



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

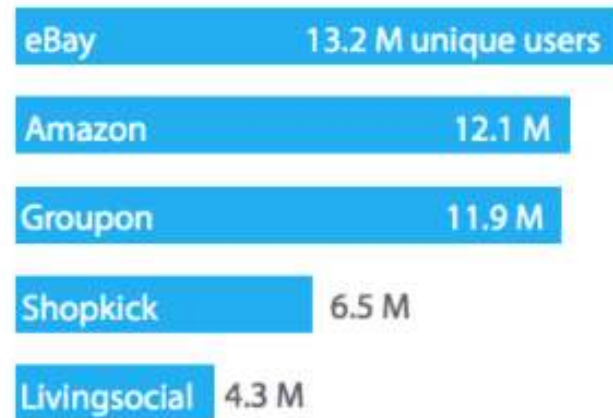
TOP 5 ONLINE VIDEO DESTINATIONS¹⁰

Unique viewers in millions via computer, Sept. 2012

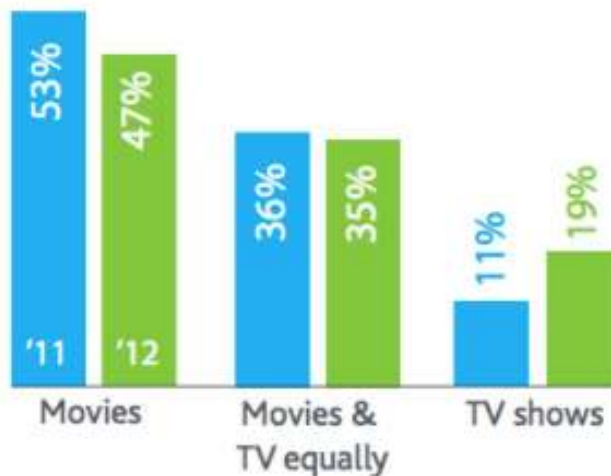


TOP 5 SHOPPING APPS¹¹

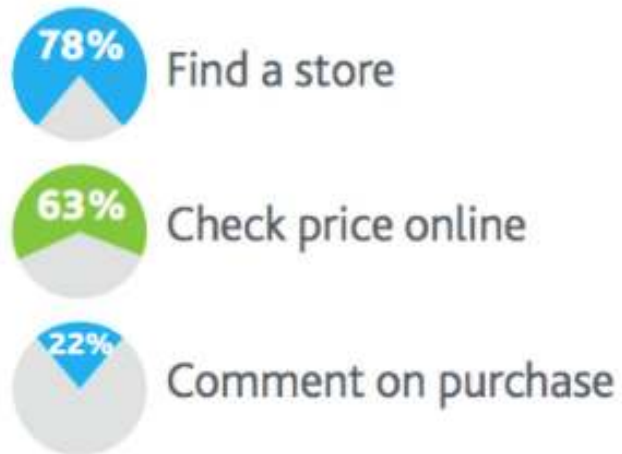
Unique smartphone users in millions, June 2012



