

# *A Summary Presentation on English Speaking West Africa Film Sector*

*A Special Focus on Nigeria's Box Office & its Ancillary Potential*



- i. Key Film Sector Government Ministries, Agencies & Professional Bodies***
- ii. West Africa Exhibitor (Cinema) Summary & Projections***
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# Major Film & Media-Related Public Bodies in Nigeria

BODIES	FUNCTIONS
National Film & Video Censors Board	Central regulatory authority for the Nigerian Film Industry.
Nigerian Film Corporation	Responsible for the development of the Nigerian film industry & encouragement of local talent by way of training, financial support & other related matters.
Nigerian Copyright Commission	Takes charge of legal issues on all matters affecting Copyright in Nigeria with particular reference to the Commission's statutory mandate.
Copyright Society of Nigeria	Set up to promote and protect the copyright of practitioners in the Nigerian music industry, including use of musical works in film.
Bank of Industry	Government-owned Financial Institution set up to effectively provide long term financing to the industrial sector of the Nigerian economy.
Ministry of Information & Tourism	Federal Ministry charged with the management of the image, reputation and promotion of the culture of the people and Government of Nigeria
Lagos State Film & Video Censors Board	Handles censorship and compliance at Lagos State Government level
Kano State Censorship Board	Handles censorship and compliance at Kano State Government level
Cinema Exhibitors' Association of Nigeria (CEAN)	Professional Body set up by leading industry stakeholders to oversee & maintain industry standards, and protect the interests of participants and new entrants in the cinema space
Film Distributors' Association of Nigeria (FDAN)	Professional Body set up by leading industry stakeholders to oversee & maintain industry standards, and protect the interests of participants and new entrants in movie distribution
Comscore	Official platform wherein completed and up-to-date box office information is sourced and tracked.

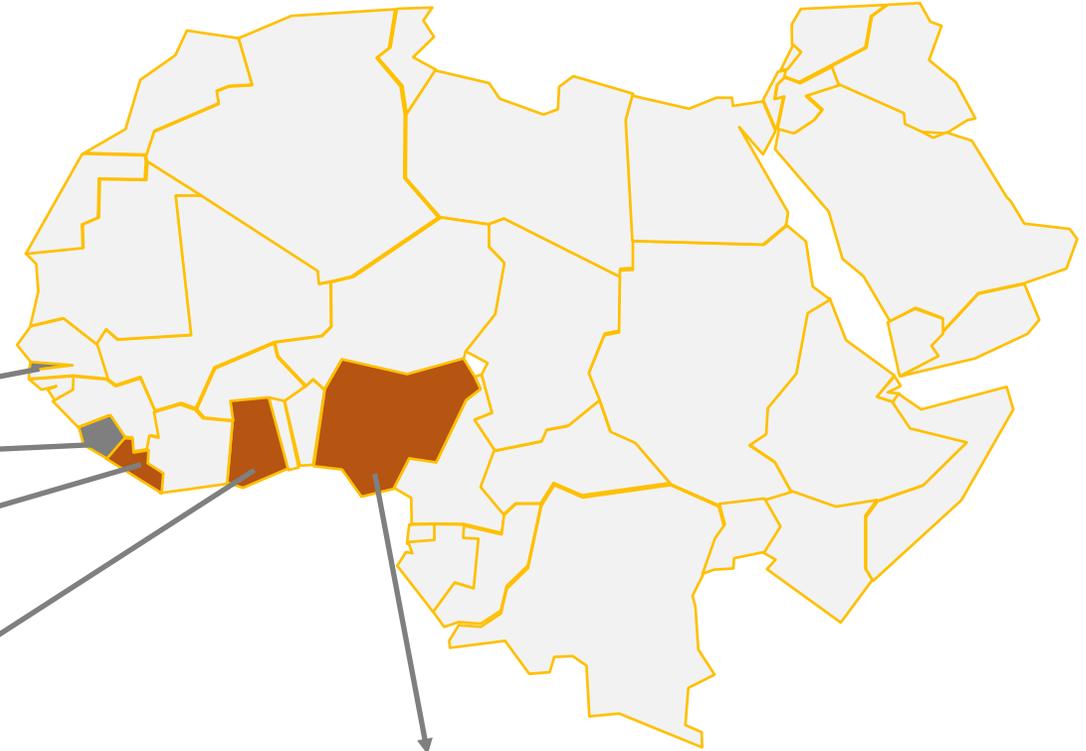
# *West Africa Exhibitor (Cinema) Summary & Projections*



# West Africa (English-Speaking) Countries – Film Space

Over the years, Nigeria has remained atop, as compared with other countries in the region; with a population; upwards of 190million, being a major contributor to the dominance. These key metrics include;

- Number of Cinema Sites (DCI Compliant)
- Box Office Revenues
- Youth (Cinema going) Population
- Frequency & Quality of Local Productions



*Sierra Leone (6million) & Gambia (2million) both in English speaking West Africa, do not have any DCI Compliant Cinemas, as at July 2019.*



Liberia

Population	4million
# of DCI Compliant Cinemas	1
Box Office Contribution (Avg.)	0.2%



Ghana

Population	28million
# of DCI Compliant Cinemas	4
Box Office Contribution (Avg.)	10%



Nigeria

Population	190million+
# of DCI Compliant Cinemas	56
Box Office Contribution (Avg.)	89.8%

*... as at August 2019.*

# Exhibitor Breakdown of the W. Africa Territory

EXHIBITOR	LOCATIONS	SCREENS
FILMHOUSE CINEMAS	AKURE	5
	LEKKI	6
	DUGBE	4
	SAMONDA	3
	KANO	3
	SURLERE – LEISURE	3
	SURULERE –AOS	5
	BENIN	4
	ONIRU	3
	PORT HARCOURT	5
	<b>LANDMARK</b>	6
SILVERBIRD CINEMAS	SEC, ABUJA	8
	GALLERIA	4
	IKEJA	5
	UYO	3
	FESTAC	4
	JABI	4
	ACCRA, GHANA	5
	MONROVIA	2
	WEST HILLS, GHANA	3
GENESIS CINEMAS	MARYLAND	4
	OWERRI	3
	LAGOS	7
	PORT HARCOURT	4
	ABUJA	3
	WARRI	3
	Gateway	4
	ASABA	3
	ABIA	3
	AJAH	5

