



# GROWTH, TRENDS & OPPORTUNITIES IN THE NIGERIAN CREATIVE & ENTERTAINMENT INDUSTRY

[2013-2023]

From the point of view of West Africa's largest annual conference





# FOREWORD



**Ayeni Adekunle**  
**NECLive Founder**

Take a deep breath as we're about to take an enthralling ride through Nigeria's fast-paced, dynamic entertainment industry. This industry has garnered global recognition, captivating audiences worldwide, while exporting exceptional talents and products that serve as uplifting beacons for the nation's image.

In 2012, the industry encountered formidable challenges, causing frustration and disillusionment. However, that very frustration became the catalyst for a transformative spark, giving birth to the visionary concept of NECLive. This audacious initiative aimed to unite the nation's finest creative and industry minds, facilitating dynamic brainstorming sessions, fostering invaluable networking opportunities, and showcasing exceptional talent. In 2013, the realization of this dream became a remarkable reality.

Since then, the conversations at NECLive have been nothing short of transformative. We have attracted individuals from diverse backgrounds, encompassing a wide spectrum of experiences, expertise, and narratives. The collective synergy generated through this inclusive collaboration has yielded a profound and far-reaching impact, surpassing all expectations.

NECLive has been a personal journey of growth and discovery for me. I've learned so much, met so many incredible people, and received countless testimonials from those whose lives have been changed by the initiative.

But NECLive is more than just a gathering of minds. It's a driver for the collective ambitions in the industry.

A decade ago, the industry stood as a mere fraction of its current stature. Streaming services like Netflix, Showmax, and Amazon didn't even exist. We weren't trending on Apple or Spotify, and winning a Grammy was just a pipe dream.

Today, the industry is experiencing a breathtaking surge in potential and growth, captivating the attention of renowned international brands such as Puma and Adidas, while attracting the interest of similar brands eager to tap into the market. Across various entertainment domains, including music, fashion, and more, Nigeria stands on the precipice of sprawling success, a feat unimaginable about a decade ago.

The inception of NECLive was rooted in the belief that the realm of possibilities knows no bounds; that with the right blend of education, networks, and determination, we have the power to accomplish anything we set our minds to. As Nigerian entertainers continue to shatter barriers and achieve unprecedented milestones, NECLive stands as a steadfast companion, guiding, inspiring, and reminding us that our potential is limitless.

As we embark on the next transformative decade, rest assured that NECLive has a renewed mission to embrace. Join us on this remarkable journey, as together, we unlock the boundless opportunities that lie ahead!



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# APPROACH



## An extensive survey

We carried out an extensive survey aimed at determining how NECLive has contributed to the development of the Nigerian entertainment industry.

## Why this report?

- To show the strides in the Nigerian entertainment and creative industry from 2013 - 2023.
- To highlight the role of NECLive in the development of the Nigerian entertainment and creative industry from 2013 - 2023.
- To set an agenda for the coming decade.



## Content analysis

We conducted robust review of owned and public materials.



## Interviews

We interviewed critical stakeholders and past participants of NECLive.

## Understanding NECLive's impact

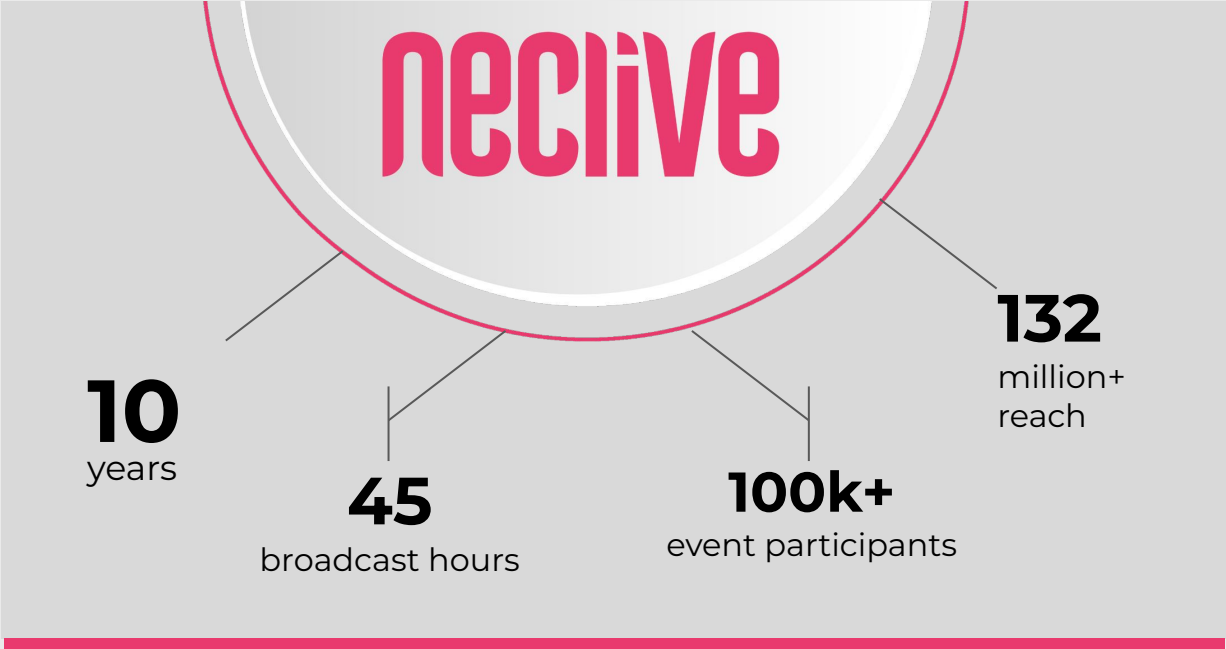


# THE STORY OF NECLive

What started as a vision to nurture a promising entertainment space in Africa’s most populous nation, showcase untapped opportunities to reap the rewards of authenticity and advance burgeoning creative exploits in the country and continent – by global standards, has become an unraveling reality.

NECLive has become a hub where tough conversations are had, fresh ideas are conceived, solutions to existing obstacles are proffered, but above all, a new roadmap to creative holy grail is birthed.

This is the story of the Nigerian Entertainment Conference (NECLive).





# THE FULL PICTURE

## Diversity: People and Art



## Impact Highlight



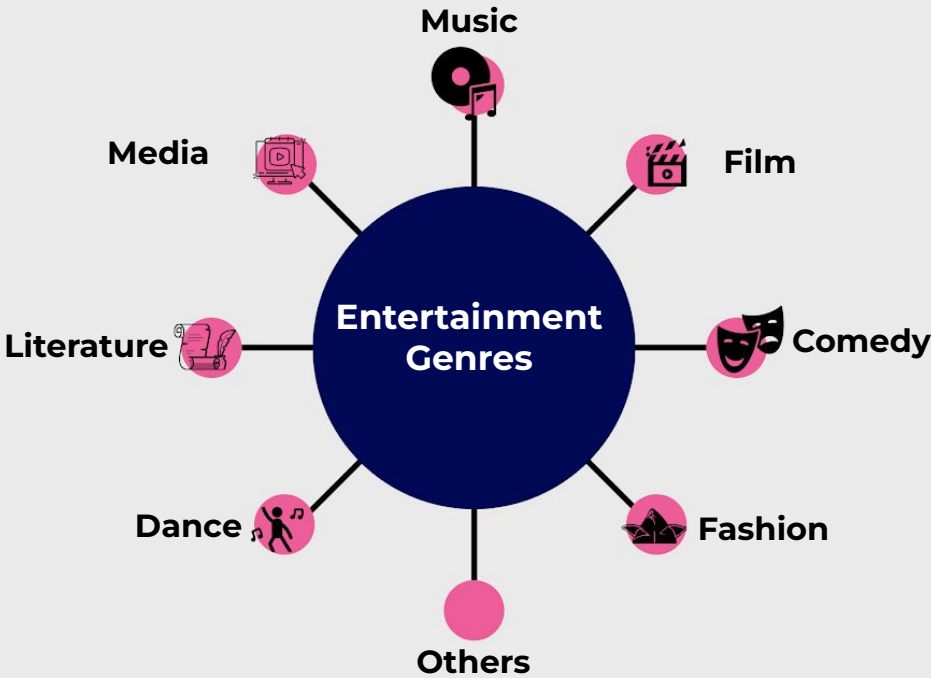
## A Trip Down Memory Lane





# DIVERSITY: PEOPLE AND ART

Nigeria boasts a culturally rich and diverse landscape, with over 250 dialects and ethnic groups. This report highlights the multifaceted nature of Nigerian entertainment, evident in its people and art.



Our research encompasses a wide range of respondents, representing varying demographics in Nigeria including gender, age, education, employment, income, and residency.

36  
States  
+The FCT

442  
Respondents

Gender:



51.2%



47.8%



# IMPACT HIGHLIGHT

From 2013 through 2023,  
NECLive invested over

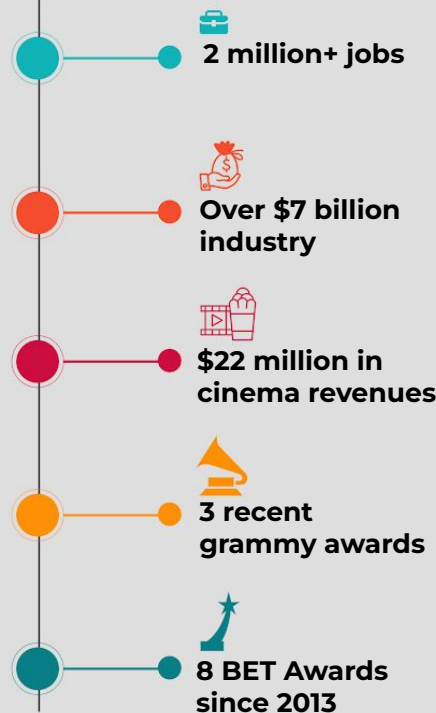
**₦1.3 billion**

in conferences, workshops,  
advocacy, exhibitions, thought  
leadership, content, products,  
research and more.

