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nollywood
MOVIES
AWARDS

2013

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nollywood[®] MOVIES

SKY 329

'Nollywood' is the name for the Nigerian movie industry and by volume is the second largest movie producing industry in the world, after Bollywood.

Nollywood Movies is the first 24hour movie channel dedicated to showing films from Nollywood. We broadcast on the SKY Digital Broadcasting platform in the United Kingdom and reach as far as Ireland and mainland Europe.

Since our inception in January 2008, the channel has continued to grow quite rapidly and now has a market potential estimated at 3-4 million Africans and Afro-Caribbeans. Moreover, we have an increasing viewership of people of eastern European and Asian descent.

Nollywood Movies broadcasts 24 hours a day, 7 days a week on Sky 329. Our Prime-Time slots are our peak periods which start at 6pm Mondays to Fridays and 4pm on Saturdays. During

our Prime-Time slots, our viewers have the opportunity to watch the latest top quality movie releases of all genres, including Drama, Comedy and Romance which are the most popular.

The Nollywood Movies channel offers value for money to our viewers by showing over 35 different movies every month and has thus ensured a solid and growing viewership rate over the years.

Our primary aim is to showcase the best of the ever expanding Nigerian movie industry. We are currently broadcasting the popular African soap opera 'Tinsel', and as we enter our sixth year, we are moving into new areas of the Nollywood movie industry, including entertainment news and chat shows, ensuring continued contemporary content.

Our growth is predicated on Commitment, Quality Service, Integrity, Accountability and Excellence.

We achieve this by:

- Keeping our vision clear and our intent purposeful at all times.
- Providing a 24 hour daily movie channel solely aimed at broadcasting high-quality Nollywood movies offering great value for money to our viewers.
- Exclusively broadcasting some of the latest movie releases for our viewers in the United Kingdom, Ireland and the rest of Europe.
- Establishing and sustaining good relationships with content owners which helps strengthen our position within the movie industry.
- Providing quality customer service to all our viewers, meeting their needs as well as guaranteeing continuous improvement at all times.

THE HISTORY OF NOLLYWOOD

Pre-INDEPENDENCE

Colonial films via the British Colonial Film Censors' Board (FCB) formed in 1933.

1960

1960 – Nigerian independence.

Late 1960s

Mostly theatre-based indigenous productions

1970

First indigenous Nigerian film 'Kongi's Harvest' by Wole Soyinka

Early-Mid 1970s

'Oil Boom' years. Plethora of new cinema houses. Mostly American, Chinese, Indian and British films. The occasional Nigerian actor starring. This was soon followed by a trickle of Nigerian films in cinemas

Late 1970s

Late 70s – Beginning of slow death of cinemas due to Indigenisation Decree; Introduction of colour television

1980

Made-for-TV film 'Evil Encounter' by Jimi Odumusu broadcast. Illegally copied onto VHS tapes overnight and hawked on streets next day.

Late 1980s

Final collapse of cinema-going culture and death of night life due to economic downturn, crime and insecurity. Enter the Home Video.

1990

Digital technology begins to take hold. Music industry is first beneficiary.

1992

1992 – Arguably the first mass-produced 'Nollywood' home video 'Living In Bondage' by Kenneth Nnebue recorded on Betacam recorder and copied onto VHS.

Late 1990s

Digital film-making takes hold and cheap, duplicable and 'of good enough' quality VCDs make an entrance

2003

Phenomenally successful 'Osuofia In London' by Kingsley Ogoro breaks internationally.

2007

First Nollywood London West End (Leicester Square) Premiere – 'Across The Niger' by Kingsley Ogoro.

2008

Nollywood Movies SKY 329, first subscription-based Nollywood film channel launches on the SKY UK TV network.

2009 - 2011

'Mirror Boy' (Obi Emelonye) becomes first Nollywood movie to be accepted for regional release by UK's biggest cinema chain, Odeon Cinemas.

2012

Innaugural launch of Nollywood Movies Awards, June 2, 2012

Nollywood begins to actively court Hollywood, securing the services of stars such as Billy Zane, Vivica A. Fox, Isaiah Washington, Jimmy Jean Louis, Micky Rourke and Ernie Hudson.

Hollywood megastar Denzel Washington reported to have signed up for new Nigerian-funded movie, 'Spider Basket'.

