

Netflix and the Advancement of the Nigerian Movie Industry

BY

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Declaration

I, Umoh Unyime with matriculation number ART2101056, hereby declare that this project titled “Netflix and the Advancement of the Nigerian Movie Industry” is my original work. It was carried out by me as part of the requirements for the award of a Bachelor’s Degree in the Department of Mass Communication under the supervision of Dr Collins Kediehor.

I also affirm that this work has not been submitted previously, in whole or in part, for any other degree in this or any other institution. All the sources and references used in the course of this research have been duly acknowledged.

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Certification

This is to certify that this research work was duly carried out by Umoh Unyime in the department of Mass Communication, Faculty of Arts, University of Benin, in partial fulfillment of the requirements for the award of Bachelor of Art degree in Mass Communication.

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Dedication

This research is dedicated to the almighty God for his grace and mercies and my wonderful parents.

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Abstract

The study is based on the impact of Netflix in the advancement of the Nigerian movie industry. The study analyzes the impact of Netflix on Nollywood and how it has aided the growth of the industry amongst youths in Benin City. This study examines the role of Netflix in advancing the Nigerian movie industry by analyzing its impact on film production, distribution, and audience engagement. The motive of this research was further explained by the researcher using diffusion of innovation theory. The research draws insights from existing empirical studies and emphasizes how Netflix provides a structured platform for global exposure, encourages higher production standards, and opens new economic opportunities for filmmakers through funding and partnerships. By situating Nollywood within the global digital entertainment landscape, this study highlights how Netflix is not only reshaping viewing patterns but also positioning the Nigerian movie industry as a competitive player on the world stage.

Background to the study.

The Nigerian movie industry is popularly known as Nollywood. Currently, Nollywood is the second-largest movie industry in the world, producing approximately 2,500 films each year. This number of output places it ahead of Hollywood and just behind Bollywood in India.

The term 'Nollywood' blends the words 'Nigeria' and 'Hollywood' to represent the country's film industry.. Although its origin is often debated, it first appeared in 2002 in an article in The New York Times by journalist Norimitsu Onishi. Some people in the industry embrace the term, seeing it as a recognition of the industry's growth and success. Others feel that since a foreign media outlet coined the name, it does not fully reflect the authenticity and spirit of Nigerian creativity.

Nollywood began gaining widespread attention in the early 1990s, marked by the release of influential films such as *Living in Bondage*. These movies set the tone for storytelling rooted in everyday Nigerian life. Filmmakers often worked with small budgets, little formal training and limited equipment, but they made up for it with passion and a deep understanding of their audience. Films were shot quickly, sometimes within a week, and distributed on VCDs, which were sold in markets across the country. Distributors were often producers as well. As a result, filmmaking became a rapid and highly compressed process. This model enabled Nollywood to grow rapidly, even without the kind of corporate structure typically found in Hollywood or Bollywood.

Despite its massive output, Nollywood has faced significant financial challenges. By the mid-2010s, the industry was generating approximately \$600 million annually, a relatively minor figure compared to Hollywood's billions. One of the most significant issues affecting revenue is piracy. According to the World Bank, only one in every ten Nigerian films sold is legitimate, with the rest being pirate copies. This reality has pushed many in the industry to rethink their approach. Rather than focusing on quantity, there is now a shift toward quality. Nigerian filmmakers are investing in better production values, storytelling and distribution networks. Producers are also exploring new genres, such as horror, like *Mama Koikoi*, musicals like *Obara'm*, animations like *Iwaju*, and even noir-style films, commonly referred to as nolly-noir.

Nollywood is a diverse and multilingual industry. Films are produced in both English and various Nigerian languages, including Yoruba, Hausa, and Igbo. This linguistic and cultural diversity has enabled the industry to connect deeply with diverse communities across Nigeria and beyond. For example, the Yoruba film scene, such as *Aníkúlápó* and *Jagun Jagun*, tends to focus on culturally specific narratives. In contrast, the north's Kannywood, a Hausa-language film industry, draws more influence from Bollywood's style and storytelling.

While Nollywood initially catered mainly to a Nigerian audience, it has since gained international recognition. Today, its films are streamed globally, and its actors are globally recognised. One of Nollywood's popular stars is Genevieve Nnaji, who has represented Nollywood on international platforms and played a key role in raising its global profile. The success of high-grossing films like *A Tribe Called Judah* by Funke Akindele, which earned over ₦2 billion at the Nigerian box office, shows the growing financial power of the industry as well.

In the past twenty years, Nollywood has evolved into a reflection of everyday life and culture in Nigeria. Many of its films explore themes such as the pursuit of wealth, betrayal, infidelity and moral conflict. Some critics view this as a weakness, citing the melodramatic and sometimes chaotic storytelling style. However, others argue that Nollywood reflects real societal concerns and employs what Brian Larkin calls the "aesthetics of outrage", an approach that exaggerates moral conflict to provoke emotional reactions and reflection from audiences.

Nigeria's film industry plays a major role in boosting the nation's economy. After agriculture, it is the country's second-largest employer, supporting over a million jobs. The industry's ability to grow under limited conditions, relying heavily on the creativity and dedication of individuals, has

made it an inspiration for filmmakers across Africa and the diaspora. Many young African filmmakers now look to Nollywood's model as proof that it is possible to build a thriving industry outside traditional Western systems.

In recent times, the Nigerian movie industry has experienced significant growth and gained substantial recognition globally. This growth is due to factors such as better storylines, more professional actors and actresses and more capital spent on production. However, the impact of international streaming platforms, specifically Netflix, on the growth of Nollywood cannot be overlooked.

Netflix is a widely used streaming platform that gives users access to a vast selection of movies, series, documentaries, and even games on nearly any internet-connected device. Netflix offers a diverse selection of content to suit a wide range of viewer preferences. It offers thrillers, romance, comedies, thought-provoking documentaries or animated series. It is designed to be flexible, allowing members to watch any film of their choice at any time without commercials or rigid schedules.

After subscribing to a Netflix plan, users can begin streaming content immediately. The features you get with Netflix vary based on the subscription plan. Some options limit viewing to one device at a time, while others let you stream on several devices at once. Video quality also varies by plan, ranging from standard HD to Full HD and Ultra HD. Additionally, Netflix offers the option to download content on mobile devices, including smartphones, tablets, and Chromebooks. This feature enables users to enjoy their favorite shows and movies offline, without needing an internet connection.

One of the most impressive features of Netflix is its ability to learn and adapt to users' viewing preferences. As users continue to watch different shows and movies, the platform uses this information to recommend content that closely matches their interests. Over time, this personalised recommendation system helps create a unique and engaging viewing experience tailored to each user.

Netflix can be easily accessed on a variety of devices. It can be used on smart TVs, gaming consoles, laptops and other internet-enabled devices. While some devices come with the Netflix app pre-installed, others require users to download it manually. Although the user interface may vary slightly depending on the device, the overall goal remains to provide convenient and on-demand access to entertainment.

Founded in 1997, Netflix began as a DVD rental company that mailed movies directly to customers. A significant shift occurred in 2007 when Netflix introduced its streaming service, enabling users to watch content online. By 2010, the platform began expanding internationally, and by 2016, it had launched in over 130 new countries. As of 2025, Netflix has grown to over 300 million paid subscribers across more than 190 countries, ranking among the most visited websites globally.

What sets Netflix apart from many other platforms is its strong focus on storytelling. The company invests heavily in creating original content, known as Netflix Originals, which now comprises a significant portion of its library. These include popular series and films in various languages, allowing Netflix to showcase stories and cultures from countries such as Nigeria, France, Japan, and many more.

