

iROKOTV



iROKING

iroktv

nollywood



yoruba



# The Future of Content

## Michael Ugwu CEO iROKING Ltd

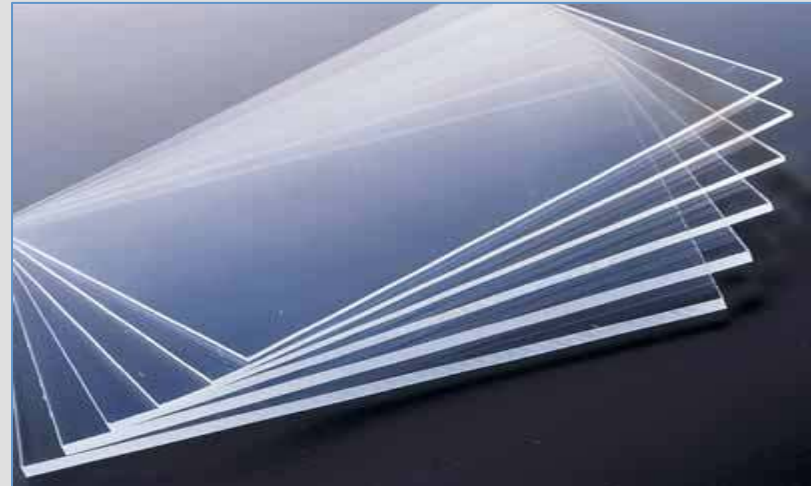


No content

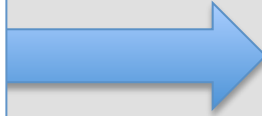
**Content isnt just important today....  
the bottom line is that its essential**



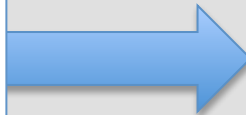
**Expensive Aluminium**



**Expensive Glass**



~ 5M Units Sold  
Each Quarter =  
\$\$



~ 300M  
Units Sold to  
Date = \$\$

**\$374 Bn - These are powerful pieces of hardware but without content these sales would never exist**



Content Is King – Bill Gates  
(1/3/1996)

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>

# Content We Access

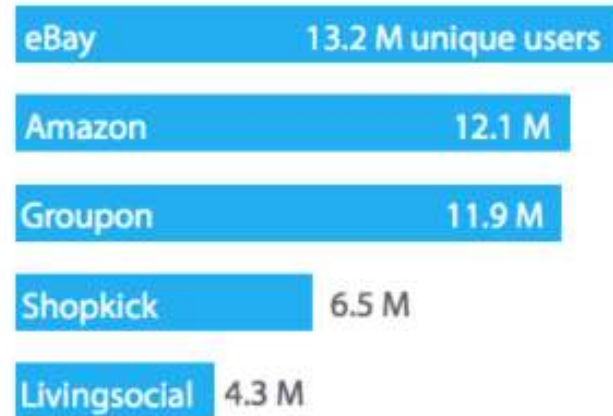
## TOP 5 ONLINE VIDEO DESTINATIONS<sup>10</sup>

