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The Nigerian
Entertainment
Sector.



2026 Report

Unlocking Growth Opportunities in
Nigeria's Entertainment & Media Sector



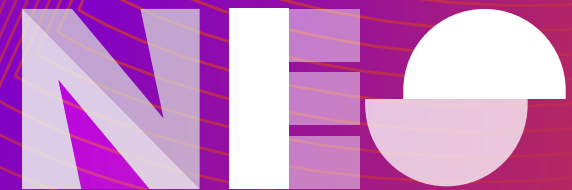


Prepared by:

Research & Business Strategy Department

A Comprehensive Sector Intelligence Report

The Nigerian
Entertainment
Sector.



2026 Report

In 2026, Nigeria's Entertainment & Media industry is projected to generate \$4.9 billion — the fastest-growing E&M market on the continent.

We mapped income, sub-sectors, players, risks and the banking opportunities behind the boom.

\$4.9B

2026 E&M Revenue

N1.97T

GDP Contribution
(2023)

8.6%

CAGR (2023-2028)

4.2M+

Jobs Supported by the sector

* Source: PwC, Businessdayng, Keystone bank Research

Executive Summary

Nigeria's Entertainment & Media (E&M) industry is emerging as one of the country's most dynamic growth engines, projected to generate \$4.9 billion in revenue in 2026, up from \$4.5 billion in 2025, reinforcing its position as Africa's fastest-growing E&M market.

The sector's expansion reflects the convergence of Nigeria's creative talent, youthful demographics, and accelerating digital adoption. In 2023, E&M contributed ₦1.97 trillion (\$1.4 billion) to GDP, representing a 27.5% increase over three years, with growth anchored by the global rise of Nollywood, Afrobeats,

gaming, digital content creation, and streaming platforms.

Nigeria's structural advantages provide a strong foundation for sustained growth: a population of over 220 million people, a median age of 18.1 years, 107+ million internet users, and one of the world's fastest-growing digital consumer markets. PwC forecasts the industry will expand at an 8.6% CAGR through 2028, driven by rising smartphone penetration, increased digital payments, content monetization, and global demand for Nigerian creative exports.

Beyond entertainment, the sector is evolving into a broader economic ecosystem, creating opportunities across content financing, intellectual property monetization, digital banking, payments, creator economy solutions, and SME support. For financial institutions, the E&M space represents a high-growth frontier with potential to unlock new customer segments, develop tailored financing solutions, and participate in the formalization of Nigeria's rapidly expanding creative economy.



Sector introduction & Overview

\$4.9B

Projected 2026 E & M Revenue

107M+

Internet users driving digital entertainment consumption

2.3%

of GDP, supporting 4.2M+ jobs

Diverse Sub-Sectors

Encompasses Nollywood, Afrobeats, gaming & esports, live events, digital streaming, TV & broadcasting, and comedy/performing arts.

Nollywood: 2nd Largest Film Industry

Approximately 2,500 films produced annually, second only to India's Bollywood by volume.

N1.97 Trillion GDP Contribution (2023)

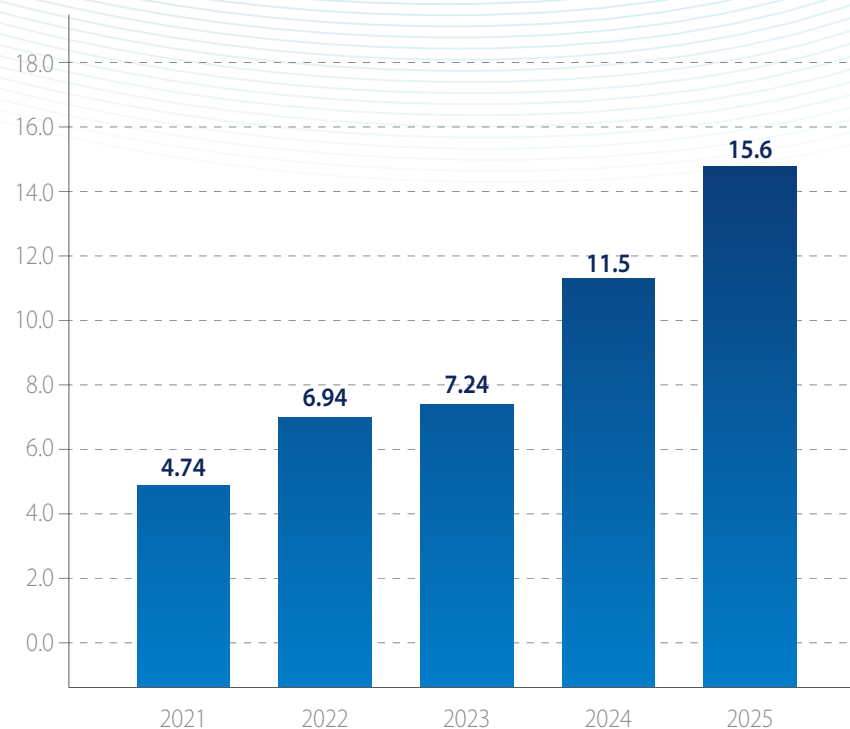
USD \$1.4 billion , a 27.5% increase over three years.