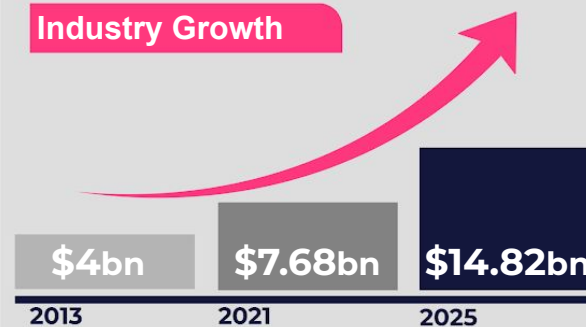
## These investments have contributed to the industry in these ways:

- Talent development
- Improved regulation
- International exposure
- More funding
- Increase in digital streaming and distribution
- More international collaborations

## Industry numbers today



## Industry Growth



Source: PwC

**87.5%** of industry stakeholders say that NECLive has improved the overall development of the Nigerian entertainment industry

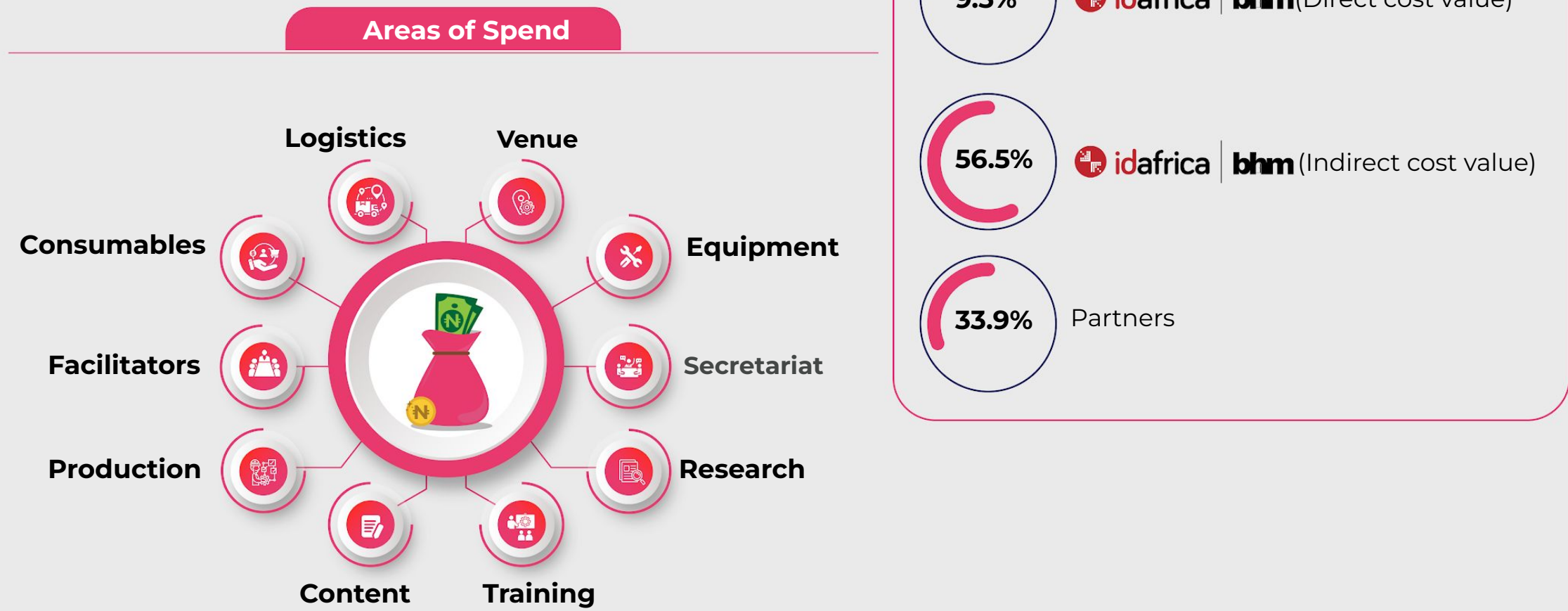
**66.1%** of NECLive participants have learned about industry trends from NECLive

*"By just the fact that NECLive is pulling Nigerians together to find ways to better the industry has done a lot for those who intend to invest or partake in the industry"*

A Nigerian music Director (SR128)

# BANKROLLING THE DREAM OVER THE YEARS

NECLive has been funded by BHM, ID Africa and partners including MultiChoice and MTN. Using direct and indirect cost values, we present the financial contributions and how the funds have been used.





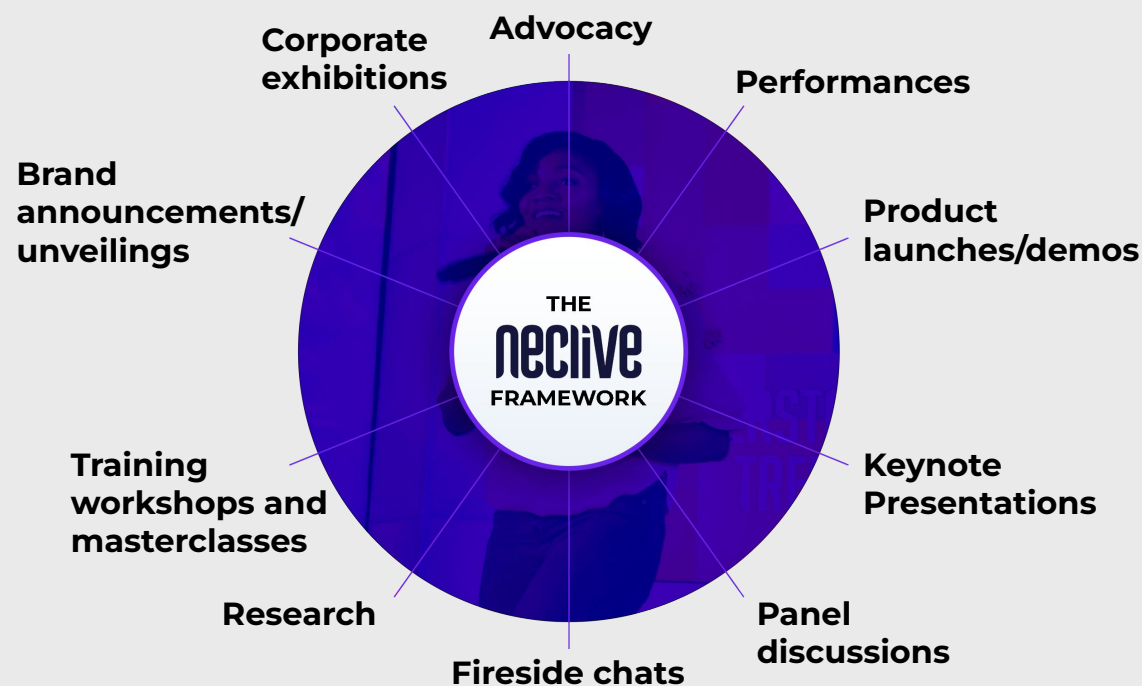


**Femi Falodun,**  
Director at BHM

NECLive has been the ultimate platform for tackling the toughest problems and critical issues that plague the industry. How so, you may ask? It brings together the finest minds to identify the challenges, meticulously break it down and proffer pragmatic solutions.

Over the last nine editions, NECLive has done exactly that. It's been the go-to platform for spotlighting the issues, unpacking them, and rallying key players like policymakers, investors, creatives, and technical experts to put heads together and devise solutions.

NECLive also served as a platform for spreading the word about the solutions found and letting the world know that the industry was moving forward in exciting new ways.



With a population of over 200 million people, with 60% under the age of 25 (Africa's youngest country), entertainment is both an attraction and an employer for many in Nigeria.

**NECLive's carefully curated programmes offer the following:**

- 🎯 Mentorship and a spark for the young person who needs to be inspired to put their talents to use.
- 🎯 Networking for the established and struggling industry stakeholders.
- 🎯 An avenue for talents showcase/discovery.
- 🎯 Advocacy for industry challenges.
- 🎯 Brainstorming for industry solutions.
- 🎯 Business promotions
- 🎯 Industry exposure to the world

