The Future of Content
Michael Ugwu CEO iROKING Ltd
Content isn't just important today.....
the bottom line is that its essential
Expensive Aluminium

Expensive Glass
$374 Bn - These are powerful pieces of hardware but without content these sales would never exist.
When it comes to an interactive network such as the Internet, the definition of “content” becomes very wide. For example, computer software is a form of content—an extremely important one.

The Internet allows information to be distributed worldwide at basically zero marginal cost to the publisher. Opportunities are remarkable, and many companies are laying plans to create content for the Internet.

Over time, the breadth of information on the Internet will be enormous, which will make it compelling. Although the gold rush atmosphere today is primarily confined to the United States, I expect it to sweep the world as communications costs come down and a critical mass of localized content becomes available in different countries.

Those who succeed will propel the Internet forward as a marketplace of ideas, experiences, and products—a marketplace of content.

Read more: [http://www.craigbailey.net/content-is-king-by-bill-gates/#ixzz2dl2laJZ1](http://www.craigbailey.net/content-is-king-by-bill-gates/#ixzz2dl2laJZ1)
Content We Access

**TOP 5 ONLINE VIDEO DESTINATIONS**
*Unique viewers in millions via computer, Sept. 2012*
- YouTube: 136.1 M unique users
- Yahoo!: 37.9 M
- VEVO: 37.8 M
- AOL: 24.9 M
- Facebook: 22.6 M

**TOP 5 SHOPPING APPS**
*Unique smartphone users in millions, June 2012*
- eBay: 13.2 M unique users
- Amazon: 12.1 M
- Groupon: 11.9 M
- Shopkick: 6.5 M
- Livingsocial: 4.3 M

**WHAT NETFLIX USERS WATCH**
- Movies: '11: 53%, '12: 47%
- Movies & TV equally: '11: 36%, '12: 35%
- TV shows: '11: 11%, '12: 16%

**SMARTPHONE SHOPPER ACTIVITIES**
- Find a store: 78%
- Check price online: 63%
- Comment on purchase: 22%
Facts

★ Founded December 2010
★ $10m VC backed by Tiger Global & Kinnevik
★ The world's largest, legal distributor of nollywood films & Nigerian music online with a library of over 5,000 movies and 40,000 tracks
★ Over 1.8 million registered users (80% outside Africa)
★ Offices in Lagos, London, New York & Johannesburg
★ More than 100 employees
★ Online Web & Mobile platforms have a global reach in 178 countries around the world
★ We have invested over $200,000 + in the fight against online piracy

Nollywood is a cultural phenomenon. Something so popular must have a presence online.
IROKO Partners has a massive global reach. On a desktop computer or via a mobile phone, people are registering with us and logging on to watch movies or download music from every corner of the globe. People love our content, they tell their friends and they tell their friends. Our products literally speak for themselves. Growth is the word and the revolution is gathering pace.
Where Did We Start?

nollywood

YouTube

iROKO Music

iROKO TV

The World's Best African Movies
Sorry, we are not able to offer Rhapsody Premier at this time.

We are not able to offer Rhapsody Premier in Nigeria at this time. For the latest music and entertainment offers in your country, click Current Offers. Click Cancel to end this session.

If you believe you’ve received this message in error, check to make sure your country and language settings are accurate.

Continue
Post digital disruption stage

Data Stored Here

◆ 4 geo’s = 70% +
◆ Rest of world – circa 30%
Mobile First - Plays Vs. Downloads

Nigeria
10 x Mobile Downloads vs. 1 Play

Rest of World =
US & UK average
2x Mobile downloads vs. 1 Play
Mobile has steadily eclipsed website use with mobile downloads driven by Nigeria. Mobile downloads in the UK and US have also eclipsed web use however at a much slower rate.
Establishing mobile payment/billing relationship difficult
Monetizing is tough
Most use unlicensed services – Waptrick, Tubiddy
Artists & Locker services
Technology Challenge

Better environment for monetization via downloads (payment), advertising and subscriptions (billing)
Technology

Who’s Paying?

Not Me

Rest of World = Led by US, UK, Europe, Australia