Replacing Hollywood with Nollywood

John Ugbe
April, 2017
Agenda

Overview

Cultural Awakening

What Changed?

Fixing Distribution

Our Movies found Wider Appeal

Plenty of Work to be Done

What the Future looks like
Overview

- Nigeria’s interest in cinema traced back to the colonial era
- Herbert Macaulay, father of Nigerian nationalism invited the Balboa and Company to show silent films in 1903.
- These were shown at the Glover Memorial Hall, Lagos in August of the same year
- Interest in cinema quickly took root, but it was expensive. Film stocks were expensive to import and celluloid expensive to process.
- We developed a culture of going to the cinemas to watch Indian movies of love and deception, and Chinese movies about martial arts.

Cultural Awakening

Storytelling, a part of our tradition...

- Our forefathers’; Hubert Ogunde (and his peers), the fathers of Nigerian theatre
- Folktales under the tree
- A marriage of film and tradition; Tales by Moonlight
What Changed?

In the 1980s, the cassette culture grew; Betamax, VHS, then...

- The home video happened -
  (Living in Bondage)

✓ The entry barrier lowered
✓ Camcorders became more affordable
✓ Commercialization

- The growth of social media
✓ The power of **smart phones**; ability to shoot skits and upload – Kraks TV, Pulse TV etc

- Corporate storytelling – the banks

…the rise and rise of USER GENERATED CONTENT
BoxOffice creates an extra level of income for filmmakers

On BoxOffice, **October 1** out-performed Hollywood movies between **December 2014 & January 2015**

It recorded more rentals than **Hercules** with Dwayne Johnson and **Lucy** with Scarlett Johansson!

Imagine filling all our cinemas at the same time, **5x** their regular capacity

More recently, **76** – enjoyed similar patronage on BoxOffice

It’s a form that has come to be accepted, it’s about supply meeting demand

---

- **In 2006**, **Irapada**, a Kunle Afolayan movie grossed **N5 Million** in the cinemas – that’s about **3,000 rentals** altogether.
- **In 2013**, **Half of a Yellow Sun** grossed **N60 Million** about 40,000 rentals, while in 2016, The Wedding Party grossed **N450 Million** about **300,000 rentals**

In spite of modernization, we retained our love for the same recurring themes; love, betrayal, the interfering mother-in-law, juju! We began to tell our own stories in our indigenous languages.

- **Diaspora consumption**
  - With about **20 million** Nigerians in the Diaspora, there’s a wider market ready to consume Nigerian stories

- **Improved quality**
  - Nollywood week Film Festival in France

- **Transfer of norms, mannerisms**
  - Oyinbo’ speaking pidgin, Chinese speaking pidgin in adverts
  - Use of Oga
A market needs to be developed, and this is what we are trying to do...

Deloitte puts MultiChoice Nigeria’s aggregate economic impact from 2011 to 2015 at $1.1 billion.

Some of what has been achieved through this are;

- Material partnerships and financial support
- Training, master classes for up coming talent
- Content acquisition, co-productions and commissioning of movie projects,
- Increased Nigerian content on the Africa Magic channels
What the Future looks like

The entry barrier has lowered even further;

The **SMART PHONE** has become the camcorder

**VIDEO UPLOADS**
on the rise and people are making money from them. These range from exercise classes to online educational videos

With the **DIGITAL MIGRATION** there will come a hunger for more home-grown content (FTAs)
Summary

Opportunity to attract international partnerships
- Feature alongside Hollywood actors = creative equality

Quest for continuous improvement
AMVCA, other film festivals

More people willing to tell original stories
Ends