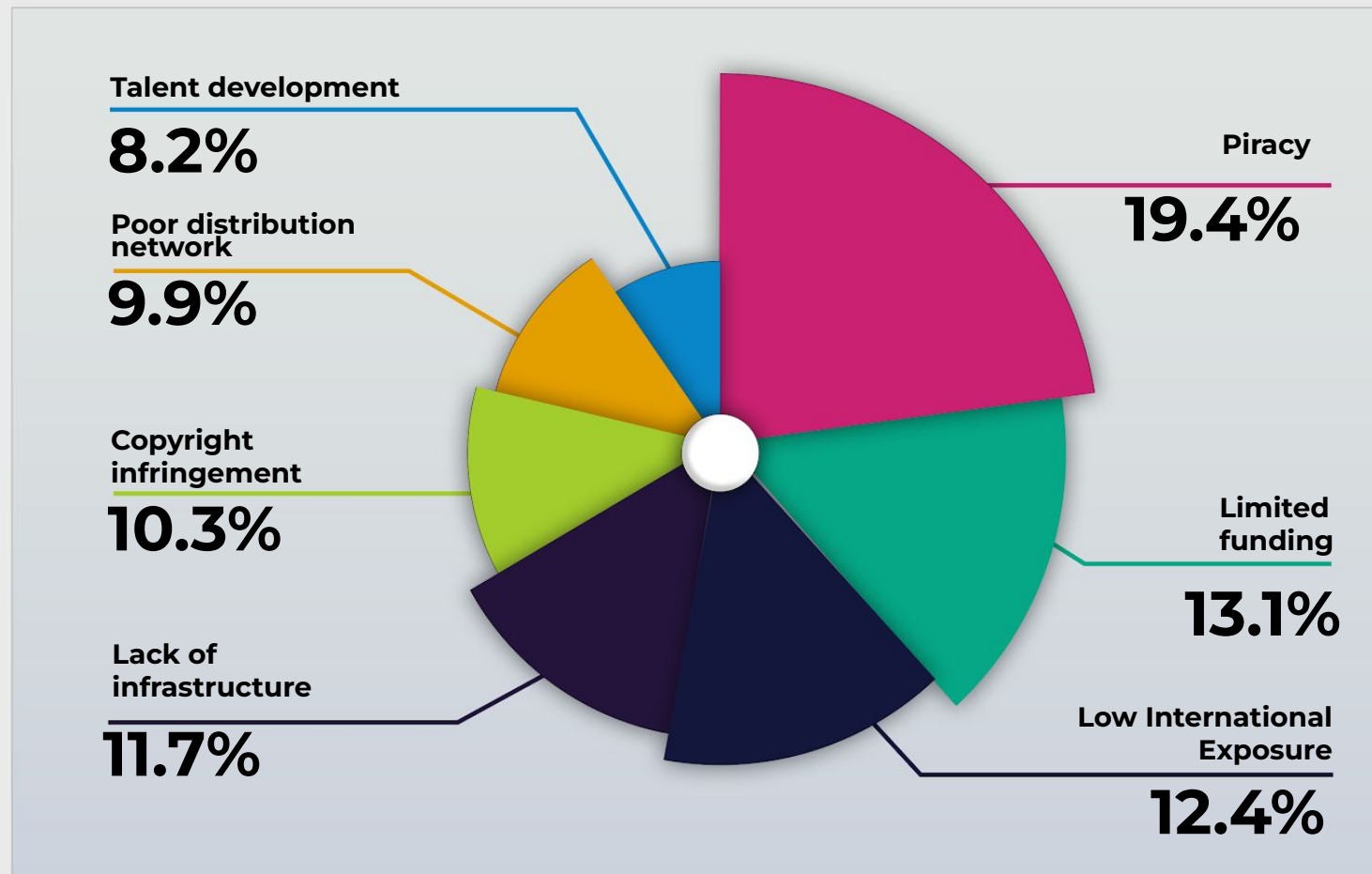
**“NECLive has showcased Nigeria's artistes to the world”**

An influencer/Media practitioner (SR176)

# A TRIP DOWN MEMORY LANE

A better appreciation of the industry's current standing is given after a reflection on the state of the industry ten years ago before NECLive came into the scene.

**These were the biggest challenges in the industry ten years ago:**



“

Ten years ago, the industry lacked good technologies to produce quality pictures and sound. There was also poor directing skills.

**A music Director (SR119)**

**64.9%** of entertainment stakeholders believe that the challenges which affected the industry 10 years ago no longer exist or have been substantially resolved.



# ADVOCACY IN PICTURES: THE DISCOURSE





# BRANDS: PRODUCTS AND EXHIBITIONS





# MORE PRODUCTS AND WORKSHOPS



Orin



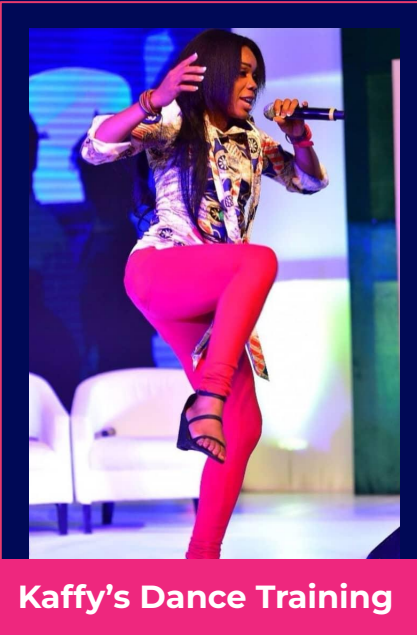
Smile Communications



First Bank



TY Bello's training on Photography



Kaffy's Dance Training

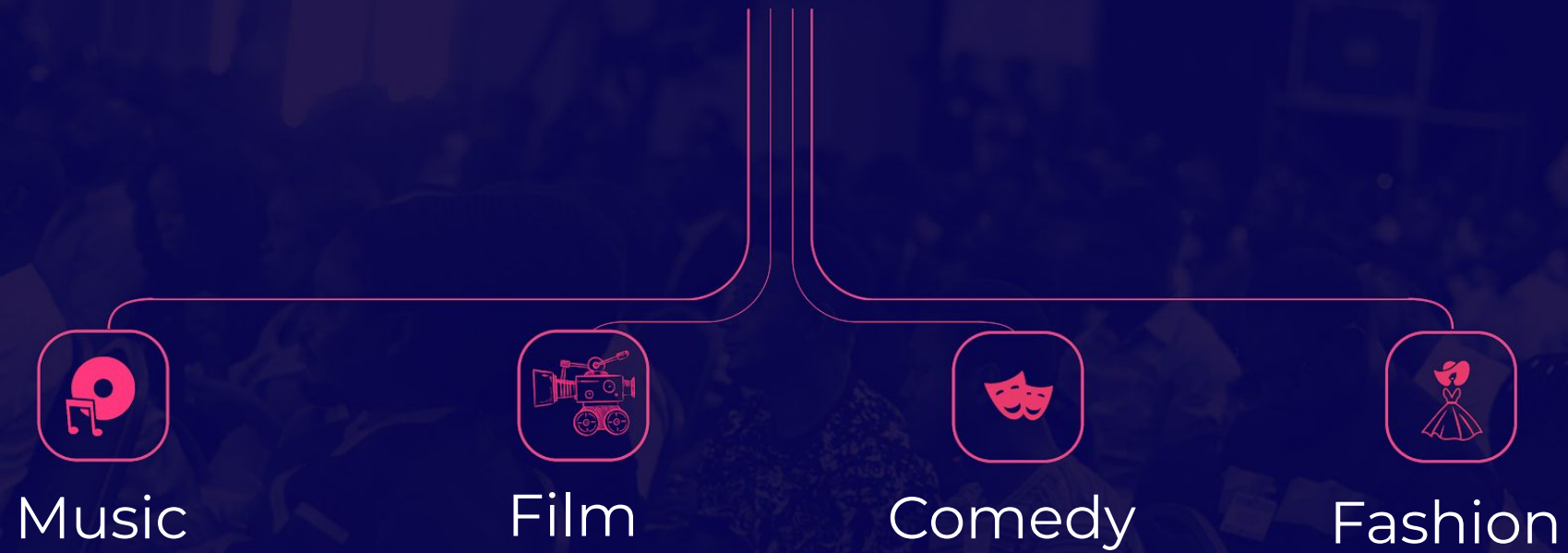


DNMT Dance training



Yetunde Babaeko's workshop on photography

# THE BIG 4

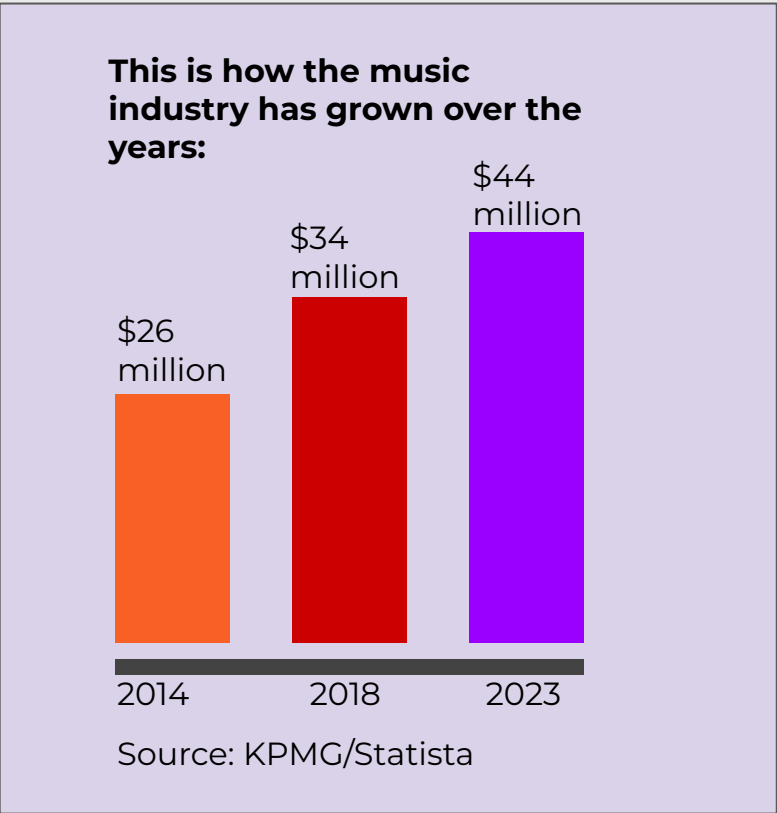




# MUSIC

The current value of the Nigerian entertainment industry is not only ‘food for the soul’, but also ‘food for the pocket’.

From the infectious beats of pop music to the rhythmic melodies of highlife, Nigeria's music scene is a melting pot of diverse genres and styles. With iconic artists such as Burna Boy, Wizkid and Tems gaining global recognition, the Nigerian music industry has become a cultural force to be reckoned with.