Another key difference between Netflix and traditional TV or cable services is its flexibility. There are no long-term contracts, complicated setups or hidden fees. Users can easily subscribe and cancel their subscriptions online at any time. This flexibility enables users to watch content at their convenience.

While Netflix is not available in every country, such as China and Russia, it continues to expand and improve its service globally. The company takes time to understand each new market, listens to user feedback and constantly works to offer a better viewing experience.

Overall, Netflix focuses on convenience, accessibility and delivering high-quality entertainment. What began as a simple idea has evolved into a global platform that is transforming the way people watch TV and movies worldwide.

Since it entered into the Nigerian market in 2016, Nollywood has undergone significant changes. Netflix has invested approximately \$23.6 million in licensing 283 Nigerian films and commissioning three original productions in Nigeria. This investment has not only provided Nigerian filmmakers with financial resources but has also enabled them to reach a global audience.

Netflix has taken local Nigerian movies that would previously end in the eyes of people within the country to the global world. Through Netflix, local movies like *Ìjàkùmò* and *The Kings Horseman* have reached an international audience. Netflix has contributed to raising the standards of Nigerian films by supporting higher budgets and the use of more sophisticated technology. Their input has widely improved the output of Nollywood movies.

A standout achievement for Netflix is the Nigerian thriller *Blood Sisters*. The movie had a significant boost when it premiered on the platform in May 2022. The limited crime series quickly gained attention and ranked number 9 on Netflix's global Top 10 list, with over 11 million viewing hours within its first week. This kind of international exposure is rare for Nollywood titles. It helped *Blood Sisters* reach audiences far beyond Nigeria. Netflix's support, facilitated through its global reach and recommendation algorithm, played a key role in the series' success. The show trended on social media and sparked global conversations.

Netflix also gave the movie *Omo Ghetto: The Saga* a significant boost. After its successful run in cinemas in 2020, the film was released on Netflix on September 10, 2021, and it got massive views from the audience. The movie stayed in Netflix's Top 10 for 132 days, breaking records and becoming the most-watched Nollywood title ever on the platform with over 81 million

streams. The movie became the highest-grossing Nollywood film ever, pulling in over ₦635 million in box office returns.

Outside content distribution, Netflix's involvement in the Nigerian movie industry has increased economic growth in Nigeria's creative sector. The platform's investment has generated over \$44 million in tax revenue and created more than 12,000 new jobs in the movie industry. Netflix has also contributed approximately \$218 million to the nation's GDP.

1.2 Statement of the Problem

The Nigerian movie industry, known as Nollywood, has played a significant role in the global film market, producing numerous films annually. However, despite its success in terms of quantity and local appeal, Nollywood has faced challenges in reaching a broader international audience. Nollywood also faces the challenge of maintaining low production quality while keeping pace with global trends in filmmaking.

The advent of streaming platforms, notably Netflix, has provided a new platform for Nollywood films to reach global audiences. Still, the implications of these platforms for the industry remain largely unexplored.

Netflix's growing partnership with Nigerian producers raises questions about its role in enhancing the visibility of Nollywood films on the global stage and its influence on the production quality of Nigerian movies. While some argue that the collaboration has improved production standards, others remain sceptical of the long-term impact on the local film ecosystem.

Furthermore, the influence of Netflix on audience preferences and emerging trends within the Nigerian film market is an area that requires deeper exploration.

Thus, this study seeks to answer how Netflix has impacted Nollywood's global visibility, influenced the quality of movie productions, shaped audience preferences, and, finally, affected the nature of local movie production in Nigeria.

This study seeks to address these questions and provide a comprehensive understanding of Netflix's role in the ongoing transformation of the Nigerian movie industry.

1.3 Objectives of the study

This study primarily seeks to achieve the following objectives:

1. To examine how Netflix has impacted the global visibility of Nollywood
2. To investigate how Netflix has influenced the production quality of Nigerian movies.
3. To explore the effect of Netflix's partnership with Nigerian producers on local movie production

4. Examine how Netflix has shaped consumer preferences and trends in the Nigerian film market.

1.4 Research Questions

1. How has Netflix impacted the global visibility of Nollywood?
2. How has Netflix influenced the production quality of Nigerian movies?
3. How does Netflix's partnership with Nigerian producers influence local movie production?
4. How has Netflix influenced audience preferences and trends in the Nigerian film market?

1.5 Significance of the Study

The study seeks to explore how Netflix has impacted the Nigerian film industry. It will examine how Netflix is impacting the production quality, distribution, and global reach of Nigerian movies. This research will also help identify Nollywood's growth opportunities and how international partnerships can benefit Nigerian cinema.

The study also aims to highlight how this shift could enhance the industry's reputation, provide economic benefits, and foster its growth.

1.6 Scope of the study

This study centers on examining Netflix's influence within the Nigerian film sector. During the study, questions will be asked to movie lovers and academics, particularly at the University of Benin, Ekehuan campus.

1.7 Definition of terms

Netflix is a streaming service that enables viewers to watch a diverse range of TV shows, movies, documentaries, anime, and exclusive content for a monthly subscription fee. Netflix can be streamed on devices that have internet access. It allows its users on-demand access to a massive library of entertainment in multiple languages. Today, it is available in over 190 countries.

Advancement: the process of developing or improving a cause or a plan.

Nollywood refers to Nigeria's film industry, recognized as the third-largest movie producer globally. It produces a variety of movies, mainly in English and several Nigerian languages.

Chapter two

Literature Review

This chapter examines the impact of Netflix on the Nigerian movie industry, particularly in relation to Nollywood. It aims to highlight key findings from previous studies, articles, and reports that discuss the role of Netflix in shaping Nollywood, specifically its impact on the industry's growth and development.

2.1 The Nigerian Movie Industry: A Detailed History of Nollywood

Nigerian cinema dates back to the colonial period when films were first introduced. The earliest public film screening in Lagos took place in August 1903, organized by Mr. Balboa, who was touring West Africa with his troupe. Herbert Macaulay invited him to present films at the Glover Memorial Hall in Lagos.

The first film shown was *The Coronation of King Edward VII*, and subsequent screenings continued to introduce Nigerians to the art of cinema. The success of Balboa's film opened the door for a wave of European film exhibitors to enter Nigeria (Ekwuasi, 1984, p. 9). Shortly afterward, the colonial administration took an active role in shaping Nigeria's film development by introducing numerous films (Itam, 2000, p. 32). However, these early films were foreign productions and stereotypically depicted Africans, reinforcing colonial narratives.

Film exhibitions continued to grow in the early 20th century, especially in urban areas like Lagos, where cinemas began to open. By the 1920s, Lagos had five cinemas screening films every evening. These films were primarily sourced from Europe and the United States. Although they were commercially successful, they lacked a true Nigerian identity. The colonial administration controlled much of the film industry, using it as a tool for propaganda and education, mainly to spread Christian teachings. Most films made during this period were documentaries or educational films rather than fictional stories.

After Nigeria gained independence in 1960, the film industry slowly shifted towards more indigenous productions. The Nigerian government, recognising the potential of cinema, established the Federal Film Unit (FFU). The FFU aimed to train Nigerian filmmakers and develop the industry. In the 1970s and 1980s, filmmakers like Ola Balogun, Jab Adu, and Eddy Ugbomah began to emerge. They were amongst the first to take the bold step of creating films that reflected Nigerian life and culture.

