

# Media Distribution in Nigeria

THE EVOLVING ADVERTISING LANDSCAPE

The advertising industry in Nigeria is currently valued at \$819M and is projected to grow to an estimated \$984M by 2027. The industry is predominantly driven by electronic media which accounts for 50% of the total advertising expenditure. Most of that is television and radio advertising.

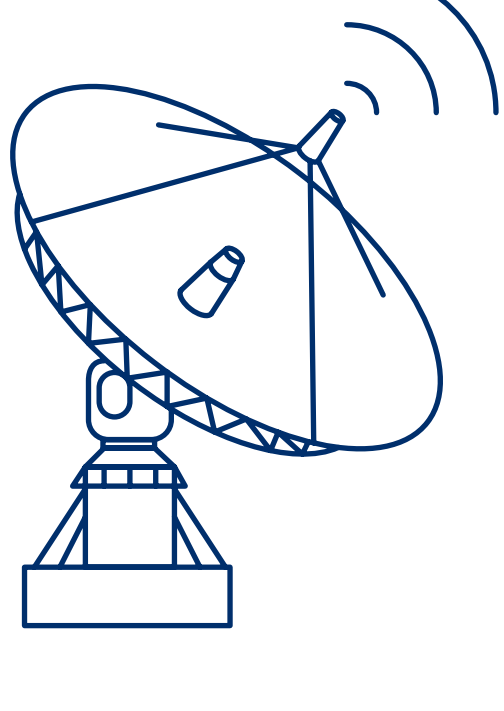
**216M**  
Population of Nigeria



**44%** of media advertising in Nigeria is television

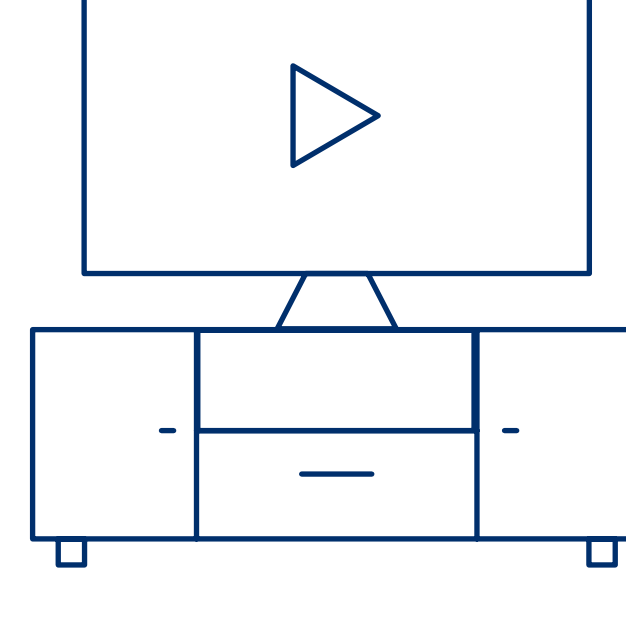
**20%** is the projected growth in the Nigerian advertising industry by 2027

Television advertising has been key in Nigeria, accounting for \$362M out of \$819M in total ad spending.



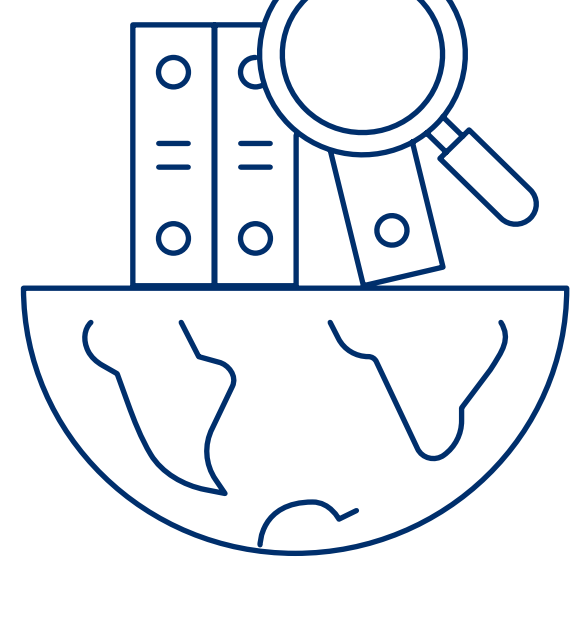
### Extensive Reach

Television remains one of the most effective mediums to reach diverse audiences, offering both urban and rural coverage.



