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**: 53%
- **Movies & TV equally**: 47%
- **TV shows**: 36% (2011), 35% (2012)

**SMARTPHONE SHOPPER ACTIVITIES**

- **Find a store**: 78%
- **Check price online**: 63%
- **Comment on purchase**: 22%
Generating Revenue

Distribute legal & licensed content: Web & Mobile

Manage YouTube sites for 170+ West African artists: Video

Itunes
Spotify
Amazon MP3

Ready made distribution

Remove illegal content

320 Mn Plus Views

Design, market, manage & publish

DISTRIBUTION & REVENUE
Brands We Have Worked With

2go™
Eskinta
GoMetro
Arik
Tecno Mobile
Nokia
Infinix
Amazon
YouTube
Spotify
Google Play
AFWL - Africa Fashion Week London 2013
Nigerian Watch
NEA - Nigeria Entertainment Awards
9 million users in Nigeria


Featured Artists
- P-Square
- Bracket
- Timaya
- Flavour
- Iyanya

Top 5 Tracks
- Olamide - First Of All
- May D - So Many Tinz
- P Square - Magical Healing
- Solidstar - Skibo
- Ace - Dominate

14.7 million users in Nigeria

5.7 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
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
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.

The Future

The Basic KPIs for video consumption are:
- Start time
- Buffering
- Quality

Storage optimization
Store content locally in Lagos (currently our servers are in Europe)

- Engage in encoding optimization for our complete asset base to reduce bandwidth requirements.
- Work closely with Ooyala (our video delivery partner) to optimize web and player integration.

- Hire a team of video engineers to manage our KPIs 24/7 around the world.
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
- French
- Portuguese
- English
- Arabic
- Swahili
As Long As

This Keeps

Happening Locally

WE FAIL
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
Content Maybe King But It’s A Game Of Chess
Thank You!
Michael Ugwu
ff
@mriROKING