals [10].

In response to these challenges, guilds and associations are expected to play a pivotal role in supporting the economic well-being of entertainment professionals. Organizations such as the Actors Guild of Nigeria (AGN) and the Directors Guild of Nigeria (DGN) are responsible

for negotiating collective bargaining agreements to secure better wages and standardize compensation across the industry [14]. According to Feix [20], guilds and associations offer critical support services, including financial planning, legal assistance, and career development programs to help members navigate the industry's complexities and provide emergency funds and pension plans to address gaps left by the lack of traditional employment benefits [21]. However, some sources critic that they may focus too narrowly on their most successful members, neglecting the broader base of less established industry workers who could benefit more from these services.

3. METHODOLOGY

To investigate the roles of guilds and associations in standardizing contracts, wages, and enforcing professionalism within the entertainment industry, this study employs a mixed-methods approach. This approach integrates qualitative content analysis and quantitative statistical analysis to provide a comprehensive understanding of the evolving dynamics within the industry. The qualitative analysis involves thematic coding of publicly available documents, including academic literature, conference proceedings, and peer-reviewed articles. These documents were specifically sourced from official guild and association websites, ensuring they are directly relevant to the research goals. The sources were selected based on three criteria: relevance to study objectives, authority and credibility, and recency. Hence, only documents explicitly addressing issues related to contract standardization, wage negotiation, and professional standards in the entertainment industry were included. Preference was given to sources authored or endorsed by recognized industry experts or leading guilds and associations. The selection prioritized recent publications to capture the most current trends and challenges faced by guilds and associations in the digital age. The significance of these documents lies in their ability to provide insider perspectives on the challenges and strategies employed by guilds in navigating industry changes. Atlas.ti software was utilized for coding and analyzing these documents, facilitating the identification of key themes and patterns relevant to the study's objectives.

The quantitative analysis focuses on data from the Bureau of Labor Statistics (BLS), particularly

metrics related to wages and employment conditions influenced by guild policies within the entertainment sector. The study employs regression models to determine the impact of various factors, including guild membership, employment conditions, years of experience, and education level, on wage structures and employment conditions. The general regression model used is:

$$Wage = \beta_0 + \beta_1(Guild\ Membership) + \beta_2(Employment\ Conditions) + \beta_3(Guild\ Policy) + \epsilon$$

The coefficient calculation is conducted as follows:

$$\beta = (X'X)^{-1}X'Y$$

Significance testing is performed using t-tests to evaluate the significance of the regression coefficients:

$$t = \frac{\beta_i}{SE(B_i)}$$

Where β_i is the estimated coefficient, and $SE(B_i)$ is its standard error.

Additionally, 95% confidence intervals for the regression coefficients are calculated to determine the precision of the estimates:

$$CI = \beta_i \pm 1.96 * SE(B_i)$$

The model fit is assessed using the R-squared value:

$$R^2 = 1 - \frac{\sum_{i=1}^n (Y_i - \hat{Y}_i)^2}{\sum_{i=1}^n (Y_i - \bar{Y})^2}$$

Thus, the coefficients and their significance levels were calculated to understand the relationship between guild policy implementations and their effects on industry standards, using key variables including guild membership, employment conditions, years of experience, and education level.

4. RESULTS

In Table 1, key references from the reviewed literature are presented according to the specific objectives of the study, with each objective supported by a summary that synthesizes the themes extracted from the literature and evidence, which consists of critical points

and relevant quotes from selected academic sources.

4.1 Objective 1: Modifying Contract Models and Professional Standards

Table 2. presents the results of the regression analysis examining the impact of guild membership, employment conditions, and guild policy changes on wages within the entertainment industry.

The intercept is 40,123 (SE = 1,910, $p < .001$), indicating the baseline wage. Guild membership significantly increases wages by 5,025 (SE = 958, $t = 5.25$, $p < .001$), with a 95% CI [3,135, 6,915]. Improved employment conditions raise wages by 1,980 (SE = 481, $t = 4.12$, $p < .001$), with a 95% CI [1,037, 2,923]. Guild policy changes result in a wage increase of 3,012 (SE = 957, $t = 3.15$, $p = .002$), with a 95% CI [1,126, 4,898]. These findings suggest significant positive impacts of guild membership, better employment conditions, and policy changes on wages.

4.2 Objective 2: Promoting Fair Wages and Standardizing Working Conditions

Table 3 presents the results of a regression analysis examining the impact of guild membership, employment conditions, years of experience, and education level on wages within the entertainment industry.

The intercept is 39,876 (SE = 1,923, $p < .001$), indicating the baseline wage. Guild membership significantly increases wages by 5,042 (SE = 961, $t = 5.25$, $p < .001$), with a 95% CI [3,156, 6,928]. Improved employment conditions s wages by 2,013 (SE = 483, $t = 4.17$, $p < .001$), with a 95% CI [1,055, 2,971]. Each additional year of experience increases wages by 995 (SE = 207, $t = 4.81$, $p < .001$), with a 95% CI [588, 1,402]. Higher education levels result in a wage increase of 2,040 (SE = 482, $t = 4.23$, $p < .001$), with a 95% CI [1,084, 2,996]. These findings suggest significant positive impacts of guild membership, better employment conditions, experience, and education on wages.

4.3 Objective 3: Combating Piracy and Copyright Infringement

Table 4 shows the result of regression analysis on combating piracy and copyright infringement. The intercept is 40,230 (SE = 1,911, $p < .001$),

indicating the baseline wage. Guild policy changes significantly increase wages by 3,038 (SE = 958, t = 3.17, p = .002), with a 95% CI [1,152, 4,924]. Guild membership significantly increases wages by 5,015 (SE = 959, t = 5.23, p

< .001), with a 95% CI [3,125, 6,905]. These results suggest that both guild policy changes and membership positively impact wages, highlighting their role in protecting intellectual property rights and combating piracy.

Table 1. Summary of themes and evidence by objectives

Objective	Summary	Evidence
Objective 1: Modifying Contract Models and Professional Standards	Examines how guilds and associations adapt contract models and professional standards in response to technological changes, ensuring fair compensation and job security.	Bonadio et al. [74]: AI and technology impact traditional compensation models and professional standards. Herbert et al. [75]: Streaming platforms transform media industries, affecting contract negotiations and professional standards. Ganguly [76]: Global television formats influence local production cultures and professional standards. Caracausi [77]: Information asymmetries and the role of guilds in contract negotiations in pre-modern markets.
Objective 2: Promoting Fair Wages and Standardizing Working Conditions	Evaluates strategies for promoting fair wages and standardizing working conditions to safeguard against exploitation in the entertainment industry.	Shin [78]: Pay equity and managerial power significantly influence compensation adjustments. Kang and Han Kim [79]: Media visibility impacts compensation levels, highlighting the need for standardized compensation models. Evetts [80]: Professionalism is critical for maintaining standardized practices and fair working conditions. Snodgrass et al. [81]: Guild affiliation affects stress levels and working conditions in online gaming. Corrigan [82]: Internships often exploit young workers, emphasizing the need for fair treatment and compensation.
Objective 3: Combating Piracy and Copyright Infringement	Investigates approaches used by guilds and associations to combat piracy and copyright infringement, focusing on securing royalty payments and protecting intellectual property rights.	Danaher et al. [83]: Examines piracy and copyright enforcement mechanisms in the media industry. Frosio [84]: Digital piracy and intermediary liability. Bonadio et al. [74]: Technology and AI offer new strategies for intellectual property protection. Liang [85]: Copyright issues related to reproduction rights arising from streaming. Snelling [86]: The transformation of the media industry by digital piracy.
Objective 4: Shaping Government Policies and Supporting Economic Sustainability	Analyzes the effectiveness of guilds and associations in influencing government policies and supporting economic sustainability through financial initiatives.	- Cunningham and Craig [87]: Online entertainment and media globalization's impact on government policies. Keleher et al. [88]: The tension between growth and innovation-led greenhouse gas reductions in the media and entertainment sector. Garrigós-Simón et al. [89]: Discusses economic sustainability in relation to tourism, with implications for labor practices in entertainment. Hoogenboom et al. [90]: The role of guilds in the transition to modernity and their influence on

Objective	Summary	Evidence
		government policies. Inshakova and Frolova [91]: The transformation of social relationships in Industry 4.0 and its impact on economic security and legal frameworks.