WHAT NETFLIX USERS WATCH¹²



SMARTPHONE SHOPPER ACTIVITIES¹³



Generating Revenue

Distribute legal & licensed content: Web & Mobile

iTunes



Ready made
distribution

Remove illegal content

Manage YouTube sites for 170+ West African artists: Video



320 Mn Plus Views

Design, market, manage & publish

DISTRIBUTION & REVENUE

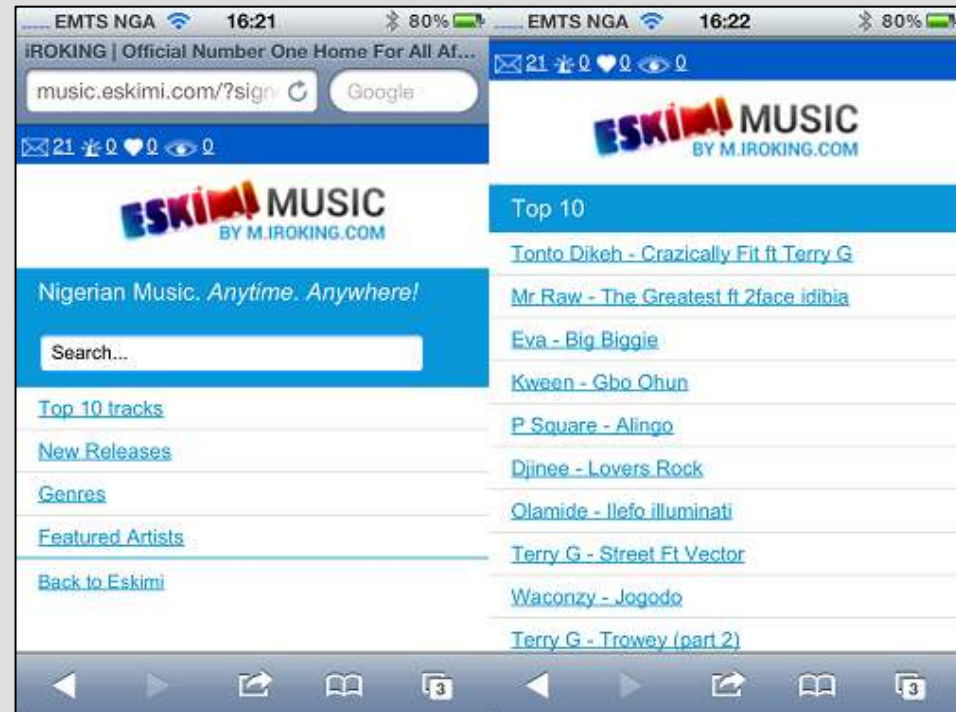
Brands We Have Worked With



9 million users in
Nigeria



5.7 million users in Nigeria



14.7 million users in Nigeria

Facts (Web & Mobile)

Registered Users

January through September 2012 (8 months) – 100,000 registered users

September 2012 through May 2013 (8 months) – 600,000 + registered users

Monthly Uniques

January through September 2012 (8 months) – Growth to 100,000 monthly uniques

September through May 2013 (8 months) – Growth to 1.05 million monthly uniques

The New York Times

**Its been quite a year for iROKING.
Here are a few reasons why...**

- ◆ **Over 750,000** registered users
- ◆ **Over 1 million** monthly uniques
- ◆ **Thousands** of playlists created
- ◆ **More than \$500,000** paid to rights holders to date





**Right now, someone is suffering from
INFORMATION OVERLOAD**

NIGERIAN FILM MARKET

FAMSOT FILMS LTD
SHOP 1

GRAND TOUCH PICTURES
SHOP 2

**WE ARE THE LARGEST VOD LICENSE HOLDER
AND OWNER OF NOLLYWOOD CONTENT**





**RUNNING OUR OWN PLATFORM MAKES US
MONEY, GIVES US DATA AND CHALLENGES
US TECHNOLOGICALLY**



**AFTER BOLLYWOOD, NOLLYWOOD IS THE
WORLD'S SECOND LARGEST MOVIE INDUSTRY
IN TERMS OF OUTPUT**

The Opportunity

SSA CONSUMER SPENDING ON ENTERTAINMENT IS ON THE INCREASE

IN 2010, NIGERIAN CONSUMERS' SPEND ALMOST HALF A BILLION US\$ ON ENTERTAINMENT¹. THIS REPRESENTS LESS THAN HALF OF TOTAL NIGERIAN CONSUMER EXPENDITURE.