The name 'Nollywood' refers to the Nigerian film industry which by sheer volume is now the second largest in the world, second only to the Indian film industry, Bollywood.

Nollywood began to stir in the mid to late 80's just as new digital technology was taking its first tentative steps in Nigeria, allowing creative entrepreneurs to seize on a market which was crying out for local entertainment products. Though the first indigenous movie 'Kongi's Harvest' was released in 1970, by the early 80s Nigeria's cinema culture had died out with the downturn of the economy. Up until then, television was providing little by way of an

alternative. With its huge population (now 160 million), Nigeria was a market ripe for cheaply-made indigenous films.

Today, Nollywood churns out as many as 2000 straight-to-video movies a year, though the advent of what is termed 'New Nollywood' – films of a higher technical and creative content showing in cinemas in Nigeria and around the world – is an ever increasing presence and is evidence

of the continuing evolution and appeal of the industry.

The Nollywood genre is highly popular across the African continent, the African diaspora in Europe and north America, as well as the Caribbean islands. It also has a significant followership in south American countries such as Brazil and Colombia which have large communities with strong historical and cultural links.

THE NOLLYWOOD INDUSTRY

NIGERIA HAS A US\$250-300 MILLION MOVIE INDUSTRY PRODUCING SOME 200 VIDEOS FOR THE HOME VIDEO MARKET EVERY MONTH

NOLLYWOOD'S MAJOR STARS ARE KNOWN TO ALMOST EVERY AFRICAN ACROSS THE CONTINENT AND BEYOND

ABOUT 200,000 UK VISAS WERE GRANTED TO NIGERIANS IN 2011

NOLLYWOOD MOVIES (SKY CHANNEL 329) IS THE FIRST 24/7 MOVIE CHANNEL DEDICATED TO SHOWING MOVIES FROM THE NIGERIAN FILM INDUSTRY SINCE 14TH JANUARY 2008.

NEW NOLLYWOOD IS THE NEW GENERATION CINEMA-FRIENDLY NOLLYWOOD MOVIE, NOW BEING DISTRIBUTED AND SCREENED IN UK CINEMAS SUCH AS THE ODEON.

SPENDING BY NIGERIANS IN U.K. SHOPS ROSE 32 PERCENT IN 2011 ACCORDING TO GLOBAL BLUE, AND IS RISING

A TYPICAL NOLLYWOOD MOVIE CAN READILY BE FOUND ON THE STREETS FOR £1 AND EACH CAN BE WATCHED BY UP TO 30 PEOPLE

NOLLYWOOD MOVIES CHANNEL VIEWERSHIP: MALE (56%) FEMALE (43%)

AROUND 2,000 MOVIES WERE MADE IN NIGERIA IN 2011

A NEW NOLLYWOOD MOVIE CAN READILY BE FOUND IN THE MARKETS OF JOHANNESBURG, LUSAKA, ACCRA, HARARE, CAIRO, KINGSTON JAMAICA, LONDON, BIRMINGHAM, NEW YORK AND AMSTERDAM.

NOLLYWOOD EMPLOYS ABOUT A MILLION PEOPLE IN NIGERIA IN TOTAL, MAKING IT THE COUNTRY'S BIGGEST EMPLOYER AFTER AGRICULTURE.

NIGERIA HAS A POPULATION OF 160 MILLION; 142,000 OF WHOM COME TO SHOP IN THE UK ANNUALLY.

NOLLYWOOD IS THE MOVIE INDUSTRY'S NEXT BIG THING



THE NMAS NOLLYWOOD MOVIES AWARDS 2013

The Nollywood Movies Awards is now into its second year and after a hugely successful award event in June 2012 is set to soar to even greater heights.

The second Nollywood Movies Awards will once again be celebrating excellence, outstanding achievement, promise and diversity in the Nigerian film industry. Already, it is establishing itself as the number one Movie Award event in Nigeria, unique in that it is the only movie awards event that focusses exclusively on Nollywood.