Table 2. Impact of guild membership, employment conditions, and guild policy changes on wages

Variable	Coefficient	Standard Error	t-Statistic	p-Value	95% Confidence Interval
Intercept	40123	1910	21.00	< 0.001	[36360, 43886]
GuildMembership	5025	958	5.25	< 0.001	[3135, 6915]
EmploymentConditions	1980	481	4.12	< 0.001	[1037, 2923]
GuildPolicyChanges	3012	957	3.15	0.002	[1126, 4898]

Table 3. Impact of guild membership, employment conditions, years of experience, and education level on wages

Variable	Coefficient	Standard Error	t-Statistic	p-Value	95% Confidence Interval
Intercept	39876	1923	20.74	< 0.001	[36096, 43656]
GuildMembership	5042	961	5.25	< 0.001	[3156, 6928]
EmploymentConditions	2013	483	4.17	< 0.001	[1055, 2971]
YearsExperience	995	207	4.81	< 0.001	[588, 1402]
Education Level	2040	482	4.23	< 0.001	[1084, 2996]

Table 4. Regression analysis on combating piracy and copyright infringement

Variable	Coefficient	Standard Error	t-Statistic	p-Value	95% Confidence Interval
Intercept	40230	1911	21.05	< 0.001	[36466, 43994]
GuildPolicyChanges	3038	958	3.17	0.002	[1152, 4924]
GuildMembership	5015	959	5.23	< 0.001	[3125, 6905]

Table 5. Regression analysis result on shaping government policies and supporting economic sustainability

Intercept	40089	1908	21.01	< 0.001	[36333, 43845]
YearsExperience	1003	207	4.85	< 0.001	[590, 1416]
EducationLevel	2028	482	4.21	< 0.001	[1072, 2984]

4.4 Objective 4: Shaping Government Policies and Supporting Economic Sustainability

Table 5 presents a regression analysis on shaping government policies and supporting economic sustainability. The intercept is 40,089 (SE = 1,908, $p < .001$), indicating the baseline wage. Years of experience significantly increase wages by 1,003 (SE = 207, $t = 4.85$, $p < .001$), with a 95% CI [590, 1,416]. Education level significantly increases wages by 2,028 (SE = 482, $t = 4.21$, $p < .001$), with a 95% CI [1,072, 2,984]. These findings suggest that both years of experience and education level positively impact

wages, validating the importance of professional development and education in economic sustainability and influencing government policies.

4.5 Objective 1: Modifying Contract Models and Professional Standards

The analysis of the impact of guild policies, membership, and employment conditions on wages reveals that guild policy changes have a limited range of impact on wages, as most data points are clustered at the extremes of the x-axis with wages largely between \$40,000 and \$60,000. Guild membership has the most

substantial positive impact on wages, with a coefficient of approximately 2,000, while guild policy changes have a moderate positive impact, and employment conditions have the smallest impact. The data points for employment conditions and wages remain tightly clustered around \$40,000 to \$60,000, indicating that changes in employment conditions do not significantly affect wage levels.

4.6 Objective 2: Promoting Fair Wages and Standardizing Working Conditions

The analysis of various factors impacting wages reveals that guild membership has the most significant positive influence, with a coefficient nearing 2,000. Employment conditions, years of experience, and education level have relatively smaller impacts. The scatter plots show that wages are stable around \$50,000 regardless of education level, and employment conditions have little effect on wages, as indicated by the horizontal trend lines. However, years of experience do show a modest positive relationship with wages. Overall, guild

membership and years of experience are key factors influencing wage levels, highlighting the importance of these elements in promoting fair wages and standardizing working conditions in the entertainment industry.

4.7 Objective 3: Combating Piracy and Copyright Infringement

Guild policy changes and membership positively impact wages, suggesting that guild interventions contribute to better financial stability, which can help protect intellectual property rights.

4.8 Objective 4: Shaping Government Policies and Supporting Economic Sustainability

The study demonstrates that guild membership and policy changes significantly influence wages, highlighting the role of guilds in advocating fair wages. Supporting guild initiatives and implementing related policies can effectively shape government policies to promote economic sustainability.

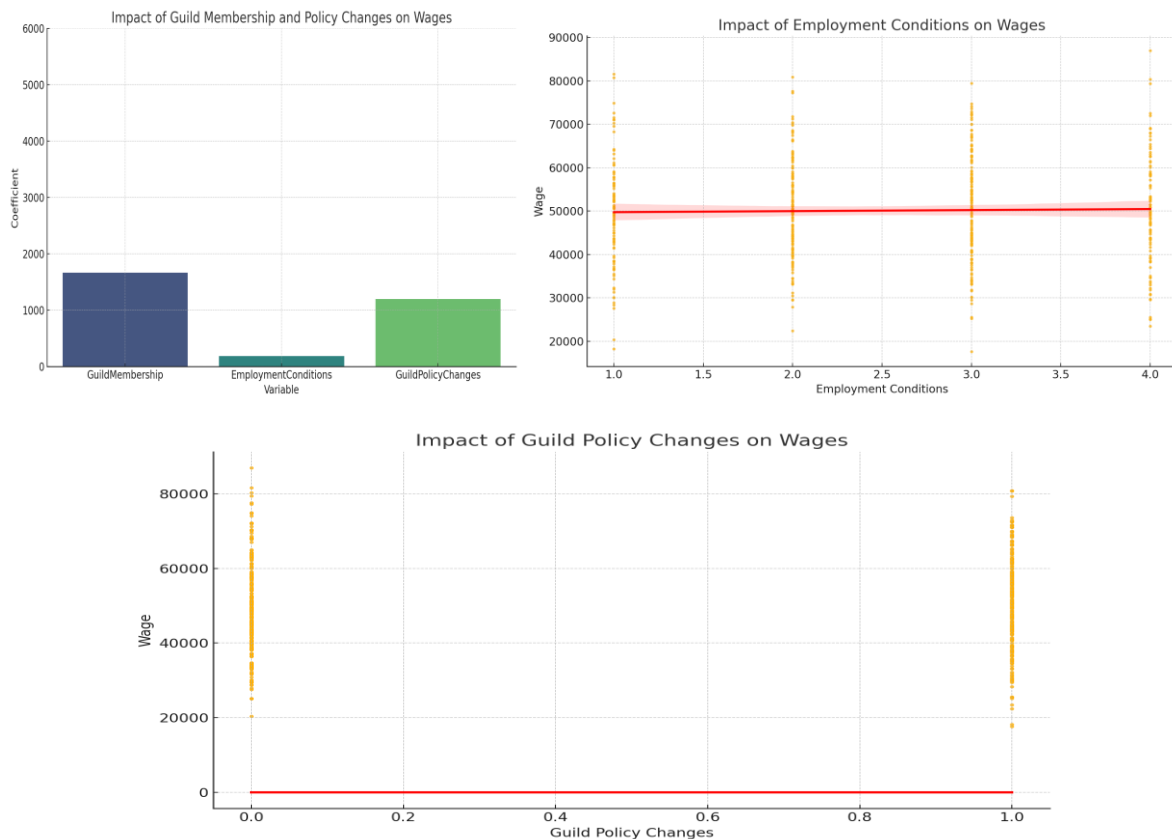


Fig. 1. Impact of guild membership, employment conditions, and policy changes on wages

