



Q1 Nolly Report

2024

*Headlines That Shaped The Nigerian
Film and TV Industry in Q1 2024*

• *This is a SHOCK Quarterly Publication*

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Top 10 Anticipated 2024 Nollywood Projects

From **January - March 2024**, read through the stories and events that will shape how the year plays out.

2023 BEST PERFORMING NIGERIAN MOVIES: BOX OFFICE AND STREAMING

INTRODUCTION

In this article, we take a look at the best performing titles across 3 distribution platforms. This measure of performance is important as it reflects the stories that local consumers loved and insights into producers who got a hold of the market attention.

For Box Office: Nigerian women producers dominated the big screens in 2023 with releases in december that had an enormous marketing budget. From January - december 2023, half of the biggest local hits minted less than N100M in a theatrical run. The performance breakdown follows the worrisome trend of mid hits appearing on the overall top ranking. Hopefully 2024 doesn't follow the trend and we have more N200M hits.

For Prime Video: the consumer data reflects that the outbidding strategy of licensing theatrical titles was a good short term call. Local box office consumer favourites charted in the topmost rankings.

Brotherhood, the Nigerian Crime Action takes the top spot by staying in the top 10 for 183 days. This title debuted on Prime Video in January and stayed in the top 10 charts for about 6 months. This clearly shows how audiences are attracted to well-executed action sequences, strong male leads and memorable characters that drive entertainment value.

For Netflix, The genre of top demand that Nigerians loved was a yoruba epic, a crime action and a thriller. This data suggest that local tastes are broadening with access to titles on the growing popular streaming service. Five Netflix Nollywood Originals made it to the top 30 list. They are Jagun Jagun by Femi Adebayo, The Black Book by Editi Effiong, Ijogbon by Kunle Afolayan, Blood Vessel by Charles Okpaleke, and A Sunday Affair from Mo Abudu. This list also represent the top studios in tuned to get more Netflix commissions by 2024/2025.

NETFLIX

Netflix

- 1 Jagun Jagun
- 2 The Black Book
- 3 Ijakunmo
- 4 A Simple Lie
- 5 Before Valentine
- 6 The Wildflower
- 7 Ijogbon
- 8 The Wait
- 9 Obara M
- 10 Blood Vessels

<https://shockng.com/popular-nollywood-titles-on-netflix-nai->

prime video

Prime Video

- 1 Brotherhood
- 2 King of Thieves
- 3 Battle on Bukka Street
- 4 Gangs of Lagos
- 5 Hey You!
- 6 Palava
- 7 The Trade
- 8 Sista
- 9 Imade
- 10 Love in a Pandemic

<https://shockng.com/popular-nollywood-movies-prime-video-2023/>

Box Office

- 1 A Tribe Called Judah
- 2 Malaika
- 3 Ada Omo Daddy
- 4 Orisa
- 5 Merry Men 3
- 6 Kesari
- 7 Something Like Gold
- 8 The Kujus Again
- 9 Afamefuna
- 10 A Weekend To Forget

<https://shockng.com/top-10-high-grossing-nollywood-mov->

PRIME VIDEO DECREASED INVESTMENT,

Laid off Nigerian Executives in London Office, Discharges over 15 licensed titles

Nollywood was sent a jolting shock when Prime Video Africa executives were laid off. What has been gathered so far is that the streamer reset its strategy to focus on European originals. Whilst no more acquisitions are to be carried out, the streamer has since rolled out its second unscripted show named "Ebuka Turns Up Africa " and will still set a date for the Tiwa Savage feature Water and Garri. What is also strange is how the service has fast-tracked its licensed catalogue of movies. An industry professional calls this move a content discharge ahead of its shortened runway for Prime Video operations in the Nigerian market. Consumer reaction has been negative and Prime Video has still not made any press statement on its status in the continent.



Nollywood movies Released in January 2024

Title	Director	ReleasedDate
A Weekend to Forget	Damola Ademola	January 5

Nollywood movies Released in February 2024

Title	Director	ReleasedDate
Hotel Labamba	Biodun Stephen	February 15
L.I.F.E	Uyoyou Adia	February 15
The Bloom Boys	Xela	February 15

Title	Director	Released Date
Silence	Yemi Filmboy Morafa	February 15
On The Edge	Temitope Akinbode	February 15
It Blooms in June	Akorede Azeez	February 23
A Green Fever	Taiwo Egunjobi	February 26

