



# **STATE OF DIGITAL MEDIA NIGERIA**

**TERRAGON LIMITED**

**2013**



# NIGERIA

Total Population  
167,000,000



Urban  
48.4%

Rural  
51.6%

Internet Users  
48,366,179



Internet Penetration  
28.4%

Mobile Subscribers  
113,195,591



Mobile Penetration  
69.01%

Source:

**Population:** National Population Commission, 2012

**Internet:** Internet world stats, June 2012

**Mobile Subscribers:** NCC, December, 2012



# POPULATION

In the background, there are two large, light blue line-art symbols. The one on the left is a female symbol (a circle with a cross at the bottom), and the one on the right is a male symbol (a circle with an arrow at the top-right). They are positioned behind the word 'POPULATION'.



CURRENT POPULATION OF NIGERIA

167,000,000

— NPC 2012



IF YOU WERE TO SHAKE HANDS WITH EVERY  
NIGERIAN FOR ONE SECOND, IT WOULD TAKE  
YOU MORE THAN 5 YEARS TO SHAKE THE  
WHOLE OF NIGERIA

Source:

Based on data from National Population Commission, 2012



NIGERIA IS 2.3% OF THE WORLD'S POPULATION.  
THIS MEANS...



...1 PERSON IN EVERY 43 PEOPLE ON THE  
PLANET IS A RESIDENT OF NIGERIA

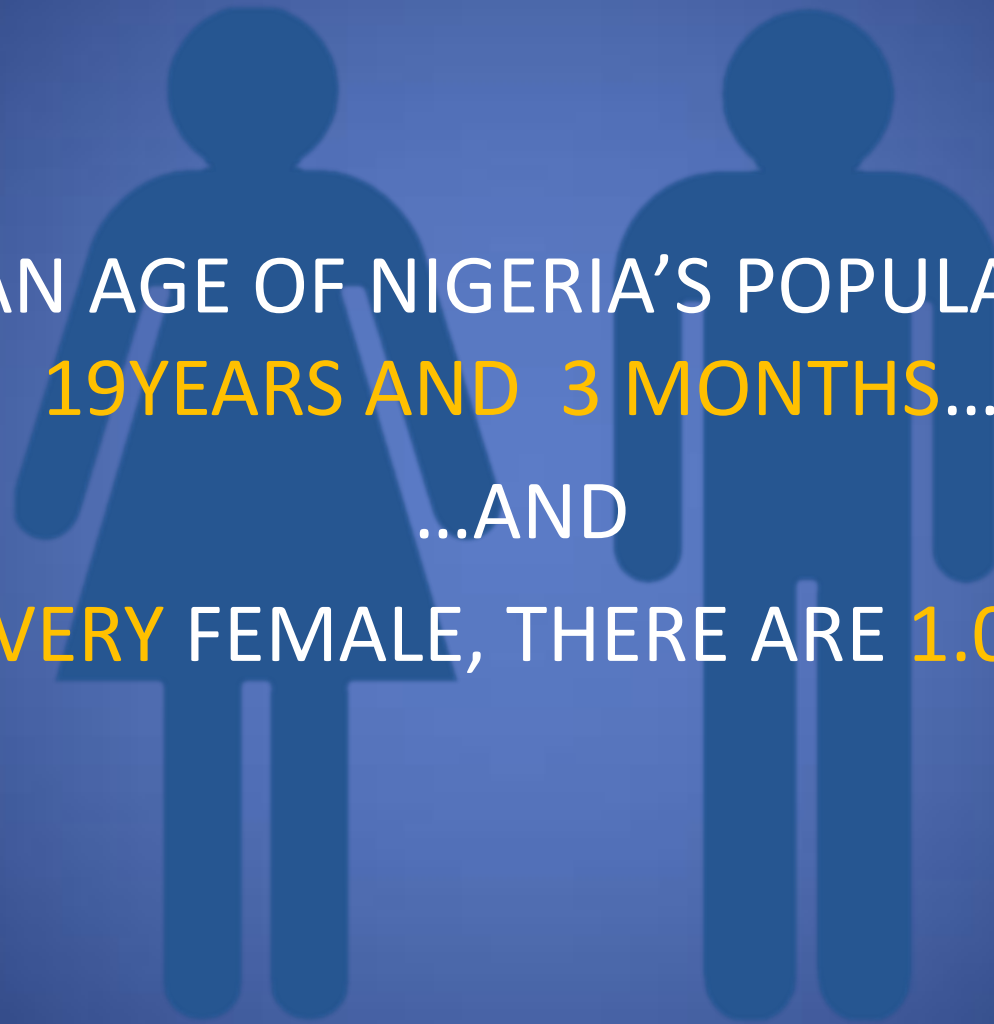


A faint, stylized tree graphic is centered in the background of the slide.

NIGERIA'S ANNUAL GROWTH RATE IS 2.33%  
AND THE POPULATION WILL DOUBLE IN THE  
NEXT 30 YEARS



MEDIAN AGE OF NIGERIA'S POPULATION IS  
19YEARS AND 3 MONTHS...  
...AND  
...FOR EVERY FEMALE, THERE ARE 1.04 MALES







ONLY 48.4% OF THE POPULATION LIVE IN  
URBAN AREAS





IN 2012, NIGERIA'S GDP PER CAPITA WAS \$2600

HOWEVER,

60.9% LIVE BELOW \$1 A DAY





# INTERNET



NUMBER OF INTERNET USERS IN NIGERIA:

48,366,179

INTERNET PENETRATION IN NIGERIA:

28.4%

Source:

Internet world stats, June 2012

Penetration rate is the percentage of active phone users for a given population

A faint, light blue wireframe globe is centered in the background, showing the outlines of the continents and latitude/longitude lines.

NIGERIA HAS THE **LARGEST** INTERNET  
POPULATION IN AFRICA AND IS **11TH** IN THE  
WORLD



THERE ARE **MORE INTERNET USERS** IN NIGERIA  
THAN THERE ARE **PEOPLE IN LIVING IN**  
**TANZANIA**



BETWEEN DECEMBER 2011 AND JUNE 2012,  
NIGERIA ADDED

3,326,468

NEW INTERNET USERS...



A faint, light blue clock face is centered in the background of the slide. It has a circular outline and twelve tick marks around the perimeter, but no numbers or hands are visible.