### Premium Programming

The appeal of television advertising is bolstered by the quality and variety of programming.



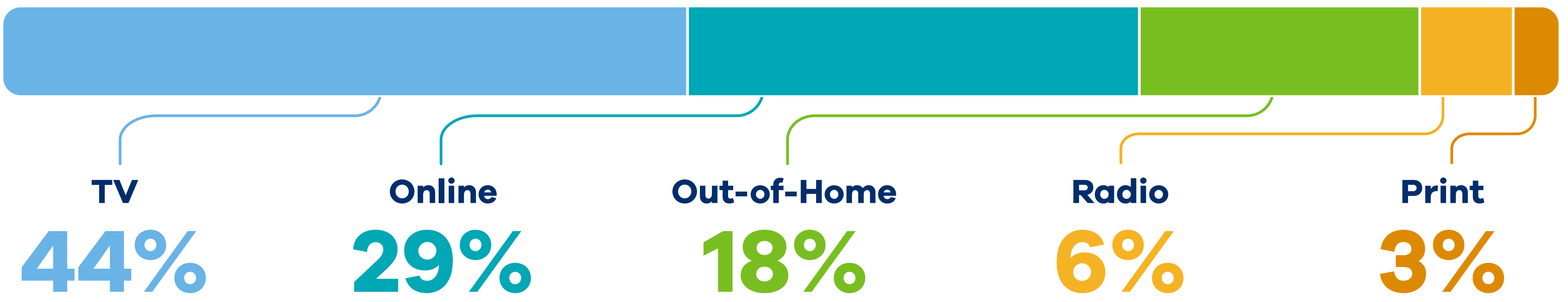
### Regulation and Reliability

The regulation and control applied to television broadcasts ensures high-quality, reliable content.