Many Nigerian filmmakers emerged from the theatre world during this period, particularly from the Yoruba theatre tradition. These filmmakers, including Ade Love and Tunde Kelani, adapted stage plays into films. This marked the beginning of a distinctive Nigerian cinematic style. However, these early efforts faced financial limitations and a lack of proper infrastructure and equipment. Despite these obstacles, Nigerian filmmakers continued to produce films in small quantities, often using limited resources.

The 1990s marked a turning point for Nigerian cinema with the emergence of Nollywood. According to Jonathan Haynes, Nollywood was first introduced in a 2002 article by Matt Steinglass in the *New York Times*, where it was used to refer to the Nigerian film industry. The

term "Nollywood" is a combination of "Hollywood" and "Bollywood" and was inspired by the success of the American film industry.

One of the most significant milestones in Nollywood's history was the release of *Living in Bondage* in 1992. Kenneth Nnebue directed it, and it is widely considered the first Nollywood blockbuster. Its success marked the beginning of a new era in Nigerian cinema, where films made on video cassettes (VHS) became the norm. These films were sold in local markets, often bypassing the traditional cinema distribution routes, and were widely distributed through home video rentals.

The success of "*Living in Bondage*" inspired several filmmakers to follow suit. In the years that followed, the Nigerian film industry experienced rapid expansion, with an increasing number of films being produced each year. Often working with limited resources, filmmakers found innovative ways to create captivating stories that resonated with local audiences. The industry began to reflect the experiences, values, and challenges faced by Nigerians. The focus was on themes such as poverty, corruption, religion, and family dynamics.

By the mid-1990s, Nollywood had experienced significant growth. The industry began to attract a broad audience across Africa, and the demand for Nigerian films increased significantly. Nollywood films were being shown on television networks in neighbouring African countries. Actors such as Genevieve Nnaji, Omotola Jalade-Ekeinde, and Nkem Owoh gained widespread popularity during that period.

In the 2000s, Nollywood's growth accelerated due to the rise of modern cinemas, more accessible internet, and the advent of DVDs. The affordability and availability of DVDs allowed Nollywood films to be sold not just in Nigeria but also in other African countries and beyond. This period also led to the rise of a more professionalised Nollywood, with filmmakers focusing on improving production values and attracting international attention. Movies like *The Wedding Party* (2016), a substantial commercial success, showed the industry's potential to produce high-quality films with broad appeal.

2.1.2 The Evolution of Netflix and Its Expansion into the Nigerian Market

Netflix was founded in 1997 by Reed Hastings and Marc Randolph as a DVD rental service, and it later evolved into a global streaming platform.

Unlike traditional video rental stores, Netflix allows customers to rent DVDs online without due dates, which is one reason many customers choose Netflix.

In 2018, Netflix acquired the rights to Genevieve Nnaji's *Lionheart*, its first Nigerian original. This was the first time a Nollywood film was presented to a global audience through a platform with millions of subscribers, and as expected, it gained international attention. This demonstrated that Nigerian stories could compete with content from Hollywood, Bollywood, and other major film industries.

In 2020, Netflix launched Netflix Naija, a sign of its serious commitment to the Nigerian movie industry. This came with more Nigerian films being added to the platform and new partnerships with some of the country's most prominent filmmakers, including Mo Abudu, Kunle Afolayan, and Kemi Adetiba.

Today, Netflix has become one of the most popular streaming platforms among Nigerian movie lovers and producers, with popular movies like Blood Sisters and Oloture: The Journey.

2.2 The Impact of Netflix on the Nigerian Movie Industry

Before Netflix started investing in the Nigerian movie industry, Nollywood already had a strong local following, but its global reach was limited. Since its entry, Netflix has played a significant role in the growth of the Nigerian movie industry. Netflix introduced a new and advanced way for Nigerians to watch movies, providing a robust platform that helped Nollywood gain international attention.

Netflix's takeover of the Nigerian movie industry has led to the production of high-quality films and series such as King of Boys: The Return of the King, Oloture, and Blood Sisters. Netflix has a way of making viewers anticipate a new movie. These movies not only attracted local audiences but also gained international attention.

With the success of films like Anikulapo (2022), The Black Book (2023), and Jagun Jagun (2023), Netflix became a top platform for Nigerian cinema. These movies performed well both locally and internationally. In fact, by 2023, Nollywood films that premiered on Netflix made up more than half of the top 30 most-watched films on Netflix Nigeria. This level of visibility provided Nigerian filmmakers with the kind of exposure that had previously been difficult to attain.

Another significant impact Netflix has had is the improvement in the quality of Nollywood productions. With the budgets and resources Netflix provided, filmmakers could access better equipment, more skilled professionals, and longer production timelines. This led to more polished films that could compete globally in terms of storytelling, acting, and technical standards. It also created more job opportunities for writers, actors, and other professionals involved in film production. Hence, it supported the growth of the entire industry.

Furthermore, Netflix has invested in developing local talent through programs such as the Episodic Lab and the Development Executive Traineeship. These initiatives are helping to build the next generation of Nigerian filmmakers, ensuring that the Nigerian movie industry continues to grow beyond its established big names.

2.3 Economic Impact of Netflix on the Nigerian Movie Industry

Since it entered into the Nigerian movie industry, Netflix has made a significant contribution to its economic aspect. Over nine years, Netflix has invested over \$23 million in Nigerian film production. This contribution has had significant benefits on Nigeria's creative ecosystem. This investment covered more than 250 licensed titles and co-produced content. The investment represents not only financial input but also a strategic effort to develop and globalise local storytelling.

Netflix's investment has had a significant impact on various aspects of the Nigerian economy. The effect of this investment has rippled across various facets of the Nigerian economy. According to Netflix's 2022 Socio-Economic Impact Report, the company's activities in Nigeria contributed approximately \$39 million to the country's Gross Domestic Product (GDP). This impact is not limited to production houses or top-tier actors and directors; it also extends to the informal sectors of the movie industry.

Since it entered into the Nigerian movie market, Netflix's presence has supported over 5,140 jobs throughout the Nigerian economy, both directly and indirectly. These include roles in film production, marketing, and other related fields.

Netflix has also made a significant impact, not just in entertainment, but also in helping everyday people and the Nigerian economy. About \$34 million were paid to workers through salaries and payments to those involved in Netflix productions. Additionally, the Nigerian government earned approximately \$2.6 million in taxes, thanks to Netflix's increased business.

Netflix has also put effort into building the film industry by helping young creatives gain skills and opportunities. One major project, the Netflix Fund for Creative Equity, has partnered with the Nigerian Film Corporation to provide 52 full scholarships to students from Nigeria and neighbouring countries. These scholarships covered both tuition and living costs. Schools also got extra funding to lower admission fees, making it easier for underprivileged students to get a film education.

During the COVID-19 pandemic, Netflix provided financial assistance to the country. They allocated \$500,000 to support film crew members, particularly those working behind the scenes, who often lack a financial safety net. Some of this money went to Terra Kulture, a Lagos-based arts centre, which Netflix also continued to support afterwards to keep its training programs and creative projects going.

Netflix sees a lot of promise in Nigeria and says it's committed to doing more. Shola Sanni, Netflix's Director of Public Policy for Sub-Saharan Africa, said they're excited to build on what they've already started. However, she also pointed out that for streaming platforms like Netflix to truly succeed in Africa, there needs to be teamwork between the government, businesses, and communities.