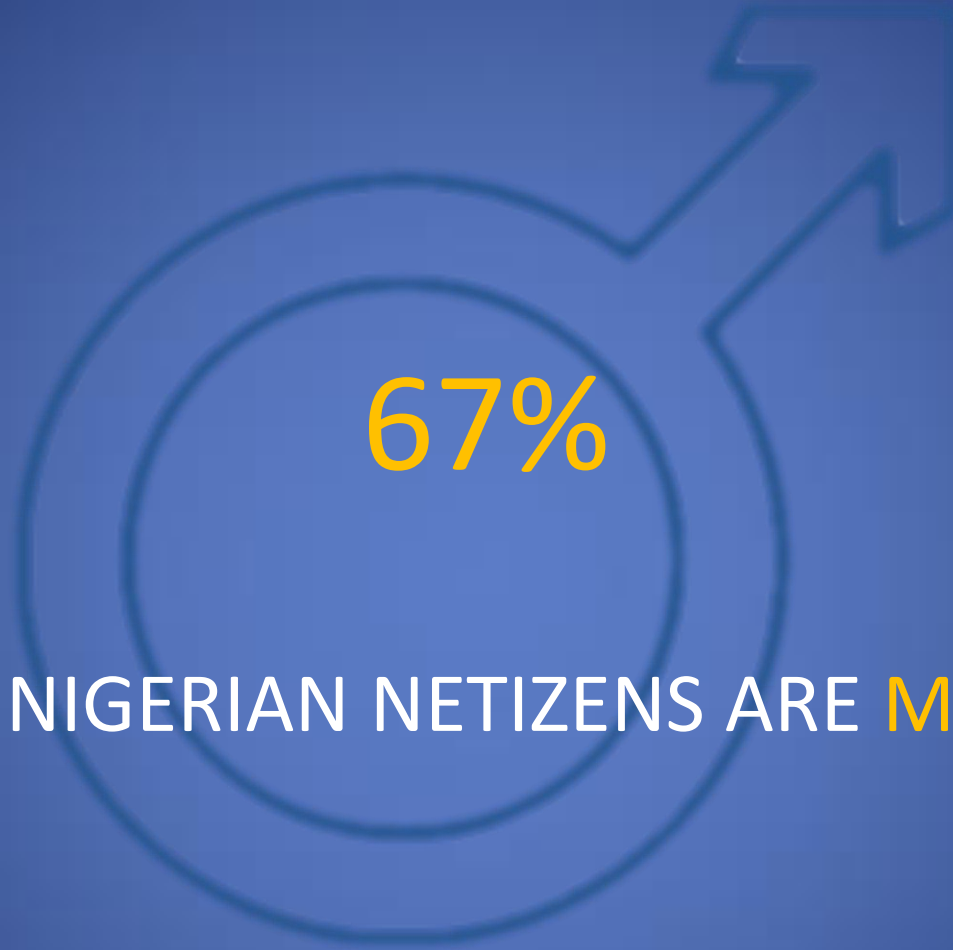
THE AVERAGE NIGERIAN NETIZEN SPENDS NOT  
LESS **3 HOURS** ON THE INTERNET **DAILY**.