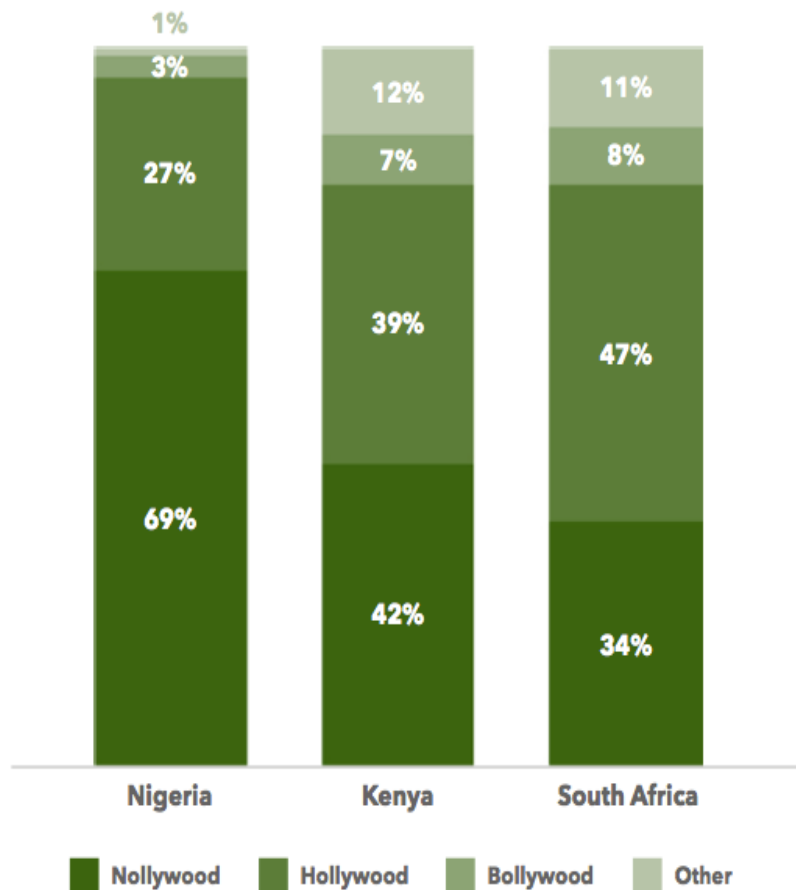
Entertainment and media spending growth forecast to follow a similar trend to GDP development (~6% p.a.)

Consumption of entertainment and media fuelled largely by the spread of mobile broadband and connected devices. This development is projected to bring a shift in entertainment and media spending from physical purchases to digital content.



The Opportunity

AFRICA IS THIRSTY FOR QUALITY LOCAL MEDIA CONTENT



NOLLYWOOD MOVIES ARE EXTREMELY POPULAR ACROSS SSA.