EXHIBITOR	LOCATIONS	SCREENS
VIVA	IBADAN	3
	ILORIN	4
	<b>ENUGU</b>	3
	<b>OTA</b>	4
KADA	BENIN	5
	PORTHARCOURT	3
OZONE	YABA	6
LIGHTHOUSE CINEMAS	WARRI	5
	JIBOWU	4
PEPPERONI	PORT HARCOURT	2
MEES PALACE	JOS	2
FUNCTIONS	GHANA	3
CARTEGE	ASABA	4
MARTURION	IGANDO	1
OOPL	ABEOKUTA	1
TIMSED	IJEBU-IJESHA	1
WATCH & DINE	KUMASI, GHANA	4
GRAND	CHEVRON DRIVE	3
NOSTALGEA	YENAGOA, BAYELSA	1
MAGNIFICENT	SOMOLU	1
CITADEL	UROMI	1
SKY	<b>SANGOTEDO</b>	4
DIAMOND	<b>ENUGU</b>	1
HERITAGE	<b>ABULE EGBA</b>	1
MEGA 1 CINEMA	<b>CHEVRON DRIVE</b>	4
IMAGINE	ABEOKUTA	1

## ... DCI Compliant Cinemas

Across the region (i.e. Nigeria, Ghana & Liberia), there is a total number of 56 cinema sites and 194 screens.

The total number of screens have increased with the number of sites that have recently commenced operations

## 2019 Cinema Openings so far...

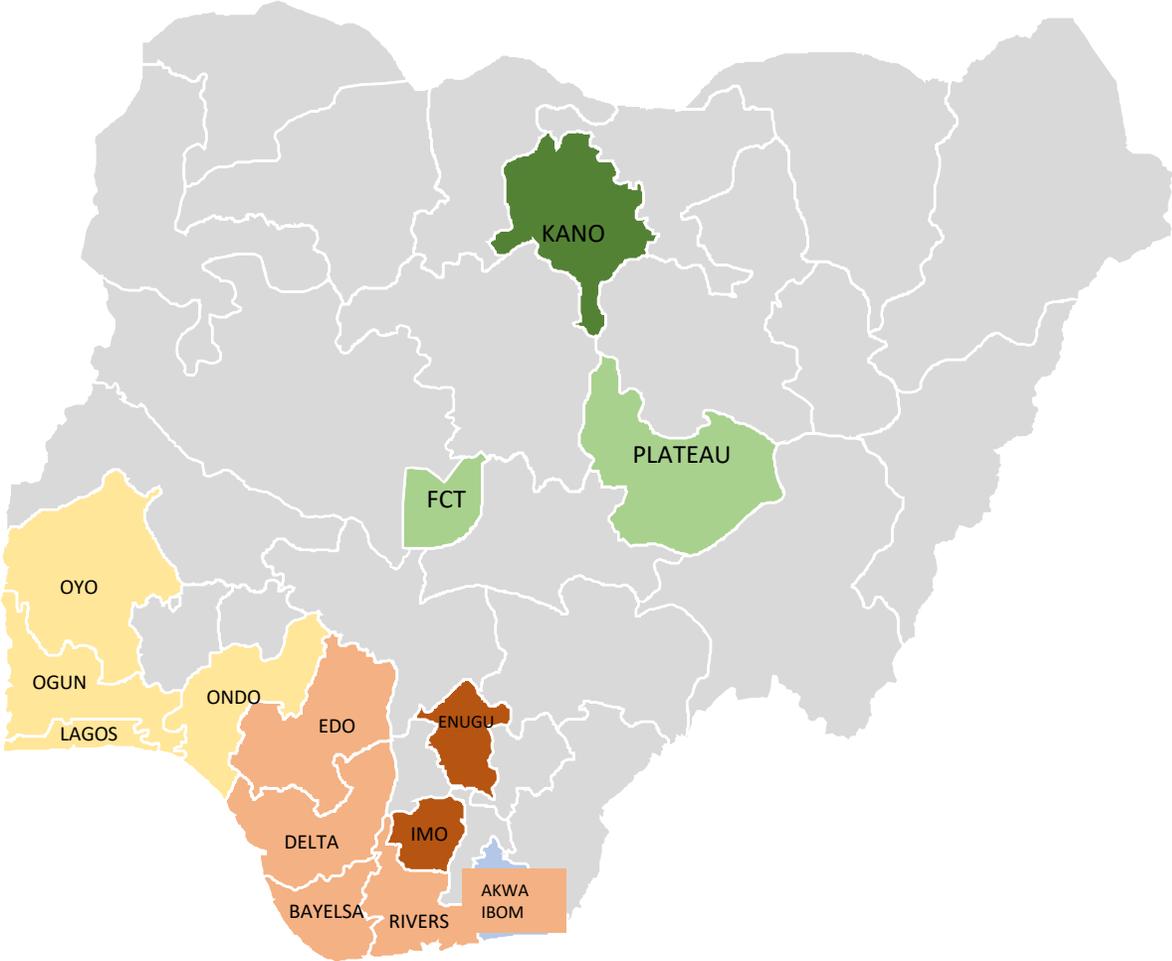
S/N	Cinema	Location
1	Viva Ota	Ota, Ogun
2	Viva Enugu	Enugu
3	Diamond Cinema	Enugu
4	Mega 1	Chevron, Lagos
5	Sky Cinema	Sangotedo Lagos
6	Heritage Cinema	Abule Egba, Lagos
7	Genesis Cinemas	Abia
8	Kada	Port Harcourt
9	Filmhouse Landmark	Landmark Lagos

*Exhale Cinema had been in operation for a few years, but only recently closed down in September*

Digital Cinema Initiative (DCI) standard is a motion picture format, established by a JV among the major international studios, to ensure a standard for digital cinema systems. This essentially is a response to the increased piracy threats.