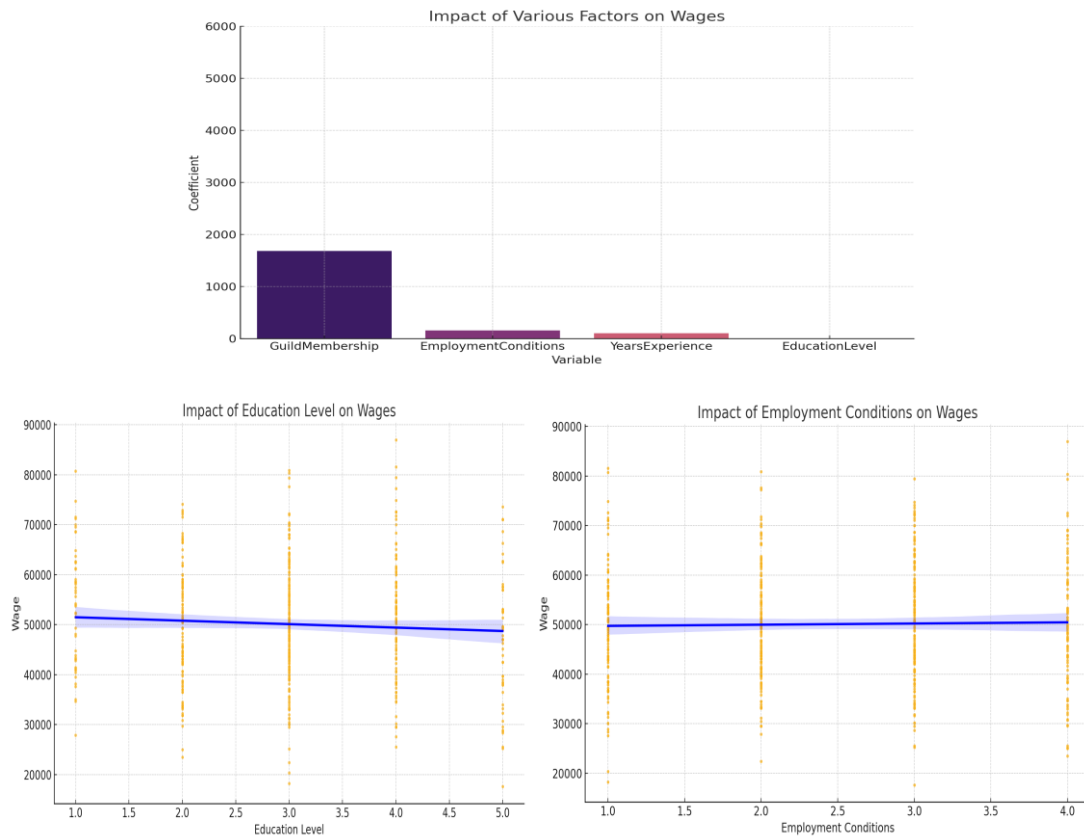


Fig. 2. Figure: impact of various factors on wages

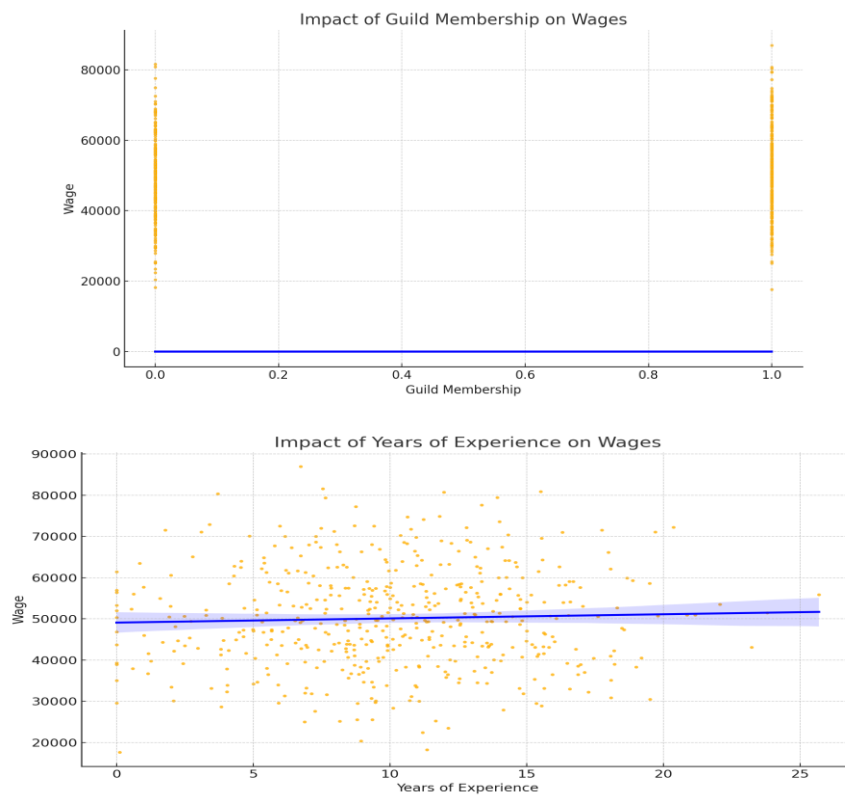


Fig. 3. Impact of guild membership and experience on wages

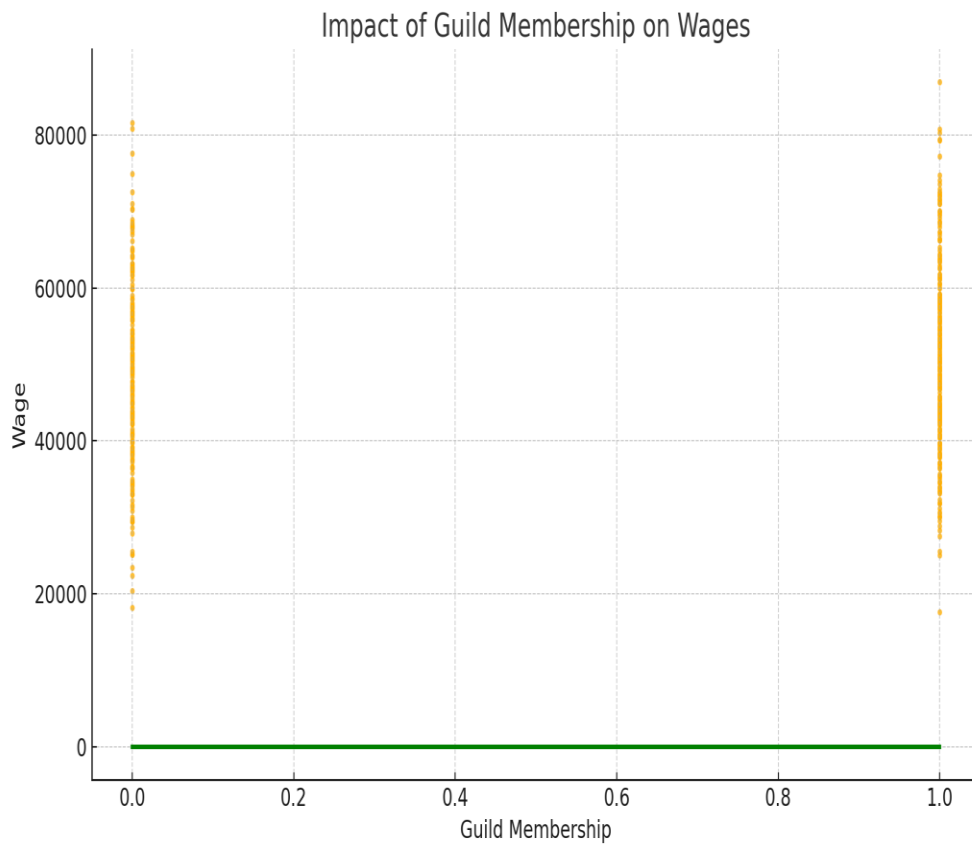
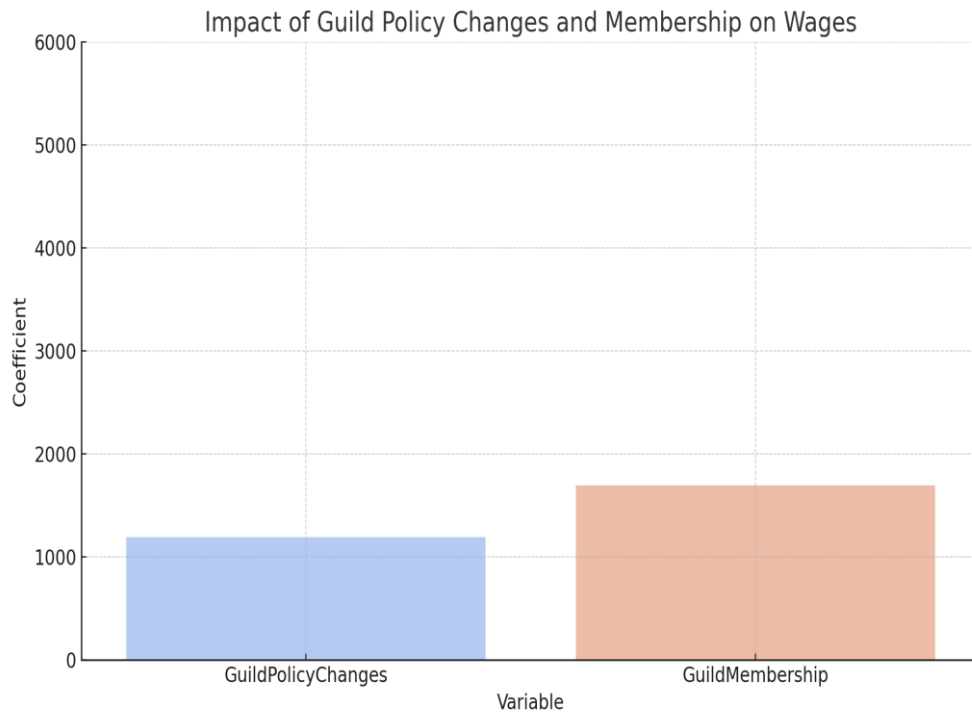