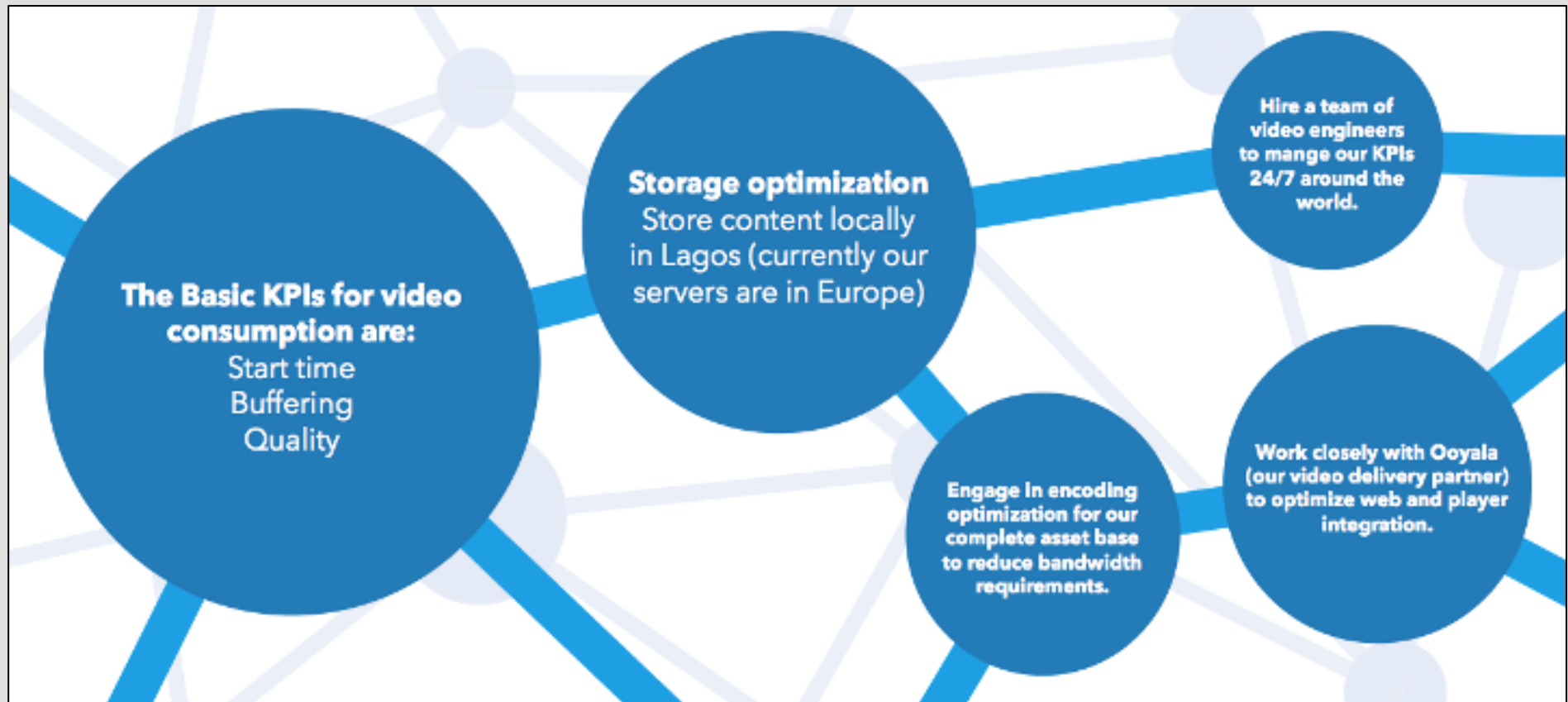
69 percent of surveyed Nigerians prefer Nollywood movies over any other form of movies.

Reasons for this popularity are manifold, including Nollywood stories are more identifiable, familiar, and realistic; films are considered to be entertaining, exciting, and dramatic; religious, moral, and educational value of films.

CALCULATED BASED ON STATED PREFERENCE OF SURVEY SAMPLE (OR SHARE OF RECENT FILMS VIEWED WHERE NO PREFERENCE OR MIXED PREFERENCE GIVEN); SURVEY RESULTS WEIGHTED BY STATED INCOME TO APPROXIMATE POPULATION MIX.

SOURCE: MCKINSEY (2011).

The Future



The Future

TRANSLATE MOVIES INTO THE MOST SPOKEN LANGUAGES IN AFRICA



LANGUAGES

The wide variety of official and spoken (local) languages in Africa imposes restrictions to the spread of Nollywood movie. In an attempt to lower the language barriers and reach non-English speaking Africans, we plan to build massive capabilities in house to translate - both audio and subtitles - our owned movie library into the most spoken (Top 10) languages in Africa.

MOST SPOKEN LANGUAGES

- Amharic
- Portuguese
- Arabic
- French
- English
- Swahili

iROKO TV

As Long As

This Keeps

Happening Locally



WE'RE FAILING!