# Nigeria - Exhibitor Breakdown

Regions	Analysis
 <b>South West (28)</b>	Housing over 53% of the Nigeria's cinema sites, the SW region accounts for well over half of the box office earnings per title.
 <b>Bendel/South South(13)</b>	With around 30% contribution, the SS region typically contribute notably to the lifetime box office earnings per title. The notably huge youth population is a major factor.
 <b>North West (1)</b>	With the cinema going culture particularly new in this region, there is presently only one cinema in Kano.
 <b>North Central (5)</b>	Despite the vast geographical expanse in Northern Nigeria; the notably religious and somewhat uncertain terrain has stunted any major expansion.
 <b>South East (4)</b>	Cinema activities in the eastern region recently resurged in 2019, plausibly due to the demand. We expect some additions before the end of the year.



Upcoming Cinema Openings - 2019

S/N	Sites	Location
1	Filmhouse IMAX, Circle Mall	Jakande, Lagos
2	EbonyLife Cinema	VI, Lagos
3	Viva Cinema	Ikeja
4	Deepend Cinema	Benin
5	Filmhouse	Oshogbo, Osun

# Cinema Distributors - Nigeria

**FilmOne**  
Distribution



WALT DISNEY  
PICTURES



**film**

DISTRIBUTION



*All FDAN registered distributors distribute Nollywood, and a series of independent titles.*



*2019 (January – October) Box Office Summary*



# Box Office Performance - 2019 So Far...

2019 started out particularly strong at the box office, with two major December titles (Aquaman & Chief Daddy) continuing to lead the pack, despite newer January Introductions

Being an election year, typically characterised with some form of violence amid postponements, the box office forecasts for February & a greater part of March was particularly gloomy. In line with these expectations, particularly with overcrowded Nollywood space, box office earnings over the period suffered quite noticeably. Despite this, Alita and What Men held strong in box office

Wetting folks appetite ahead of the Endgame, Captain Marvel was well received in the month of March, providing much needed respite.

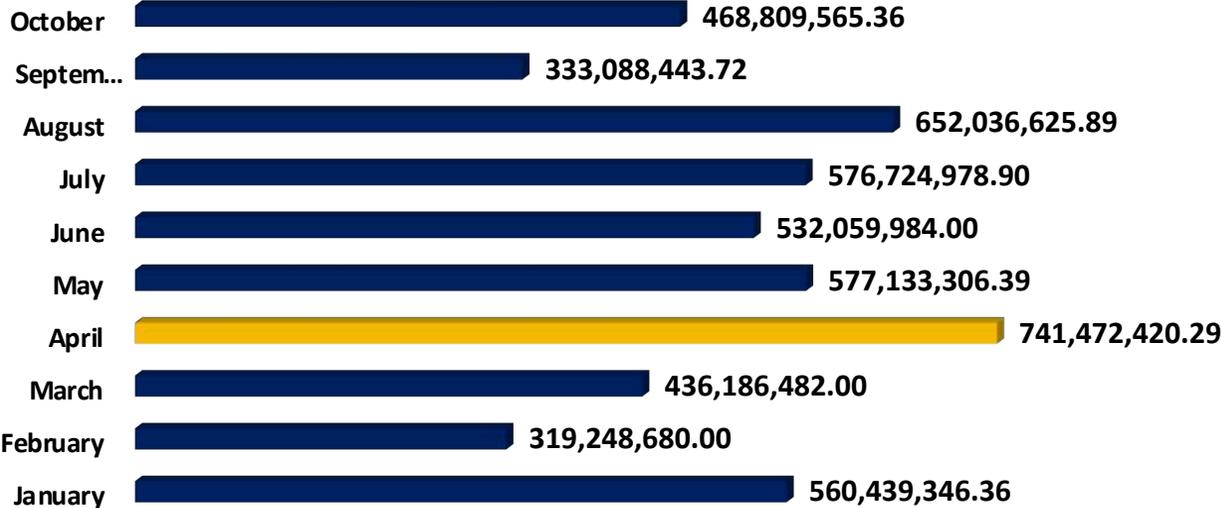
April is by far the highest grossing month of the lot, with an industry GBO of **N741.47million**; thanks to the 'EndGame Takeover'.

Interestingly, there have been a total of 108 Nollywood titles as compared with the 67 Hollywood titles, released over the eight month period.

The limited number of movie screens have been most saturated to say the least, enabling a subpar performance particularly for Nollywood titles.

Hollywood has remained at the helm of box office regardless of limited screens and a higher number of Nollywood titles released in the year.

## January - October 2019 Industry Performance



# Top 10 Hollywood Releases - 2019



Avengers EndGame  
N528 million



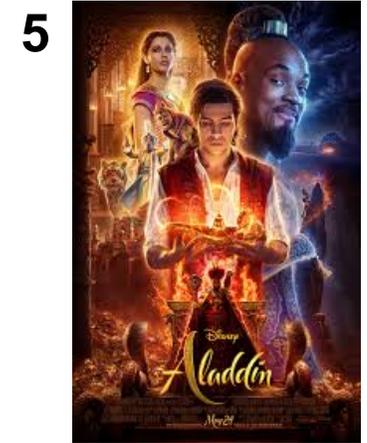
The Lion King  
N316 million



Hobbs and Shaw  
N279 million



Captain Marvel  
N238 million



Aladdin  
N194 million



Angel Has Fallen  
N184 million



Spiderman: Far From Home  
N181 million



John Wick 3  
N173 million



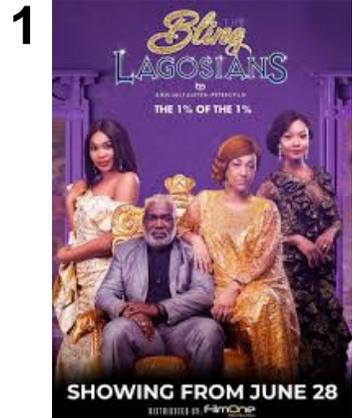
What Men Want  
N130 million



Alita: Battle Angel  
N113 million

Source - Comscore; Figures collated as at October 2019.

# Top 10 Nollywood Releases - 2019



**The Bling Lagosians**  
N120 million



**The Set-Up**  
N53 million



**Mokalik**  
N46 million



**Love is War**  
N31 million



**Gold Statue**  
N31 million



**KnockOut**  
N27 million



**Elevator Baby**  
24 million



**Kasanova**  
N22 million



**Hire a Woman**  
N21 million



**The Reunion**  
N19 million

Source - Comscore; Figures collated as at October 2019.