## These are the sector stakeholders:

**Creative Professionals:** musicians, songwriters, producers, composers, music video directors, and other artists.

**Business professionals:** record label executives, A&R representatives, music distributors, music promoters, concert promoters etc.

**Legal professionals:** music lawyers who provide services to musicians, record labels, and other industry professionals.

**Technical professionals:** sound engineers, audio technicians etc.

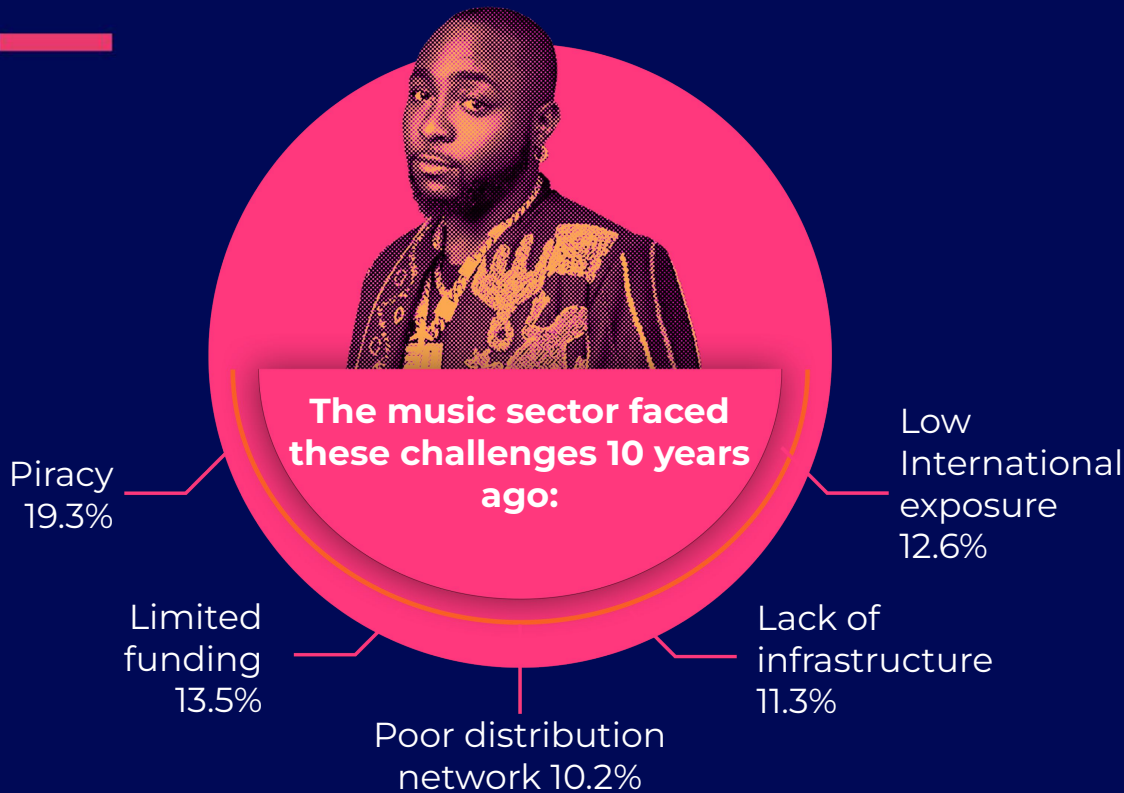
**Marketing and PR professionals:** publicists, social media managers, music marketers etc.

**Event professionals:** event planners, stage managers etc.

**Music educators:** music teachers, trainers, researchers, school proprietors etc.

**Music journalists:** music writers, reporters etc.

# MUSIC



**64.2%**

of music stakeholders say that the challenges that existed in the music sector ten years ago no longer exist or have been substantially resolved.

**67.5%**

of respondents consume music content by streaming online.

“

Ten years ago, the Nigerian music industry faced the challenge of rampant piracy, which led to the proliferation of pirated music CDs containing compilations of various artists. However, the industry has come a long way since then and significant strides have been made in combating piracy and improving the distribution channels for legitimate music.

A Lagos-based journalist (SR129)

“

Many people viewed musicians as societal misfits and their profession as morally bankrupt. This perception hindered the growth and acceptance of the music industry as a viable career path, and also led to limited support from both the government and corporate bodies. However, this is no longer the case.

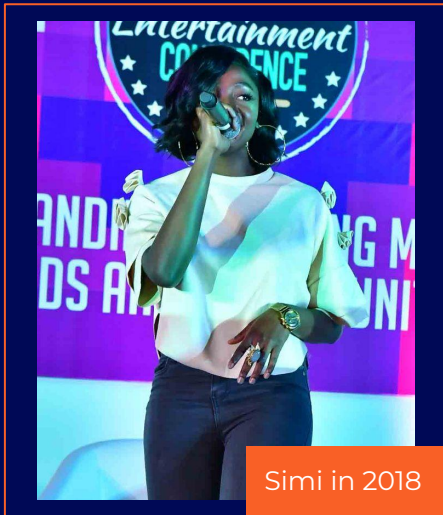
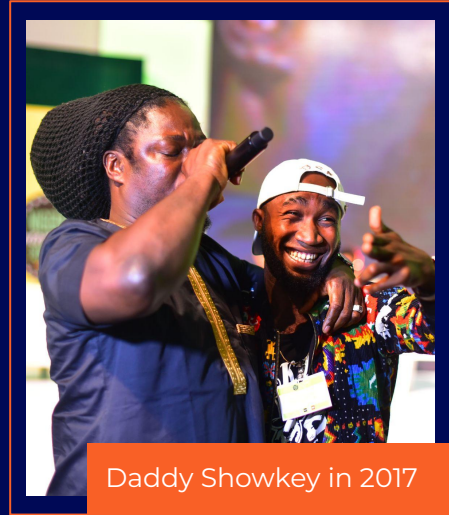
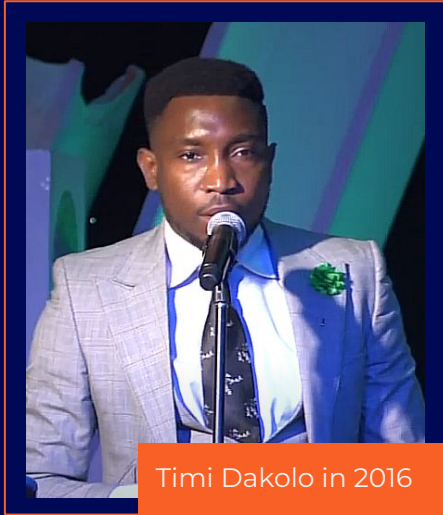
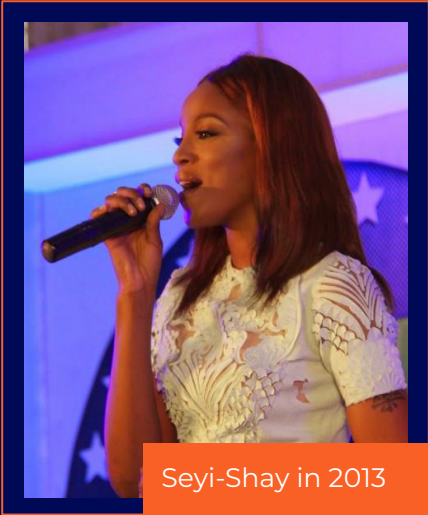
A Musician (SR242)

## Top 3 music streaming platforms in Nigeria





# SOME NECLIVE MUSIC PARTICIPANTS

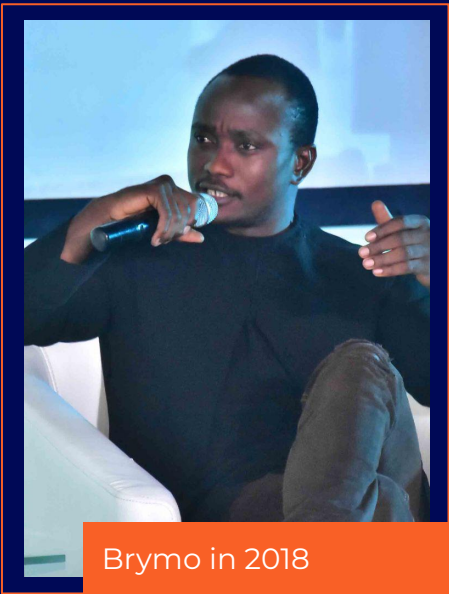
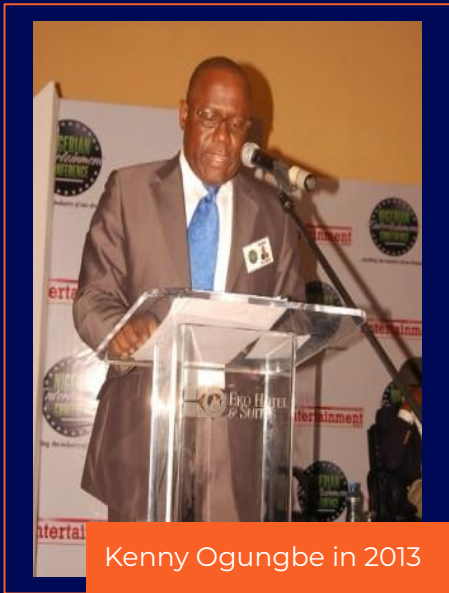


“Beyond oil, we need to export our content, talents to the world. More structures need to be created as Nigerian movies have found a wider appeal.”

John Ugbe, MultiChoice West Africa CEO (NECLive 2017)



# MORE NECLIVE MUSIC PARTICIPANTS



“It’s time to begin the work of making sure Africa’s creators and everyone else in the value chain; as well as our societies and economies, get the maximum possible value from our contribution to, and growing participation in the global entertainment marketplace.