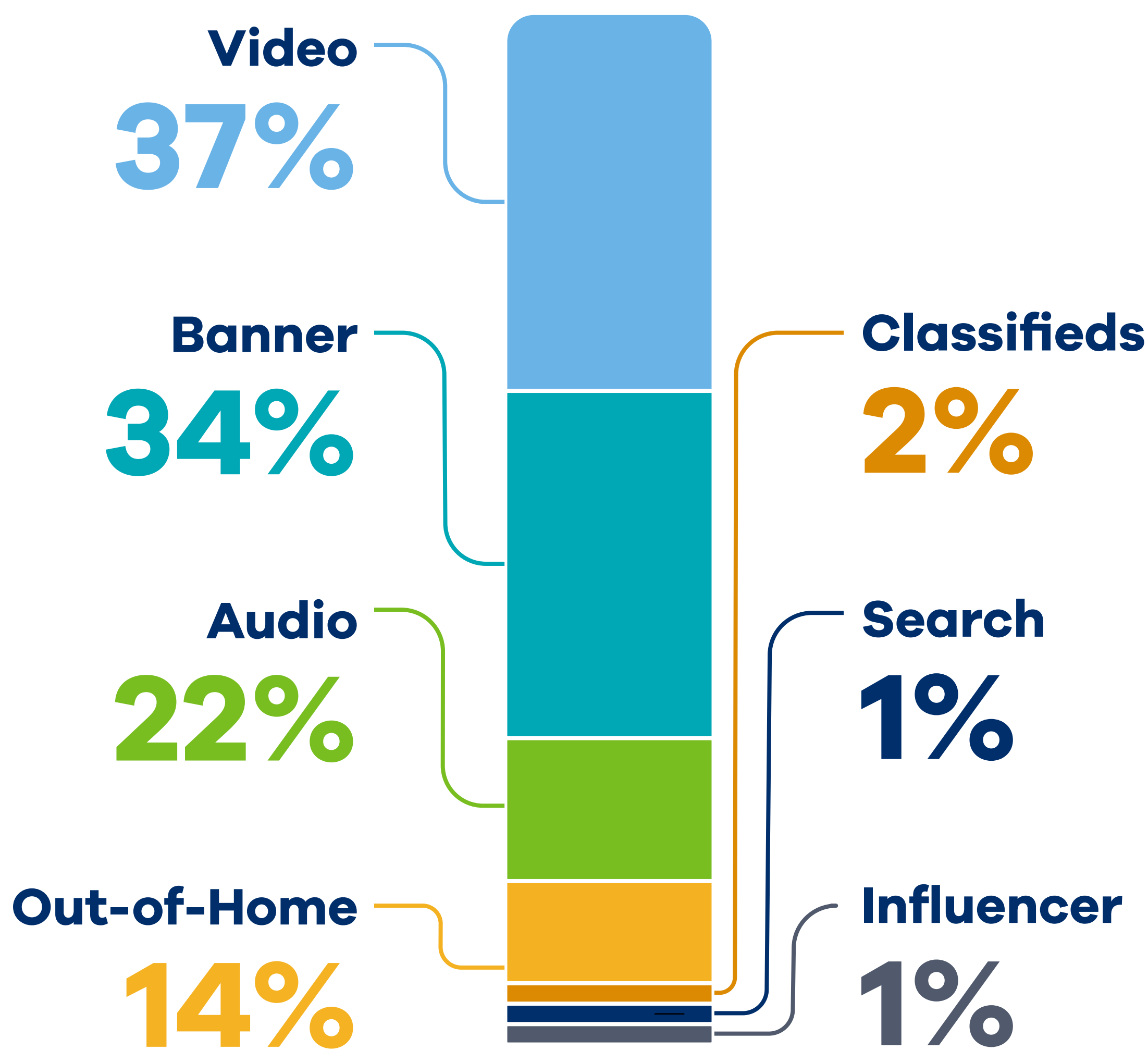
## TV Leads in Traditional and Digital Ad Spend

The dominance of electronic media in Nigeria's advertising landscape underscores its ability to bridge geographical, cultural, and socioeconomic divides.