The glamorous inaugural awards event of 2012 was well received. The thriving Nollywood industry was in need of a dedicated award event and the various professional film guilds, the press and the general public gave it a seal of approval. It received wide coverage in the national press, on the internet worldwide and on both local and national radio and television. One national newspaper

commented, 'Nigeria now truly has its own Oscars'. In a country where everything is believed to be compromised, the results were seen to be authentic and the winners truly deserving. As a result, there is huge anticipation towards the 2013 awards and on this basis there are great opportunities for advertisers and category sponsors to be part of this high profile event.

The Main Awards Ceremony is set to take place on Saturday 7th September 2013 at the prestigious Civic Centre in Lagos, Nigeria. A star-studded Nominees' Party is scheduled to take place on Saturday August 10th 2013 at the glitzy Oriental Hotel, Lagos, Nigeria.

The countdown to September 2013 will begin in March with a national TV, radio, press and internet campaign. Alongside this, Nollywood Movies (SKY 329) will be running a UK-based campaign on its own station which is received across Europe. In addition, a number of media collaborations will add to the reach and it is expected that at the height of the campaign, awareness of the event would have spread across Africa, Europe and even the Caribbean.

The Nollywood Movies Awards is not just a one-night event. It will continue to be the focus of subsequent news and Nollywood-related chat shows both in the UK and Nigeria well into 2014

MOMENTS AT THE NMA_s 2012



THE NOLLYWOOD MOVIES AWARDS

This year, the NMAs will showcase nine categories. Each of the category nominees has been voted for by a multinational panel of twelve independent Nollywood watchers, most of whom are film practitioners in their own right. The Nollywood Popular Awards are decided by an open online poll. Last year almost 200,000 votes were registered in the UK, Europe, the Caribbean, Africa and the USA.

CATEGORIES

LEGACY

This Award is in honourable recognition of a Nigerian industry individual whose body of work over time has contributed to the growth, raised the profile and changed the face of the Nigerian film industry.

THE BEST OF NOLLYWOOD

The most glamorous and anticipated of any film award event anywhere in the world, these awards celebrate Nollywood's:

- i. Best Movie
- ii. Best Actress in a Leading Role
- iii. Best Actor in a Leading Role
- iv. Best Actress in a Supporting Role
- v. Best Actor in a Supporting Role
- vi. Best Diaspora Movie

CULTURE & HERITAGE

These awards recognise the key role of indigenous languages, culture and heritage in the Nigerian film industry:

- i. Best Film in an Indigenous Nigerian Language
- ii. Best Lead Actor in an Indigenous Language
- iii. Best Lead Actress in an Indigenous Language

CATEGORIES

PROFESSIONAL & INDUSTRY

These awards recognise the role of the various key industry professionals that work behind the camera to make the film possible:

- i. Best Editing
- ii. Best Sound Design
- iii. Best Original Screenplay
- iv. Best Cinematography
- v. Best Director

POPULAR CHOICE

These are awarded to the Nigerian actor and actress who receive the highest number of votes in a public online poll.

- i. Most Popular Actress
- ii. Most Popular Actor
- iii. Top Box Office (Nigeria)

ARTISTIC

These awards are in recognition of the artistic contribution of creative individuals and artisans within the Nollywood industry:

- i. Best Make-up Design
- ii. Best Costume Design
- iii. Best Set Design
- iv. Best Music Soundtrack

CATEGORIES

RISING STAR

These awards are in recognition of emerging new talent in the industry:

- i. Best Rising Star, Male
- ii. Best Rising Star, Female
- iii. Best Child Actor

SHORT FILM

This single award is in recognition of new filmmakers who have displayed exceptional talent in the production of a short movie

INDUSTRY PATRON AWARD

This award is in recognition of any corporate or government body, organisation or individual that has shown exceptional support towards the Nollywood industry.

GET INVOLVED

The Nollywood Movies Awards is The Nigerian Film Industry's Premier showcase.

It is the Nigerian industry's equivalent of The Oscars and is the largest gathering of Nigerian entertainment talent ever! This year's event will be broadcast across three continents and it is expected the event will reach a combined audience of over 20 million viewers across Africa (Nigeria, Ghana, East Africans-15m), United Kingdom (3.5m) and the USA (2m) over an extended period. Pre-event campaigns will commence in Spring 2013, consisting of online and TVC advertising campaigns with high end prizes, while the show will be broadcast across ten broadcast networks and with post event broadcast syndication continuing for the duration of 2013 until April 2014.