Partnering to drive Growth in Local Content

Cross Border Content Initiatives

- ⌘ **IXP's understand the importance of content for creating a compelling internet ecosystem**
- ⌘ **We understand the potential value of content from a licensing and distributing perspective – focal point Nigeria**
- ⌘ **Nigerian content is improving, developing and generating more value for all stakeholders**
- ⌘ **The most popular Nigerian superstar will never be as compelling as the local superstar**
- ⌘ **Local content creators, Aggregators need to be drawn further into the conversation**
- ⌘ **If we understand the local economics we will be compelled to explore local hosting faster i.e live streaming**



"Funding"

"Regulators"

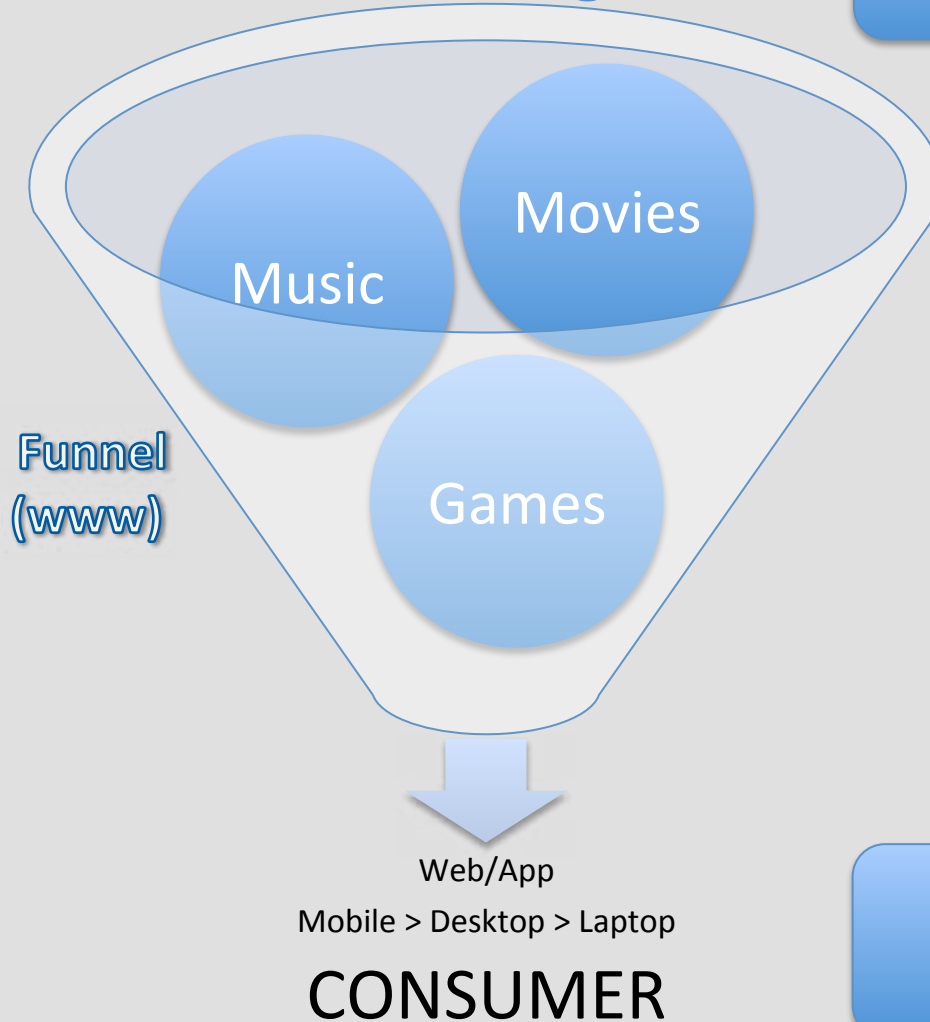
"Piracy"

"Policy"

Stakeholders

- Producers
- Musicians
- App Developers
- ☆☆☆
- Licensors
- Aggregators
- Distributors
- ☆☆☆
- Fibre Providers
- Data Centres
- Exchanges
- ISP's
- Hosts
- ☆☆☆
- Websites

Content Production/ Licensing



Investment

Return on Investment

Content Maybe King But It's A Game Of Chess

A nighttime cityscape featuring a multi-lane highway with traffic, illuminated buildings, and a prominent skyscraper on the right. The scene is dimly lit, with city lights providing the primary illumination.

Thank You!
Michael Uguwa

ff

@mriROKING