67%

OF NIGERIAN NETIZENS ARE MALE

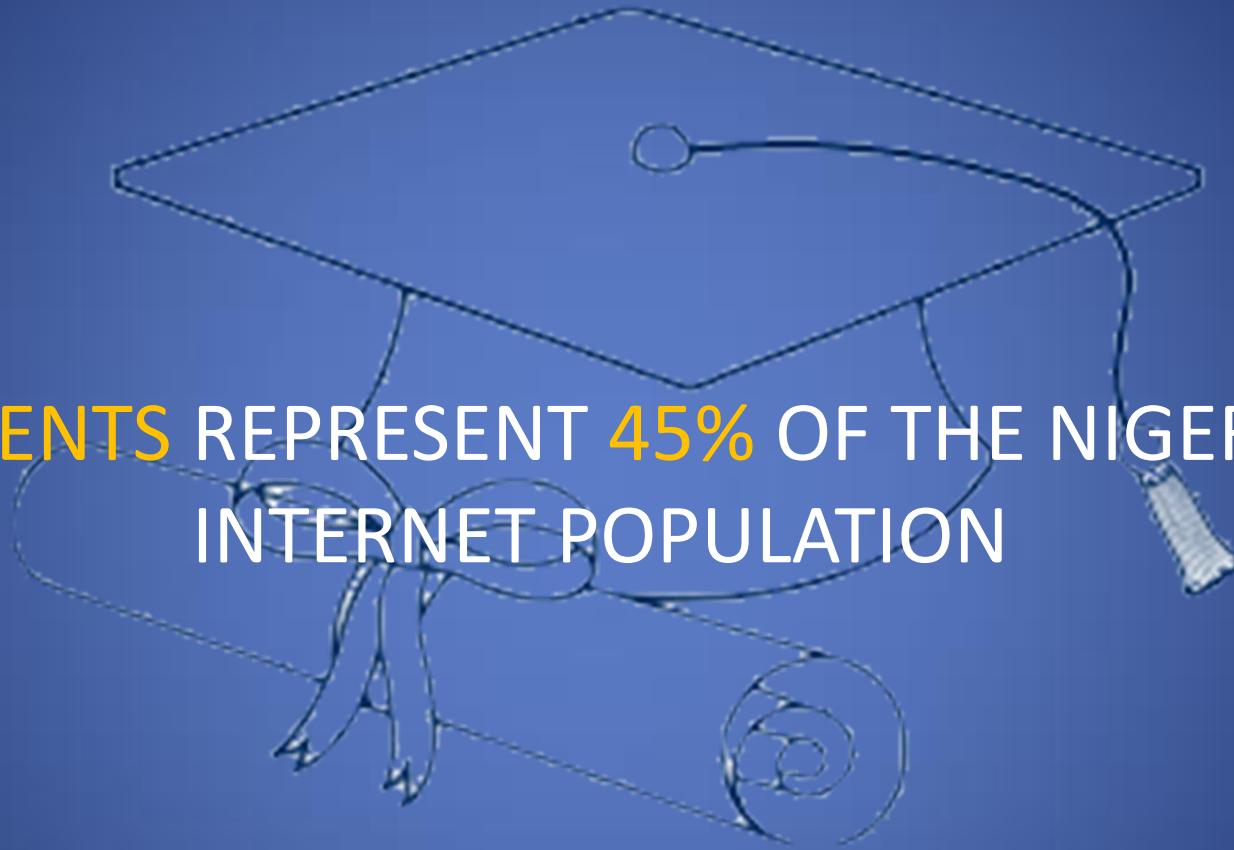




78% OF THE NIGERIAN NETIZEN ARE BETWEEN  
THE AGES 19 AND 35

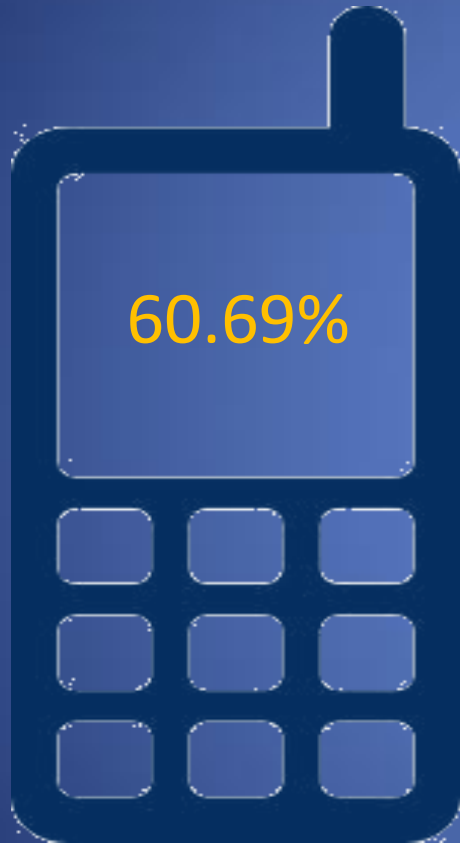


**STUDENTS** REPRESENT **45%** OF THE NIGERIA'S  
INTERNET POPULATION





# MOBILE INTERNET USERS OUT-NUMBER DESKTOP INTERNET HITS



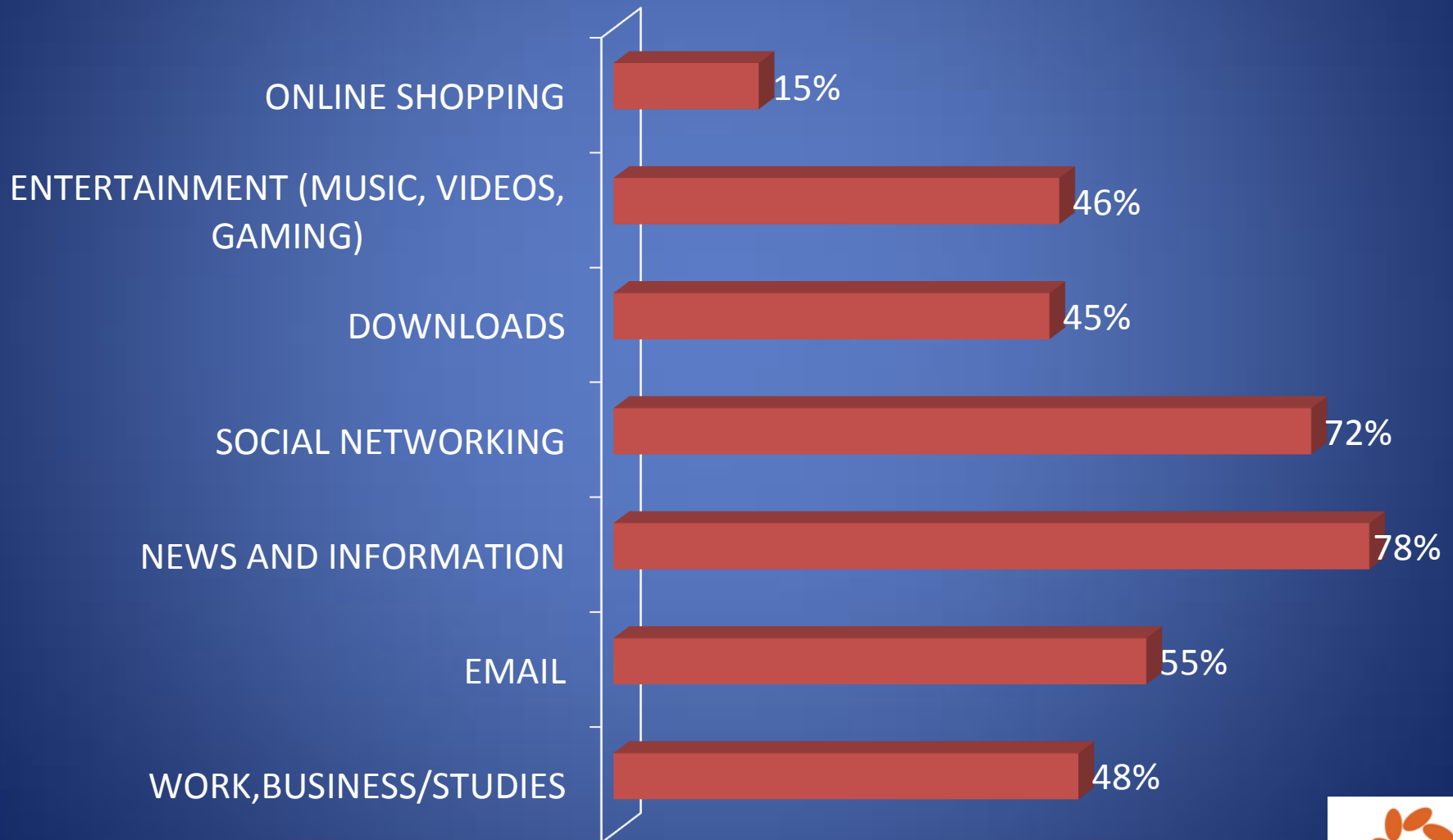
MOBILE BASED INTERNET HITS



DESKTOP BASED INTERNET HITS



# TOP ONLINE ACTIVITIES IN NIGERIA





# Top Google searches in 2012

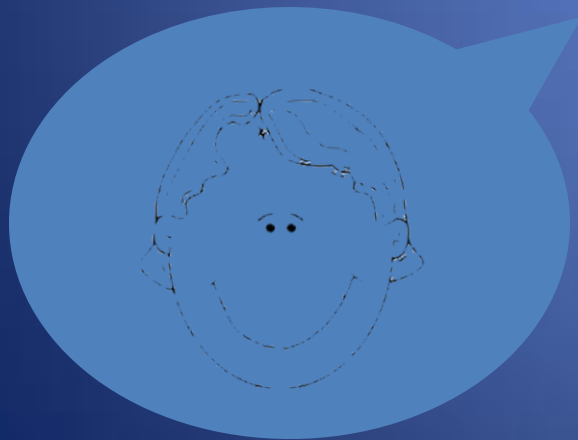
1. Jamb
2. Mozat
3. Boko haram
4. Asuu strike
5. Google News
6. Eskimi
7. Whitney Houston
8. Vanguard News
9. NNPC Recruitment
10. Facebook



# SOCIAL MEDIA



THERE ARE AT LEAST **9 MILLION SOCIAL MEDIA**  
**USERS** IN NIGERIA...



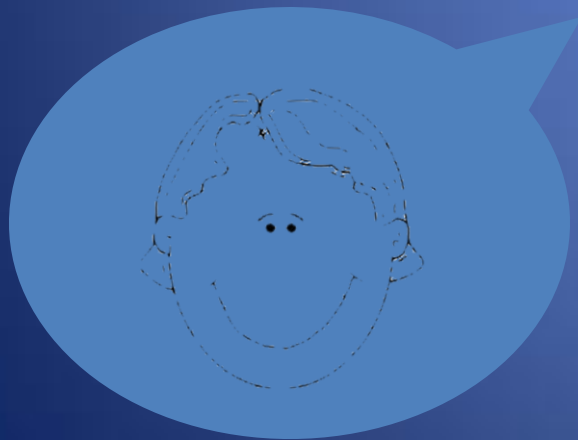
Source:

Based on data released by 2go and data from other social networks





...PUTTING SOCIAL MEDIA PENETRATION  
AROUND 5.4%





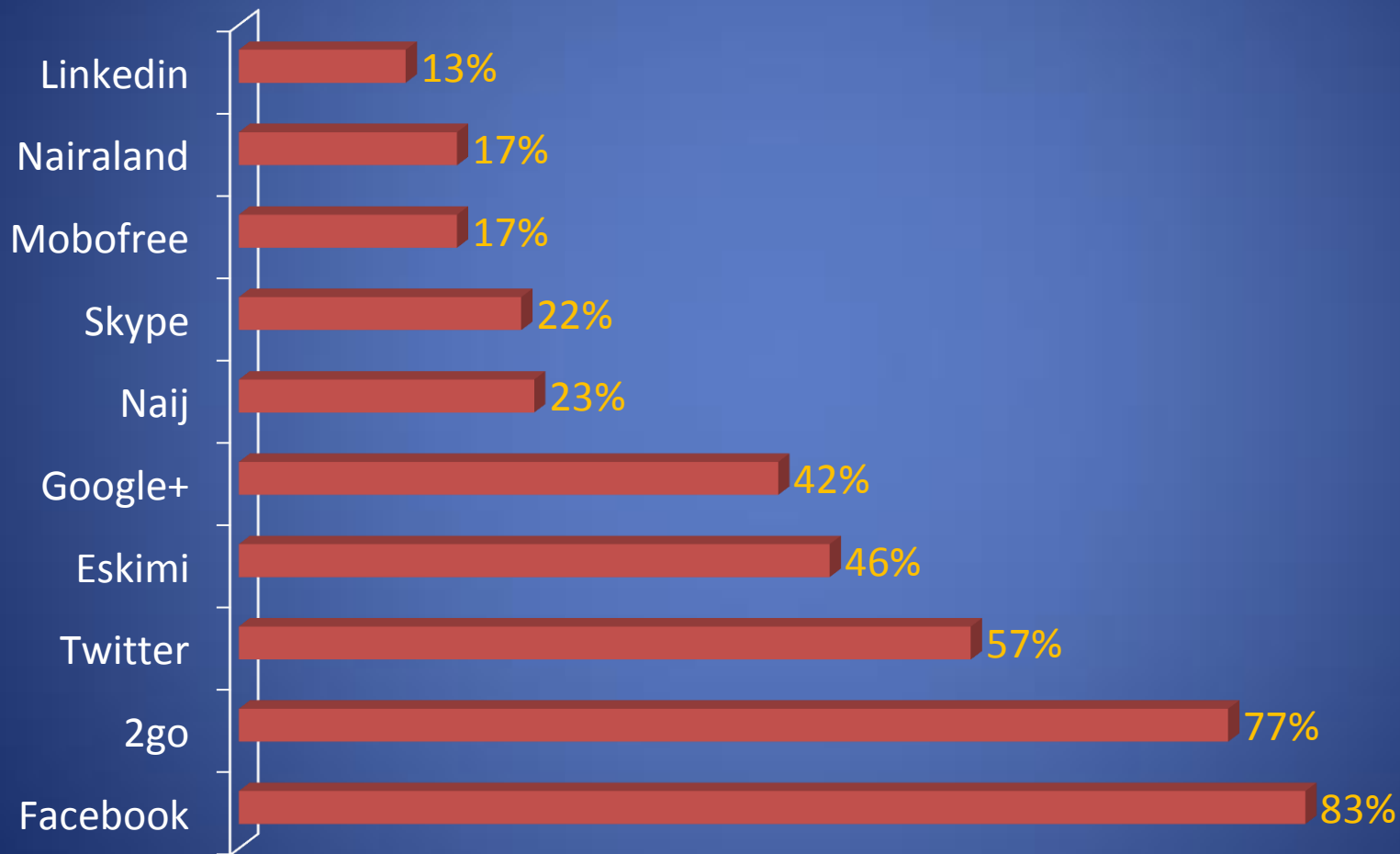
83%

OF SOCIAL MEDIA USERS IN NIGERIA ARE  
ACTIVE



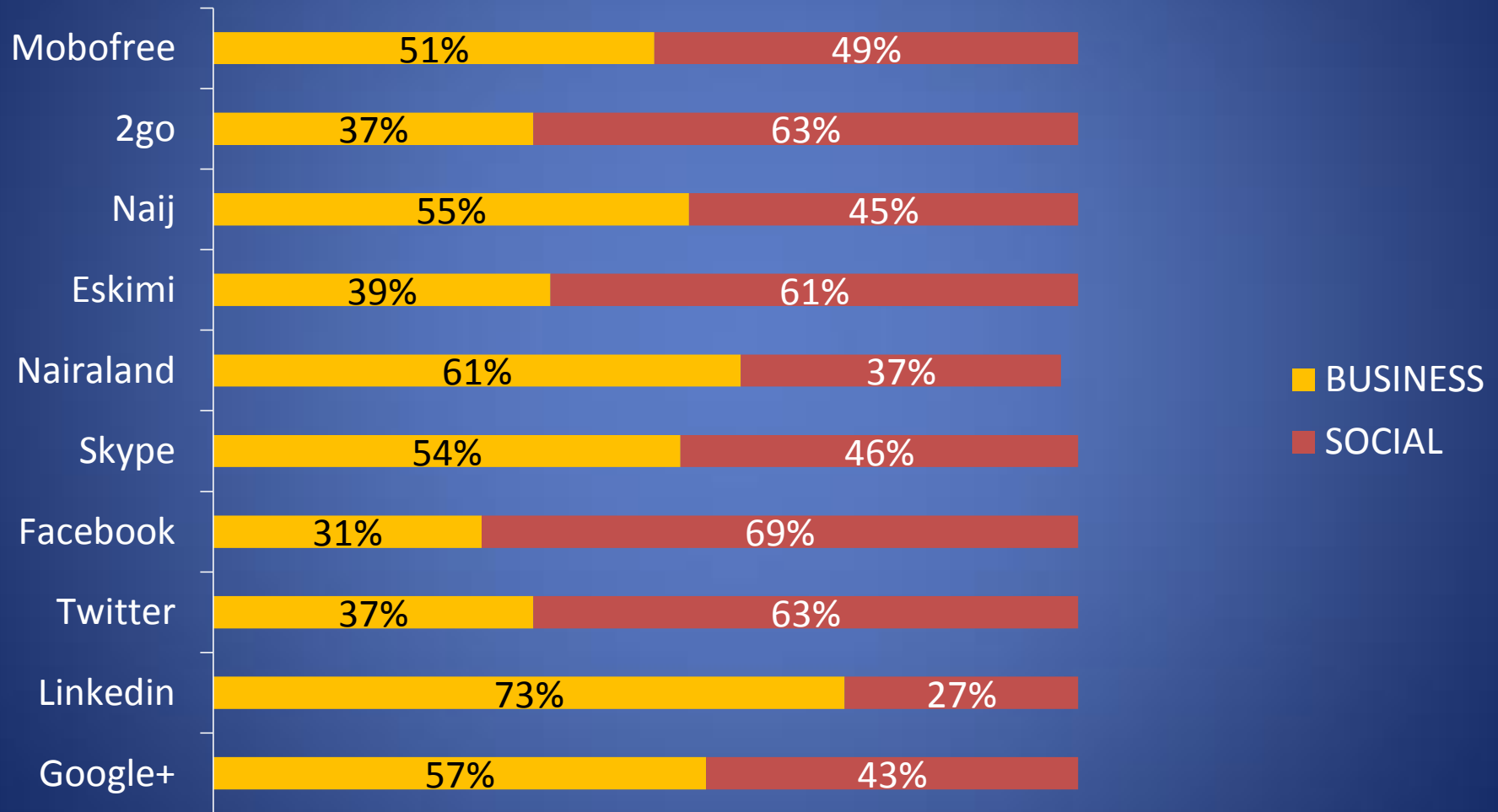


# NIGERIA'S MOST FREQUENTLY USED SNS





# SOCIAL MEDIA USAGE: SOCIAL VS BUSINESS





# FACEBOOK IN NIGERIA

NUMBER OF USERS



5,357,500

LARGEST AGE GROUP



18-24

1,930,460 USERS

GENDER DISTRIBUTION