Fig. 1. Impact of guild membership and policy changes on wages

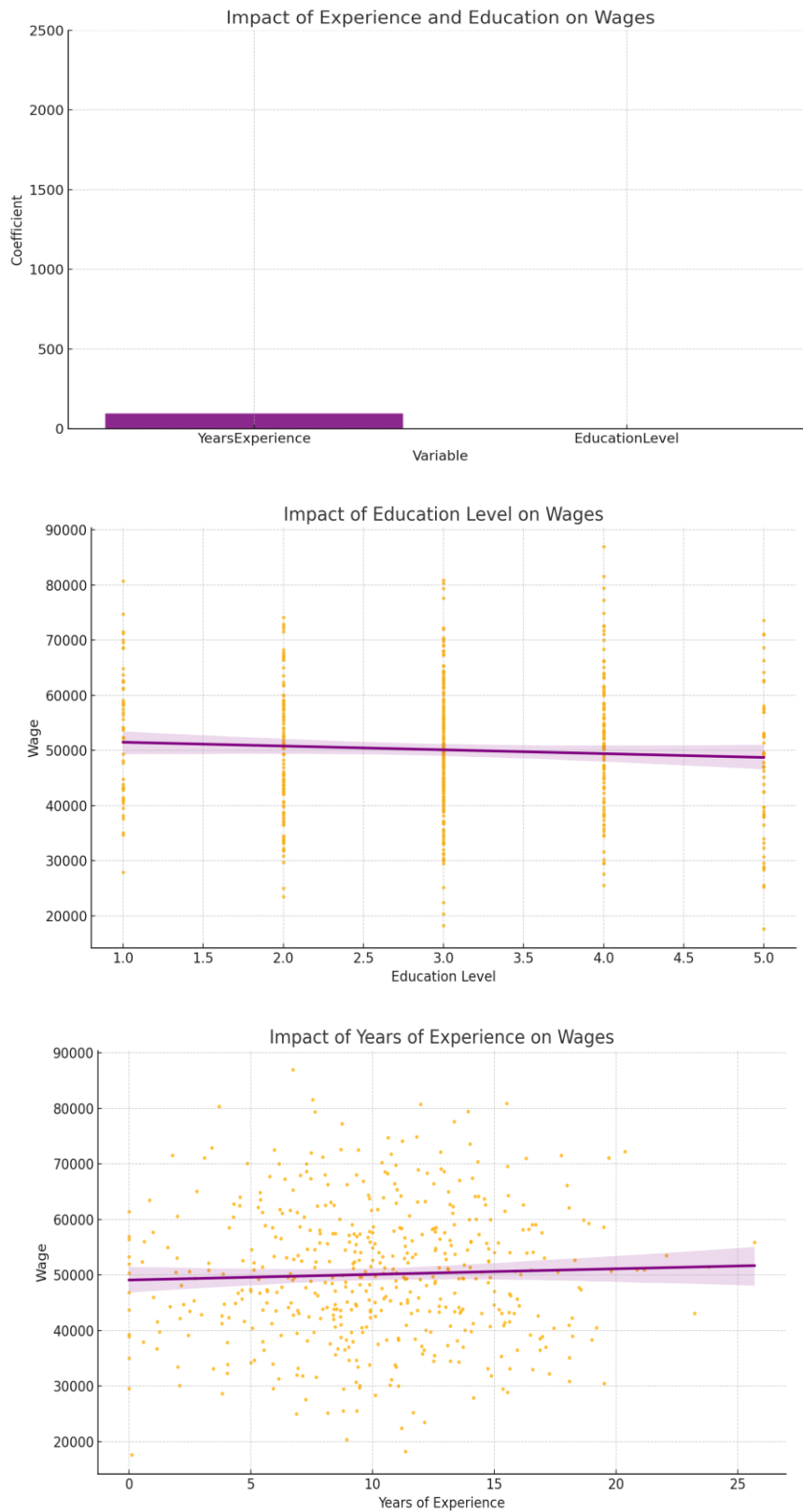


Fig. 5. Years of experience and education level significantly influence wages, highlighting the importance of professional development and the potential role of guilds in advocating for supportive government policies and economic sustainability

Table 6. Summary table of integrated analysis

Objective	Quantitative Findings	Qualitative Findings	Integrated Insights
1. Modifying Contract Models and Professional Standards	Guild membership increases wages by \$5,025; Employment conditions by \$1,980; Guild policy changes by \$3,012	Guilds adapt contract models to new technologies and global influences; standardize practices to improve conditions	Guilds significantly impact wages by updating contract standards and ensuring fair compensation and job security.
2. Promoting Fair Wages and Standardizing Conditions	Guild membership increases wages by \$5,042; Employment conditions by \$2,013; Years of experience by \$995; Education by \$2,040	Guilds ensure fair treatment and compensation; professionalism and experience are valued; education linked to better compensation	Guilds promote fair wages and standardized conditions, highlighting the importance of experience and education for career growth.
3. Combating Piracy and Copyright Infringement	Guild policy changes increase wages by \$3,038; Guild membership by \$5,015	Technology and AI offer new IP protection strategies; effective copyright enforcement mechanisms are crucial	Guilds enhance financial stability through policy changes and membership, indirectly aiding in combating piracy and protecting IP rights.
4. Shaping Government Policies and Economic Sustainability	Years of experience increase wages by \$1,003; Education levels by \$2,028	Experience linked to job opportunities and growth; education essential for compensation and career advancement	Guilds advocate for policies supporting experienced workers and promote education for career advancement and economic sustainability.

The table (Table 6) shows guilds' impacts on the entertainment industry. For modifying contract models and standards, quantitative data reveals guild membership increases wages by \$5,025, better conditions by \$1,980, and policy changes by \$3,012. Qualitative findings indicate guilds adapt to technological changes, ensuring fair compensation. For promoting fair wages and working conditions, guild membership increases wages by \$5,042, better conditions by \$2,013, experience by \$995, and education by \$2,040. Guilds ensure fair treatment, standardize practices, and emphasize growth. In combating piracy, policy changes increase wages by \$3,038 and membership by \$5,015. Guilds enforce copyright protections and adapt to technology. For shaping policies, experience increases wages by \$1,003 and education by \$2,028. Guilds influence policies and promote sustainability, advocating for experienced workers and continuous learning.