Ayeni Adekunle (NECLive, 2022)



# MORE NECLIVE MUSIC PARTICIPANTS



Mr. 2Kay in 2013



Sound Sultan in 2015



Lagbaja in 2015



Davido in 2015



DJ Jimmy Jatt in 2016



DJ Spinall in 2016



Iyanya in 2017



Kabusa Choir in 2019



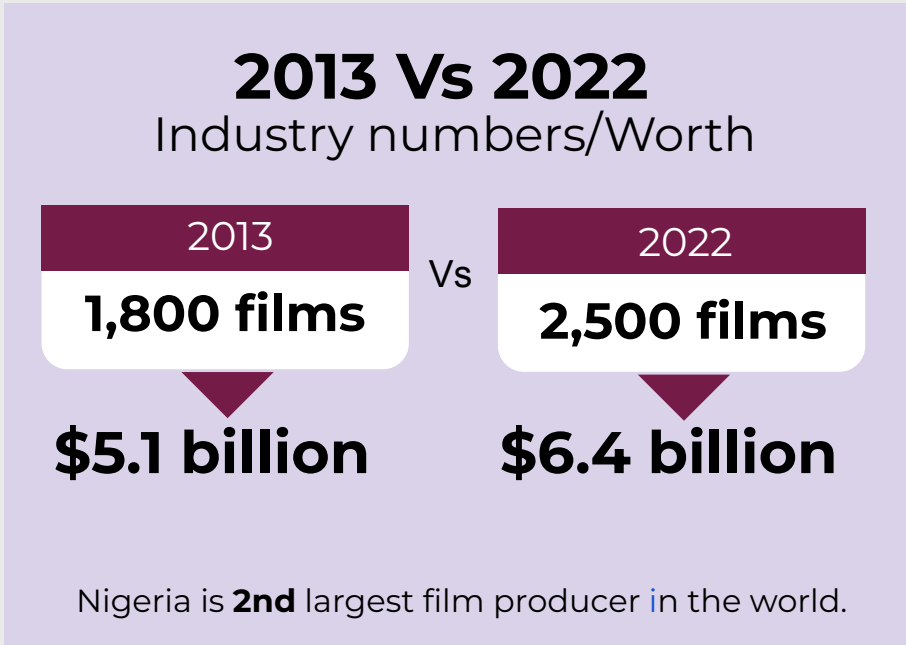
Aramide in 2022



2Baba in 2022

# FILM

Every year, thousands of aspiring actors descend on different Nigerian cities with the dream of becoming the next Nollywood stars. Many also aspire to excel in the various aspects of the lucrative film industry.



## Some Sector Stakeholders

- Creative Professionals:** Actors, producers, directors, screenwriters, singers, costumiers, makeup artists, cinematographers, editors etc.
- Business professionals:** Studios, Film distributors, Film promoters etc.
- Legal professionals:** lawyers who provide services to actors, studios, and other industry professionals.
- Technical professionals:** sound engineers, audio technicians, lighting experts etc.
- Marketing and PR professionals:** publicists, social media managers, movie marketers etc.
- Event professionals:** event planners, stage managers etc.
- Film educators:** acting teachers, trainers, researchers, school proprietors etc.
- Film journalists:** writers, reporters etc.

Source: PwC/Business Day (2022)/The Guardian



# FILM

Nigerian films now enjoy wide acceptance, as they are consumed through a myriad of modes.

These are 3 biggest genres of Nigerian films:

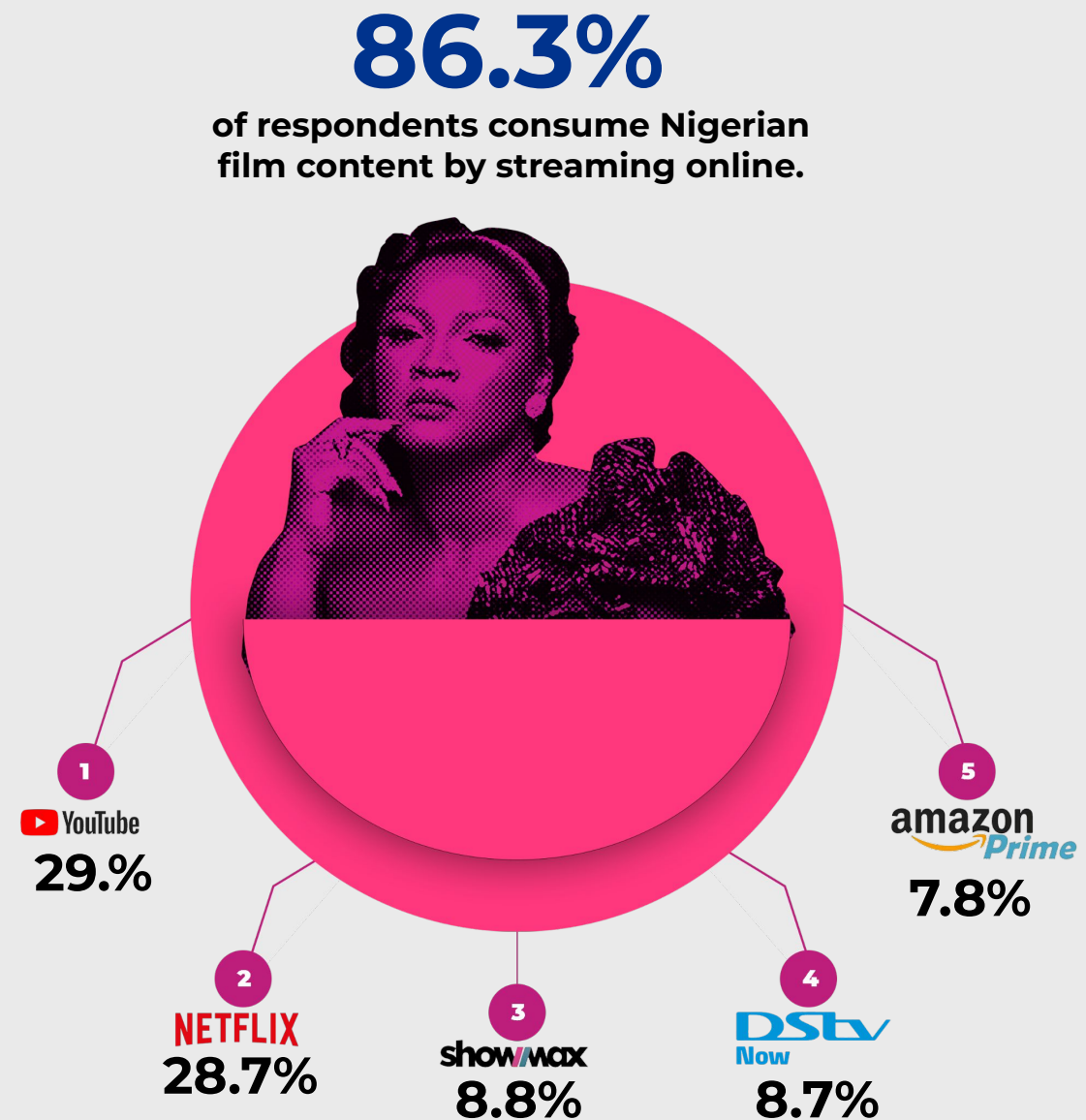


“Piracy, Low international exposure, Talent development were problems in the industry, but they have been substantially solved.

Survey Respondent (SR189)

“Nollywood lacked technologies to produce good picture and sound quality. Additionally, poor directing skills of some filmmakers were also a prevalent challenge that negatively impacted the quality of the final product. However, many of the challenges have been solved.

A Director (SR119)



# SOME NECLIVE NOLLYWOOD PARTICIPANTS OVER THE YEARS



“It is very important for actors to get the right education and not only once but throughout their career. If we don’t do this, what we will get is nothing but mediocrity.”

Joke Silva at NECLive 2015

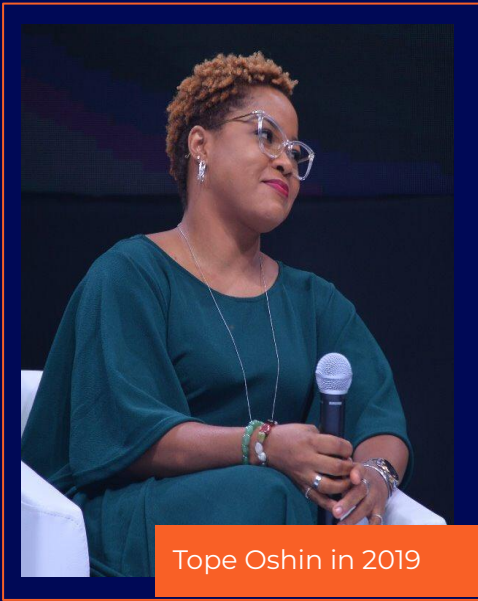


# MORE NECLIVE NOLLYWOOD PARTICIPANTS OVER THE YEARS



“The future of this industry is so bright, but we have to take steps to get there. The opportunity for Nollywood is huge.

Emeka Mba (NECLive 2014)



“Entertainers are the true leaders. We have been the sleeping giants for too long. Let’s wake up and lead. Let’s use our influence right.

Omotola Jalade-Ekeinde (NECLive 2014)

The revenue of the Nigerian media and entertainment industry will more than double from US\$6.0bn in 2022, to US\$12.9bn in 2027.

**\$12.9 billion**



Nollywood continues to hold its position as the second-largest film industry in the world.

**2nd Largest**

**neclive**

Since 2017, Afrobeats has experienced a remarkable 500% growth, with certain countries demonstrating an astonishing surge of over 2000% on Spotify.