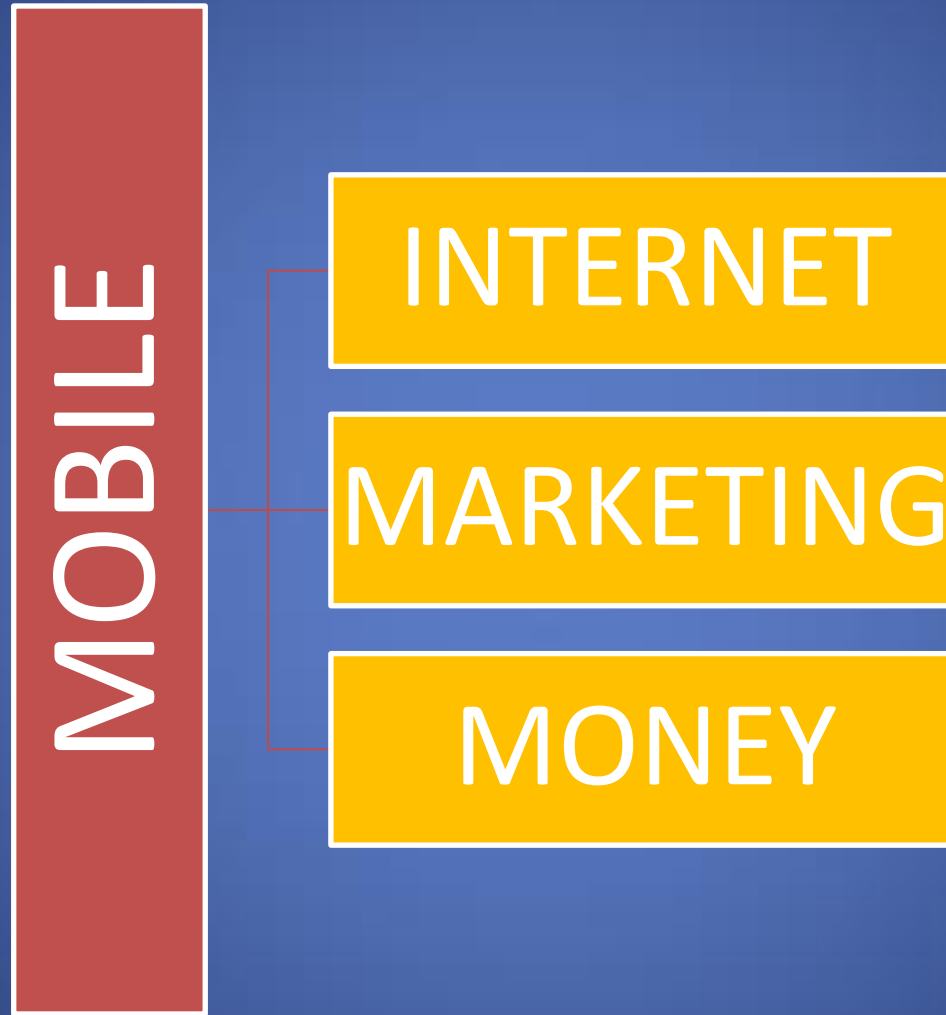


MALE

FEMALE

69%

31%





MOBILE SUBSCRIPTION IN NIGERIA:

113,195,591





# NIGERIA'S TELECOMS INDUSTRY IS THE LARGEST IN AFRICA

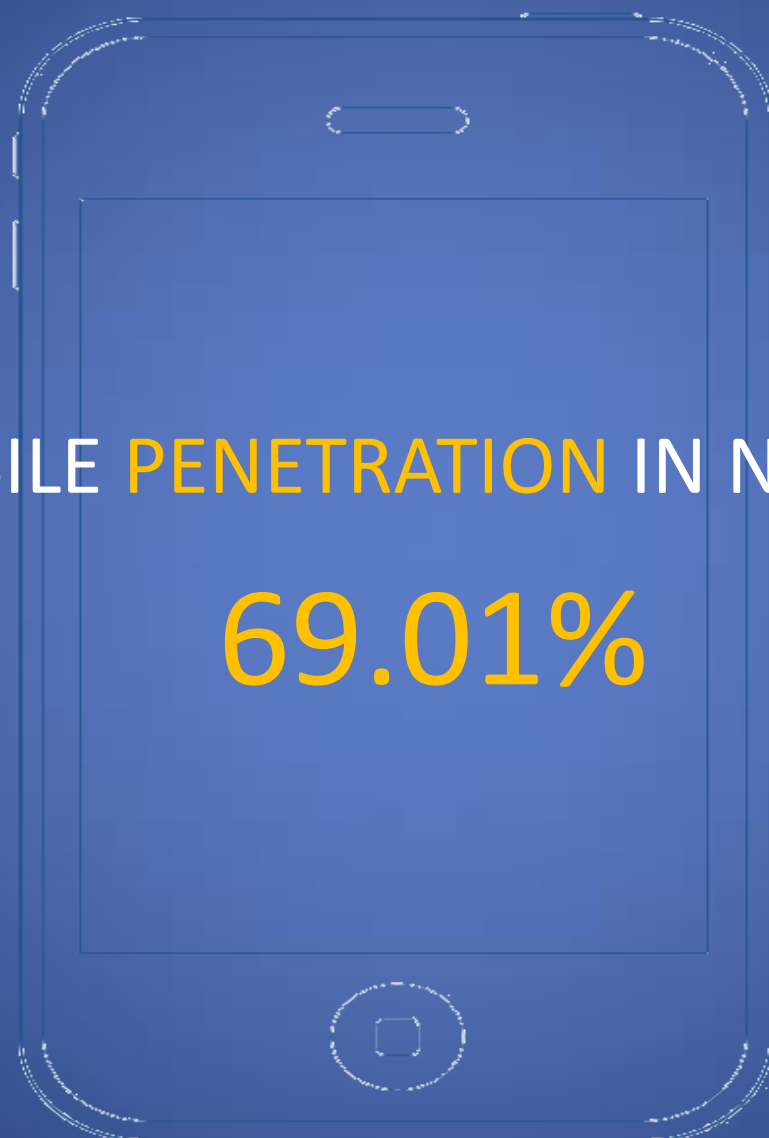






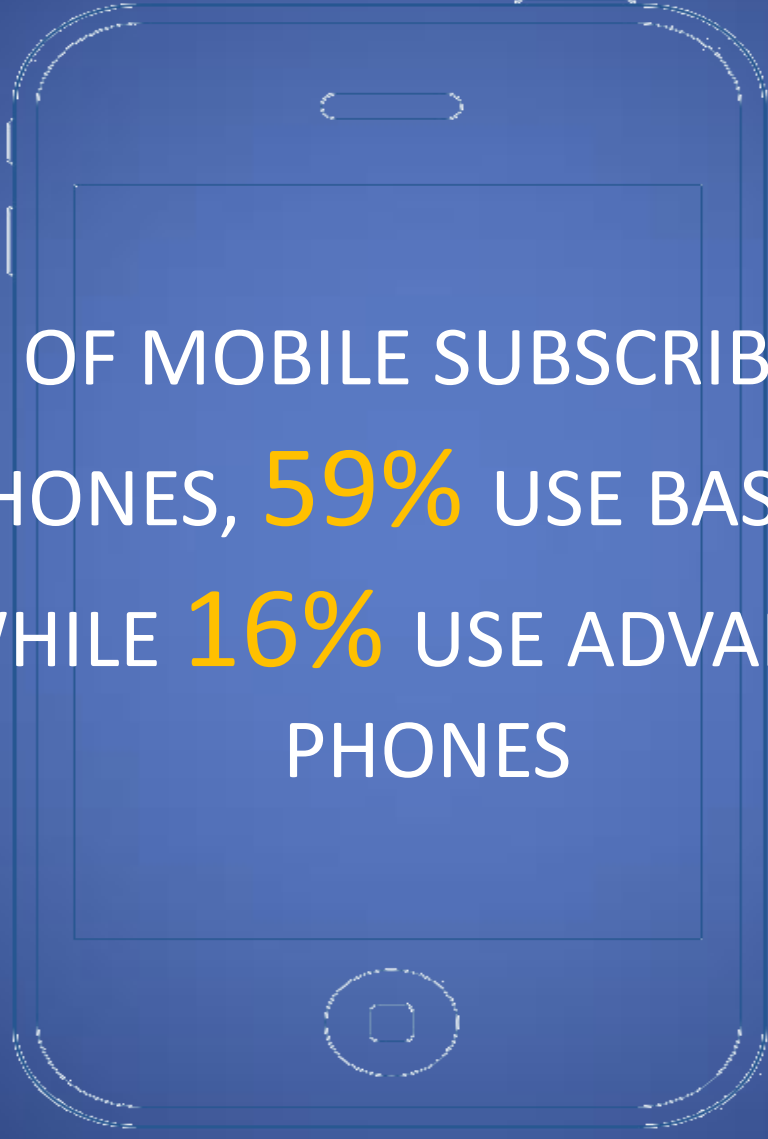
MOBILE **PENETRATION** IN NIGERIA:

**69.01%**



A faint, stylized tree graphic with a thick trunk and many thin, branching limbs, rendered in a light blue color, serving as a background for the text.