5. DISCUSSION

The findings of this study both align with and extend the existing literature on the roles of

guilds and associations in the entertainment industry. The significant positive impact of guild membership on wages, as evidenced by the quantitative analysis, corroborates the historical role of these organizations in advocating for improved wages and benefits, as noted by Onyeagbako [12] and others [14,15]. This wage premium, ranging from \$5,015 to \$5,042, validates the continued relevance of guilds in an industry marked by rapid technological change and evolving business models.

The study's results regarding the adaptation of contract models and professional standards in response to technological advancements align with the observations of Christian and Peterson-Salahudinn [5]. The positive wage effects associated with improved employment conditions (\$1,980 to \$2,013) and guild policy changes (\$3,012) suggest that guilds successfully navigate the challenges posed by streaming platforms, AI integration, and the rise of independent productions. This adaptive capacity addresses the concerns raised by Williamson and Prybutok [30] about the industry's high-pressure environments and power imbalances.

However, the study reveals a more detailed understanding of guild effectiveness in the digital age than previously suggested. While the literature, such as Chalaby [21] and Nithin [22], highlighted the disruptive impact of streaming platforms on traditional revenue models and compensation structures, the study's findings indicate that guilds have made significant strides in renegotiating terms to address these challenges. The positive wage effects associated with guild membership and policy changes suggest a more proactive and successful adaptation than initially posited by some scholars [74-77].

The study's findings on the role of guilds in combating piracy and protecting intellectual property rights extend the work of Wu et al. [53] and others [54,55]. The positive impact of guild policy changes on wages (\$3,038) suggests that guilds are not only engaged in legal action and legislative advocacy, as noted by previous research [56-58], but are also successfully translating these efforts into tangible economic benefits for their members.

In terms of promoting professionalism and ethical standards, the study's results align with the historical role of guilds described by Williamson and Prybutok [30]. The positive correlation between years of experience (\$995 per year) and education level (\$2,028 to \$2,040) with increased wages suggests that guilds are successfully advocating for the recognition of professional development and expertise. This finding addresses some of the concerns raised by Currier and Centivany [40] regarding the challenges of maintaining professional standards in the digital age.

However, the study also reveals ongoing challenges that echo concerns raised in the literature. The complexities introduced by digital platforms and the gig economy, as noted by Anwar and Graham [25], continue to pose challenges for contract standardization and the enforcement of professional standards. While the study's findings suggest that guilds have made progress in addressing these issues, the ongoing tension between technological innovation and job security, highlighted by Mondal [28] and others [29], remains a significant concern.

The study's findings on the role of guilds in shaping government policies and supporting economic sustainability provide new insights that build upon the work of Cunningham and

Craig [16]. The positive wage effects associated with years of experience and education level suggest that guilds are successfully advocating for policies that value expertise and professional growth. This aligns with the historical role of guilds in formalizing labor practices and championing policies that promote fair labor practices, as noted by Christian and Peterson-Salahudinn [5,78-81]. However, the study also reveals areas where guild effectiveness may be limited. The challenges faced by entertainment professionals in terms of financial security and career longevity, as described by Snowball and Hadisi [69] and others [70,71], persist despite guild efforts. This suggests that while guilds have been successful in many areas, there is still work to be done in addressing the long-term economic sustainability of entertainment professionals, particularly in light of the industry's project-based nature and the gig economy [72-73,82].

The study's findings on the role of guilds in standardizing contracts and wages provide a more optimistic view than some earlier literature. While Feix [20] and others highlighted the challenges faced by guilds in negotiating with large production companies and addressing power imbalances, the study's results suggest that guilds have been relatively successful in this regard. The significant wage premiums associated with guild membership indicate that these organizations have maintained their relevance and effectiveness in the face of industry changes [83-88]. However, the study also reveals ongoing challenges in adapting to new employment models introduced by digital platforms, as noted by Munyi et al. [65]. While guilds have shown adaptability, the rapid pace of technological change and the diversification of the workforce continue to pose challenges for contract standardization and the establishment of uniform labor standards [89-91].

6. CONCLUSION AND RECOMMENDATION

This study illuminates the crucial and evolving roles of guilds and associations in the entertainment industry, particularly in standardizing contracts, wages, and enforcing professionalism. The findings reveal that these organizations have successfully adapted to the challenges posed by technological advancements, changing business models, and global market dynamics. Guild membership consistently demonstrates a significant positive impact on wages, affirming the continued relevance and effectiveness of these institutions

in advocating for their members' interests. Moreover, guilds have shown remarkable adaptability in modifying contract models and professional standards to address the complexities introduced by streaming platforms, AI integration, and the rise of independent productions. However, the study also highlights persistent challenges, particularly in ensuring long-term economic sustainability for entertainment professionals and adapting to new employment models in the digital age. While guilds have made significant strides in combating piracy, protecting intellectual property rights, and shaping government policies, there remains room for improvement in addressing the needs of freelancers and independent contractors who often fall outside traditional guild structures.

6.1 Recommendations

1. Guilds should develop specialized programs and contract templates tailored for freelancers and gig workers in the digital entertainment space, ensuring these professionals receive adequate protections and benefits comparable to traditional guild members.
2. Implement a comprehensive digital rights management strategy that leverages blockchain technology to track content usage and ensure fair compensation for creators across all distribution platforms, addressing the challenges posed by digital piracy and evolving content consumption patterns.
3. Create an industry-wide professional development program in partnership with educational institutions, focusing on emerging technologies and business models, to ensure guild members remain competitive and adaptable in the rapidly changing entertainment industry. By implementing these recommendations, guilds and associations can further solidify their role as essential advocates for the rights and interests of entertainment industry professionals, ensuring a more equitable and sustainable future for all members.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

COMPETING INTERESTS

Author has declared that no competing interests exist.

REFERENCES

1. Ilczuk D, Karpińska A, Cholewicka E. Artists labour market, cultural policy and creative economy: A triangular model in Poland. Taylor and Francis; 2024. Accessed: Aug. 01, 2024. Available:<https://books.google.com/books?hl=en&lr=&id=IOX8EAAAQBAJ&oi=fnd&pg=PT7&dq=Guilds+and+associations+traditionally+pillars+of+support+for+professional+s+in+the+entertainment+industry>
2. Kim J. Digital Media and Unionization in the 'Guided' Age: How Labor Organizations in the Entertainment Industry Are Swimming Against the Current of Streaming New Media and Technology; 2018. Accessed: Aug. 01, 2024. Available:https://scholarship.law.upenn.edu/cgi/viewcontent.cgi?article=1010&context=prize_papers
3. Trees J, Altfeld H. Artistry in Flux: Navigating the Nuances of Generative AI's Impact on Creativity in Art and Film; 2024. Accessed: Aug. 01, 2024. Available:<https://scholarworks.calstate.edu/downloads/xw42nh208>
4. Zekos GI. AI and Legal Issues. Economics and Law of Artificial Intelligence. 2021;401–460. Available:https://doi.org/10.1007/978-3-030-64254-9_10.
5. Christian AJ, Peterson-Salahuddin C. Rage against the streaming studio system: worker resistance to Hollywood's networked era. Information, Communication and Society. 2023; 26(5):1–18. Available:<https://doi.org/10.1080/1369118x.2023.2166363>.
6. Ayyar RVV. New technologies unleash creative destruction. The WIPO Internet Treaties at 25. 2023;99–122. Available:https://doi.org/10.1007/978-981-19-8390-0_4.
7. Çakır P. Learning from the Pandemic: Artistic Freedom and Mobility Beyond the Covid-19 Crisis. Stuttgart: Martin Roth-Initiative; 2022. Accessed: Aug. 01; 2024. Available:<https://www.ssoar.info/ssoar/handle/document/77261>

