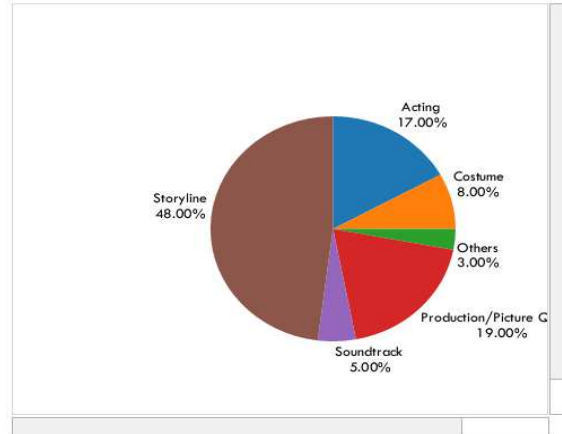
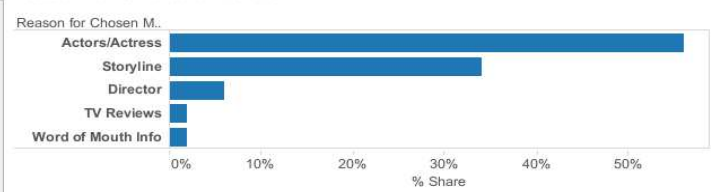


Nollywood in Perspective

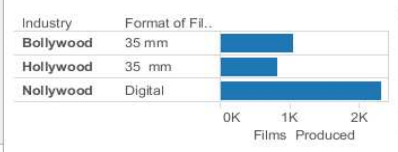
Areas that Nollywood Need to Improve Upon



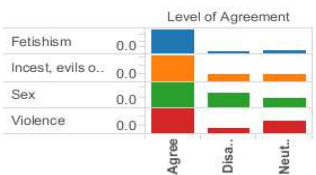
Reason for Choice of Movie



Number of Films Produced



Emphasis of Nigerian Home videos



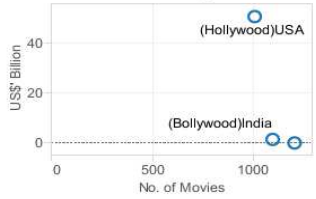
Languages of film production in Nigeria



Nollywood Revenue US\$ Million



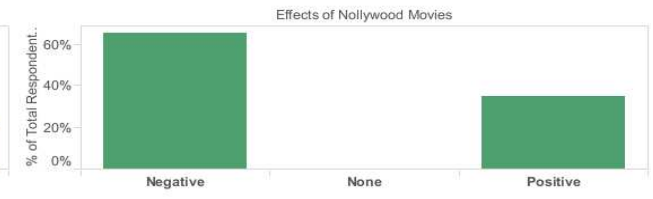
Income-Volume Analysis



Choice of Nollywood Movies



Effects of Nollywood Movies



A few facts you may need to know about Nollywood. From NOIPolls survey of 2012 we learnt that about 98% of Nigerians appear to watch Nollywood movies. 41% and 40% of the respondents prefer comedy and drama respectively. Consumer choices are driven by the actors (56%) and movie storyline (34%). Storyline (49%), production picture (19%) and the acting (18%) are three major areas requiring improvement.

From Eno Akpabio (2007). "Attitude of Audience Members to Nollywood Films". Nordic Journal of African Studies 16(1): 90-100 we gather that about 61% of the population appear to see the themes of Nollywood as replete with negatives such as cultic and fetish practices as well as sex, violence and bad behaviour. Nnabuko et al (2012). "Nollywood movies and Nigerian youths-an evaluation". Jorind 10 (2), June, confirmed it by showing that about 67% of Nigeria may agree that the effect of Nollywood movies are negative.

About 44% of Nollywood movies are in English. Hausa and Yoruba constitute 24% and 31% of languages used in the industry. Igbo is 1%. In all, although Nollywood produces larger quantity of movies than Hollywood and Bollywood, its earnings are much lower than these comparators.

- Martin Oluba | PhD, DBA