2.4 Challenges faced by Nollywood in the age of streaming

Netflix's entry into Nigeria may seem like the best thing that has happened to Nollywood. However there have been some challenges and setbacks. One of the most significant setbacks is the reduction of Netflix's direct investments. Initially, Netflix would bankroll productions upfront, covering costs such as actor payments, production logistics and equipment needed for production. However, reports surfaced that some producers were not using the funds appropriately. Instead of investing the money into making solid, high-quality films, a portion of the funds ended up in personal pockets. This mismanagement resulted in substandard films that failed to meet global standards, which affected Netflix's reputation. In response, Netflix changed its approach. Now, filmmakers are expected to fund and complete their projects independently before Netflix even fully considers acquiring them.

This new model has left a gaping hole in Nollywood. The reality is that many filmmakers relied heavily on Netflix financial support to bring their ideas to life. With that limited support, many projects have stalled or shrunk in scope. It has become increasingly complex for up-and-coming creatives to break through, and the number of high-budget, well-promoted Nigerian films is noticeably shrinking. Less funding for Nollywood means fewer jobs, lower wages and fewer opportunities across the board. Everyone involved in a production is affected, from actors and directors to set designers and makeup artists.

There is also the issue of global visibility. Netflix helped Nollywood earn international attention and respect. Now that its financial commitment has scaled back, many Nigerian films risk being overshadowed by the weight of global competition. Without the exposure Netflix once offered, it is harder for local cinema to reach viewers outside of Africa.

Some key industry personalities have spoken out about Netflix's handling of partnerships. Filmmakers like Lancelot Imasuen and Alex Eyengho have criticised the company's use of aggregators. Aggregators are middlemen who decide which projects get submitted to Netflix. According to them, it obstructs direct access for many deserving content creators. They argue that the system lacks fairness and transparency, and instead of fostering growth, it gatekeepers the process and limits diversity in storytelling.

However, while Netflix's new approach might seem harsh, some believe it could force Nollywood to level up. If filmmakers know that only well-made, compelling stories will be accepted, they might be more careful with budgets, more focused on quality and more professional in their operations. This could also be an opportunity for Nollywood to step out of mediocrity and build a more credible and respected industry.

Despite this optimistic angle, the shift has put many creatives in a difficult spot. As filmmaker Ndubueze Odum pointed out, fewer investments mean fewer large-scale projects and fewer opportunities for the industry to expand. While platforms like YouTube are becoming alternative outlets for content, they don't offer the same prestige, reach or financial reward that Netflix once did.

While Netflix has not wholly exited the Nigerian market, its reduced involvement feels like a wake-up call to Nollywood filmmakers. The industry must confront internal challenges, such as greed, mismanagement, and a lack of structure, to attract and retain serious international partners. It also needs to find new ways to fund and distribute films without losing the unique voice that makes Nigerian storytelling powerful.

This transition period is not easy, but it could be what Nollywood needs to grow stronger and more self-reliant. The global stage remains within reach, but only if the industry can clean up its act and consistently deliver the kind of high-quality content that the world is willing to invest in.

2.5 Empirical review

Several studies have examined the growth of the Nigerian movie industry and the impact of digital streaming platforms, such as Netflix, on film production and distribution. These works shed light on important themes such as global exposure, improved production quality and changing audience preferences. By reviewing these related studies, we can gain a deeper understanding of the broader context in which platforms like Netflix are influencing Nollywood while also identifying key trends and insights that support the focus of this research.

Few studies discuss this topic, although most look at streaming platforms in general. One of these studies is a study by Excellent Project (2024), *"The Role of Digital Platforms in Shaping Nigerian Entertainment: A Case Study of Netflix and Nollywood"*. The study examines how digital platforms are transforming the Nigerian entertainment industry, with a particular focus on the impact of Netflix on Nollywood. This research highlights the relevance of examining Netflix specifically, as it demonstrates the platform's unique influence on Nollywood's global positioning and growth.

Another study related to the topic is a study by Godwin Simon titled *"Formalised transnationalism in the informal Nigerian video film industry: streaming, audience re-imaginings and production reconfigurations"* (2023). The study on formalised transnationalism in Nollywood helps explain how platforms like Netflix are changing the Nigerian movie industry. In the past, Nollywood movies spread across borders primarily through informal means, such as piracy, which gave them global visibility but generated little revenue for the filmmakers. Now, streaming platforms such as Netflix have created more formal and legal ways for Nigerian movies to reach international audiences and earn revenue. This current study will examine how Netflix is helping to move the industry forward by making Nigerian films more accessible to the world, improving production quality, and encouraging more professional practices. This directly supports the current research by showing how Netflix is not only professionalizing Nollywood but also advancing its sustainability and profitability.

Another research is "The changing narratives in Nollywood movie viewing through online streaming" by Solomon Idyo and Jeremiah Methuselah. The study highlights how digital technologies, particularly online streaming, have transformed the Nollywood film industry by enhancing production quality and changing the way audiences access movies. This is related to

the project on Netflix and the advancement of the Nigerian movie industry, as Netflix is one of the key platforms driving this shift. The study's findings support the idea that streaming platforms like Netflix are not just changing how films are viewed but are also opening up new opportunities for local filmmakers through international exposure, funding and partnerships. This directly relates to the present project. It shows Netflix's role in redefining Nollywood's global reach and opening new avenues for both creative and economic growth in the industry.

Overall, these studies collectively demonstrate that Netflix plays a transformative role in Nollywood. Netflix has elevated Nollywood's production standards. It has also redefined its distribution channels, and expanded its global influence. This project builds on these insights to critically analyze how Netflix is accelerating the advancement of the Nigerian movie industry and positioning it within the global film landscape.

2.6 Theoretical Framework

A theory is an effort to organise and combine empirical data to achieve greater clarity in understanding a phenomenon.

Folarin (1988) states that a theory is a systematically related set of statements,, including some laws and generalisations, that are empirically testable. The sort of systematic relatedness is deductive relatedness. A theoretical framework is a summary of the theory related to a particular research problem,, which is developed using previously tested knowledge of the variables involved in the research work.

A theoretical framework outlines a clear plan for how the researcher will explore and interpret the findings. It provides strong reasons for the researcher's approach and is structured in a way that makes it easy for the reader to follow the researcher's point of view and understand their perspective.

These various theories attract the advancement of the Nigerian movie industry as a result of Netflix;

The Uses and Gratification Theory

The theory is also called the utility theory. The theory is used to describe the function of a type of media content in a particular instance. In simple terms, this theory examines how people actively use media content to meet their needs rather than just focusing on the effects that the content has on them.

According to Folarin (1998), the Uses and Gratification Theory perceives the recipient as actively influencing the effect process, as they selectively choose, attend to, perceive, and retain media messages based on their needs, beliefs, etc. Folarin states that the focus was shifted from media production and transmission functions to the media consumption function.

The Uses and Gratifications Theory is a communication theory that examines how people actively select media based on their needs, desires, and goals. Instead of being passive recipients of information, individuals are seen as active participants who select media that can fulfil specific functions, such as entertainment, information, social interaction, or even personal identity. This theory suggests that people do not consume content unquestioningly, but are intentionally seeking out media that offers value to them,, and this explains why specific platforms or types of content become more popular than others.

When applied to Netflix and its influence on the Nigerian movie industry, this theory can help us understand how Nigerian audiences have actively embraced the platform. As Netflix continues to grow in popularity across Nigeria, it is clear that viewers are choosing it for a variety of reasons. For some, Netflix offers access to a vast library of international films and series, while others may be more interested in the convenience of streaming content anytime, anywhere.