Nollywood movies Released in March 2024

Title	Director	Released Date
Rainmakers	Niyi Akinmolayan	March 1st
The Two Aishas	Iyke Okechukwu	March 1st
Rush Hour	Dabby Chimere	March 1st
Ebuka Turn Up Africa	Ebuka Obi-Uchendu	March 1st
Japa	Isioma Osaje	March 8th
Different Strokes	Mosun Filani Oduoye	March 8th
Small Talk	Biodun Stephen	March 10th
Casa De Novia	Uyoyou Adia	March 10th
The Kujus 2	Biodun Stephen	March 10th

MOSES BABATOPE RESIGNS FROM FILMONE AFTER BOARDROOM TUSSLE



If Nollywood were to ever boast of its own version of Bob Iger, Moses Babatope would be the prime candidate for such a comparison. For the past decade, he has ushered emerging and established Nigerian producers into the business of the big screens and spearheaded international distribution partnerships with Hollywood studios such as Walt Disney, Warner Brothers, and Sony Pictures and International streaming platforms such as Netflix, Amazon, and Showmax.

After a few weeks of celebrating the success of Nollywood's first 1 billion theatrical hits, news filtered in that Moses was at loggerheads with his longtime co-founder Kene Okwuosa. This friction was so huge that it rocked into a boardroom tussle that saw Moses ousted. Mose's resignation followed the negotiation of a non-compete deal and an interim managing director has been appointed for Filmone.

How this will affect the distribution company is uncertain especially in terms of client relationships, but it seems the industry has entered a new leadership era that will see its bob iger missing in action for the next 1 year.

NETFLIX NIGERIA REVEALS FEMALE-LED TITLES



Leading female film producers, directors, actors and members of the Nigerian film community came together in Lagos, Nigeria for the 'Her Voice, Our Story' International Women's Day event.

During Women's Month, Netflix celebrated and honoured the inspiring women in front of and behind the camera, and the diverse storytelling by women and about women heralds an exciting and diverse slate of upcoming films and series.

The upcoming slate of female-led Nigerian stories spanning various genres and themes of new local films and series from Mo Abudu, Bolanle Austen-Peters, Kemi Adetiba, Chichi Nworah, and Hamisha Daryani Ahuja launch on the service in 2024.

SHANTY TOWN RENEWAL CAUSES PRODUCERS' RIFT

From *To Kill A Monkey*, *Glamour Girls*, *Baby Farm*, and *Shanty Town*, Netflix Africa executives are greenlighting Nigerian titles series for its library.

For *Shanty Town*, this move has sparked a war between its credited producers. The points of contention are on the IP ownership of the series and who should produce it. In a letter sent to Netflix by the Law Firm Pentagon Partners, on behalf of Ini Edo, they demand the streaming service stop any negotiations with Giant Creative Media or Chi Chi Nworah on the production of a second season as the said person/companies do not have the sole intellectual property rights to

the project.

Giant Creative Media has fired back at the claim made by Ini Edo's lawyers. A press release from the company shares that the Chinenye Nworah is the sole initiator and sole copyright holder of *Shanty Town* and that the media should cease spreading false claims

This dispute brings to life a new and age-long industry problem of contracts and IP rights documentation. From the looks of things, the rights claim from Ini Edo might not hold and Netflix can decide whom it wants to do business with.

DISNEY PLUS PREMIERES IWAJU SERIES, MADU DOCUMENTARY WITHOUT SERVICE LAUNCH IN NIGERIA



Globalisation of Nigerian stories and talent is happening at a swift pace. In 2024, the Disney streaming service launched 2 titles that have the infusion of the Nigerian story. While this is something worth celebrating, a new problem emerges - Nigerian-based audiences can't stream any of these titles. This

begs the question "Who is the primary audience for this project?" and as more stories from Nigeria pick up, does that push the urge for Disney to expand its streaming service?



SHOWMAX REBRANDS, ACQUIRES MOSES INWANG “DEAD SERIOUS”

African streaming service has rebranded and launched its 2.0 app. In February, the streamer released a record 21 Showmax Originals from four African countries – including five Originals from Nigeria, a revamped international content slate, and the continent’s first standalone Premier League mobile streaming plan.

Nigerian Original content slate features its first epic drama series, Cheta’m, directed by James

Omokwe; reality TV series Sadau Sisters, starring Nigerian actress Rahama Sadau and her three sisters; documentary series Freeman; romantic comedy movie The Counsellor; and a new season of the hit drama series Flawsome.

The streamer also made a bold move to make its first star-studded acquisition. There is more to come per our sources, Showmax execs are getting pitches from producers to rival its streaming competitors.