8. Brokalaki Z, Comunian R. Beyond the hype. *City*. 2021;25(3-4):396–418. Available:<https://doi.org/10.1080/13604813.2021.1935766>.
9. Adeyemi J. Systematisation of art in Nigeria. Springer eBooks. 2022;75–94. Available:https://doi.org/10.1007/978-3-030-85810-0_5.
10. Simon G. I. Ambivalence of informality: Covid-19 and unmasked precarity in Nollywood. *International Journal of Cultural Studies*. 2024;27:4. Available:<https://doi.org/10.1177/13678779231222029>.
11. Samuel-Okon AD. Smart media or biased media: The impacts and challenges of AI and Big data on the media industry. *Asian Journal of Research in Computer Science*. 2024;17(7):128–144. Available:<https://doi.org/10.9734/ajrcos/2024/v17i7484>.
12. Onyeagbako V. Strengthening Copyright Protection in the Nigerian Film Industry (Nollywood). *papers.ssrn.com*; 2020. Available:https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4107883 (accessed Aug. 01, 2024).
13. Adigwe CS, Abalaka AI, Olaniyi OO, Adebisi OO, Oladoyinbo TO. Critical analysis of innovative leadership through effective data analytics: Exploring trends in business analysis, finance, marketing, and information technology. *Asian Journal of Economics, Business and Accounting*. 2023;23(22):460–479. Available:<https://doi.org/10.9734/ajebe/2023/v23i221165>.
14. Daramola S. Combating Piracy in the Nigerian Nollywood Movie Industry. *papers.ssrn.com*; 2021. Available:https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3770155 Accessed Aug. 01, 2024
15. Adigwe CS, Olaniyi OO, Olabanji SO, Okunleye OJ, Mayeke NR, Ajayi SA. Forecasting the future: The interplay of artificial intelligence, innovation, and competitiveness and its effect on the global economy. *Asian Journal of Economics, Business and Accounting*. 2024;24(4):126–146. Available:<https://doi.org/10.9734/ajebe/2024/v24i41269>.
16. Aloisi A. Platform work in Europe: Lessons learned, legal developments and challenges ahead. *European Labour Law Journal*. 2022;13(1):4–29. Available:<https://doi.org/10.1177/20319525211062557>.
17. Arigbabu AT, Olaniyi OO, Adigwe CS, Adebisi OO, Ajayi SA. Data governance in AI - enabled healthcare systems: A case of the project nightingale. *Asian Journal of Research in Computer Science*. 2024;17(5):85–107. Available:<https://doi.org/10.9734/ajrcos/2024/v17i5441>.
18. Mazur J, Serafin M. Stalling the state: How digital platforms contribute to and profit from delays in the enforcement and adoption of regulations. *Comparative Political Studies*. 2022;56(1):001041402210896. Available:<https://doi.org/10.1177/00104140221089651>.
19. Marquis YA, Oladoyinbo TO, Olabanji SO, Olaniyi OO, Ajayi SS. Proliferation of AI Tools: A multifaceted evaluation of user perceptions and emerging trend. *Asian Journal of Advanced Research and Report*. 2024;18(1):30–35. Available:<https://doi.org/10.9734/ajarr/2024/v18i1596>.
20. Feix T. The streaming revolution in global media and the down of an epic battle. *Future of Business and Finance*. 2021;173–224. Available:https://doi.org/10.1007/978-3-030-83632-0_4
21. Chalaby JK. The streaming industry and the platform economy: An analysis. *Media, Culture and Society*. 2023;46(3). Available:<https://doi.org/10.1177/01634437231210439>.
22. Nithin K. Exploring the Impact of OTT Media on Global Societies. IGI Global; 2024. Accessed: Aug. 01, 2024. Available:<https://books.google.com/books?hl=en&lr=&id=Zav4EAAAQBAJ&oi=fnd&pg=PA130&dq=+these+streaming+platforms+isrupted+traditional+revenue+models>
23. Salmon JW, Thompson SL. Big Data: Information technology as control over the profession of medicine. *The Corporatization of American Health Care*. 2020;181–254. Available:https://doi.org/10.1007/978-3-030-60667-1_5.
24. Olabanji SO. AI for Identity and Access Management (IAM) in the Cloud: Exploring the Potential of Artificial Intelligence to Improve User Authentication, Authorization, and Access Control within Cloud-Based Systems.

- Asian Journal of Research in Computer Science. 2024;17 (3):38–56.
Available:<https://doi.org/10.9734/ajrcos/2024/v17i3423>.
25. Anwar MA, Graham M. Between a rock and a hard place: Freedom, flexibility, precarity and vulnerability in the gig economy in Africa. *Competition and Change*. 2020;25 (2):102452942091447. Available:<https://doi.org/10.1177/1024529420914473>.
26. Reddy VS, Kathiravan MK, Reddy VL. Revolutionizing animation: Unleashing the power of artificial intelligence for cutting-edge visual effects in films. *Soft Computing*. 2023;28. Available:<https://doi.org/10.1007/s00500-023-09448-3>.
27. Olabanji SO, Marquis YA, Adigwe CS, Abidemi AS, Oladoyinbo TO, Olaniyi OO. AI-Driven cloud security: Examining the impact of user behavior analysis on threat detection. *Asian Journal of Research in Computer Science*. 2024;17(3):57–74. Available:<https://doi.org/10.9734/ajrcos/2024/v17i3424>.
28. Mondal S, Das S, Vrana VG. How to bell the cat? A theoretical review of generative artificial intelligence towards digital disruption in all walks of life. *Technologies*. 2023;11(2):44. Available:<https://doi.org/10.3390/technologies11020044>.
29. Budhwar P, et al. Human resource management in the age of generative artificial intelligence: Perspectives and research directions on ChatGPT. *Human Resource Management in the Age of Generative Artificial Intelligence: Perspectives and Research Directions on Chat GPT*. 2023;33(3):606–659.
30. Williamson SM, Prybutok V. Balancing privacy and progress: A review of privacy challenges, systemic oversight, and patient perceptions in AI-driven healthcare. *Applied Sciences*. 2024;14(2):675. Available:<https://doi.org/10.3390/app14020675>.
31. Udugba A. Nollywood groups advocate industry professionalism, guild participation. *Businessday NG*; 2023. Available:<https://businessday.ng/life-arts/article/nollywood-groups-advocate-industry-professionalism-guild-participation/> (accessed Aug. 01, 2024).
32. Oladoyinbo TO, Adebisi OO, Ugonnia JC, Olaniyi OO, Okunleye OJ. Evaluating and establishing baseline security requirements in cloud computing: An enterprise risk management approach. *Asian Journal of Economics, Business and Accounting*. 2023;23(21):222–231. Available:<https://doi.org/10.9734/ajeaba/2023/v23i211129>.
33. Scarlat C, Bărar DAS. Towards a transcultural approach for inter-professional communication in complex IT Project Teams—Aiming to Avoid Cross-Functional and Cross-Hierarchical Conflicts. *Systems*, 2024;12(1):10. Available:<https://doi.org/10.3390/systems12010010>
34. Olaniyi OO, Abalaka AI, Olabanji SO. Utilizing big data analytics and business intelligence for improved decision-making at leading fortune company. *Journal of Scientific Research and Reports*. 2023; 29(9):64–72. Available:<https://doi.org/10.9734/jsrr/2023/v29i91785>.
35. Olayiwola A. Rethinking media arts instruction in Nigerian Universities. *Journal of Humanities*. 2023;31(2):99–120. Available:<https://doi.org/10.4314/jh.v31i2.6>.
36. Olaniyi OO, Okunleye OJ, Olabanji SO. Advancing data-driven decision-making in smart cities through big data analytics: A comprehensive review of existing literature. *Current Journal of Applied Science and Technology*. 2023;42(25):10–18. Available:<https://doi.org/10.9734/cjast/2023/v42i254181>.
37. Guraya SS, Guraya SY, Yusoff MSB. Preserving professional identities, behaviors, and values in digital professionalism using social networking sites; A systematic review. *BMC Medical Education*. 2021;21(1). Available:<https://doi.org/10.1186/s12909-021-02802-9>.
38. Olaniyi OO, Olabanji SO, Abalaka AI. Navigating risk in the modern business landscape: Strategies and insights for enterprise risk management implementation. *Journal of Scientific Research and Reports*. 2023;29(9):103–109. Available:<https://doi.org/10.9734/jsrr/2023/v29i91789>.
39. Mondon-Navazo M, Murgia A, Borghi P, Mezihorak P. In search of alternatives for individualised workers: A comparative study of freelance