Unique viewers in millions via computer, Sept. 2012

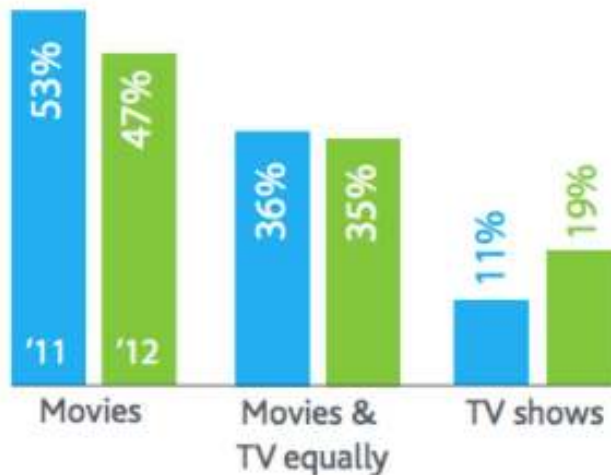


## TOP 5 SHOPPING APPS<sup>11</sup>

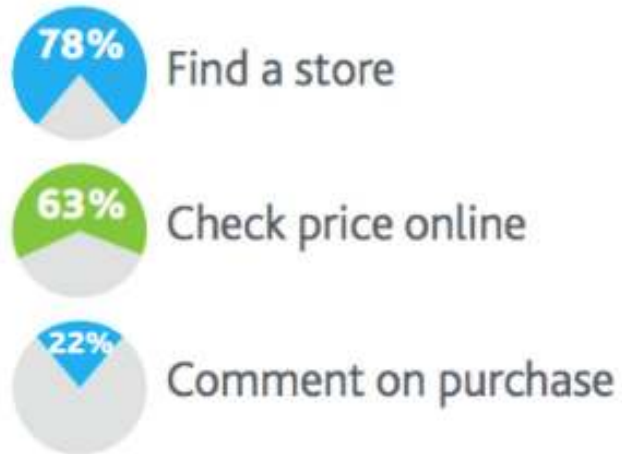
Unique smartphone users in millions, June 2012



## WHAT NETFLIX USERS WATCH<sup>12</sup>



## SMARTPHONE SHOPPER ACTIVITIES<sup>13</sup>



## Facts



- ★ Founded December 2010
- ★ \$10m VC backed by Tiger Global & Kinnevik
- ★ The worlds 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 & Johannessburg
- ★ 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**

# Facts



iROKING

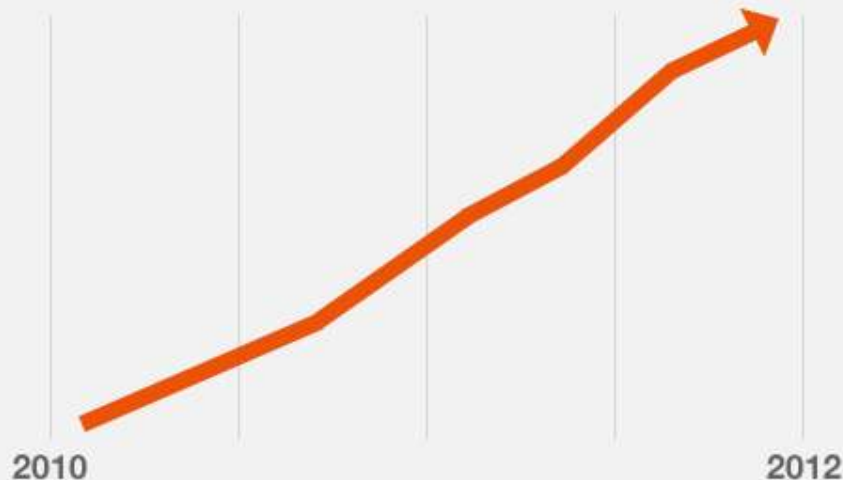
iroktv

nollywood

yoruba

### Global Reach across our Platforms

**6,000,000**



**193,000,000**  
**minutes of**  
**awesome**  
**African**  
**movies &**  
**music are**  
**consumed**  
**every month**  
**across all of**  
**our platforms**

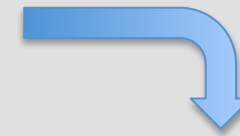
iROKO Partners has a massive global reach. On a desktop computer or via a mobile phone, people are registering with us and logging on to watch movies or download music from every corner of the globe. People love our content, they tell their friends and they tell their friends. Our products literally speak for themselves. Growth is the word and the revolution is gathering pace.



# Where Did We Start?



nollywood 



iROKO Music







**Soon, you'll be listening to more music**  
Instant, simple and free



**Spotify coming soon**  
Thanks for visiting Spotify.

To us, music is everything. Our dream is to have all the music in the world available instantly to everyone, wherever they are.

But for the time being, we're not able to launch in every country. We're really sorry about this, but it takes time to arrange licensing agreements with record labels and local publishing rights societies.

Rest assured, we're doing everything we can to resolve this, and hope to offer Spotify in many more countries as soon as possible.

**Get notified**  
Be one of the first to be updated when Spotify is available in your country!

**The Spotify countries**  
Spotify is available in the following countries:

- France
- Germany
- Norway
- Netherlands
- Spain
- Sweden
- United Kingdom
- United States


**Deezer's music services are not yet available in your country.**

It's our hope to be able to deliver our services to music fans everywhere, wherever they are, but we're not there yet.

We'll continue to work on this, and we'll be back soon.