11.2% Revenue Growth (2023-2024)

E&M revenue grew from \$3.7B to \$4.1B in a single year.

GDP Contribution Trend

Box Office Revenue Trend (N Billions)



Insights

2020: N1.55 trillion (\$1.1 billion)

2023: N1.97 trillion (\$1.4 billion) : 27.5% cumulative growth over 3 years

2024: Music industry alone generated N901 billion (\$600 million); total E&M sector revenue reached \$4.1 billion

2025: Total E&M revenues reached \$4.5 billion; box office alone hit N15.6 billion

Overall GDP grew 3.89% (YoY) in Q1 2026, with the non-oil sector contributing 96.08% of total real GDP

27.5% cumulative GDP growth (2020–2023)

Sub-sector Dynamics



Film (Nollywood)

Second-largest film industry globally; box office hit N15.6B in 2025 (34.7% growth)

122 cinemas across West Africa; local films command 49.4% market share.



Music (Afrobeats)

Generated N901B (\$600M) in revenue in 2024; projected N1.5T by 2033

Live performances account for 65.7% of artist income.



Gaming & Esports

Market surged from \$55M (2020) to \$180M (2024); 46.5M active gamers

Mobile gaming dominates at 78% of revenue.



Digital Streaming/OTT

Netflix invested over \$23M in Nigerian content; 1.8M subscribers

OTT video revenues rising from \$33M to \$37M.



Live Events & Festivals

Market projected at \$1.3B ; major concerts, comedy shows, and cultural festivals

Driving tourism growth and venue development.



Television & Broadcasting

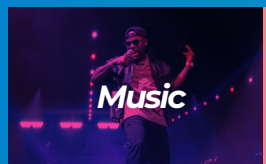
Pay-TV exceeds 7.4M household subscriptions; 70%+ of TV revenue

Radio reaches 77M daily listeners.

Challenges Facing Each **Sub-Sector**



- Piracy and unauthorized distribution (3,500+ copyright complaints in 2023)
- Limited cinemas (122 for 200M+ population); high production costs worsened by naira devaluation
- Constrained access to production financing.



- Weak copyright enforcement and inefficient publishing systems
- Streaming and sync licensing account for only 3% of total revenue
- 70% of practitioners lack formal contracts or social protection



- Inconsistent internet speeds and high data costs
- Total prize pool across 195 events in 2025 was only N90.2M despite 16,122 registered players
- No formal regulatory framework



Challenges Facing Each **Sub-Sector**



Live Events

- Inadequate venues and infrastructure outside Lagos
- Security concerns in certain regions
- High logistics costs and limited insurance products



Television and Broadcasting

- Urban TV viewership declined 43% between 2019 and 2024
- Transition to digital not fully completed
- Advertising revenue migrating to digital platforms



Digital Streaming / OTT

- Broadband gaps and power supply instability
- Weak consumer purchasing power limits subscription uptake
- Amazon Prime scaled back African content production in 2024



Evolution of the Sector

Traditional performing arts, early television broadcasting (NTA), Yoruba travelling theatre, and the birth of the Nigerian music recording industry.

Foundation Era 1960s-1980s

Low-budget direct-to-video film production begins; home video market explodes, creating what would become the second-largest film industry globally.

Nollywood Emergence 1990s

Music industry grows with artists going mainstream; Nollywood professionalizes; DSTV and pay-tv expand audiences across Africa.

Expansion & Formalization 2000s

Streaming platforms enter (iROKO-tv, Netflix, Showmax); Afrobeats achieves global recognition; smartphone penetration drives mobile-first consumption.

Digital Disruption 2010s

Afrobeats dominates global charts with a 5,022% increase in Spotify streams (2021-2025); Nollywood captures 49.4% of West Africa box office share in 2025, surpassing Hollywood for the first time. Nigerian artists earned over N60 billion from Spotify alone in 2025, with streaming revenue up 140% over two years.