The platform allows Nigerian viewers to watch not only global content but also locally produced films, expanding their viewing options. The way Nigerians choose to consume media on Netflix, whether for entertainment, educational purposes, or cultural connection, shows how these individuals actively use the platform to meet their specific needs.

This active engagement is also reflected in the choices of filmmakers in Nigeria. As more Nigerians turn to Netflix for their entertainment needs, local filmmakers are beginning to see this shift and adjust their content to appeal to the growing streaming audience. Netflix's success in Nigeria has created a new avenue for Nigerian filmmakers to distribute their movies, and many have started to tailor their content not only to local tastes but also to meet global standards.

Filmmakers now realise the importance of quality production, storytelling, and even genre diversity, all to appeal to an audience that craves a mix of local and international content.

At the same time, Netflix's algorithm-based content recommendations influence viewers' choices, showing them content based on past behaviour. This aspect of Netflix can guide filmmakers in creating films that cater to trending preferences or emerging themes in the global market, providing them with insight into what their audience is watching. In this way, the Uses and Gratifications Theory offers a lens through which we can understand how Netflix influences both audience behaviour and content production in the Nigerian film industry.

The Diffusion of Innovations Theory

The Diffusion of Innovations Theory was proposed by Everett M. Rogers, not P. Lazarsfeld, B. Berelson, and H. Gaudet, in 1944. It focuses on how new ideas or technologies spread through society over time.

This theory looks at how different individuals or groups adopt innovations and describes the process of their acceptance in stages. The theory highlights that new ideas don't spread uniformly; instead, some people or groups are quick to embrace innovations (early adopters),

while others may take longer to adopt them. As a result, there is a gradual process in which innovations are first introduced.

Netflix's introduction to Nigeria is an example of this process in action. Initially, streaming services were a foreign concept to many Nigerians, as traditional forms of movie watching, such as cinema screenings and DVD rentals, dominated the market. However, as internet penetration increased along with the widespread use of smartphones, Netflix and other digital streaming platforms began to gain traction. The platform introduced a new model for watching films, offering convenience, variety, and instant access.

The adoption of Netflix in Nigeria began with innovators and early adopters who embraced the platform early on, followed by a wider acceptance among the general population as more people became familiar with streaming and recognised its advantages.

As more Nigerians adopted streaming as their preferred mode of entertainment, filmmakers in the country began to see Netflix not just as a platform for international content, but also as an avenue for distributing Nigerian films globally. This represents a significant change in how Nigerian movies are being produced and consumed. Filmmakers began to adjust their content to meet global standards in terms of quality, storytelling, and production value, ensuring their films would be accepted by both local and international audiences. The Diffusion of Innovations Theory helps explain how Netflix has influenced Nigerian filmmakers, prompting them to adapt their methods of production, from storytelling techniques to technical aspects such as cinematography and sound quality, to reach a global market.

Netflix also acted as a catalyst for change by promoting Nigerian films to international audiences. The platform allowed Nigerian films to be seen by a broader, more diverse audience. This, in turn, encouraged more filmmakers to create content with global appeal. As more Nigerian films gained recognition on the platform, the industry began to undergo a cultural shift, with an increasing number of people viewing the Nigerian film industry as a significant player in global cinema.

Chapter Three

Research Methodology

3.1 Introduction

This chapter examines the methods, techniques and procedures used in this research to collect reliable data that helped achieve the research objectives.

3.2 Research Design

To examine the impact of Netflix on the Nigerian movie industry, this researcher employed the survey research method using online questionnaires.

Survey research is a systematic method of gathering data that involves asking people questions either through questionnaires or interviews to capture detailed information about a particular topic or phenomenon. This approach relies on selecting a sample that accurately reflects the larger population, ensuring that the findings can be generalised.

According to Nwod (2006, P:67), "survey is a research method, which focuses on a representative sample derived from the entire population of study". This means that survey research is carried out by selecting a subset of a large population, rather than the entire population. It is done by administering a questionnaire to gather data for the study.

Osuola (2005,p. 254) states that "the study of which preferences about population can be drawn is needed because of the difficulties of attempting to study entire populations". By using structured instruments to collect responses, survey research provides quantifiable insights into the attitudes, behaviors, and characteristics of individuals, thereby enabling researchers to identify trends and patterns within a broader context.

3.3 Population of Study

Population, according to Asika (2002, P. 39), " is made up of all conceivable elements, subjects or observations, relating to a particular phenomenon of interest to the researcher". This refers to the entire set of components, individuals or observations that are relevant to the specific topic or phenomenon being investigated in the research. It represents all possible data points that could be studied to gain insights into the subject of interest.

The target population for this research is youths residing in Benin City, Edo State.

3.4 Sample Size

To determine the number of people I needed to survey for this research, I used the Taro Yamane formula, which helps calculate the right sample size based on a known population.

Benin City has an estimated population of about 2,045,000 people. Since Netflix is primarily used by youth, my focus will be on the youths in Benin City. I considered the fact that over half of Nigeria's population falls within the youth age bracket (15–35 years). Based on this, I estimated the youth population in Benin City to be approximately 1,098,165.

Using the Taro Yamane formula with a 5% margin of error and a 95% confidence level, the sample size was calculated as follows:

$$n= N/ (1+N(e)^2)$$

Where n is the sample size

N is the population of the study.

E is the sampling error.

^ is raised to the power of.

$$n = 1,098,165 / (1 + 1,098,165 (0.05)^2)$$

$$n = 1,098,165 / (1 + 1,098,165 \times 0.0025)$$

$$n = 1,098,165 / 1 + 2,745.41$$

$$n = 1,098,165 / 2,746.41$$

$$n = 400$$

Therefore, for this study, a sample size of 400 respondents was deemed appropriate. This number is sufficiently large to represent the youth population of Benin City and to provide reliable results for analysing the influence of Netflix on the Nigerian movie industry.

3.5 Sampling Technique

This study used simple random sampling. With simple random sampling, every item or individual in the population had the same chance of being picked.

3.5 Instrument of Data Collection

Online questionnaires were used as the primary instrument for data collection in this study. The questionnaire is a list of questions designed to elicit information from respondents by having them fill in the answers in the space provided for that purpose (Asemah, 2009).

The questionnaire will be divided into two parts. Section A will include questions designed to collect basic background and demographic details about the respondents. Section B will focus on the main research topics, with questions carefully written clearly and simply to help respondents understand easily and provide accurate answers. The questionnaires were also well-crafted to contain the necessary information for the research.

3.6 Method of Administration

The researcher shared the questionnaires online after they had been analysed.

3.7 Validity and Reliability of the Research Instrument

In terms of validity, the questionnaire was carefully designed to reflect the key objectives of the study, which focuses on Netflix and its role in advancing the Nigerian movie industry. Each question was crafted to address specific areas, such as the influence of Netflix on movie quality,

industry exposure and global reach. To further strengthen the validity, the questionnaire will be reviewed by the project supervisor for approval.

Regarding reliability, the questionnaire was structured to yield consistent results over time. Efforts were made to maintain a consistent format and tone throughout the questionnaire, using straightforward language to ensure clarity. The questionnaire will be administered at intervals to the respondents.

3.8 Method of Data Analysis and Presentation

The research will utilise frequency tables and simple percentages to analyse the collected responses. To facilitate understanding, explanations will be provided below each table as needed. The formula is

$$N = \frac{X}{Y} \times 100/1$$

Where;

.

