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.

Contents:
1. Nigeria: Country Brief
2. Sector overview
3. Recent developments
4. Products and markets
   - Print media
   - Magazines
   - Radio and Television
   - Television Market
   - Pay TV
5. Leading Companies
   - Daar Communications Plc
   - Silverbird Group
   - Optima Media Group
   - Federal Radio Corporation of Nigeria (FRCN)
   - Nigerian Television Authority (NTA)
   - Small owners
6. New Entrants
   - Bloomberg Television Africa
   - Chinese Startimes in Nigeria
   - Continental Broadcasting Service (CBS) Nigeria
   - Swedish broadcast group MTG sets eyes on Nigeria
7. Mergers and Acquisitions
8. Initial Public offerings (IPO)
9. Drivers of Growth
10. Barriers to entry

11. Consumers
   - Radio Listeners
   - Television Viewers
   - Foreign Radio Listeners
   - Foreign Television Viewers
   - Internet Users
   - Mobile phones and the use of media

12. Suppliers

13. Efficiency of Infrastructure

14. Capital and Financing

15. Availability and cost of labour

16. Policy and Regulatory Environment
   - Licenses
   - Broadcasting equipment permit
   - Media Ownership
   - Foreign media ownership
   - Cross media ownership
   - Merger regulations
   - Local Content quotas
   - Censorship of print media
   - Classification of programs
   - On-line media broadcast

17. Foreign Investment

18. Risks & Challenges

19. Market trends & outlook
   - Nigeria's Economic Growth Outlook
   - Business Environment Outlook
   - Nigerian Media Sector Outlook
   - Domestic Media Trends & Outlook
   - Investment Trends & Outlook
   - Remaining Challenges

List of Figures:
Figure 1: Nigeria's economic data, 2011-2014
Figure 2: Comparative Real GDP Growth
Figure 3: Nigeria's most popular newspapers, 2014
Figure 4: Nigeria's most popular magazines, 2014
Figure 5: Nigeria's most prominent TV channels, 2014
Figure 6: Private Radio and Television Ownership
Figure 7: Average household size by Zone and State
Figure 8: Average time spent listening to radio per day by Zone
Figure 9: Radio Preferences by Province: FCT/Abuja, Enugu
Figure 10: Radio Preferences by Province: Lagos, Katsina State
Figure 11: Radio Preferences by Province: Taraba State, Rivers State
Figure 12: Television Viewership: Average Time Spent Watching TV by Zone
Figure 13: Television Viewing preferences by Province: FCT/Abuja, Enugu
Figure 14: Television Viewing Preferences by Province: Lagos, Rivers State
Figure 15: Distribution of Preferences among Foreign Radio Stations
Figure 16: Rating of Favourite Foreign TV Stations
Figure 17: Basic monthly salaries in media sector
Figure 18: Comparative salaries across sectors, 2013
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