MOBILE SUBSCRIBERS GREW BY 18% BETWEEN  
2011 AND 2012

A faint, light blue outline of a smartphone is centered in the background of the slide. It shows a rectangular screen, a small notch at the top, and a circular home button at the bottom.

**25%** OF MOBILE SUBSCRIBERS USE  
SMARTPHONES, **59%** USE BASIC FEATURE  
PHONES WHILE **16%** USE ADVANCE FEATURE  
PHONES



THERE ARE **110 MILLION** MOBILE PHONES IN  
NIGERIA

- Dr. Akinwumi Adeshina,  
Minister of Agriculture and Rural Development





**84%** OF URBAN DWELLERS HAVE ACCESS  
TO MOBILE PHONES WHILE ONLY **58.5%**  
OF RURAL DWELLERS HAVE ACCESS TO  
MOBILE PHONES



NIGERIA'S **SMARTPHONE** INDUSTRY IS WORTH  
**₦245BN**

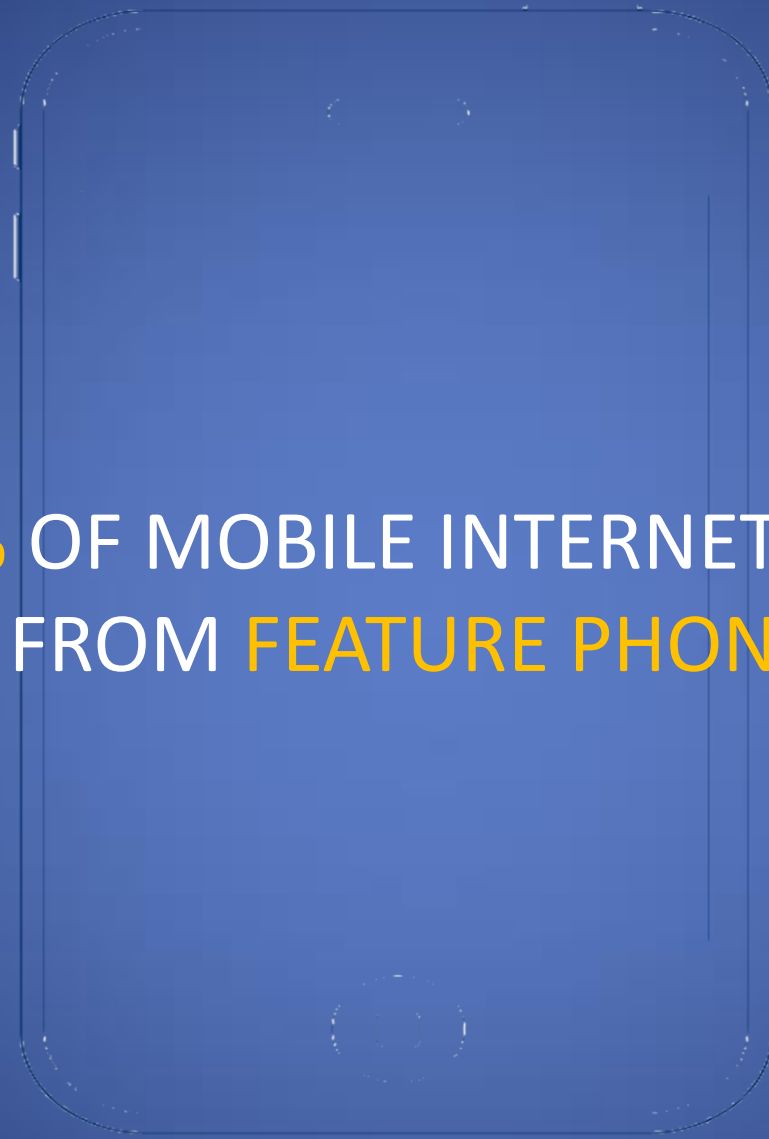