A TRIBE CALLED JUDAH TAKES A BOW WITH **N1.4B**

A tribe called Judah is the first billion Naira Nollywood Box office Title. Here are three insights gleaned from this Nigerian trailblazer:

1

December is the window for huge consumer spending and big hits debut.



2

Casting strategy: The Wazobia characterization casting template alludes to how audiences are diverse and need to be appealed to to reach mass consumerism.

3

Household Legacy: Funke for the last 25 years has been featured in every distribution platform for movies and TV shows. She is a household name and she has a monumental impact on box office sales. Can there be another Funke?

LAJU IREN MAKES D2C MOVE WITH 10M PRE-SOLD TICKETS

Film Executive, Laju Iren continues to take a rarely trodden path to reach movie-paying consumers with her new rom-com "Mistakenly Yours"

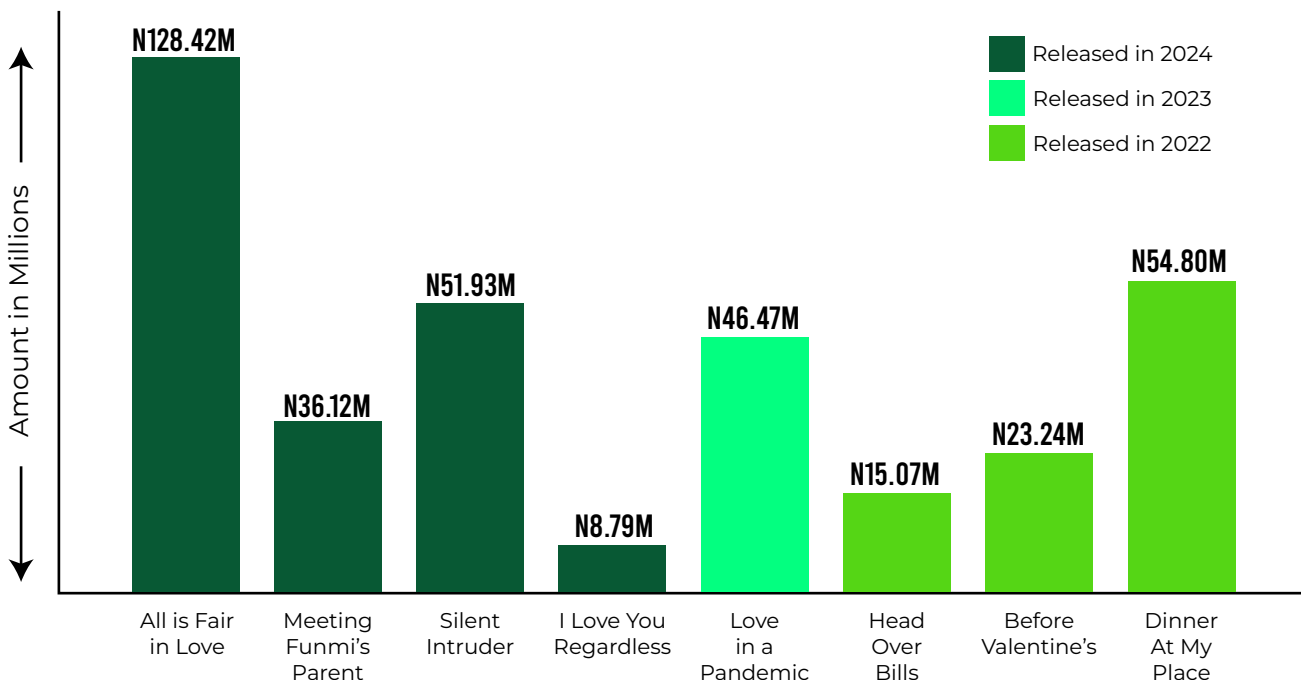
The company has shared that pre-sales for the title have surpassed N10M with over 2000 tickets sold for as low as N5000.

This model and numbers put forward are quite interesting but how much more is needed to break even + should more independent filmmakers be bold enough to abandon a tedious and uncertain box office to sell movie tickets directly to their fans?



WHO WON VALENTINE'S BOX OFFICE 2024?

Nigerians love Love and these Nigerian romance titles targeted the loved-up period of Valentine for their showings:



THE JOHNSONS BIDS FAREWELL AFTER 13 SEASONS

Rogers Ofime, the producer of *The Johnsons*, took to Instagram to announce the end of the beloved sitcom in May 2024, bringing to a close a 13-year journey that has left an indelible mark on Nigerian television.