# Top 20 Releases - 2019

S/N	TITLE	GBO Figure	Distributor	Hollywood/Nollywood
1	Avengers : End Game	528,296,437	Blue Pictures	Hollywood
2	Lion King	316,190,682	Blue Pictures	Hollywood
3	Fast & Furious: Hobbs and Shaw	279,550,296	Silverbird	Hollywood
4	Captain Marvel	238,621,618	Blue Pictures	Hollywood
5	Aladdin	194,147,107	Blue Pictures	Hollywood
6	Angel Has Fallen*	184,552,587	FilmOne	Hollywood
7	Spiderman : Far From Home	181,306,642	Silverbird	Hollywood
6	John Wick	173,489,022	Silverbird	Hollywood
7	What Men Want	130,306,046	Silverbird	Hollywood
8	The Bling Lagosians	120,135,139	FilmOne	Nollywood
9	Alita: Battle Angel	113,870,640	FilmOne	Hollywood
10	Shazam	113,820,149	FilmOne	Hollywood
11	Dark Phoenix	98,581,345	FilmOne	Hollywood
12	Joker	72,403,488	FilmOne	Hollywood
13	Little	67,159,214	Silverbird	Hollywood
14	Men In Black	66,665,155	Silverbird	Hollywood
15	Gemini man	64,072,925	Silverbird	Hollywood
16	Hustlers*	60,791,456	FilmOne	Hollywood
17	Glass	58,066,281	Blue Pictures	Hollywood
18	Maleficent: Mistress of Evil	55,285,881	Blue Pictures	Hollywood
19	Anna	53,629,878	FilmOne	Hollywood
20	Set Up	53,305,115	FilmOne	Nollywood

*\*...indicates titles still running in the cinemas.*

*Films highlighted in grey are Nollywood titles*

# All - Time Top 30 Releases

S/N	RELEASE DATE	TITLE	GBO FIGURE	DISTRIBUTOR	TYPE
1	February-18	Black Panther	818,117,133	Blue Pictures	Hollywood
2	April-19	Avengers Endgame	528,296,437	Blue Pictures	Hollywood
3	December-16	The Wedding Party	453,000,000	Filmone	Nollywood
4	December-18	Aquaman	452,059,079	Filmone	Hollywood
5	December-17	The Wedding Party 2	433,197,377	Filmone	Nollywood
6	April-18	Avengers Infinity War	449,788,298	Blue Pictures	Hollywood
7	December-18	Chief Daddy	387,463,949	Filmone	Nollywood
8	July-19	Lion King	316,190,682	Blue Pictures	Hollywood
9	August-19	Fast& Furious: Hobbs and Shaw	279,550,296	Silverbird	Hollywood
10	October-18	King Of Boys	244,775,758	Filmone	Nollywood
11	September-18	Merry Men	235,628,358	Filmone	Nollywood
12	March-19	Captain Marvel	238,621,618	Blue Pictures	Hollywood
13	May-19	Aladdin	194,147,107	Blue Pictures	Hollywood
14	August – 21	Angel has Fallen*	184,552,587	FilmOne	Hollywood
15	July-19	Spiderman: Far From Home	181,306,642	Silverbird	Hollywood
16	September-16	A Trip To Jamaica	180,264,964	Filmone	Nollywood
17	June-17	10 Days In Suncity	176,705,699	Filmone	Nollywood
18	May-19	John Wick	173,489,002	Silverbird	Hollywood
19	July-18	Mission Impossible 3	169,205,917	Silverbird	Hollywood
20	April-17	Fast And Furious 8	163,490,208	Silverbird	Hollywood
21	May-18	Deadpool 2	163,455,399	Filmone	Hollywood
22	October-14	30 Days In Atlanta	163,351,300	Silverbird	Nollywood
23	December-16	Jumanji	158,972,330	Silverbird	Hollywood
24	April-15	Fast And Furious 7	154,972,330	Silverbird	Hollywood
25	November-17	Thor Ragnarok	151,145,885	Blue Pictures	Hollywood
26	October-18	Venom	143,000,000	Silverbird	Hollywood
27	March-16	Batman Vs Superman	140,000,000	Blue Pictures	Hollywood
28	November-17	Justice League	138,813,354	Blue Pictures	Hollywood
29	March-17	Logan	138,011,464	Filmone	Hollywood
30	December-16	Assasin's Creed	132,518,314	Filmone	Hollywood

*These figures are as at 31<sup>st</sup> October 2019 (Comscore)*



*\*... indicates titles still running at the cinemas*

# 5 Year Industry Summary - West Africa

	2015	2016	2017	2018	2019 (Jan - Oct)
Cinema Sites	25	29	33	48	56
Cinema Screens	103	134	140	194	194
Avg. Run Per Release	4	4	4	5	3
Avg. Screens Per Site	5	5	5	6	5
Total Admissions	2,459,778	3,234,061	3,983,141	5,432,537	4,798,678
No of Titles Released	195	188	165	210	247
Nolly vs. Holly (Releases)	20%   80%	37%   63%	53%   47%	41%   59%	59%   41%
Total GBO	₦ 2.5billion (\$13.2million)	₦ 3.2billion (\$10.3million)	₦4.3billion (\$13.2million)	₦5.9billion (\$16.2million)	₦5.1billion (\$14.4million)
Nolly vs. Holly (Box Office)	20%   80%	30%   70%	33%   67%	28%   72%	21%   79%
Average Ticket Price	₦950 (\$5)	₦1080 (\$3)	₦1089 (\$3)	₦1225 (\$3.38)	₦1036 (\$2.84)
FX Rate	\$1 – ₦190	\$1 – ₦320	\$1 – ₦330	\$1 - ₦365	\$1 - ₦365

Figures collated (Comscore) as at October 2019.