Want to be notified when we launch in your country?

**SUBMIT**



**MOG** | What's New? | Get MOG | Where can I use MOG? | Help

**Unlimited Music. Listen for Free.**

**It looks like you're outside the US**

We're sorry - MOG is not available in your country yet. We'd love to get the whole world of the music they want, and we're working on it. Stay tuned!



**Dear Pandora Visitor,**

We are really, really sorry to say that due to licensing constraints, we can no longer allow access to Pandora for visitors located outside of the US. We will continue to work to provide our services to our global visitors, but for the time being we are required to restrict to US. We are very sad to have to do this, but there is no alternative right now.

We believe that you are in Nigeria (your IP address appears to be 41.85.140.95). If you believe we have made a mistake, we appreciate that you let us know via email.

If you have ever used Pandora, we will send a record of your adding and/or downloading artists and songs, so that when we are able to launch in your country, they will be waiting for you.

We will be notifying business and licensing agreements are established in individual countries. If you would like to be notified by email when Pandora is available in your country, please enter your email address below. The pace of global licensing is hard to predict, but we have the ultimate goal of being able to offer our service everywhere.

We thank you for your patience and greatly appreciate your understanding.

Sincerely,



Tim Westergaard  
Founder

Please your email address and we'll let you know when Pandora is available in your country.

First Name



7digital

START YOUR TRIAL HOW IT WORKS BROWSE MUSIC MY 7digital

**We're sorry, eMusic is not available in your country.**

We know everyone everywhere loves music and we want to bring the world of music to everyone. But we have to play by the rules and laws are fuzzy when it comes to the global distribution of music. Unfortunately, due to licensing restrictions we are unable to offer service in your country at this time. We understand that you are currently in Nigeria (your IP address is 157.140.104.81). If this is not where you will be using eMusic, please send an email to [support@emusic.com](mailto:support@emusic.com).

Take up to 7 days to download up to **25 SONGS** With a **£10.50 Credit**, compliments of eMusic

Sign up today and get up to **25 SONGS**

Phone on all MP3 players

7digital

Checklist

Sorry, in accordance with our contractual obligations with the labels, content from this site can only be purchased from within the United States. If that's where you are right now and you're still being blocked, please inform our customer service.

Users from outside the United States should check the flag below for alternative stores:

- 7digital Argentina
- 7digital Canada
- 7digital Deutschland
- 7digital España
- 7digital France
- 7digital Finland
- 7digital Ireland
- 7digital Italia
- 7digital Luxembourg
- 7digital Nederland
- 7digital New Zealand
- 7digital Norway
- 7digital Österreich
- 7digital Schweiz/Suisse
- 7digital United Kingdom
- 7digital United States

Rhapsody

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

- 7digital Finland
- 7digital Ireland
- 7digital Italia
- 7digital Luxembourg
- 7digital Nederland
- 7digital New Zealand
- 7digital Norway
- 7digital Österreich
- 7digital Portugal
- 7digital Singapore
- 7digital Sweden
- 7digital Schweiz/Suisse
- 7digital United Kingdom
- 7digital United States