N= Percentage obtained

X= Total Number of responses

Y = Total number of respondents.

QUESTIONNAIRE

Research Topic: Netflix and the Advancement of the Nigerian Movie Industry

Section A: Personal Information

(Please tick where appropriate)

1. Age:

Under 18

18–25

26–35

2. Gender:

Male

Female

Prefer not to say

3. Educational Qualification

WASSCE

Diploma / Certificate

Bachelor's degree

Postgraduate degree

Other

4. Occupation

Students

Employed

Self-employed

Unemployed

5. How often do you watch Nigerian movies?

Daily

Weekly

Monthly

Rarely

6. Are you a Netflix subscriber?

Yes

No

Section B: Netflix and Nollywood's Global Visibility

7. In your opinion, has Netflix helped Nigerian movies reach a global audience?

Yes

No

Not sure

8. Have you seen Nigerian movies trending on Netflix?

Often

Sometimes

Rarely

Never

9. Do you believe Netflix has increased international interest in Nollywood films?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Section C: Influence on Production Quality

10. Compared to older Nollywood movies, how would you rate the quality of Nigerian movies now featured on Netflix?

Much better

Slightly better

About the same

Worse

I don't know

11. Do you think Netflix influences Nigerian filmmakers to improve the quality of their movies (in terms of storyline, visuals, sound,, etc.)?

Yes

No

Not sure

Section D: Partnerships and Local Production

12. Are you aware that Netflix partners with Nigerian producers to create original Netflix content?

Yes

No

13. Do you think these partnerships help boost the local film industry?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

14. Do such collaborations encourage more Nigerian filmmakers to produce quality content?

Yes

No

Not sure

Section E: Audience Preferences and Market Trends

15. Has Netflix changed the kind of Nigerian movies you enjoy watching?

Yes

No

Not sure

16. What type of Nigerian content do you mainly watch on Netflix?

Romance

Comedy

Drama

Thriller/Action

Others

17. Do you think Netflix influences movie trends in Nigeria

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Chapter Four: Data Presentation and Analysis

4.1 Introduction

This chapter presents the data collected for this study and provides an in-depth analysis of the findings. The information used here was gathered through an online questionnaire designed to assess how Netflix has influenced the growth of the Nigerian movie industry. The target

population for the survey was 400 respondents; however, 403 responses were obtained, exceeding expectations.

The analysis is done using simple percentages with tables for data presentation. Through this, the study hopes to uncover meaningful insights and trends that support the project's purpose.

4.2 Data Presentation/Analysis

4.2.1 Demographics

Table 1: Age of Respondents

Age Group	Frequency	Percentage
Under 18	16	3.97%
18 - 25	278	68.98%
26 - 35	109	27.05%

Source: Field Survey, 2025

From the data above, most respondents are 18–25, making up 68.98% of the total respondents. The 26–35 age group followed with 27.05%, while only a small portion, 3.97%, were under 18. This indicates that young people between 18 and 35 primarily shape Netflix usage and opinions in this study.

Table 2: Gender of Respondents

Gender	Frequency	Percentage
Male	191	47.39%
Female	212	52.61%

Source: Field Survey, 2025

Table 2 shows that of the 403 respondents, 212, or 52.61% are females, while 191, or 47.39% are males. Therefore, this indicates that there were more female respondents than male respondents.

Table 3: Educational Qualification

Educational Qualification	Frequency	Percentage
Bachelor's degree	211	52.36%
Diploma/Certificate	30	7.44%
Postgraduate degree	15	3.72%

WASSCE	128	31.76%
Other	19	4.71%

Source: Field Survey 2025

Table 3 represents the academic qualifications of respondents. The data shows that 211, representing 52.36% are Bachelor's degree holders, 128 respondents, representing 31.76% have WASSCE certificates, 30 respondents, representing 7.44% have a diploma, and 19 respondents, representing 4.71% have attained other forms of education. In contrast, 15 respondents, representing 3.72% have postgraduate degrees. Therefore, the majority of the respondents have a bachelor's degree.

Table 4: Occupation

Occupation	Frequency	Percentage
Employed	106	26.30%
Self-employed	68	16.87%
Student	194	48.14%
Unemployed	35	8.68%

Source: Field Survey, 2025

Table 4 shows that 194 respondents representing 48.14% are students, 106 representing 26.30% are employed, 68 representing 16.87% are self-employed, and 3,5 representing 8.68% are unemployed.

From the table, the majority of the respondents are students.

4.2.2 Netflix and Global Visibility of Nollywood

Table 5: How Often Do You Watch Nigerian Movies?

Response	Frequency	Percentage
Daily	26	6.45%
Rarely	218	54.09%
Weekly	84	20.84%
Monthly	53	13.15%
Never	22	5.46%

Source: Field Survey, 2025

Table 5 shows how often the respondents watch Nollywood movies. From the table, it is clear that the majority of the respondents, 218, representing 54.09% rarely watch Nigerian movies. 84 representing 20.84% watch Nigerian

movies weekly, 53 representing 13.15% watch Nigerian movies monthly, 26 representing 6.45% watch Nigerian movies daily, while 22 representing 5.46% never watch Nigerian movies. Hence, most respondents watch Nigerian movies at one point or another.

Table 6: Are you subscribed to Netflix, or do you have access to a Netflix subscription?

Response	Frequency	Percentage
Yes	182	45.16%
No	221	54.84%

Source: Field Survey 2025

Table 6 shows that 221, representing 54.84% are not subscribed to Netflix while 182 representing 45.16% are subscribed to Netflix.

Therefore, the majority of the respondents do not have a Netflix subscription.

Table 7: Has Netflix helped Nigerian movies reach a global audience?

Response	Frequency	Percentage
Yes	298	73.95%
No	24	5.96%
Not Sure	81	20.10%

Source: Field Survey 2025

Table 7 shows that most respondents agree that Netflix has helped Nigerian movies reach a global audience. 298, representing 73.95% were of the opinion that Netflix has helped Nigerian movies reach a global audience, 81 respondents representing 20.10% of the total population were not sure whether or not Netflix has helped Nigerian movies reach a global audience and 24 representing 5.96% of the total respondents disagreed that Netflix has helped Nigerian movies reach a global audience.

Table 8: How often have you seen Nigerian movies trending on Netflix?

Response	Frequency	Percentage
Never	10	2.48%
Often	128	31.76%
Rarely	58	14.39%
Sometimes	207	51.36%

Source: Field Survey 2025

Table 8 analyses how often the respondents have seen Nigerian movies trending on Netflix. From the table, the majority of the respondents, 207 representing 51.36% sometimes see Nigerian movies trending on Netflix, 128 respondents representing 31.78% see Nigerian movies trending on Netflix often, 58 respondents representing 14.39% rarely see Nigerian movies trending on Netflix, and 10 respondents representing 2.48% have never seen Nigerian movies trending on Netflix.

From the analysis above, most respondents have seen Nigerian movies trending on Netflix.

Table 9: Do you believe Netflix has increased international interest in Nollywood films?

Responses	Frequency	Percentage
Agree	196	48.64%
Disagree	15	3.72%
Neutral	115	28.54%
Strongly Agree	75	18.61%
Strongly Disagree	2	0.50%

Source: Field Survey 2025

Table 9 analyses whether or not Netflix has increased international interest in Nollywood films. 196, representing 48.64% of the respondents, agree that Netflix has increased global interest in Nollywood movies. 115 respondents representing 28.54% feel indifferent about whether Netflix has increased international interest in Nollywood movies. On the other hand, 75 respondents, representing 18.61%, strongly agree, 15 respondents, representing 3.72%, disagree, and 2 respondents, representing 0.50%, strongly disagree that Netflix has increased international interest in Nollywood movies.