Global Breakout 2020s

Regulatory Environment

Key Regulatory Bodies



Oversees copyright registration and enforcement under the Copyright Act 2022



Regulates broadcasting standards, licenses radio and TV stations



Classifies and censor's films and video content, licenses exhibitors



Strategic policy direction; announced \$100 billion creative economy revenue target by 2030



Collective management organization for musical works.

Key Legislation

- ✳ Constitution (Section 39 -- freedom of expression)
- ✳ Copyright Act 2022
- ✳ Trademarks Act
- ✳ National Broadcasting Commission Act
- ✳ NFVCB Act.

Regulatory Challenges

- ✳ No single overarching entertainment law governing the sector
- ✳ Weak copyright enforcement; over 3,500 infringement complaints in 2023
- ✳ 70% of creative practitioners lack structured contracts or social protection.

Swot Analysis

Strengths

- * Largest population in Africa (237M+) with median age of 18.1 years
- * Afrobeats achieved 5,022% increase in global Spotify streams (2021-2025)
- * Nollywood is the second-largest film industry globally by volume 107M+ internet users and 70.4M fintech active users driving digital growth.

Weaknesses

- * Fragmented regulatory environment with no single entertainment law
- * Over 70% of practitioners operate informally without contracts Severe infrastructure deficits, limited broadband, power supply challenges
- * Limited access to formal financing; banks cautious due to intangible assets.

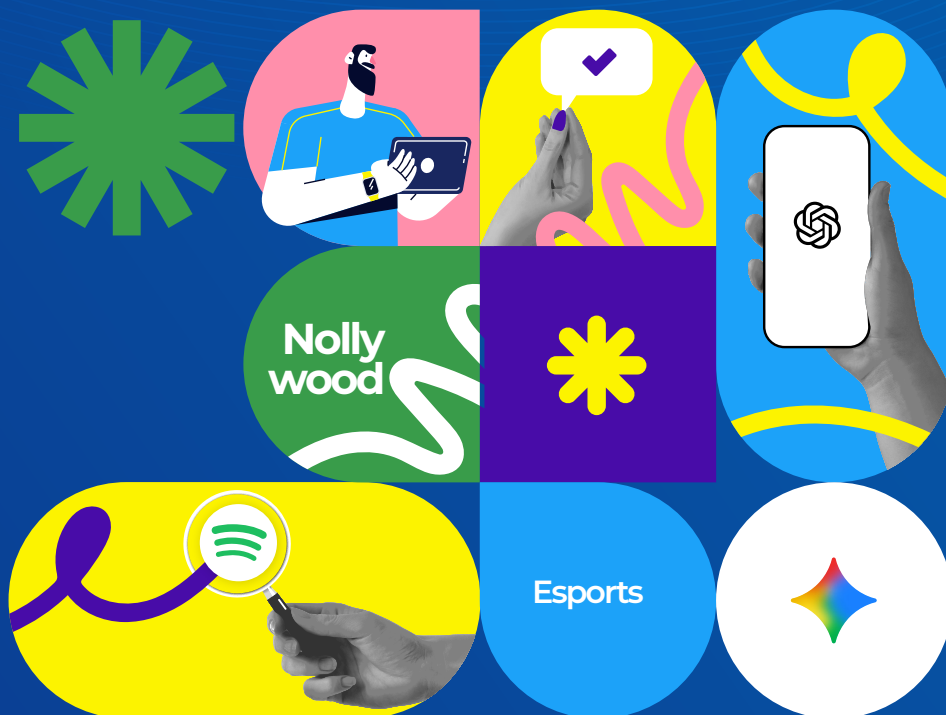
Opportunities

- * E&M sector growing at 8.6% CAGR (2023-2028), outpacing regional peers
- * Digital advertising expected to reach 84% of ad spend by 2029
- * Government broadband target of 90% coverage; 5G deployment underway
- * Afreximbank committed \$500M to African creative and cultural products.

Threats

- * Naira volatility increasing costs; entertainment inflation at 17.2%
- * Foreign platform dominance (Netflix, Spotify, YouTube) extracting value
- * Power supply instability limiting content production and digital engagement
- * Potential scaling back by global platforms (Amazon Prime in 2024).

Top Trends in the Sector



Streaming Dominance

Nigerian artists generated 30.3 billion Spotify streams in 2025; local music dominated 80%+ of Nigeria's Daily Top 50; internet advertising leaped from \$79M (2020) to \$246M (2024)

Mobile-First Content Consumption

Mobile and fixed internet services generated \$3.3B in 2024 (up from \$2B in 2020); smartphone penetration in urban areas reached 87%.