The NMAs promises to be the premier trans-continental event for the African continent and its worldwide diaspora audience.

The NMA showcase provides a unique and authentic opportunity to position, promote, profile and sell relevant products and services to a fast growing, emerging and receptive audience.

The NMAs is a diversely targeted showcase which presents a multitude of business sectors with the opportunity to promote their brands to Nigerians, positioned as the UK's fourth biggest spenders, as well as the African diaspora. With Nigerians and other Africans spending on a multitude of brands ranging from Maggie stock cubes to hair products such as Soft and Free; food and drink brands like Kellogs and Guinness; luxury goods such as Gucci and Prada and car manufacturers such as Toyota, Land Rover and Lexus, this market is not to be ignored.

It is this spending power and brand loyalty that has inspired premier UK retailer Selfridges to open an in-store Nigerian accessory in their flagship branch, targeted at Nigerian shoppers and branded accordingly

Other business sectors on the consumer list include telecoms, travel, hair and beauty, clothing and fashion, public services, money remittance, medicine, mobile telephony and publishing. All are lucrative consumer sectors which straddle both the rapidly emerging Nigerian home market and the African diaspora in the UK and Europe.

In 2012, Nigeria received \$21b in remittances - the 5th largest in the world - mainly from Nigerians resident in the UK and USA. With a growth rate of over 7%, the Nigerian economy is on schedule to overtake that of South Africa in the next two years, making it the largest on the African continent. In response to this, numerous western businesses have opened up new market outlets in Nigeria. The Nollywood genre has a reach that touches millions all over the world and the NMAs is nothing less than an African extravaganza open to all those privileged to be in the know. This event therefore presents an ideal opportunity to launch, establish and develop exciting new markets for your brand.

NOLLYWOOD MOVIES AWARDS PROFILE/TIMELINE

The success of the Nollywood Movies channel on the UK SKY network is a reflection of the popularity of the Nigerian film and the wider Nigerian film industry. In terms of it's global market and reach, it is incredible that it still remains one of the world's best-kept secrets.

Nollywood films are watched daily in over thirty countries worldwide and its stars are amongst the best known celebrities in many regions of the world, commanding an incredible following in the UK, the USA, the Caribbean, Europe and of course, all across Africa.

COUNTRY PROFILES:

Nigeria – The Home of Nollywood. Nollywood penetrates about 70% of Nigeria's home population of one hundred and sixty million, with a colossal sixty million viewing a Nollywood production each week. Hundreds of thousands of Nigerians travel to the UK each year and are listed as the UK's fourth highest spenders. Nollywood serves as a window on Nigerian society and an avenue through which this huge market can be reached.

United Kingdom – The UK is popularly known in Nigeria as the Nigerian's 'second home'. Nollywood itself has a tremendous diaspora appeal within the United Kingdom, with Ghanaians, South Africans, Ugandans, Kenyans, Cameroonians, Ivoriens, Caribbeans and Brazilians being amongst regular consumers of this entertainment phenomenon. It is estimated that a combined viewership of about eight million regularly watch a Nollywood production on a weekly basis.

VIEWERSHIP

The Viewership is currently:
Male (56%) & Female (43%)
• ABC1 social class at 60%
• C2DE social class at 40%

TIMELINE

FEBRUARY 2013
Launch of the Nollywood Movies Awards 2013. Call for entries.

MARCH 2013
Nominations Panel begins screening

EARLY SPRING 2013
Marketing and Publicity Campaign commences in Nigeria and the UK

TV Media Partners: Africa Magic (Africa) OHTV Sky 199 (UK & EUROPE), LAGOS TV (LTV);
Radio Media Partners: Cool FM, Wazobia FM and Nigeria Info FM (NIGERIA):
ONLINE: Google plus, Linda Ikeji blogspot, Nollywoodbymindspace, DJ ABASS blogspot, Nigeriafilms.com.
In partnership with the above listed media houses, our campaign will run up to the event, and will also include billboards and prints.

10TH AUGUST 2013

Oriental Hotel, Lagos, Nigeria:
NMAs Nominees Party. Press briefing.
Final Nominees list announced

7TH SEPTEMBER 2013

NMAs Main Red Carpet Ceremony at The CIVIC Centre, Lagos, Nigeria:
NMAs Winners announced

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