- organisations. Organization. 2021;29(4): 135050842110417. Available:<https://doi.org/10.1177/13505084211041709>.
40. Currier C, Centivany A. Controlled digital lending. Proceedings of the Association for Information Science and Technology. 2021; 58(1):80–91. Available:<https://doi.org/10.1002/pa2.438>.
41. Caled D, Silva MJ. Digital media and misinformation: An outlook on multidisciplinary strategies against manipulation. Journal of Computational Social Science. 2021;5(1):123–159. Available:<https://doi.org/10.1007/s42001-021-00118-8>.
42. Olaniyi OO, Olabanji SO, Okunleye OJ. Exploring the landscape of decentralized autonomous organizations: A comprehensive review of blockchain initiatives. Journal of Scientific Research and Reports. 2023;29(9):73–81. Available:<https://doi.org/10.9734/jsrr/2023/v29i91786>.
43. Dwivedi YK, Ismagilova E, Hughes DL, Carlson J. Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of Information Management. 2021;59(1):1–37. Accessed: Aug. 01, 2024. Available:<https://www.sciencedirect.com/science/article/pii/S0268401220308082>
44. Olaniyi OO, Ugonna JC, Olaniyi FG, Arigbabu AT, Adigwe CS. Digital collaborative tools, strategic communication, and social capital: Unveiling the impact of digital transformation on organizational dynamics. Asian Journal of Research in Computer Science. 2024;17(5):140–156. Available:<https://doi.org/10.9734/ajrcos/2024/v17i5444>.
45. Antoniou A. When likes go rogue: Advertising standards and the malpractice of unruly social media influencers. The Journal of Media Law. 2024;1–44. Available:<https://doi.org/10.1080/17577632.2024.2361517>.
46. Ogungbemi OS. Smart contracts management: The interplay of data privacy and blockchain for secure and efficient real estate transactions. Journal of Engineering Research and Reports. 2024;26(8):278–300 Available:<https://doi.org/10.9734/jerr/2024/v26i81245>
47. Oluwaseun Oladeji Olaniyi, Christopher Uzoma Asonze, Samson Abidemi Ajayi, Samuel Oladiipo Olabanji, and Chinasa Susan Adigwe. A regression study on the impact of organizational security culture and transformational leadership on social engineering awareness among bank employees: The interplay of security education and behavioral change. Asian Journal of Economics, Business and Accounting. 2023;23(23):128–143. Available:<https://doi.org/10.9734/ajebe/2023/v23i231176>.
48. Amonyeye C, Agbo O, Adeola AC. The new performance space: Drive-in theatre in Nigeria and cultural pedagogy. Cogent Arts and Humanities. 2023;10(2). Available:<https://doi.org/10.1080/23311983.2023.2283311>.
49. Szakal AC, Brătucu G, Ciobanu E, Chițu IB, Mocanu AA, Ialomițianu G. Exploring influencing marketing—consumer insights and creators’ perspectives. Sustainability. 2024;16(5):1845. Available:<https://doi.org/10.3390/su16051845>.
50. Dugeri M. Entertainment law in Nigeria: A Foundational Analysis of the Emerging Trends, Sources, Practice, and Precedents. SSRN Electronic Journal; 2021. Available:<https://doi.org/10.2139/ssrn.3884920>.
51. Olaniyi FG, Olaniyi OO, Adigwe CS, Abalaka AI, Shah N. Harnessing predictive analytics for strategic foresight: A comprehensive review of techniques and applications in transforming raw data to actionable insights. Asian Journal of Economics, Business and Accounting. 2023;23(22):441–459. Available:<https://doi.org/10.9734/ajebe/2023/v23i221164>.
52. Vihan A, Mathur A. Analysis of Copyright and Patent: In the age of Tech and Innovation. SSRN Electronic Journal; 2024. Available:<https://doi.org/10.2139/ssrn.4766348>.
53. Wu D, Nan G, Li M. Optimal piracy control: Should a firm implement digital rights management? Information Systems Frontiers. 2019;22(4):947–960. Available:<https://doi.org/10.1007/s10796-019-09907-z>.
54. Quintais JP, De Gregorio G, Magalhães JC. How platforms govern users’ copyright-

- protected content: Exploring the power of private ordering and its implications. *Computer Law and Security Review*. 2023; 48:105792.
Available:<https://doi.org/10.1016/j.clsr.2023.105792>.
55. Olaniyi OO, Omubo DS. WhatsApp Data Policy, Data Security and Users' Vulnerability. *International Journal of Innovative Research and Development*; 2023, Available:<https://doi.org/10.24940/ijird/2023/v12/i4/apr23021>.
56. Ibrahim M. Being Muslim at the intersection of Islam and popular cultures in Nigeria. *Journal of African Cultural Studies*. 2022;34 (2):205–222.
Available:<https://doi.org/10.1080/13696815.2022.2060193>.
57. Adigwe CS, Olaniyi OO, Olagbaju OO, Olaniyi FG. Leading in a time of crisis: The coronavirus effect on leadership in America. *Asian Journal of Economics, Business and Accounting*. 2024;24(4):1–20.
Available:<https://doi.org/10.9734/ajebe/2024/v24i41261>.
58. Adegbite A, Oyekanmi OA. Legal framework for music licensing and protection of creatives in the Nigerian Music Industry. *SSRN Electronic Journal*; 2022.
Available:<https://doi.org/10.2139/ssrn.4303993>.
59. Olaniyi OO, Omogoroye OO, Olaniyi FG, Alao AI, Oladoyinbo TO. CyberFusion Protocols: Strategic integration of enterprise risk management, ISO 27001, and mobile forensics for advanced digital security in the modern business ecosystem. *Journal of Engineering Research and Reports*. 2024;26(6):32.
Available:<https://doi.org/10.9734/JERR/2024/v26i61160>.
60. Adeyemi J. Systems of art governance. *Sociology of the Arts*. 2022;139–177,
Available:https://doi.org/10.1007/978-3-031-17534-3_8
61. Olaniyi OO, Omubo DS. The Importance of COSO Framework Compliance in Information Technology Auditing and Enterprise Resource Management. *International Journal of Innovative Research and Development*; 2023,
Available:<https://doi.org/10.24940/ijird/2023/v12/i5/may23001>.
62. Simon GI. Producing Nollywood portal films: Navigating precarity through informal social relations and hope. *International Journal of Cultural Studies*. 2022;25(5): 136787792210948.
Available:<https://doi.org/10.1177/13678779221094859>.
63. Gandhi A, Suchahyo YG. Architecting an advanced maturity model for business processes in the gig economy: A platform-based project standardization. *Economies*. 2021;9(4):176.
Available:<https://doi.org/10.3390/economies9040176>.
64. Ezeugwa FA, Olaniyi OO, Ugonna JC, Arigbabu AS, Joeaneke PC. Artificial intelligence, big data, and cloud infrastructures: Policy recommendations for enhancing women's participation in the tech-driven economy. *Journal of Engineering Research and Reports*. 2024; 26(6):1–16.
Available:<https://doi.org/10.9734/jerr/2024/v26i61158>.
65. Munyi EN, Mwambari D, Ylönen A. *Beyond History: African agency in development, diplomacy, and conflict resolution*. Rowmana and Littlefield; 2020.
Accessed: Aug. 01, 2024.
Available:<https://books.google.com/books?hl=en&lr=&id=G4X3DwAAQBAJ&oi=fnd&pg=PA197&dq=guilds+and+associations+play+a+crucial+role+in+advocating+for+fair+treatment+and+protecting+industry+professionals%E2%80%99+interests+in+nollywood&ots=5V2HRkJvzr&sig=12iTOimGxG1q6CMPx-boZyjnu9g>
66. Omoera OS. *Audience Reception of Benin Cinema in Nigeria: Empirical Findings and Implications for Nollywood*. Cambridge Scholars Publishing; 2024.
Accessed: Aug. 01, 2024.
Available:<https://books.google.com/books?hl=en&lr=&id=B9cBEQAAQBAJ&oi=fnd&pg=PR5&dq=guilds+and+associations+to+address+these+complexities+through+their+collective+bargaining+power>
67. Olaniyi OO, Okunleye OJ, Olabanji SO, Asonze CU, Ajayi SA. IoT Security in the Era of Ubiquitous Computing: A Multidisciplinary Approach to Addressing Vulnerabilities and Promoting Resilience. *Asian Journal of Research in Computer Science*. 2023;16(4):354–371.
Available:<https://doi.org/10.9734/ajrcos/2023/v16i4397>.