Source: PwC



# COMEDY

Renowned for their innate humor and ability to extract laughter from unconventional circumstances, Nigerians possess a natural inclination towards comedic expression. As a profession in contemporary times, Nigerian comedy industry began as stand-up comedy.

The National institute for Cultural Orientation writes that, “stand-up comedy has drawn a lot of attraction to its vast and enterprising industry in the last 20 years in Nigeria.” Those individuals who persevered through challenging times have now transformed into celebrated figures, reaping substantial financial rewards.

Presently, comedy has assumed various forms, encompassing skits, stand-up performances, and comedic portrayals in films, thereby providing employment opportunities for a significant number of young individuals.



- Some sector stakeholders are:
- Stand-up comedians:
  - Comedy actors
  - Comedy writers
  - Comedy event planners
  - Agents and managers
  - Comedy club owners

## Comedy Industry Growth

Year  
2015  
2022

Worth  
₦50 billion  
₦85 billion

While comedy is 4th most consumed entertainment content in Nigeria, comedy films are the most consumed type of Nigerian films with **26%** share.

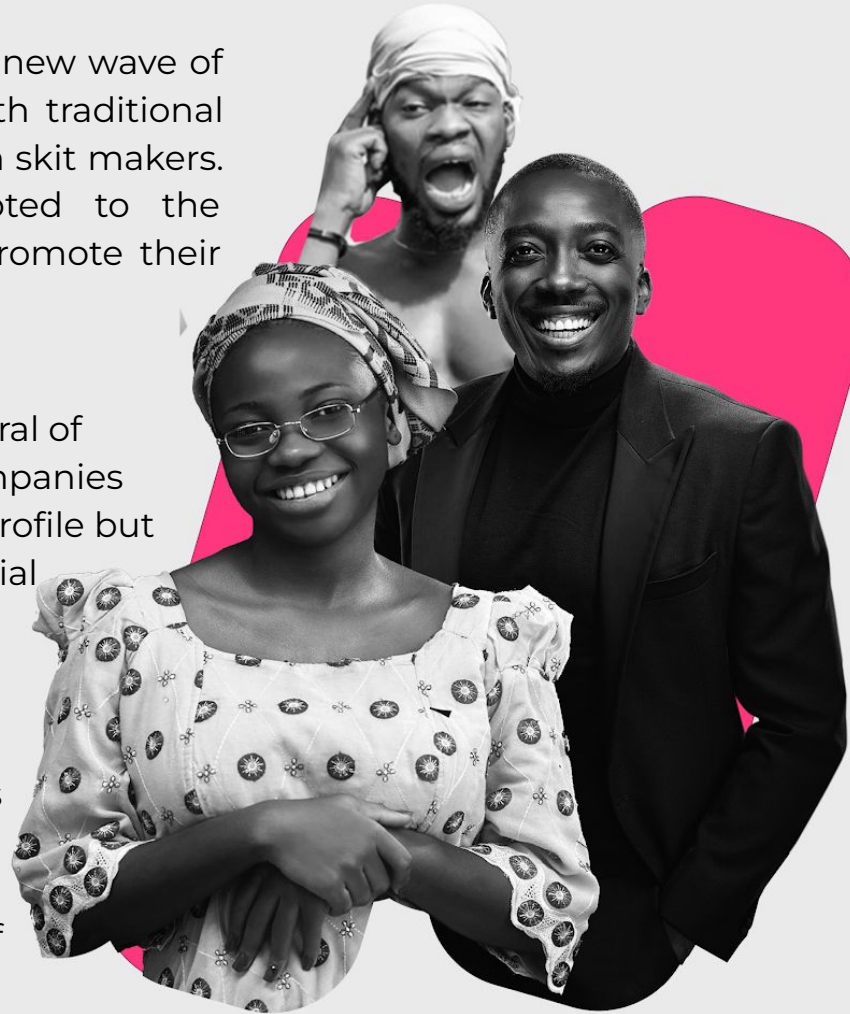
Source: Business Day

# COMEDY

The success of social media comedians has spurred a new wave of competition within the comedy sector in Nigeria, with traditional stand-up comedians now facing stiff competition from skit makers. However, many traditional comedians have adapted to the changing landscape by leveraging social media to promote their shows and attract a larger audience.

Additionally, many social media comedians have now transitioned into mainstream entertainment, with several of them securing lucrative deals with film production companies and corporate brands. This has not only boosted their profile but also their earnings, as they now enjoy significant financial rewards for their work.

In conclusion, the rise of digital era comedians in Nigeria has transformed the comedy sector and created new opportunities for aspiring comedians (Dataleum, 2022). With the continued growth of social media and the entertainment industry, it is expected that this trend will continue to shape the future of comedy in Nigeria.



With  
**64.6%**

skit comedy is the most consumed comedy type in Nigeria.



Skit-making and comedy acts are now full-fledged careers that some young Nigerians have entered and risen to fame in.

Dataleum (2022)



# SOME NECLIVE COMEDY SECTOR PARTICIPANTS OVER THE YEARS



Okey Bakassi in 2015



Arole in 2017



Yaw in 2017



Ali Baba in 2017



Lasisi Elenu in 2018



Omobaba in 2019



Bovi in 2021



Mr. Macaroni in 2022

“

A lot of entertainers don't know about the time capsule of fame which is based on current performance, market needs and response to the needs of the fans. Entertainers must seek financial education and end complacency.

Ali Baba (NECLive 2017)

# FASHION

Nigeria's fashion industry is a vibrant and dynamic melting pot of creativity and diversity, blending traditional African designs with contemporary global trends. From colorful prints to bold accessories, Nigerian fashion is an expression of the country's rich culture and its people's fierce spirit.



Until about 15 years ago, fashion to an average Nigerian did not seem to go beyond the idea of a tailor making wears for different customers. In recent years, the story has tremendously changed as fashion is now recognised as a fast growing multimillion dollar industry.

“Fashion in Nigeria has blossomed, having highly creative designers who are not necessarily tailors, big time fashion schools, fashion photographers, fashion editors, professional stylist, makeup artists, international runway models and yearly fashion shows like Africa Fashion Week Nigeria (AFWN), Lagos Fashion & Design Week (LFDW).

**Damilola Otufodunrin** is the CEO  
of Damsco (Business Day, 2018)

## Some Sector Stakeholders

**Designers:** Fashion designers create original clothing, footwear, and accessory designs for manufacturers, retailers, or their own brands.

**Production:** professionals here are patternmakers, seamstresses/tailors, textile designers, and quality control managers.

**PR and Marketing experts:** This group includes professionals who promote and market fashion products.

**Editorial:** fashion editors, writers, photographers, and stylists. They create editorial content for fashion magazines, websites, and blogs.

**Business Operations:** professionals here are accountants, financial analysts, human resources managers, and operations managers.

**Education and Research:** Fashion educators and researchers teach fashion design and merchandising, conduct fashion research, and develop fashion curricula.



# FASHION

Top 3 types of fashion wears  
in Nigeria are:



“The acceptance of our cultural heritage through the use of our local fabrics in producing fashion pieces in the Nigerian fashion industry is a trend that strikes me positively.

A survey respondent (SR183)



**Toyin Lawani**  
Fashion Designer and Stylist



**Ohimai Atafo**  
Founder and Creative Director  
of Atafo

# ALTERNATIVE ART



Dance



Literature



Content  
Creation



And More



# ALTERNATIVE ART

Gone are the days of traditional forms of art dominating the scene; now, artists are breaking free from the norm and pushing the boundaries of what is considered "art."

Whether you're a fan of graffiti, dance, spoken word poetry, or immersive theatre experiences, Nigeria's alternative art has something for everyone.

They present a world of color, sound, and wonder; in Nigeria's alternative art scene, the possibilities are endless!

5.6%

of Nigerians choose dance as a preferred form of entertainment

5%

of Nigerians pick Literature (Books, poetry, stage drama etc) as a preferred form of entertainment



Kafayat 'Kaffy' Shafau: Dancer and Choreographer



Sage Hasson: Author and Spoken Word Poet





Mercy Eke in 2021



Odia Ofeimun



Tena Violinist in 2022



Segun Adefila in 2022

## A Beneficiary's Testimony

NECLive has impacted the Nigerian entertainment industry in a lot of ways. It is a nexus where Artists or Creatives interact with the consumers or fans, find out what they want to consume and get feedback on how they consume their content/art.

NECLive is a great platform for knowledge sharing and networking. I'll share my testimony:

In 2019, when I first moved to Lagos, I heard about NECLive and attended. There, I met Mc Abbey who, by interaction, fell in love with my kind of art - GbeduPoetry. He gave me a slot to perform, I blew his mind, I felt good and gave God the glory for the performance because it was amazing. From that performance, I came in contact with someone who sought permission to use my GbeduPoetry, "Hoeinyi! Hor!" as a Movie Track. Hoeinyi! Hor! is available on Apple Music, Spotify, Audiomack and other online music stores.

NECLive played a role in my growth as an artist in Lagos. Knowledge sharing and networking is the best part for me.


**GbeduPoet**  
**A Survey Respondent (SR226)**



# MEDIA MAVENS



Dadaboy Ehiz in 2015



Seun Okinbaloye in 2017




Kemi Smallz in 2017



Toke Makinwa in 2017



Frank Edoho in 2017



Sammy Walsh in 2017



Morayo Afolabi-Brown in 2018



Dotun in 2018



Joey Akan in 2019



Ebuka Obi-Uchendu in 2019



# SOME INDUSTRY GURUS



Chioma Ude in 2015



Bolaji Okusaga in 2015



Ifeoma Williams in 2016



Audu Maikori in 2017



Steve Babaeko in 2017



Jason Njoku in 2018



Odun Eweniyi in 2019



Efe Omorogbe in 2022

“

Creativity, pop culture, technology and youthful energy are some of the most powerful forces that can create meaningful social and economic change in Africa today and tomorrow.