From its inception in 2012 to its anticipated finale in May 2024, *The Johnsons* has been celebrated for its unique portrayal of an average

Nigerian family in Lagos, navigating life's challenges. As the show concludes, Ofime expresses gratitude for the talented actors who brought the characters to life and invites fans to join in celebrating its legacy. Starring veteran actors like Charles Inojie, Chinedu Ikedieze, and the late Ada Ameh, along with a talented ensemble cast.

AMVCA 10 SWITCHES UP FROM VOTING STYLE TO JUDGES VOTES

This year's AMVCA brings to the test the newly implemented judging system, sunsetting the popular voting system that had been used for the past 8 editions. We await May 2024 when winners will be announced, congratulated, and celebrated. This year's toughest category is best supporting lead actress:



Ajoke Silva
Over the Bridge



Fathia Williams
Jagun Jagun – The Warrior



Bimbo Akintola
The Black Book



Genoveva Umeh
Breath of Life



Eliane Umuhire
Omen



Tana Adelana
Ijobon – Chaos



Ejiro Onojaife
The Origin: Madam Koi Koi

INDUSTRY SPOTLIGHT

MARTINI AKANDE ON HOW TO CUT A BADASS TRAILER FOR A NIGERIAN FILM

Martini Akande is a highly sought-after film editor and producer in the Nigerian film industry. In an excerpt of his interview, he shares his approach and perspective on cutting a trailer that is exciting.



What matters to me when cutting a trailer is what the film is about. A trailer is an invitation to the audience to watch a film. It's meant to tease the audience to come and watch a film.

I don't think it matters if it is a Nigerian Audience but I know that the principles are universal. What will make a Brazilian audience watch a film after watching the trailer is probably what will make a Nigerian audience watch the same film. I get what you mean by "Nigerian audience" and I will tell you a story later.

What really matters is what the film is about, you want to tease the audience to come watch the film, so if the trailer is not impressive, the audience already has doubts about the film. I think a lot of people don't want to reveal too much in their trailers so they end up revealing nothing. You need to give the audience something to hold onto. Give them an idea of the story. Give them a little bit of the conflict. There is no need to worry, Marvel trailers are three minutes long. You need to use the dialogue that tells the story, nothing too detailed but enough to raise interest. It is like buying garri at the market, you will first taste the garri. Just imagine the trader is telling you to only smell the garri; no; you have to taste it. That is when you say oh, "Garri yi kan oo"(you may want to interpret this for the audience), that is then when you buy. A trailer needs to have a direction, there are a lot of convoluted trailers out there.

For instance, for Brotherhood, Jade and I wrote a script for the trailer. A trailer should be scripted or outlined, it should have direction, and it should look good on paper before you start putting it together on your machine.

Now my story on cutting a trailer for a Nigerian audience: I edited a trailer for a film, the film is out now. It was a co-produced title and when I cut the trailer, one of the co-producers was in love with the trailer, and was already preparing marketing and all that, only for the other co-producer who is also a lead actor to come back and say he liked the trailer, but it wouldn't work for his own audience; he said the trailer was too serious for his own audience. Of course, I got paid my full balance. So he said, what he would do is use part of the trailer I cut and use my sound bed.

When I do my trailers I first build a sound bed, I mean a dialogue, sound effects and music bed before I start cutting my trailer - he used the sound bed for all the promos, all the trailers, everything. When I was feeling some kind of way, the co-producer told me they liked what I did but this person knows his audience, the kind of audience he wants to attract, the kind of audience that will pay for his own film, and what they like.

So they were like, this trailer you have done is looking like an Oscar trailer and in a way, they were right because when I saw the trailer they did, and the comments they were getting, I was like Ok, he knows what works for his audience.

I don't know how that helps the industry grow if we keep saying "This is what the audience will like" and we don't try to educate the audience and improve their taste by telling them this is also good. If we keep letting the audience determine...It is a business, I understand, but I just think everything should be balanced.

Head over to shockng.com to read the full exclusive interview

BUKKY WRIGHT NOLLYWOOD COMEBACK

The Nollywood icon, Bukky Wright made her grand comeback on Red Circle. Nora Awolowo's Rixel Studios has exclusively unveiled its full cast for the upcoming action thriller blockbuster named "Red Circle". The thriller drama directed by Akay Mason sees Bukky Wright return once more to grace Nollywood screens.



TOP 10 ANTICIPATED 2024 NOLLYWOOD PROJECTS



HOUSE OF GA'A



EVERYTHING SCATTER



ASIRI ADE



EKO MIAMI



HIJACK 93



FUNMILAYO RANSOME KUTI



I DO NOT COME TO YOU BY CHANCE



THE PARTY



TOKUNBO




RED CIRCLE



SHOCK

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