



**HOW NOLLYWOOD IS
RECLAIMING THE MARKET
FROM HOLLYWOOD**

INTRODUCTION

- While growing up, my siblings and I watched many Hollywood movies.
- We loved them, even though we could barely hear the words and also could barely relate to many of the concepts in their stories.
- We watched the characters drink coffee, though tea was all we knew, and I am talking about 'eruku oshodi'
- We also didn't understand why parents in those movies never spank their kids but only ground them, while we got the beatings of our lives.

INTRODUCTION(CONTD)

- All these concepts are foreign and strange, yet we couldn't get enough of them because they were the most available.
- It seemed that we only ever watched most Nollywood movies whenever our parents brought home a new home video and we somehow couldn't escape it.

THEN

- The problem then was not the actors; they were talented, it was the content. The stories were usually a poor attempt at retelling the stories told in a Hollywood movie, or our own African stories told rather poorly.
- However, we moved from wanting to escape to loving the movies because of the mystery and spiritual theme they explored. Those were the days of Abija, Fadeyi Oloro, Orishabunmi and many others.

THEN

- We then evolved from movies with that kind of theme to movies that are based on morals, then later to romance. However, as a result of the prevailing economic hardship, people were no longer interested in just romance, so we stopped romancing romance.
- Despite our poor content and mode of delivering them, Nollywood was at the time the second-largest in the world in terms of volume, ahead of Hollywood, so we had the market in terms of quantity, but we didn't even make it into the market in terms of quality.

NOW

- Fast forward from then to now, we have come a long way. The industry has evolved and a good number of our movies can now compete with Hollywood movies.
- A number of factors have helped;

1. SOCIAL MEDIA

- The advent of social media brought the industry closer to the people.
- Stories that an average person would normally not hear about are now being shared on social media every day. We read stories like 'the keep the change bae' on twitter, and Joro Olumofin's instagram page is full of many strange stories.
- Seeing how much people appreciate and get involved in such stories have helped shape the industry.
- Now we know the kind of stories to tell and how to tell them.

2. BELIEVABLE STORIES

- We now produce movies that tell a different kind of story; the story of our people, our history, and stories that depict and reflect the day to day life of an average person and family.
- Our movies now have content that are hundred percent ours, and a lot of them have broken records internationally and at Box office. Some of them are;
- Jeta Amata's 'Black November' which broke new ground with its cast of both Hollywood and Nollywood talent in the telling of the story of the Niger-Delta region of Nigeria

- Mo Abudu's 'The Wedding Party' which was screened at the Toronto International Film Festival and tells the story of the Shenanigans that go on during the planning of a wedding in Nigeria grossed over 400 million at Box Office
- Omoni Oboli's 'Okafor's law' which tells the story of a man who puts to test the law that states that once a man has had a woman, he can have her again at any time was also screened at the Toronto International Film Festival and is making tremendous success at Box Office;
- Izu Ojukwu's '76' which tells the story of the 1976 military coup that led to the death of Murtala Muhammed; and Kunle Afolayan's 'Omugwo' represents the reality faced by an average young couple in Nigeria who just had a baby.

3. STRONG MARKETING AND PUBLICITY

- It is important that I point out that all of these movies and more succeeded not just because of their great and believable stories but also because of the strong marketing and publicity that went into it.
- Now, we have movie fans go to the cinemas to meet and greet fans and also sell movie tickets, as part of the marketing strategy.
- Many of us in the industry now employ the services of public relations experts to manage our brand and every movie we produce. I, for one, have one and that has greatly helped.

4. ORGANISATION

- The industry is much more organised; the way things are done is now more organised and structured, and this has helped double, if not tripled the industry's productivity and income.
- Personally, since I reorganised and structured everything around me, my income has tripled.

5. ADVENT OF INVESTORS AND BELIEVERS

- The industry now holds much potential for investors having been valued at about five billion dollars in 2014.
- The industry now has a robust growth and international appeal which offers diverse opportunities.
- Many entrepreneurs, actors, filmmakers and believers in Nollywood are now eager to contribute however they can to advance the industry.

CONCLUSION

- Nollywood movies are now prevalent in the cinemas and markets of Nigeria, and also throughout Africa.
- Nigerian movies are now in high demand in different parts of Africa.
- In fact, the numbers of cinema-goers that opt for Nollywood movies instead of Hollywood continues to increase every day.
- Africa Magic and Irokotv has become the home of great African storytelling and entertainment and can conveniently boast of its millions of viewers and subscribers respectively.

CONCLUSION (CONTD)

- As at January of this year 2017, Irokotv with its almost a million subscribers became the second largest market in terms of subscribers.
- All of these goes to show how well Nigerians have embraced and are consuming movies with local stories as contents.
- The industry is no longer sacrificing quality for quantity, thus setting down roots in the market in terms of quality.

CONCLUSION (CONTD)

- **We are now focusing on;**
- *bringing to life, everyday stories of people, and*
- *getting these stories to everyone and everywhere, with the help of public relations experts, all in a more structured and organised manner.*
- **More people are encouraged and are now eager to invest in the industry.**
- **It is therefore only a matter of time before we totally reclaim the market from Hollywood.**

THANK YOU