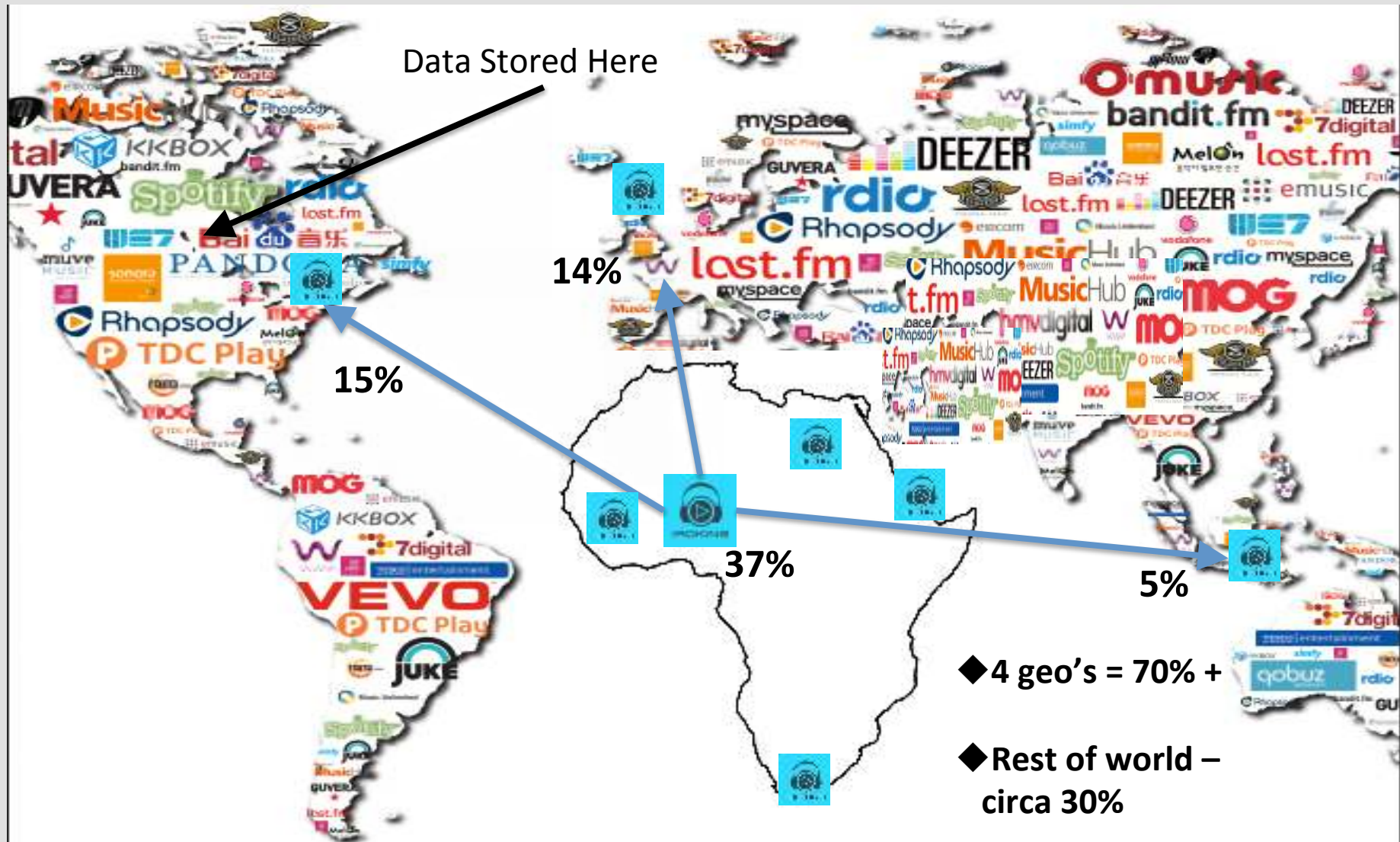
# Music: The Engine of a Digital World



# Digital Distribution pre iROKING.com



# Post digital disruption stage



# Mobile First - Plays Vs. Downloads



=



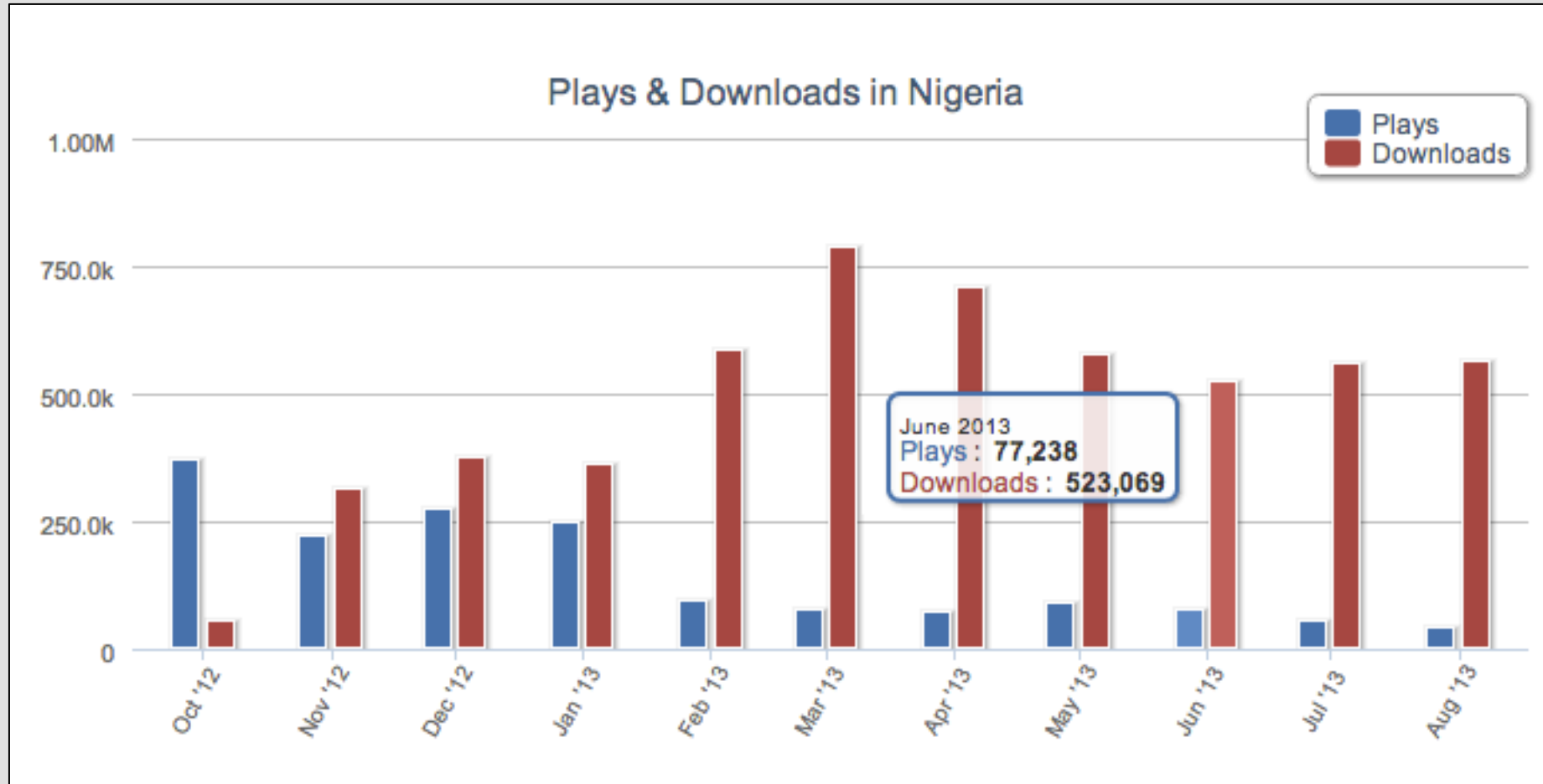
Rest of World =

US & UK average  
2x Mobile downloads vs. 1 Play



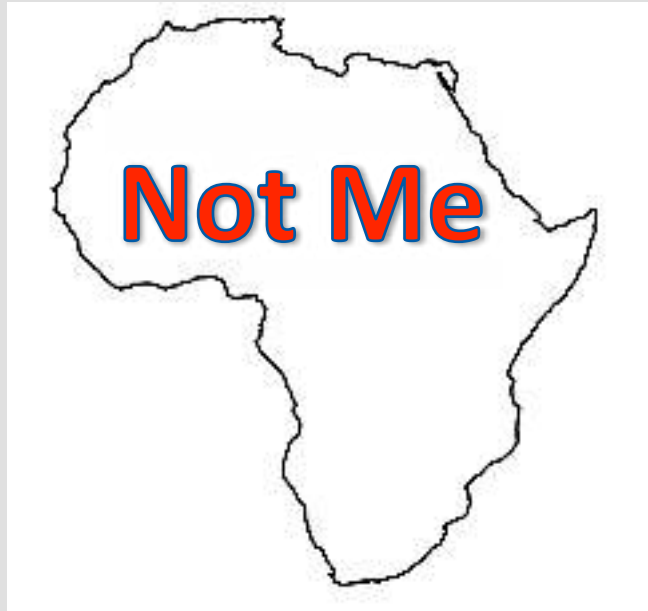


# Mobile First - Plays Vs. Downloads



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

# Who's Paying?



=

Establishing mobile payment/billing relationship difficult  
Monetizing is tough

Most use unlicensed services – Waptrick, Tubiddy

Artists & Locker services

Technology Challenge

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

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