- Business Day





# PEAK TIME OF MOBILE INTERNET USAGE: LATE EVENINGS



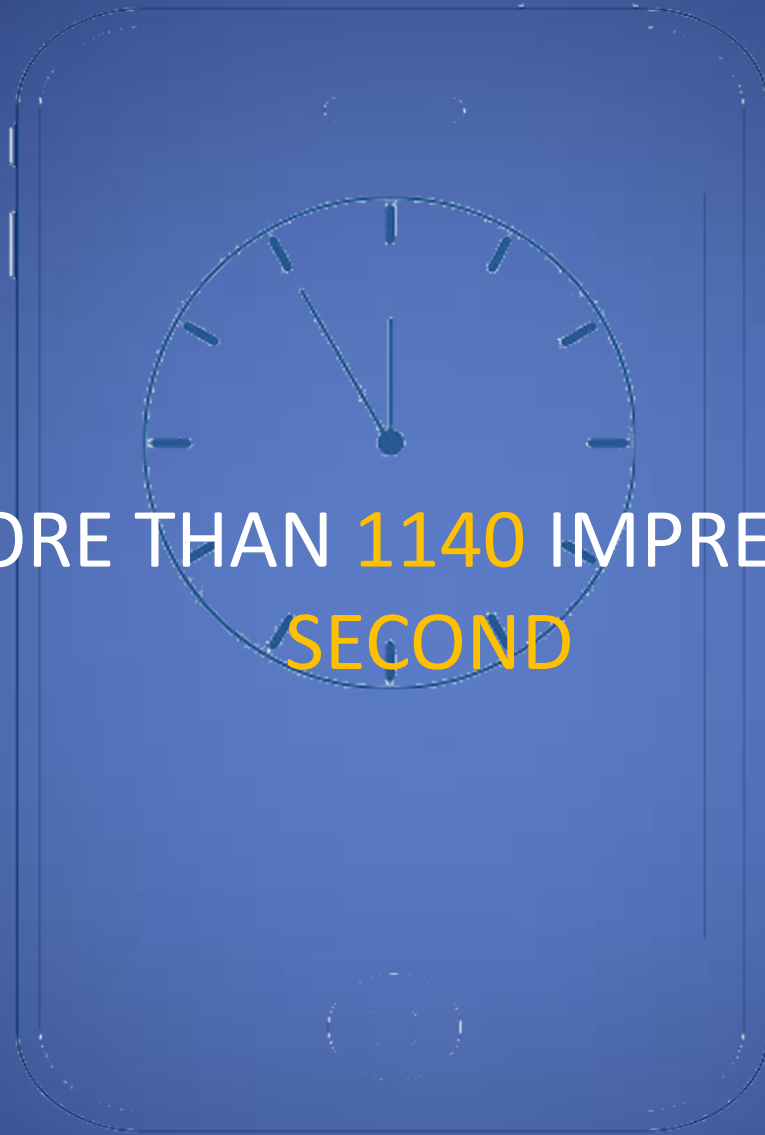


Over 60% OF MOBILE INTERNET HITS COME  
FROM FEATURE PHONES





ABOUT **3 BILLION** ADVERTISING IMPRESSIONS  
ARE SERVED IN NIGERIA EVERY **MONTH**



THAT'S MORE THAN 1140 IMPRESSION EVERY  
SECOND



OVER 50% OF ADVERTISING IMPRESSIONS ARE  
SERVED ON NOKIA DEVICES

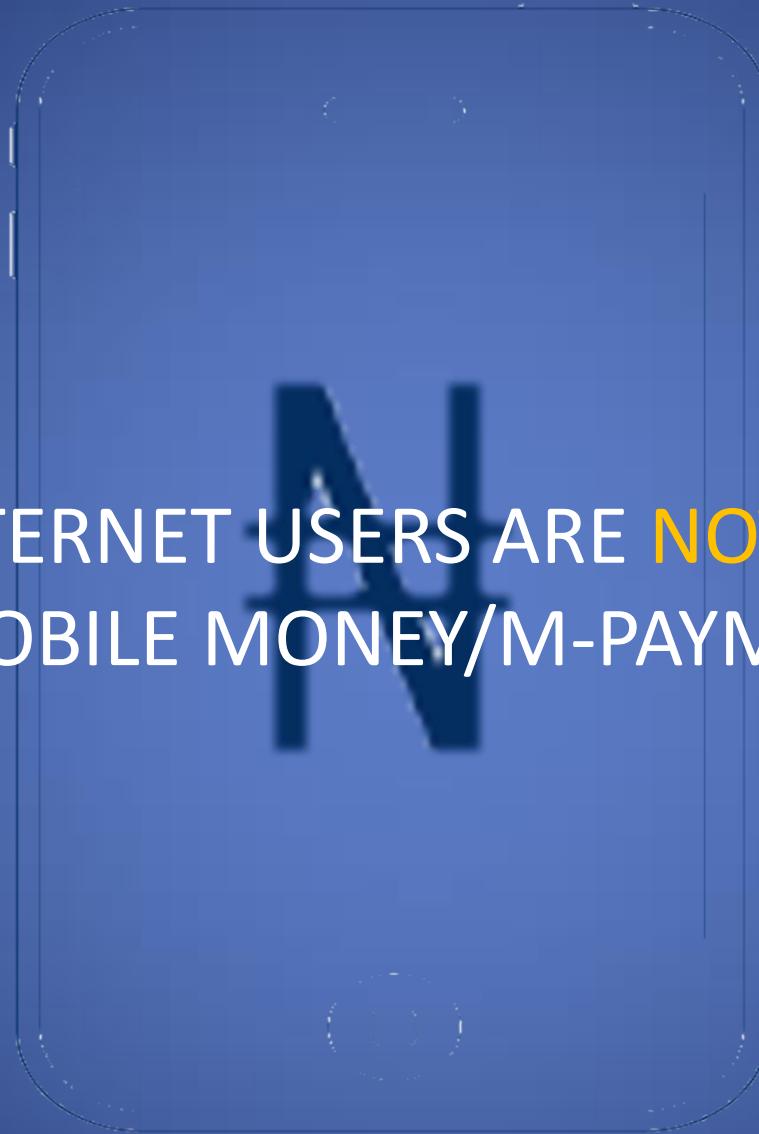
Source:

Based on data from Twinpine Mobile Advertising



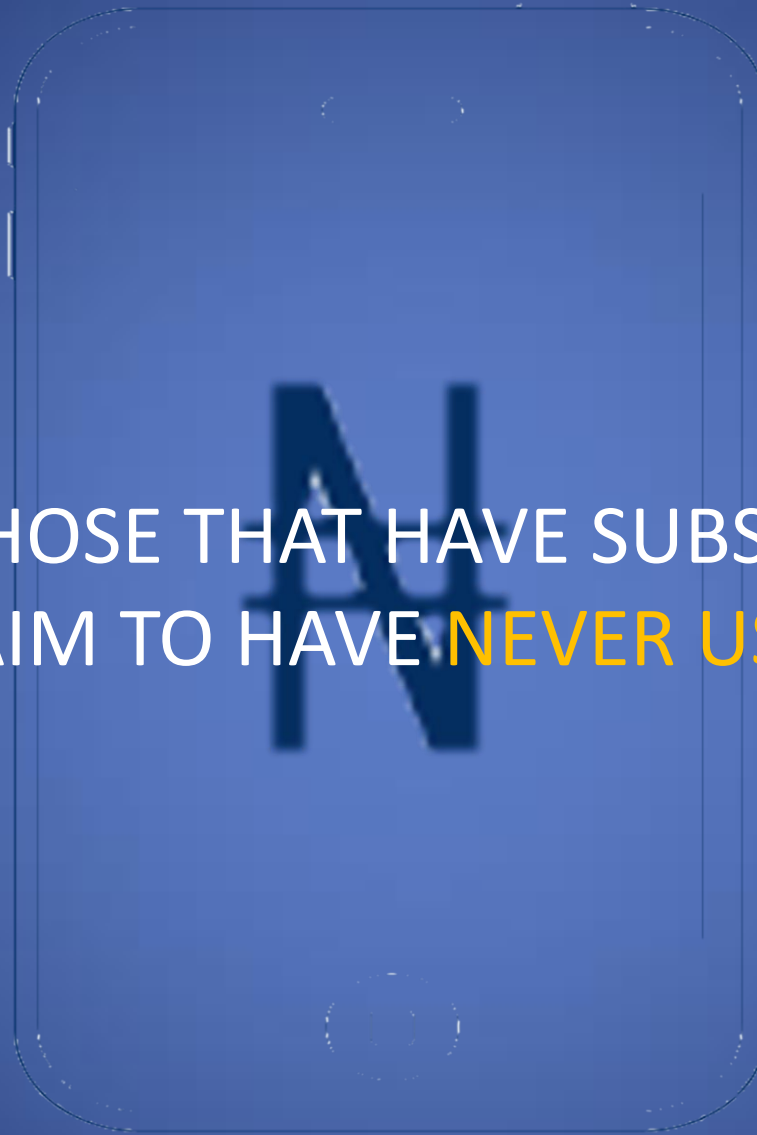


75% OF INTERNET USERS ARE **NOT SUBSCRIBED**  
TO ANY MOBILE MONEY/M-PAYMENT SERVICE





OUT OF THOSE THAT HAVE SUBSCRIBED, 67%  
CLAIM TO HAVE NEVER USED IT.