Rise of Gaming & Esports

Esports and video games surged from \$55M (2020) to \$180M (2024); projected \$260M by 2029; 46.5 million active gamers.

Generative AI in Content Creation

AI is beginning to shape storytelling, streamline production, and personalize content delivery across the continent.

Nollywood's Box Office Resurgence

Historic N15.6B box office in 2025; first time Nollywood (49.4%) surpassed Hollywood (48.8%) in regional market share.

Indie Artist Revolution

Independent artists saw 75% increase in streams; indie artists and labels contributed 58% of total Spotify royalties in Nigeria.

Top Players: **Film**
Nollywood Key Players

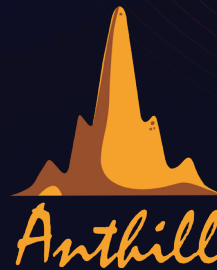
filmOne
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Highest-grossing distributor in 2025



EBONYLIFE STUDIOS

Premium content producer with Netflix and international studio partnerships



Innovative studio behind multiple box office hits

inkblot
 PRODUCTIONS

Consistent box office performer



Highest-grossing single cinema location in 2025; Genesis Cinemas and Film-house are other leading chains

Top Players: **Music** Industry Key Players

Top Artists



Burna Boy
(\$15M)



Wizkid
(\$12M)



Davido
(\$10M)



Tems
(Grammy winner) (streaming dominance)



Ayra Starr

Labels & Platforms



Mavin Records: Africa's leading music label

Boom-play (40M MAU)

Spotify (32M MAU)

Apple Music (18M MAU)

Live Events



MegaLectrics
LIMITED

Top Players: **Gaming & Esports**



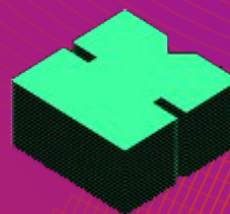
Maliyo Games

Pioneering Nigerian studio creating culturally relevant mobile games.



Nexal Gaming

Key ecosystem organizer and publisher of Nigeria's esports data infrastructure



Kucheza Gaming

Developer of games based on Yoruba culture and mythology.



MTN Nigeria

Telecom giant driving gaming through data packages and esports sponsorships.



Top Players:
Streaming/OTT

NETFLIX

\$23M+ invested in Nigerian content; 120+ local titles;
1.8M subscribers

\$23M+ invested

IROKOTV

Nigeria's leading local streaming platform with
650,000 active users

650k active users

showmax

400,000 subscribers; Nigeria drives 75% of West
African growth

400k subscribers


MULTI CHOICE

DSTV

Leading pay-tv with 7.4M+ household subscriptions.

7.4m+ pay-tv subscribers

prime


Nigerian originals including Gangs of Lagos; Naira
payment options

Nigerian
Originals

Top Players: **Broadcasting**



Channels Television

Leading private TV broadcaster with national coverage and news authority

Arise TV

Premium private broadcaster with pan-African and international reach



Dominant radio networks reaching 77 million daily listeners.

Risk inherent *in the sector*

Credit & Revenue Risk

- ◆ Unpredictable revenue streams, box office and streaming returns are highly variable
- ◆ Intangible asset base makes collateral assessment difficult
- ◆ 70% of sector operates informally, limiting creditworthiness documentation
- ◆ Naira devaluation erodes returns on USD-priced content

Operational & Structural Risk

- ◆ Piracy undermines content monetization (3,500+ infringement complaints in 2023)
- ◆ Infrastructure deficits (power, broadband) can derail production timelines
- ◆ Sector concentration in Lagos creates geographic risk

Regulatory & Legal Risk

- ◆ Fragmented legal framework complicates contract enforcement
- ◆ Evolving copyright and digital content regulations create compliance uncertainty
- ◆ Weak IP protection limits loan security options

While the sector offers compelling opportunities, Financial Institutions must navigate unique risks inherent to entertainment lending and develop tailored mitigation strategies.

Sector Outlook

& Strategic Recommendations

Sector Outlook (2026-2029)

- * Total E&M revenue projected at \$4.9B in 2026, on track to exceed \$6B by 2029
- * Digital advertising to reach 84% of total ad spend by 2029
- * 5G deployment and fiber rollout to unlock new digital experiences and monetization
- * Esports and gaming projected to reach \$260M by 2029
- * Music industry could surpass N1.5 trillion (\$1B) by 2033.

With E&M revenues projected to reach \$4.9 billion in 2026 and the sector growing at 8.6% CAGR through 2028, the Nigerian entertainment sector represents a strategic growth frontier for financial institutions and investors.