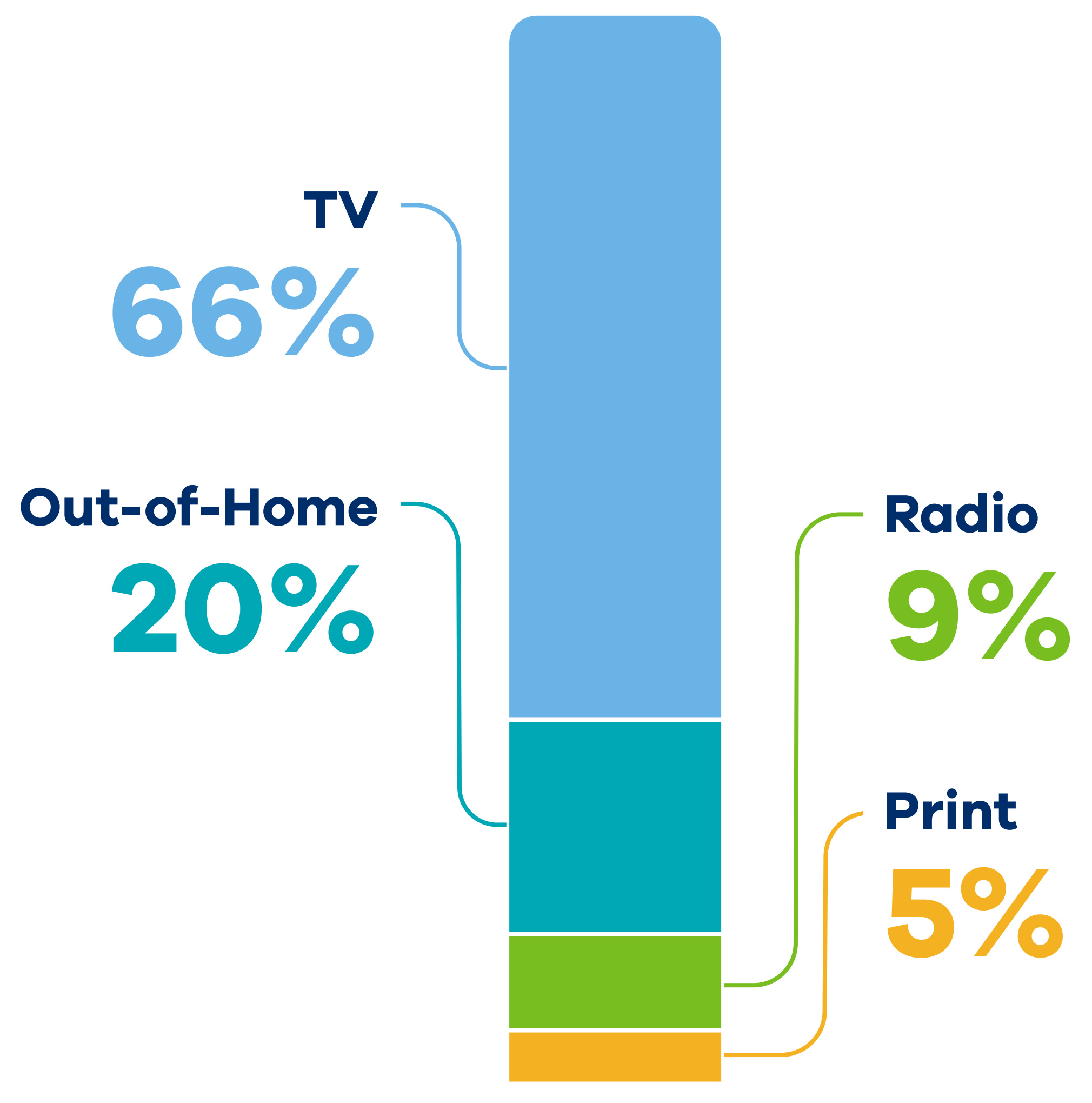


Even with streaming growing in popularity and audiences having more choices across platforms, TV still makes up nearly half of the advertising dollars spent in Nigeria today, with online spending trailing at 29%.

### Digital Media Ad Spend

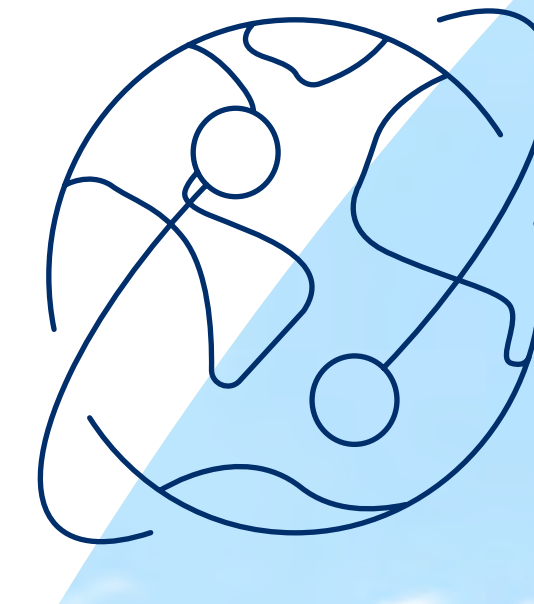


### Traditional Media Ad Spend



## Moving Media Forward With Satellite

The consistent demand for satellite services to transmit content confirms the important role it plays in generating advertising revenue.



### More Coverage

With the widespread presence of television stations—including those in local languages—advertisers can access different market segments.



### More Content

The quality and variety of programming available attracts and engages viewers, making it an attractive platform for advertisers.



### More Revenue

Television continues to thrive, with more options from international and local broadcasters creating promising opportunities for advertising revenue.



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