Steve Babaeko at NECLive 2022



# SOME PUBLIC SECTOR PLAYERS OVER THE YEARS



“

It is clear that when the American government supports their entertainment industry, they understand the dynamics of the industry and have a goal to turn the industry into a foreign earner for their country.

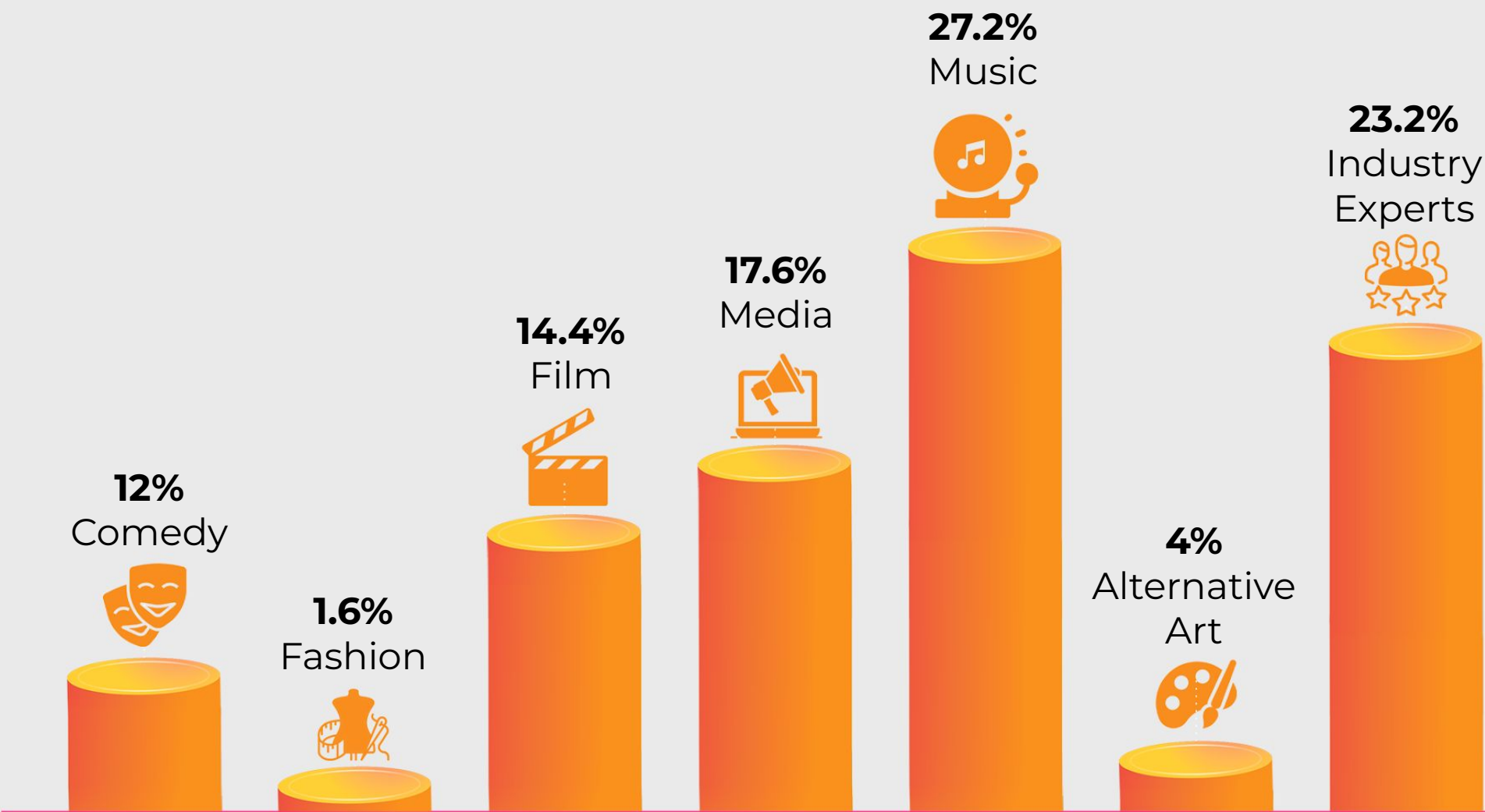
Besides film being a strong tool to tell our story and promote our culture, it has huge implications to economic development if ignored.

**Practitioners need to treat show business like business. And because you love it, you need to learn how to apply things that people have learned from enterprise.**

**Pat Utomi (NECLive 2014)**

# PARTICIPANTS BREAKDOWN

Over the years, NECLive has showcased a range of speakers, performers, and participants from diverse entertainment genres in Nigeria. However, it is natural to question which genres in the industry have received more representation and which ones have not. To shed light on this, here is a statistical breakdown of the genres featured at NECLive:





# MEET OUR HOSTS



**Tunde Adewale (Tee-A)** is a pioneer in Nigeria's stand-up comedy scene, acclaimed for his exceptional skills as a compere, TV host, and content producer. He has established himself as a top-tier performer and influencer with his contributions to the industry.

**Tee-A was the host of NECLive from 2013 to 2019.**



**Bolanle Olukanni** is a renowned television host and filmmaker, recognized for her exceptional work on popular shows such as Project Fame West Africa, The Juice, and Moments with Mo

**Bolanle Olukanni was NECLive host in 2021 and 2022.**



# THE FUTURE

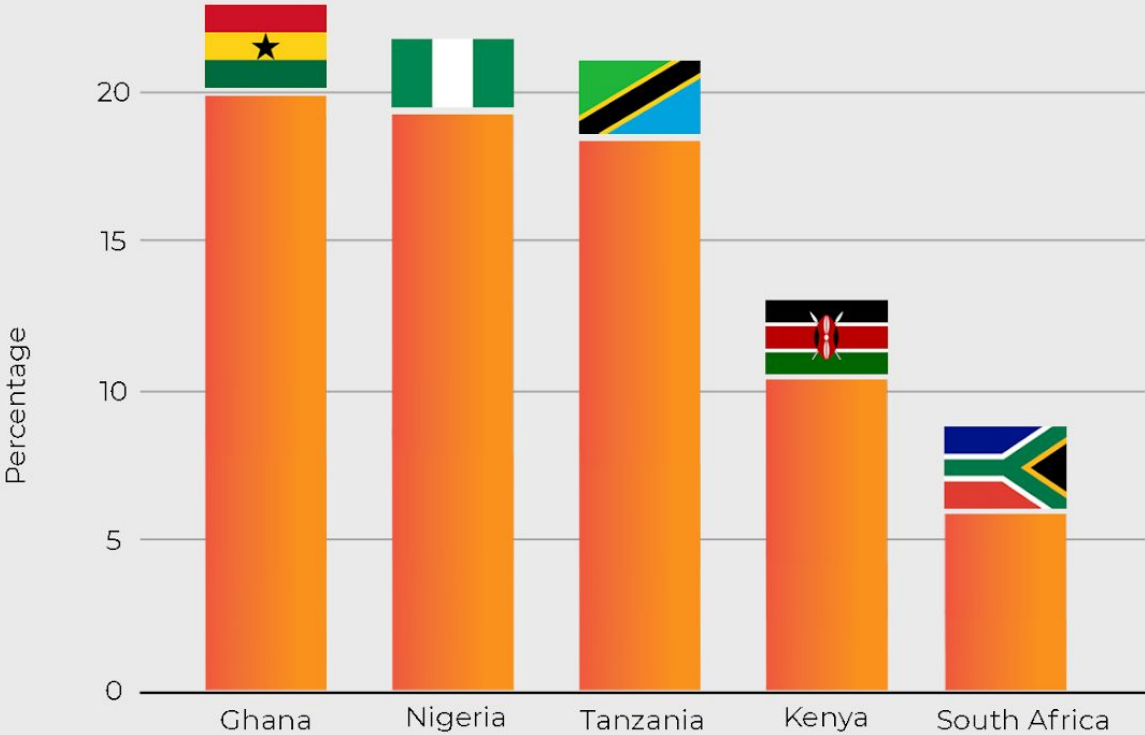




# THE FUTURE OF AFRICAN ENTERTAINMENT AND CREATIVE INDUSTRY

The African entertainment and creative industry is poised for tremendous growth in the coming years. As the continent's population and middle class continue to expand, so too does the demand for high-quality entertainment and cultural products. From music and film to fashion and art, African creatives are gaining global recognition for their unique perspectives and innovative approaches. With increasing investment in infrastructure, technology, and talent development, the African entertainment and creative industry is well-positioned to become a major player on the global stage.

**African Entertainment industry: Annual Growth Rate among selected African Countries (2019 - 2023)**



These interesting stats about Africa’s entertainment and creative industry give insights into the future:

- Africa’s music streaming market will grow from **US\$92.9** million in 2021 to **\$314.6m** by 2026.
- Africa’s film and audiovisual industries could create over **20 million** jobs and contribute **\$20 billion** to the continent’s GDP.
- The film industry employs **5 million** people
- The fashion and textile industry is the second-largest sector after agriculture in Africa, with an estimated market value of \$31 billion in 2020 and growing every year.

It has been estimated that Africa contributes less than 1% to a global creative economy valued at as much as **\$2.2 trillion**

# NECLive: THE NEXT DECADE

The industry - even the whole world - has changed a lot since we kicked off NECLive in 2013. And having realised that most of the frustrations that led us to found NECLive have since been solved, I believe it's now time to face newer, bigger battles.

We wanted some standardisation around distribution, now we have it. We wanted access to bigger markets and opportunities to monetise and it's already happening. We wanted honour and recognition and acknowledgement. It's happening. It's still early days but it's already happening. But what does it mean? Where's it headed? How do we benefit individually and collectively sustainably? What happens next?