# ONLINE SHOPPING



ONLY **15%** OF NIGERIAN NETIZENS HAVE  
**BOUGHT** SOMETHING ONLINE





**78%** OF NETIZENS WHO HAVEN'T BOUGHT  
ANYTHING HAVE 'WINDOW SHOPPED' ONLINE







# PRICE IS KING

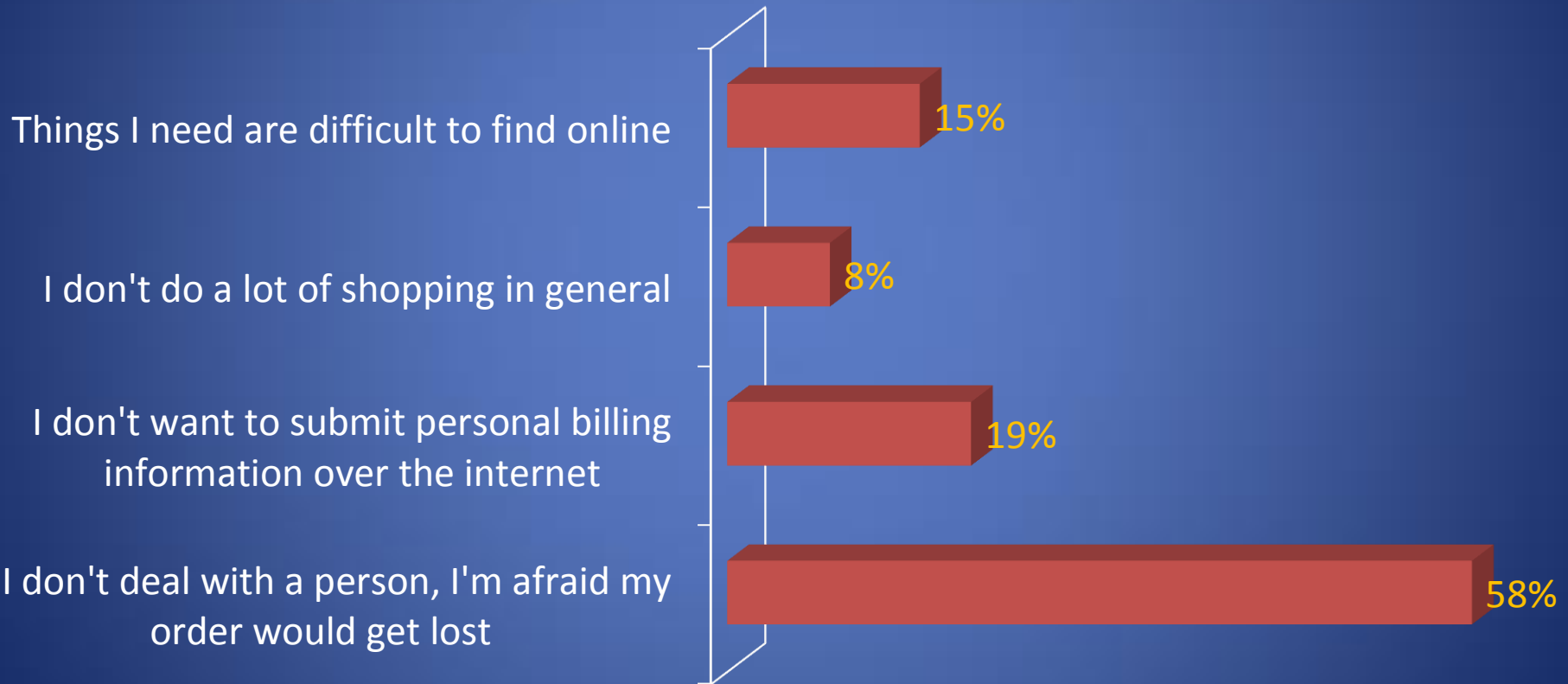
Primary factor that influences my decision to purchase an item





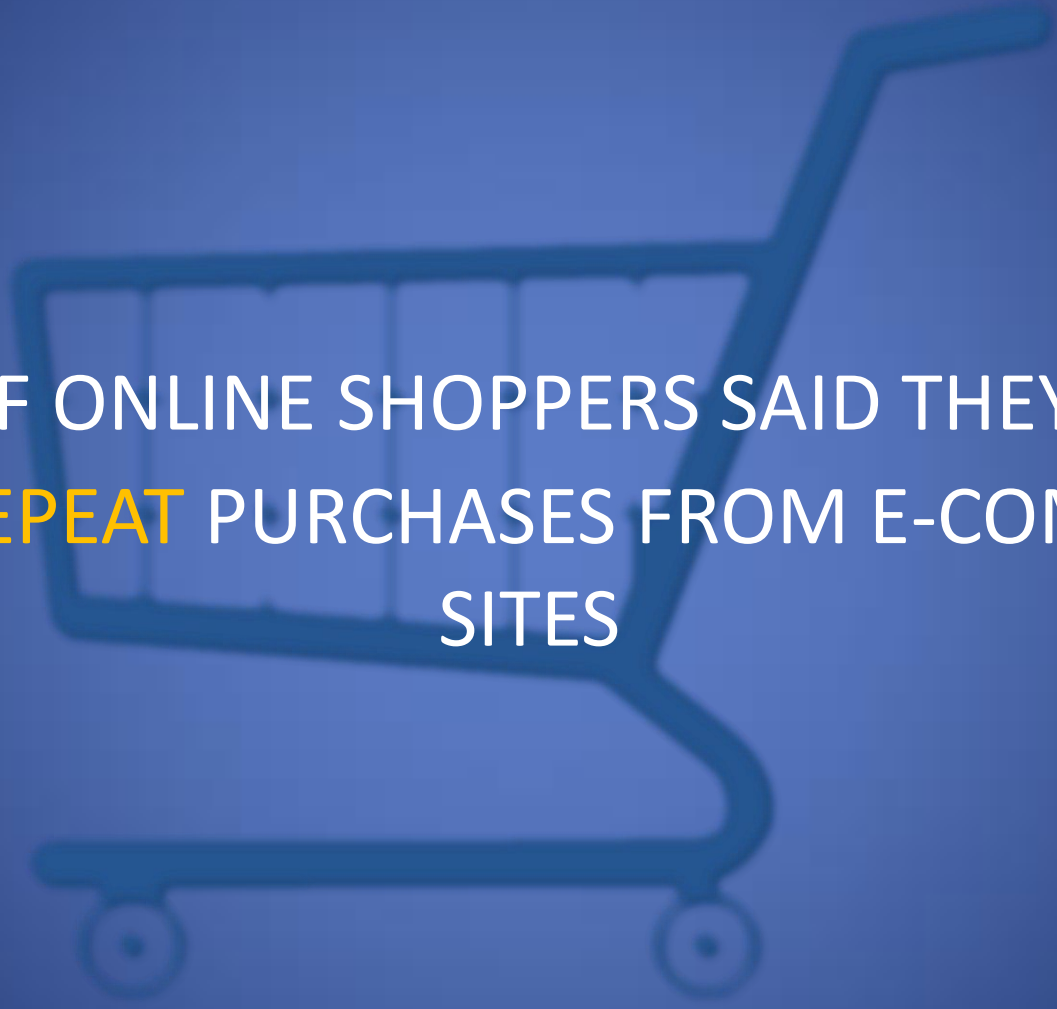
# TRUST IS A MAJOR ISSUE

## Why I don't shop online





**61%** OF ONLINE SHOPPERS SAID THEY WOULD  
MAKE **REPEAT** PURCHASES FROM E-COMMERCE  
SITES



A large, faint, blue outline of a shopping cart is centered in the background of the slide.

FASHION, ITEMS BOOKS, COMPUTER AND  
INTERNET RELATED PRODUCTS AND SERVICES  
ARE THE MOST COMMON PURCHASES MADE  
ONLINE



IN 2011, ONLINE SHOPPING IN NIGERIA GREW  
BY **25%** AND WAS VALUED AT **62.4 BILLION**  
**NAIRA.**





...WHICH WAS **TWICE KENYA'S GDP** IN 2011



Source:

Based on data from Euromonitor International and World Bank

A large, faint clock face is centered in the background of the slide. It has a circular outline with tick marks for hours and minutes, and two hands pointing towards the top-left.

I.E. 2000 NAIRA WAS SPENT ONLINE EVERY  
SECOND.



JUMIA IS THE MOST VISITED ONLINE SHOP IN  
NIGERIA







NIGERIAN NETIZEN BETWEEN THE AGES 25-34  
YEARS OLD VISIT JUMIA MORE THAN ANY  
OTHER AGE GROUP



63% OF ONLINE SHOPPERS ARE SATISFIED WITH  
PRODUCTS PURCHASED ONLINE, 19% ARE  
SOMEWHAT SATISFIED.





IN GENERAL, 91% OF NIGERIAN NETIZEN LIKE  
THE IDEA OF ONLINE SHOPPING





Terragon Limited is a New Media agency. We offer edge-cutting and innovative services in the new media space in Africa. We help brands in delivering value to clients by connecting with the emotional elements of a brand in order to create a long lasting relationship between the brand and customer; using measured, targeted and cost effective media

For more information on **TERRAGON INSIGHTS 2013**, email **Eniola** on [emoronfolu@twinpinenetwork.com](mailto:emoronfolu@twinpinenetwork.com)

If you'd like to chat with us on how we can help you, email [info@terragonltd.com](mailto:info@terragonltd.com) or [info@twinpinenetwork.com](mailto:info@twinpinenetwork.com)

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