## *Nollywood vs. Hollywood / Box Office Projections*



# Overview of Nigeria's NFVCB Certifications

	CERTIFICATION	MEANING
	<b>GENERAL (G)</b>	SUITABLE FOR ALL AGES
	<b>PARENTAL GUIDANCE (PG)</b>	ACCOMPANIMENT BY AN ADULT IS ADVISED
	<b>12</b>	NOT SUITABLE FOR PERSONS UNDER THE AGE OF 12 YEARS
	<b>12A</b>	NOT SUITABLE FOR PERSONS UNDER THE AGE OF 12 YEARS, UNLESS ACCOMPANIED BY AN ADULT
	<b>15</b>	NOT SUITABLE FOR PERSONS UNDER THE AGE OF 15 YEARS
	<b>18</b>	NOT SUITABLE FOR PERSONS UNDER THE AGE OF 18 YEARS
	<b>RESTRICTED (RE)</b>	NOT SUITABLE FOR PERSONS UNDER THE AGE OF 18 YEARS AND ONLY ELIGIBLE FOR SCREENING IN SPECIALIZED LICENSED PREMISES

*The certification given to a title by the censors board (NFVCB) could be a make or break for the release, particularly Nollywood titles.*

*Ideally, certifications between the G – 12A bracket are most preferable, as that reduces the restrictions as to what cross section of viewers are allowed to watch the title.*

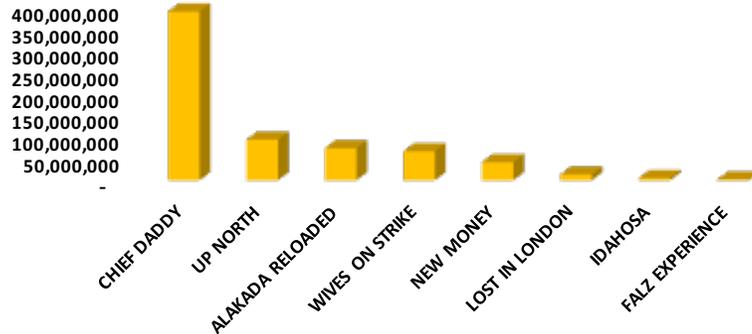
*Invariably, the certification of a title is directly correlated to 'bums on seats' e.g. The Wedding Party Films, Chief Daddy*

*For titles in the 15 - 18 rated bracket, the marketing for said titles have to be long lead and deliberate, to cancel out the adverse effect of a higher classification. Good examples are King of Boys and Merry Men.*

# Importance of the NFVCB Classification

... on Nollywood Releases

Filmone Nollywood Titles - Rated PG  
2017 - 2019



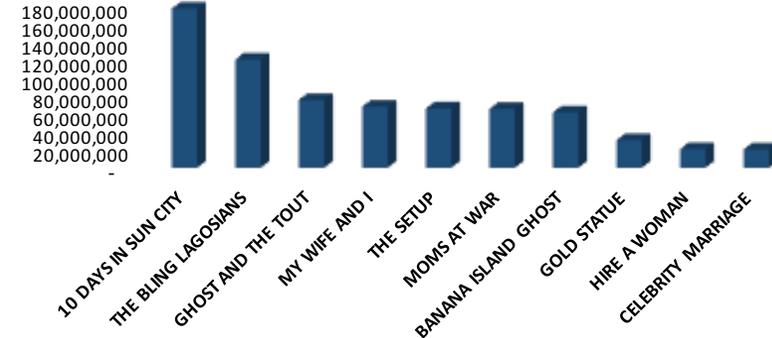
The classification of titles is important as it could be the major determining factor between a standout and a lack luster opening weekend.

An in-depth analysis of the highest grossing Filmone Nollywood releases, showed that titles in the PG – 12A bracket, ultimately performed better on average at the box office. As a matter of fact, the top 3 titles all fell within this bucket.

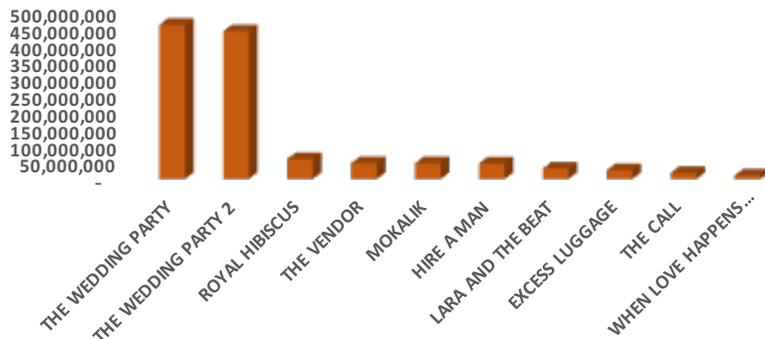
On the other end, there have only been two titles who have performed exceedingly despite being 18-rated... i.e. King of Boys & Merry Men. These titles of course, had quite generous marketing budgets. The other titles ultimately averaged below N50m in box office earnings.

Worthy of note, is the running time for each title. Whilst there has been some exceptions, the runtime per title is directly correlated with how long the title will run in cinemas.

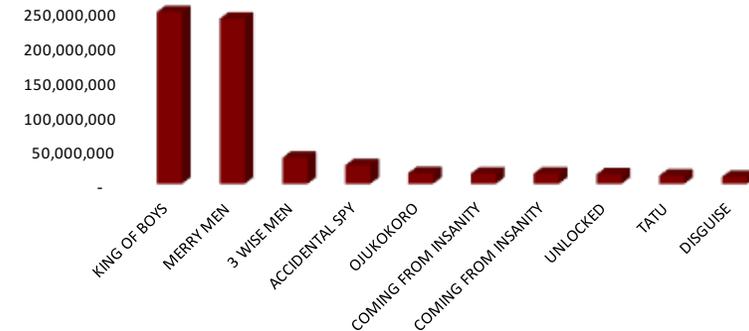
Filmone Nollywood Titles - Rated 15  
2017 - 2019