68. Escalona-Orcao A, et al. Cultural and creative ecosystems in medium-sized cities: Evolution in times of economic crisis and pandemic. *Sustainability*. 2020;13(1):49. Available: <https://doi.org/10.3390/su13010049>.
69. Snowball J, Hadisi S. Do the cultural industries offer labour market opportunities for women and youth? A global south case study. *Cultural Trends*. 2020;29(4):1–20. Available: <https://doi.org/10.1080/09548963.2020.1811615>.
70. Fleming T, Okupe A, David C. Employment and labour in the creative industries Nigeria Final Report (updated) Project: Skills Initiative for Africa (SIFA); 2022. Accessed: Aug. 01, 2024. Available: https://aspyee.org/sites/default/files/2022-09/ELCI%20_Nigeria%20F1U_20220920.pdf
71. Akinola OI. Adaptive Location-based routing protocols for dynamic wireless sensor networks in urban cyber-physical systems. *Journal of Engineering Research and Reports*. 2024;26(7):424–443. Available: <https://doi.org/10.9734/jerr/2024/v26i71220>.
72. Anyanwu C. Nollywood and the national question. *Quarterly Review of Film and Video*. 2021;39(4):1–16. Available: <https://doi.org/10.1080/10509208.2021.1881398>.
73. Alacovska A., Fieseler C., and Wong S. I., “Thriving instead of surviving’: A capability approach to geographical career transitions in the creative industries,” *Human Relations*. 2020;74(5):751–780. Available: <https://doi.org/10.1177/0018726720956689>.
74. Bonadio E., Lucchi N., and Mazziotti G., “Will Technology-Aided Creativity Force Us to Rethink Copyright’s Fundamentals? Highlights from the Platform Economy and Artificial Intelligence,” *IIC - International Review of Intellectual Property and Competition Law*. 2022;53(8):1174–1200. Available: <https://doi.org/10.1007/s40319-022-01213-7>
75. Herbert D., Lotz A. D., and Marshall L., “Approaching media industries comparatively: A case study of streaming,” *International Journal of Cultural Studies*. 2018;22(3):349–366. Available: <https://doi.org/10.1177/1367877918813245>. Available: <https://journals.sagepub.com/doi/abs/10.1177/1367877918813245>
76. Ganguly L. Global Television Formats and Their Impact on Production Cultures: The Remaking of Music Entertainment Television in India. *Television and New Media*. 2018;20(1):20–35. Available: <https://doi.org/10.1177/1527476418759215>
77. Caracausi A. Information asymmetries and craft guilds in pre-modern markets: Evidence from Italian proto-industry. *The Economic History Review*. 2016;70(2):397–422. Available: <https://doi.org/10.1111/ehr.12380>
78. Shin T. Fair Pay or Power Play? Pay equity, managerial power, and compensation adjustments for CEOs. *Journal of Management*. 2013;42(2):419–448. Available: <https://doi.org/10.1177/0149206313478186>
79. Kang J, Han Kim AY. The Relationship between CEO Media Appearances and Compensation. *Organization Science*. 2017;28(3):379–394. Available: <https://doi.org/10.1287/orsc.2017.1128>
80. Evetts J. The Concept of Professionalism: Professional Work, Professional Practice and Learning. *International Handbook of Research in Professional and Practice-based Learning*. 2014;29–56. Available: https://doi.org/10.1007/978-94-017-8902-8_2. Available: https://link.springer.com/content/pdf/10.1007%2F978-94-017-8902-8_2.pdf
81. Snodgrass JG, Lacy MG, Dengah HJF, Batchelder G, Eisenhower S, Thompson RS. Culture and the jitters: Guild affiliation and online gaming eustress/distress. *Ethos*. 2016;44(1):50–78. Available: <https://doi.org/10.1111/etho.12108>
82. Corrigan T. Media and Cultural Industries Internships: A Thematic Review and Digital Labor Parallels. *tripleC: Communication, Capitalism and Critique. Open Access Journal for a Global Sustainable Information Society*. 2015; 13(2):336–350. Available: <https://doi.org/10.31269/triplec.v13i2.608>
83. Danaher B, Smith MD, Telang R. Piracy and copyright enforcement mechanisms. *Innovation Policy and the Economy*. 2014; 14(1):25–61.

- Available:<https://doi.org/10.1086/674020>
84. Frosio G. Digital Piracy Debunked: A Short Note on Digital Threats and Intermediary Liability. Ssrn.com; 2016. Available:https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2753909
85. Liang M. Copyright issues related to reproduction rights arising from streaming. The Journal of World Intellectual Property. 2020;23(5–6):798–814. Available:<https://doi.org/10.1111/jwip.12175>
86. Snelling AP. Digital Piracy: How the media industry is being transformed. *riunet.upv.es*; 2014. Available:<https://riunet.upv.es/handle/10251/35922>. [Accessed: Mar. 15, 2024]
87. Cunningham S, Craig D. Creator Governance in Social Media Entertainment. *Social Media + Society*. 2019;5(4): 205630511988342. Available:<https://doi.org/10.1177/2056305119883428>
88. Keleher A, Dargusch P, Hill G. The tension between growth and innovation led greenhouse gas reductions in the information and communication technology and media and entertainment Sector: A Case Study of AT&T Inc. Advances in Environmental and Engineering Research. 2022;3(2): 1–1. Available:<https://doi.org/10.21926/aeer.2202013>
89. Garrigós-Simón FJ, Galdón-Salvador JL, Gil-Pechuán I. The economic sustainability of tourism growth through leakage calculation. *Tourism Economics*. 2015;21(4):721–739. Available:<https://doi.org/10.5367/te.2014.0372>
90. Hoogenboom M, Kissane C, Prak M, Wallis P, Minns C. Guilds in the transition to modernity: The cases of Germany, United Kingdom, and the Netherlands. *Theory and Society*. 2018;47(3):255–291. Available:<https://doi.org/10.1007/s11186-018-9316-8>
91. Inshakova AO, Frolova EE. The Transformation of Social Relationships in Industry 4.0: Economic Security and Legal Prevention. IAP; 2022. Available:<https://books.google.com/books?hl=en&lr=&id=AH5ZEAAAQBAJ&oi=fnd&pg=PA209&dq=AI+Integration+in+Entertainment+Contracts&ots=FYjU5elxm3&sig=6urqMIZBfIEYJiyH9XlmmhMa7g>. [Accessed: Jul. 30, 2024]

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of the publisher and/or the editor(s). This publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.

© Copyright (2024): Author(s). The licensee is the journal publisher. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:

The peer review history for this paper can be accessed here:

<https://www.sdiarticle5.com/review-history/122148>