This analysis shows that most respondents believe that Netflix has increased international interest in Nollywood movies.

4.2.3 Influence on Production Quality

Table 10: Compared to older Nollywood movies, how would you rate the quality of Nigerian movies now featured on Netflix?

Responses	Frequency	Percentage
I don't know	27	6.70%
Much better	251	62.28%

About the same	17	4.22%
Slightly better	97	24.07%
Worse	11	2.73%

Source: Field Survey 2025

Data displayed in Table 10 reveals that 251 respondents, representing 62.28% believe that the quality of Nigerian movies now featured on Netflix is much better compared to older Nollywood productions. 97 respondents (24.07%) feel that movies are slightly better, while 27 respondents (6.70%) indicated that they didn't know or were unsure. On the other hand, 17 respondents (4.22%) think the quality remains the same, and 11 (2.73%) believe the quality has worsened.

Overall, the data shows that most respondents believe that Netflix has positively influenced production standards in the Nigerian movie industry.

Table 11: Do you think Netflix influences Nigerian filmmakers to improve the quality of their movies (in terms of storyline, visuals, sound, etc.)?

Responses	Frequency	Percentage
Yes	338	83.87%
No	11	2.73%
Unsure	54	13.40%

Source: Field Survey 2025

Data presented in Table 11 shows that a large majority of respondents, 338, representing 83.87% of the total respondents, believe that Netflix influences Nigerian filmmakers to improve the quality of their movies. 54 respondents representing 13.40% are unsure, while 11 respondents representing 2.73% disagree.

This survey shows that many respondents believe that Netflix influences Nigerian filmmakers to improve the quality of their movies.

4.2.4 Partnerships and Local Production

Table 12: Are you aware that Netflix partners with Nigerian producers to create original Netflix content?

Responses	Frequency	Percentage
Yes	219	54.34%
No	184	45.66%

Source: Field Survey 2025

Table 12 shows that 219 respondents, representing 54.34% of the respondents, are aware, while 184 respondents, representing 45.66% are unaware that Netflix partners with Nigerian producers to create original Netflix content.

Table 13: Do you think these partnerships help boost the local film industry?

Responses	Frequency	Percentage
Agree	226	56.08%
Disagree	7	1.74%
Neutral	60	14.89%
Strongly Agree	108	26.80%
Strongly Disagree	2	0.50%

Source: Field Survey 2025

The data in Table 13 shows that 226 respondents, representing 56.08% agree that Netflix's partnership with Nigerian filmmakers helps boost the local film industry. 108 respondents, representing 26.80%, strongly agreed, and 60 respondents, representing 14.89%, remained neutral. Only a small fraction disagreed, 7 representing 1.74% disagreed, and 2 representing 0.50% strongly disagreed.

From the survey, most people agree that Netflix's partnership with Nigerian filmmakers helps boost the local film industry.

Table 14: Do such collaborations encourage more Nigerian filmmakers to produce quality content?

Responses	Frequency	Percentage
Yes	351	87.10%
No	9	2.23%
Not Sure	43	10.67%

Source: Field Survey 2025

Table 14 reveals that 351 respondents, representing 87.10%, agree that collaborations with Netflix encourage more Nigerian filmmakers to produce quality content. 43 respondents (10.67%) did not have a specific answer, while 9 respondents (2.23%) disagreed that collaborations with Netflix encourage more Nigerian filmmakers to produce quality content.

4.2.5: Audience Preferences and Market Trends

Table 15: Has Netflix changed the kind of Nigerian movies you enjoy watching?

Responses	Frequency	Percentage
Yes	195	48.39%
No	107	26.55%
Not Sure	101	25.06%

Source: Field Survey 2025

Table 15 shows that Netflix has changed the kind of Nigerian movies that most respondents enjoy watching. Netflix has changed the type of Nigerian movies that 195 respondents, representing 48.39%, enjoy watching. The Nigerian film watched by 107, representing 26.55% of the total respondents, has not been influenced by Netflix and 101, representing 25.06% of the respondents, are not sure whether or not Netflix has influenced their Nollywood movie taste.

Table 16: What type of Nigerian content do you mainly watch on Netflix?

Responses	Frequency	Percentage
Comedy	53	13.15%
Drama	106	26.30%
I don't watch Nigerian movies on Netflix	107	26.55%
Others	17	4.22%
Romance	48	11.91%
Thriller/Action	72	17.87%

Source: Field Survey 2025

From the data in Table 16, the majority of the respondents, 107, representing 26.55% of the total respondents, do not watch Nigerian movies on Netflix. 106 respondents (26.30%) prefer watching Nigerian drama, and 72 (17.87%) enjoy Thrillers/action the most. 53 respondents representing 13.15% often watch comedy, 48 representing 11.91% watch Romance, and 17 representing 4.22% watch other types of Nigerian movies on Netflix.

Based on the analysis, most respondents watch Nigerian movies of different genres on Netflix.

Table 17: Do you think Netflix influences movie trends in Nigeria

Responses	Frequency	Percentage
Agree	201	49.88%
Disagree	14	3.47%
Neutral	90	22.33%
Strongly Agree	95	23.57%
Strongly Disagree	3	0.74%

Source: Field Survey 2025

Table 17 shows that 201 respondents agreed that Netflix influences movie trends in Nigeria, representing 49.88% of the total. 95 respondents representing 23.57% strongly agree, 90 respondents representing 22.33% remained neutral on the subject. Only 14 respondents representing 3.47% disagreed, and 3 respondents representing 0.74% strongly disagreed.

Hence, the data shows that most believe Netflix influences movie trends in Nigeria.

4.3 Discussion of Results and Findings

In this section, each research question is revisited and discussed based on the data collected from respondents. The aim is to explain what the findings mean and how they help answer the main questions of the study. This part connects the data obtained to the research purpose, showing the influence of Netflix on the Nigerian movie industry.

RESEARCH QUESTION 1: HOW HAS NETFLIX IMPACTED THE GLOBAL VISIBILITY OF NOLLYWOOD?

Table 7- 9 will be used to answer this research question. The table shows that 73.95% of the respondents agreed that Netflix has helped Nigerian movies reach a global audience, 20.10% were uncertain, while a minimal amount, 5, representing 96%, disagreed.

This shows that most Nollywood movie viewers agree that Netflix has helped Nigerian movies reach audiences globally, unlike in the past, where Nigerian movies were viewed locally alone.

Table 7 shows that most respondents agree that Netflix has helped Nigerian movies reach a global audience. 298, representing 73.95% were of the option that Netflix has helped Nigerian movies reach a global audience, 81 respondents representing 20.10% of the total population were not sure whether or not Netflix has helped Nigerian movies reach a global audience and

24 representing 5.96% of the total respondents disagreed that Netflix has helped Nigerian movies reach a global audience.

RESEARCH QUESTION 2: HOW HAS NETFLIX INFLUENCED THE PRODUCTION QUALITY OF NIGERIAN MOVIES?

Tables 10 and 11 will be used to answer this research question.

Table 10 reveals that 62.28% of the respondents believe that the quality of Nigerian movies now featured on Netflix is much better compared to older Nollywood productions. 24.07% believe the movies are slightly better, and 6.70% of the respondents were unsure. On the other hand, 4.22% of the respondents said the quality remains about the same, and 2.73% believe the quality has become worse.