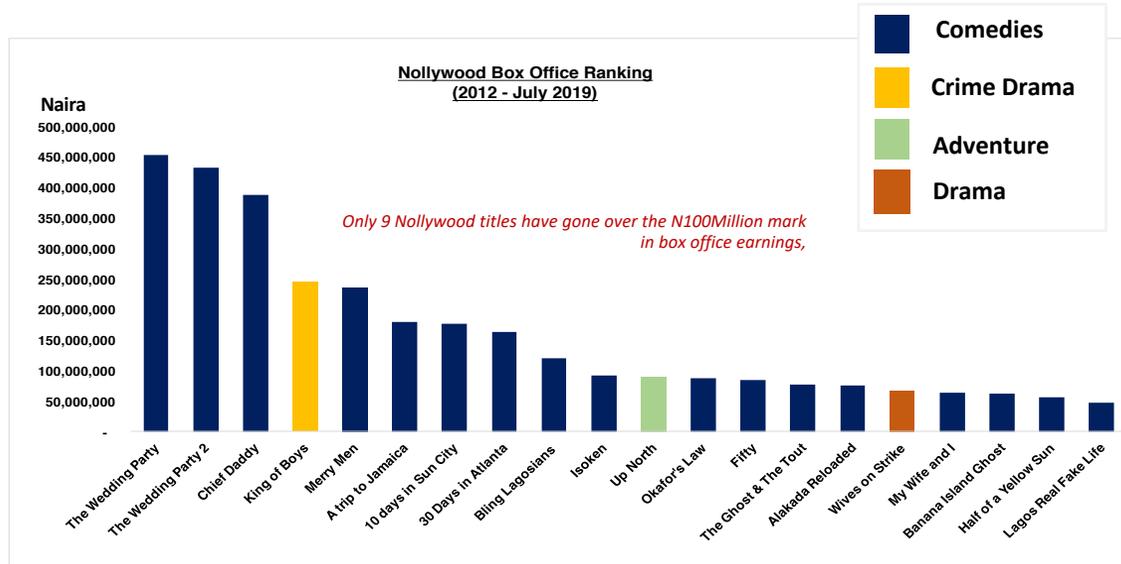
Filmone Nollywood Titles - Rated 12A  
2017 - 2019



Filmone Nollywood Titles - Rated 18  
2017 - 2019



# Movie Genre – W. Africa Cinema Audience



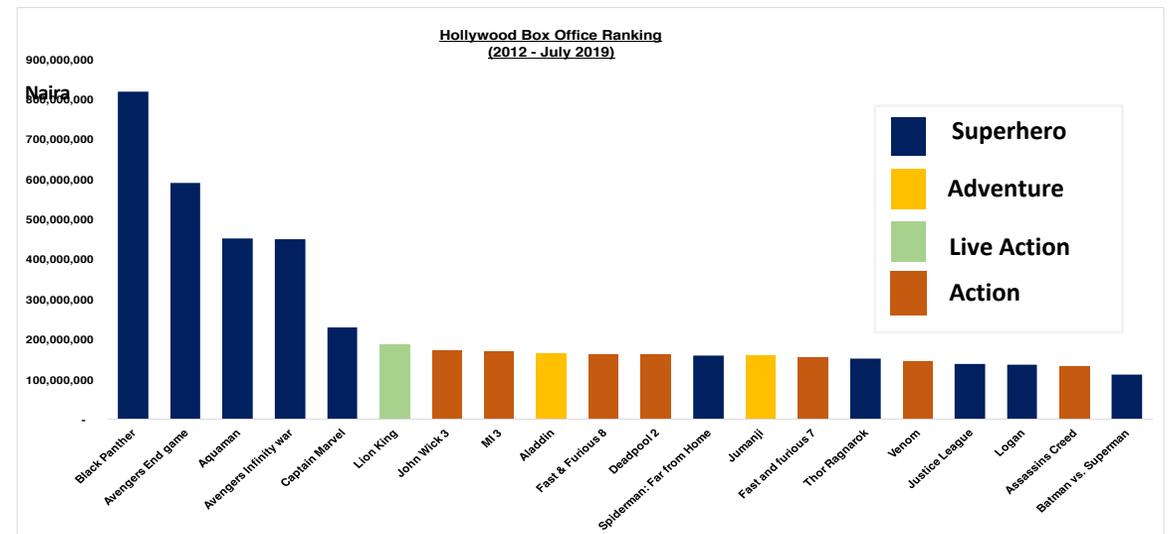
## Nollywood

An analysis of the highest grossing Nollywood titles shows that the **Comedy** titles are most favored at the box office as compared with other genres. Be it Action Comedy, Romantic Comedy or Slapstick Comedy, the appeal of 'escapism' is a recurring crowd pleaser.

Worthy of note, majority of the above were classified between General and 12A, therefore removing any more restrictions

A one-off entrants into the top 20 is King of Boys, which is a **Crime Drama**. As expressed earlier, the long lead marketing strategy (spanning no less than 12-18 months before release), as was the case with this title is none negotiable.

Genres such as Drama, History, Epic have shown overtime at the cinemas but have failed to do decent business at the box office mainly due to poor production quality and subpar marketing



## Hollywood

There's no question on the enormity of **Superhero** titles in this region, with half of the titles in the top 20 of all time, being super hero themed. **Action** titles are also a huge crowd pleaser, tying into the 'escapism'; trend noticed.

The mid-tier titles are usually Comedies, Drama, and History, which typically range within the N15m – N40m band; howbeit not without decent positioning.

On the average, the Hollywood titles typically perform better than Nollywood titles mainly due to the production quality of the title as well as long lead global marketing. These two cogent points, ultimately spur film-bookers to schedule the titles quite generously. This invariably informs the resultant stellar opening weekend.

On the other hand, Sci-Fi and Horror titles continue to struggle, as the cross section of the cinema going public are a niche size.

# The Nollywood “Cinema”

There has been an evident revolution on what is believed to be Nollywood Cinematic titles . Of the 106 Nollywood titles that have been released this year, there have been;

- Mainstream Nollywood - English speaking titles, usually widely released
- Kannywood - Hausa speaking titles mainly released theatrically in the Northern states
- Yorubawood - Yoruba speaking titles predominantly released in South West Nigeria

Kannywood

S/N	TITLES	GROSS BOX OFFICE
1	LAIFI INUWA NE	251,300
2	KOMAI NISAN DARE	401,000
3	NAMIJIN KISHI	718,500
4	DAREN FARKO	666,500
5	ANABARIN HALAK	528,000
6	KARKI MANTA DANI	3,549,000
7	MAYANGO BE	388,000
8	WAKILI	2,163,000
9	WUTAR KARA	1,745,200
10	FANSA QAUNA	452,100
11	HAFEEZ	1,944,000
12	BARAZANA	797,000
14	ANA DARA GA DARE	1,316,300
15	ZAN RAYU DAKE	462,900
16	ASHE ZAMU GA JUNA	659,000
17	HAUWA KULU	3,623,500
		<b>20,255,554</b>

S/N	TITLES	GROSS BOX OFFICE
1	MODORISA	4,756,200
2	NIMBE	10,647,890
4	JOBA	5,841,459
5	ODAJU	744,300
6	GBARADA	10,047,600*
7	MOKALIK	46,929,446*
	ALUBARIKA	1,474,700
	IPADE	48,500
		<b>80,490,095</b>

Yorubawood

The total box office earnings for Nollywood titles in the year so far (Jan – Aug ) is at **N860.2million**. This includes spillovers from the December titles.

