Nigeria - Media Sector Report: Radio, Television, Newspapers

Description: This report provides a comprehensive industry profile, analysis and outlook of Nigeria's media sector. Nigeria's media scene is one of the most vibrant in Africa. The Nigerian media market is dominated by radio and television, though mobile and Internet technologies are increasing in importance. State radio and TV have near-national coverage and operate at federal and regional levels. All 36 states run at least one radio network and a TV station. Whereas the print media had much earlier experienced liberalization, the broadcast media remained an exclusive preserve of government until early 1990s. The number of broadcasting stations in the country has risen to 394. Though private ownership has introduced some competition into the broadcast industry, it is still not as vibrant as the print industry. Majority of the broadcast stations are still government owned.

The report provides a SWOT analysis, full overview of the media sector and its segments with a focus on the sector's growth and value. It analyses the country's print and broadcast media, as well as their ownership structures. It summarizes recent developments in the sector including the major projects, companies and investors. It outlines the main factors driving growth in the sector, as well as gives details on capital and financing. The Report explains the sectoral policy and regulatory environment in the country and provides an assessment of the risks and challenges in the sector for domestic and foreign investors. Finally, it provides market trends and outlook.

The report draws on national and international data, statistics, media reports and industry insights. It is useful to domestic and international investors, policy-makers, businesses and research institutions in understanding investment opportunities, risks and challenges, legal and business environment in Nigeria.

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