We are spending the next 10 years of NECLive on answering these questions and more. And to do that well, we have to overhaul the entire format. So starting April 24, 2024, we will decentralise the platform, hosting shows, workshops, exhibitions and more all over the world.

We will retain flagship events in Lagos and other Nigerian cities. But no matter where you are in the world, the plan is for you to be able to witness the African entertainment experience from the point of view of carefully selected professionals who have given and continue to give everything it takes to build what I am convinced will shape up to be the most successful creative industry in the world.

**Ayeni Adekunle**

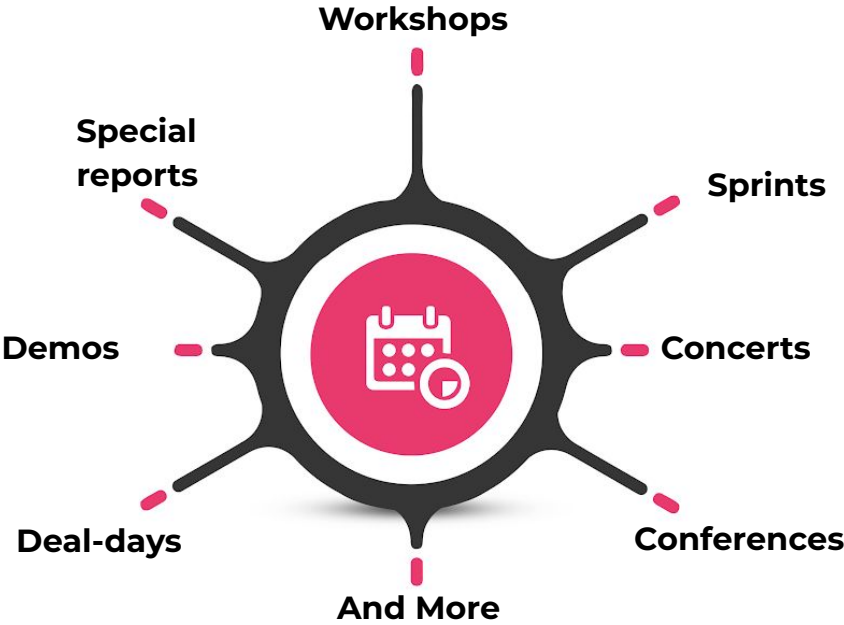




# THE NEXT DECADE

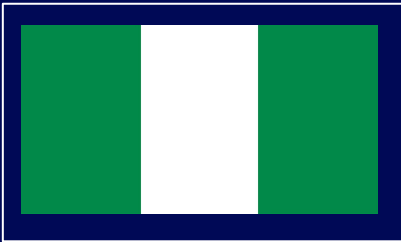


**We will have 100** physical and virtual events round the year 2024, driven by:

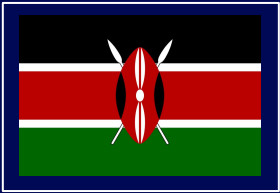


# CATCH US IF YOU CAN

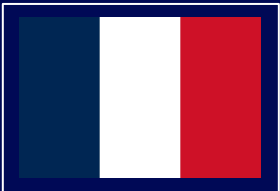
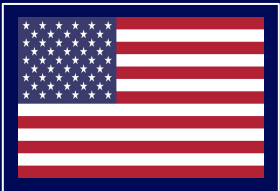
Starting 2024, the next 10 years of NECLive will happen in multiple cities around the world!



**Nigeria**  
Lagos, Abuja, Port Harcourt, Jos, Abuja, Ibadan, Enugu, Calabar, Port Harcourt, Ado-Ekiti.



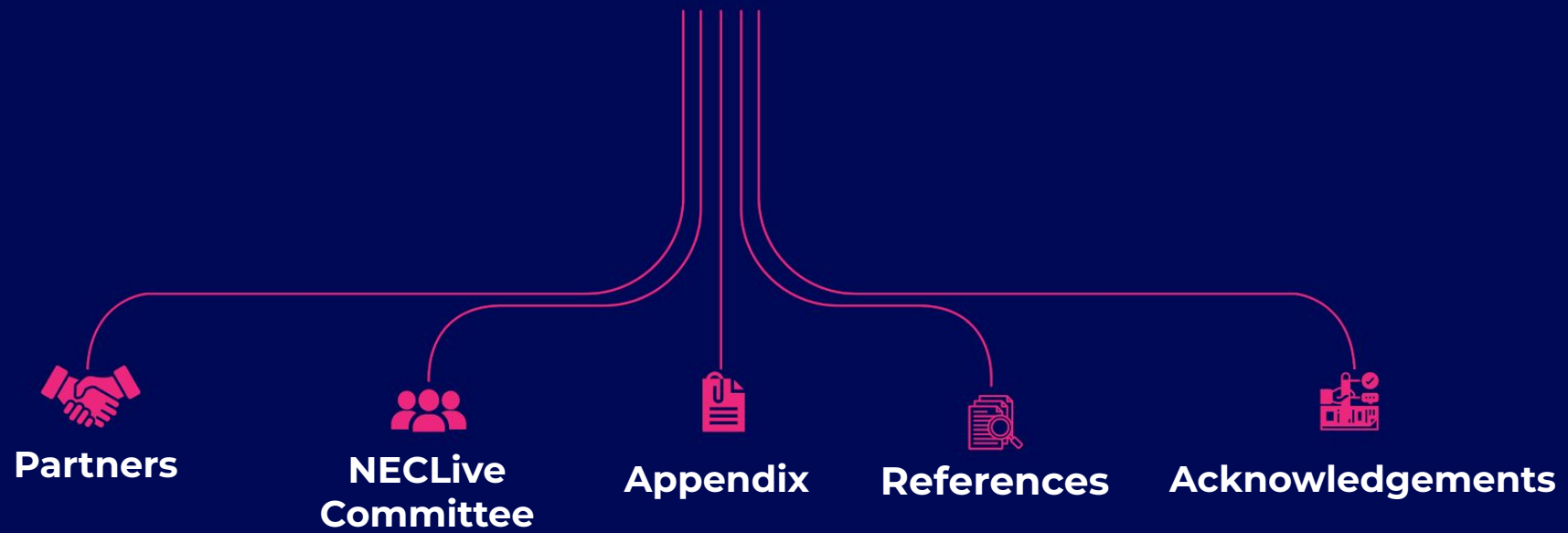
**Africa**  
Accra, Nairobi, Johannesburg, Kigali



**The Globe**  
Atlanta, New York, Los Angeles, Edinburgh, London, France, India, Brazil



# LAST MILE



# PARTNERS (2013 - 2022)

## Sponsors



## Support Partners



## Media Partners



## Exhibitors



## Organizing Partners





# NECLive COMMITTEE (2013 - 2023)



**Abisoye Fagade**  
CEO, Sodium Brand  
Solutions



**Ayeni Adekunle**  
CEO, BHM Holdings



**Ayo Animashaun**  
CEO, Smooth  
Promotions



**Bolaji Durojaiye**  
Principal Consultant,  
EDS



**Chris Ihidero**  
CEO, PinPoint Media



**Enitan Kehinde**  
General Manager,  
BHM UK



**Fadekemi Jegede**  
PR & Comms Adviser  
at ID Africa



**Femi Falodun**  
Director at BHM



**Henry Ekechukwu**  
CEO, Huce Valeris



**Iretomiwa  
Akintunde-Johnson**  
Lead Adviser, ID Africa



**Joice Ize-Iyamu**  
General Manager,  
Rouge Entertainment



**Lily Aninyei**  
CEO, The Greenroom  
Nigeria



**Mofijesusewa Samuel**  
PR & Comms Adviser  
at ID Africa



**Njideka Akabogu**  
Lead Adviser, ID Africa



**Omololu Durojaiye**  
CEO, AV Edge



**Tunde Adewale (Tee-A)**  
Comedian and Media  
Personality

# APPENDIX: ECONOMIC MULTIPLIERS

Economic multipliers are a tool used to estimate the overall economic impact of an investment on a particular sector or industry. They take into account both the direct and indirect effects of the investment and the induced effects that arise from the spending of the employees and suppliers in the local economy.

Economic multipliers were used for the NECLive Impact Report on the Nigerian entertainment industry to achieve estimated values. Suffice it to say that NECLive undertakes direct and indirect spending, such as wages and salaries, rent, and equipment purchases. Multipliers were obtained from existing economic models specific to the Nigerian economy, using the degree of 1.5, as a generic formula without specifics.

It is important to note that economic multipliers are estimates, and the results may vary depending on the assumptions and data used. However, they provide a useful estimate of impact, particularly in financial terms.

All data, charts and graphs, unless stated otherwise, in this report are from the research of BHM and ID Africa.

## Assumptions and Limitations

Assessing the impact of an initiative such as NECLive is a daunting one, but one which meticulous research design can help overcome. So we designed a mixed method study, using models which identified the stakeholders; artists, producers etc.


With multipliers, we were able to estimate the degree of impact over ten years from 2013 - 2023.

With a mixed-method survey, thematically analysed interviews and content analysis, we adopted a multi-layered system to avoid errors in results.


We ensured extensive reviews of the report to erase errors and assumptions. So where such is found in the report, it would be a regrettable oversight.




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This report was produced by ID Africa + BHM Research & Intelligence, coordinated by **Dr. Robert Ekat**, Senior PR and Communications adviser at ID Africa, and reviewed by **Dr. Ajike Emmanuel O.**, Associate Professor of Strategic Marketing and Management at Babcock University

## CONTACT

info@nec.ng

+234 909 841 1081

info@bhmng.com