Its interesting to see that about N79million of this has come from ‘Yorubawood’ titles, and almost N17million from ‘Kannywood’.

# 10 - Year Box Office Projection

	2017	2018	(+/-)	2019 (Proj.)	(+/-)	2024 (Proj.)	(+/-)	2030 (Proj.)	(+/-)
<b>Number of Cinemas</b>	34	48	41%	61	27%	110	80%	200	82%
<b>Number of Screens</b>	153	193	26%	226	17%	379	68%	649	71%
<b>Overall Admissions</b>	3,983,141	5,432,537	36%	7,605,552	40%	44,152,269	481%	201,102,488	355%
<b>Overall GBO</b>	4,338,023,882	5,917,575,314	36%	8,284,605,440	40%	48,094,356,013	481%	219,057,704,844	355%
<b>Average Ticket Price (2D)</b>	1,100	1,350	23%	1,400	4%	1,450	4%	1,600	10%
<b>Average Ticket Price (3D)</b>	2,500	2,800	12%	2,800	0%	3,100	11%	3,500	13%

*The analysis is based on the continuous growth trajectory of the West Africa movie space; especially in Nigeria.*

*The metrics considered are; (i)Number of Nollywood cinema releases; year-on-year*

*(ii)Exponential growth in Exhibitor Count*

*(iii)Foreign Investment/Interest in local productions*

*(iv)Increase in Cinema premium formats e.g. IMAX, 4DX, Screen X, MX4D*

*(v)Growing Youth & Middle Class Population*

## *Developments & Opportunities in Nigeria's Cinema Space*



# New Developments in the Cinema Space



Genesis Cinemas – Screen X Partnership  
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Genesis Cinemas plans to bring a total of six Screen X auditoriums to Nigeria



**FILMHOUSE**  
CINEMAS  
signs agreement, to open a MX4D screen in 2019



Establishment of Cinema Exhibitors Association of Nigeria & Film Distributors Association of Nigeria



Viva Cinemas recently acquired 4K projection at two of their newly opened sites



Silverbird - 4DX Partnership  
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Presently, there are three 4DX Sites Nationwide



Data Reporting on Comscore  
---  
100% of the territory's cinemas have been integrated

# Opportunities in Nigeria's Cinema Space



Integration of technology  
e.g. WiFi, Cloud Services



Opening of more Cinemas;  
there are only 4 6-screen  
cinemas in the territory



Marketing & PR of films  
and cinemas



Pop-up and mobile cinemas



High quality printing of  
Movie marketing materials  
& Movie Merchandising



New Retail Offerings

*An Attempt to estimate Film Revenues in 2018 - Where the opportunities are*



# An Attempt at Valuing Nigeria's Film Industry Revenue

.... Based on estimated Film revenues earned in 2018

The total estimated revenue earned in the Film Industry for 2018, sits at about N9,823,575,314

Nigeria Film space is losing approximately 10x of each ancillary line in piracy and unauthorized exhibition

TVOD & SVOD REVENUE  
N315Million

3%

Based on the estimation that at least 20 Nollywood titles got on TVOD platforms during the year. Some of these platforms include Amazon Prime, Roku, Hoopla. Based on the estimation that at least 43 of the 86 titles released last year, as well as some 2017 releases

Sponsorships  
N250Million

3%

These include Product placement in titles, Premiere sponsorship, P&A Contribution

BOX OFFICE REVENUE FROM CINEMAS NATIONWIDE  
N5.9Billion

60%

Actual reports received from all registered distributors (including Filmone, Silverbird Distribution, Pinnacle, Blue Pictures & Genesis Distribution) as well as comScore.