This table shows that people are noticing the difference in the quality of Nollywood movies. Most respondents feel that Netflix Originals produced in Nigeria are better than the typical Nollywood film, which says a lot about Netflix's influence on quality.

Table 11, which asked: Do you think Netflix influences Nigerian filmmakers to improve the quality of their movies (in terms of storyline, visuals, sound, etc.)?

From the responses gathered, it's clear that most people believe that Netflix has positively influenced the quality of Nigerian movies. 83.87% of the respondents agreed that the production quality, storyline, and overall delivery of Nigerian films have improved thanks to Netflix. Only 2.73% responded negatively to the question, while 13.40% were unsure.

This shows that Netflix is increasing production quality in the industry. Filmmakers are now paying more attention to better camera work, editing, sound, and storytelling because they know their movies will be shown to a global audience.

RESEARCH QUESTION 3: HOW DOES NETFLIX'S PARTNERSHIP WITH NIGERIAN PRODUCERS INFLUENCE LOCAL MOVIE PRODUCTION?

Many respondents believe that Netflix's partnership with Nigerian producers has helped influence local movie production. Tables 13 and 14 answer this research question.

Table 14 shows that 87.10% of the respondents agree that Netflix's collaboration with Nigerian filmmakers has helped improve production quality locally. At the same time, 2.23% of the respondents disagree. That means these collaborations are pushing Nigerian filmmakers to enhance the quality of their work, and viewers are seeing these improvements.

Local producers can access better funding, guidance, and international standards by working with Netflix. This likely motivates them to step up their game, knowing their content will be viewed in Nigeria and globally.

RESEARCH QUESTION 4: HOW HAS NETFLIX INFLUENCED AUDIENCE PREFERENCES AND TRENDS IN THE NIGERIAN FILM MARKET?

The most relevant tables to answer this question are tables 15 and 17.

In Table 15 the majority of the respondents say that Netflix has influenced the kind of Nigerian movies they enjoy watching. 48.39% of the respondents picked yes, while only 26.55% said Netflix has not influenced the kind of Nigerian movies they enjoy watching.

Table 17 as well shows that the majority of the respondents believe that Netflix influences movie trends in Nigeria. The majority of the respondents opted for the answers; agree and strongly agree. 49.88% agreed while 23.57% strongly agreed.

This shows that Netflix has influenced the type of Nigerian movies audiences enjoy watching.

Chapter Five

Summary, conclusion and recommendations

5.0 Introduction

This chapter presents a summary of the study, conclusions and recommendations.

5.1 summary

This project focuses on how Netflix is helping to improve and grow the Nigerian movie industry, popularly known as Nollywood. Nollywood has faced issues like low production quality, poor funding, and limited global reach for years. With Netflix now involved in the industry, things are beginning to change for the better.

The study shows that Netflix allows Nigerian filmmakers to showcase their work to a global audience. This has opened up more opportunities for investment, better production standards, and more creative freedom. The world is seeing a different side of Nollywood through Netflix original series and movies like *Shanty Town*, *Aníkúlápó* and *The Black Book*.

This research also highlights how Netflix has influenced how Nigerian movies are made and watched. It has increased visibility for Nigerian content, encouraged more professionals to join the industry, and given audiences home and abroad access to top-quality Nigerian films.

While Netflix's involvement in Nollywood isn't without some concerns, such as fears of losing creative control or overshadowing local voices, the general findings of this study show that its presence has been primarily positive. Netflix has become a strong partner in pushing Nollywood forward and helping it gain more respect on the world stage.

Chapter one looks at the background of the study, the statement of the problem, and the research objectives and questions. It also looks at the significance of the project work and the scope of the study.

Chapter two looks into the history of Nollywood and Netflix. It also presents relevant literature on the concepts of the study and consists of the empirical and theoretical framework of the study.

Chapter three reveals how the research was carried out, which was through the use of questionnaires. The chapter also identified the study population, sample size and sampling technique. It also identified the method of data administration and data analysis.

Chapter four presents the different responses obtained from respondents using simple frequency tables. The tables displayed were used to illustrate each respondent's response to the items in the questionnaire. The questionnaire was also analysed to answer the research questions.

Conclusion

This research explores how Netflix has influenced the advancement of the Nigerian movie industry. From the findings, it is evident that the impact has been both significant and positive. For years,

Netflix has opened doors that were once closed to many Nigerian filmmakers. By giving Nollywood movies a place on a global platform, the streaming service has allowed Nigerian stories to reach millions of viewers across different countries and cultures. This exposure has not only given international audiences a taste of Nigerian life, values, and creativity but also changed how Nigerian films are perceived globally.

One of the most noticeable effects is the improvement in production quality. With better budgets, professional crews, and higher technical standards, Netflix-backed Nigerian films and series now boast better visuals, sound, editing, and storytelling. Recent Netflix original movies show what is possible when local creatives are empowered with the right tools and resources.

Young talents are now finding new ways to break into the industry, and many are gaining experience on international-standard sets. For many filmmakers, being featured on Netflix has boosted their credibility and helped open new career paths.

At the same time, it is essential to note that the journey isn't perfect. There are still valid concerns, especially around creative control. Some stakeholders feel that international platforms like Netflix may sometimes influence the stories that get told, or prioritise content that appeals more to global viewers than local realities. There's also the fear that upcoming or grassroots

filmmakers might be left behind if opportunities mostly go to bigger names or already-established production houses.

Despite these challenges, the general outlook remains positive. Netflix has brought attention, funding, structure, and global respect to Nollywood. It has challenged local filmmakers to raise their standards while giving them the space to dream bigger and reach broader audiences. With continued support from both public and private sectors and a focus on nurturing fresh talents and protecting cultural values, the Nigerian movie industry is well-positioned for even greater success.

Netflix has not just been a streaming service for Nollywood; it has been a growth partner. Its presence in Nigeria has sparked innovation, improved storytelling, and opened a global stage for local voices. If this momentum continues, Nollywood is set to become an even more powerful force in global entertainment.

5.4 Recommendations

Based on the findings of this research, here are some helpful recommendations that can further boost the growth of the Nigerian movie industry through Netflix:

1. Netflix should support Nigerian filmmakers in creating more local stories reflecting our culture and lifestyle. Sharing these stories on a global platform like Netflix helps it reach a wider audience.
2. Upcoming Nigerian filmmakers need more chances to grow. Netflix and even the government can help by providing training, workshops, and funding. This will encourage more young talents to join the industry and produce quality content.
3. There should be transparent and open agreements between Netflix and Nigerian movie producers. When filmmakers understand how they'll earn from their work, it builds trust and encourages more people to get involved.
4. The government has a significant role to play by offering support like grants, tax relief, or easier access to production resources. They can help Nigerian filmmakers produce better movies and compete globally.
5. Netflix can partner more often with local production companies. When both sides work together, the quality of films improves and helps share knowledge and experience across borders.
6. To improve movie quality, there should be more investment in film equipment, studios, and editing tools in Nigeria. This makes it easier and cheaper for filmmakers to produce top-quality films locally.

7. Many Nigerians still struggle to access Netflix because of data costs or subscription fees. Creating cheaper mobile plans or flexible payment options can help more people legally watch Nigerian movies, reducing the piracy rate.

8. Netflix should do more to promote Nigerian films to international audiences. This can include adding subtitles in other languages, featuring Nollywood films on the homepage, and running adverts to draw attention to Nigerian content globally.

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