PAY TV & DVD Sales  
N3.15Billion

32%

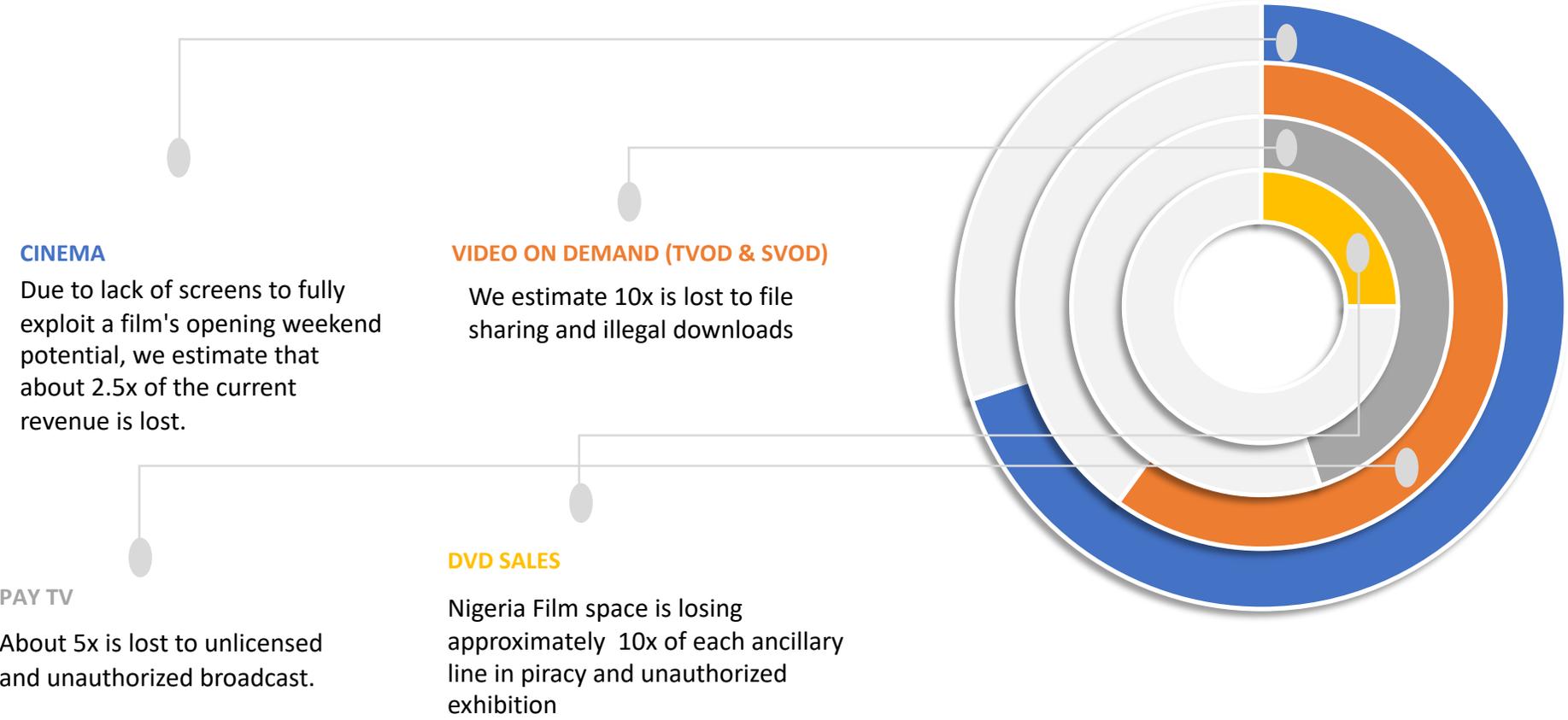
A total of about 900 films were censored in 2018. This estimate is based on at least 5000 copies sold at the average price. It is also estimated that half of these titles, end up on PAYTV platforms such as DSTV Box office

Inflight, Private & Festival Screenings  
N191Million

2%

Inflight; based on an average of 15 airlines accepting each title, screenings at least 2 festivals per year and private HNI screenings

# How Much is Being Lost in Each Revenue Stream?



## *Nollywood's International Potential*



# Ancillary Platforms

## AIRLINES



## PAY TV



## SVOD – SUBSCRIPTION VIDEO ON DEMAND



## TVOD – TRANSACTIONAL VIDEO ON DEMAND



# Nollywood's International Potential

*Backed on the long lead marketing strategies pegged to particular titles, there is a demand across a number of international countries for Nollywood content, which a detailed positioning strategy can harness.*

***Postulating from the successful international releases of titles such as The Wedding Party Series, The Vendor, Merry Men, King of Boys amongst others, there is an increased opportunity (in about 12 - 18 months) for about 5 titles to earn around \$2million in international sales from about 30 different countries.***

*With the attention Nollywood seems to be attracting, its clear that the international sales trend is sure to catch much steam in the near future, blazing the trail and increasing the income stream for veteran and upcoming Nollywood producers and production houses.*

## Cinema Releases at...

- AMC Theatres
- Cinemark Theatres
- Regal Entertainment



## Cinema Releases at...

- Cineplex Odeon
- Cinemas Guzzo
- Cineplex Entertainment



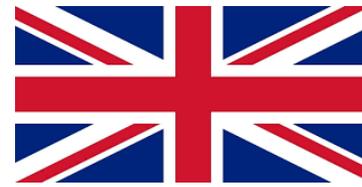
## Cinema Releases at...

- Ster Kinekor Theatres
- Nu Metro Cinemas



## Cinema Releases at...

- Cineworld
- Odeon
- Vue



## Cinema Releases – French Speaking Countries

- Canal Olympia



# Key Milestones in Nollywood's Digital Distribution Future 2019

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Canal+ acquires  
Nollywood studio ROK  
from IROKotv to grow  
African film



FilmOne bulk Acquisition deal with  
U.S Aggregator for IPTV and Digital  
Platforms including Amazon and  
ROKU'



Netflix acquisition of over 34 Nollywood  
bulk titles from Filmone

## *Collaboration and Partnerships: Nollywood's New Lingo or Nollywood's Salvation*



# Collaboration & Partnerships: Nollywood's New Lingo or Salvation

In recent times, Nollywood seems to be on the bandwagon of collaborations between domestic production houses, and more so, international partnerships; in an attempt to boost return on investment. Quite simply, these partnerships have proved more successful than not over time, especially as there are shared risks and returns, a larger pool of expertise and ideas, and notably larger productions.

Some good examples are;

- I. The ELFIKE Collective; which include Ebonylife, Filmone, Inkblot & Koga Studios – responsible for 'The Wedding Party Series (2016 & 2017)
- II. Anakle & Inkblot mashup – Responsible for Up North (2018)
- III. CWE, Gush Media & Filmone collaboration – Responsible for Merryman (2018)
- IV. Dioni Vision, Filmone & Inkblot Collaboration - Responsible for Moms at War (2018) & Love is War (2019)

... and a host of others. The advantages and the economies of scale garnered as a result, cannot be over emphasized. We expect a few collaborations to spring up in the near future.

## Introducing HuaHua Media

HuaHua Media is a full-service film production company, with the aim of promoting Chinese culture and film resources into the global market as well as maintaining integrity in business.

HuaHua is interested in Nollywood and being part of the framework and growth of the industry including but not limited to;

- I. Investing in Film Infrastructure & Equipment
- II. Film Investment & Productions
- III. Training all of these through a unique prospective partnership with the Filmhouse Group,
- IV. Distribution of Nollywood films to the lucrative Chinese theatrical market.

## What they have done

- I. Huahua has invested in a number of Hollywood productions. The company has co-produced a numbers of movies with Paramount, such as Startrack 3, XXX3, Allied, Jack Reacher 2, Ghost in the Shell, and etc.
- II. HuaHua also helped Paramount on the import, P&A and distribution of the above movies. Huahua and Paramount are strategic partners, and it's the Chinese company invested in Paramount the most.
- III. Huahua and Huawen also raised funds to invest in the movies of the other studios. The projects finished investing are The Meg of Warner Bros, Greyhound of SONY and etc.

Thank  
You

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