



The culture of the Nollywood movie industry in relations to Project Management





Agenda

The role
and
specifics
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Nollywoo
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Challenges
faced by
film

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Notable
Origin.

Nollywoo
d films
and

directors

Nigeria
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Nollywoo
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Introduction to Nigeria



- Gulf of Guinea, West Africa
- Wildlife reserves, landmarks – Zuma Rock
- 218,227,744 population (2022)
- Lagos 14 million (#18 globally)
- 2,64% of world, 6th largest country
- 111 million men, 107 million females
- Median age 18.4 years (Germany 47.8)
- 1960 independence from Britain
- 13,000 BC – first humans remains found



Ethnicity in Nigeria

- ▶ More than 250 ethnic groups,
- ▶ Igbo, Hausa and the Yoruba make up 60% of population, Hausa 25%
- ▶ Within these ethnic groups are several tribes numbering 371
- ▶ English is the official language of Nigeria.
In addition to English, Hausa, Yoruba, Igbo, Fula, and English Creole are widely spoken. Many of the languages exist in written form too

Different Tribes In Nigeria



Igbo Tribe



Yoruba Tribe



Hausa Tribe

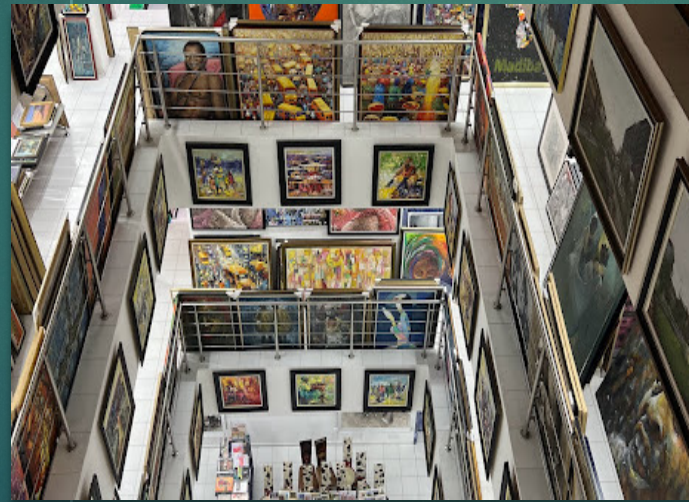
Tourism in Nigeria

- 9 major national parks
- Many waterfalls
- Rock formations
- Wild life
- Various cultural festivities
- Forests
- Mountaineering,

- bush camping,
- beaches
- Museums



Ogbunike Cave In Anambra state

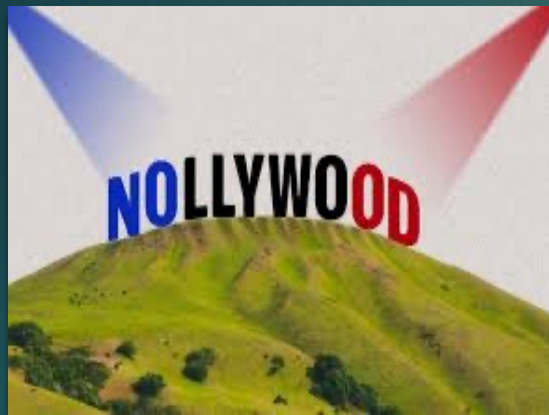


Nike Art Gallery Lagos State



Cross River National Park

The creation of Nollywood started in the 1960s

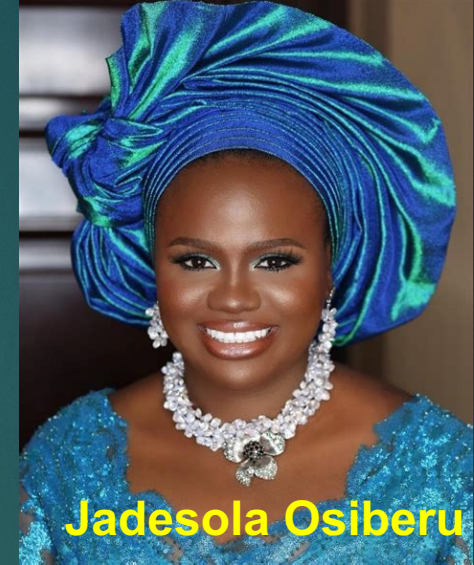




Epitheth Nollywood

- ▶ 2nd-largest film industry after India's Bollywood
- ▶ Encompasses Nigerian movies made on the African continent and in the African diaspora.
- ▶ Smaller sectors focus on Yoruba-, Igbo-, and Hausa-language films (the city of Kano inspired the "Kannywood" moniker).
- ▶ English-language films made in Ghana and Nigerian movies made in the United States and other countries also fall under the Nollywood umbrella.
- ▶ First ever movie "Palaver" by the British filmmaker, George Barkas, in 1926 "among the Sura and Angas tribes on the Bauchi Plateau"

Some notable Nigerian filmmakers



Some notable Nollywood films



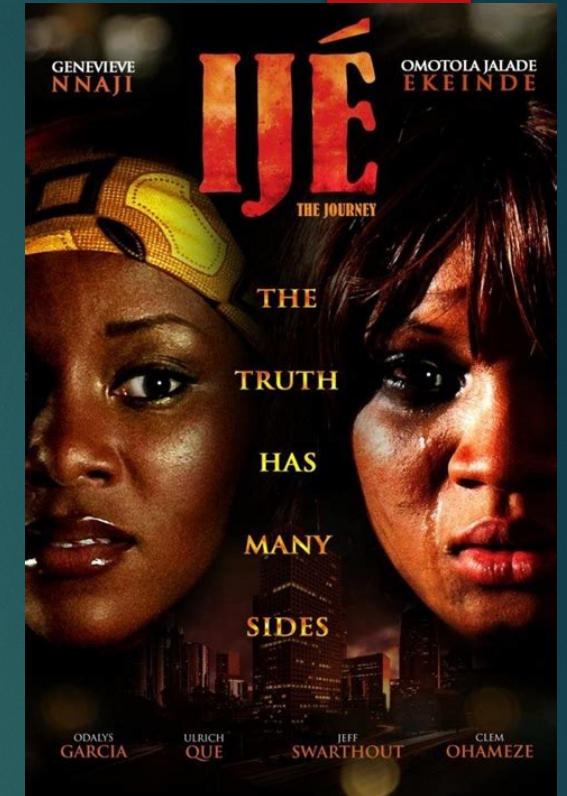
Living in Bondage (1992):



The Figurine (2009):



The Wedding Party (2016):



Ijé (2010):

The role and specifics of Nollywood film industry in Nigeria and around the World

- 2nd largest largest film industry globally
- Over \$6.4 billion financial value as of 2021
- 1.4% of Nigeria GDP £307bn

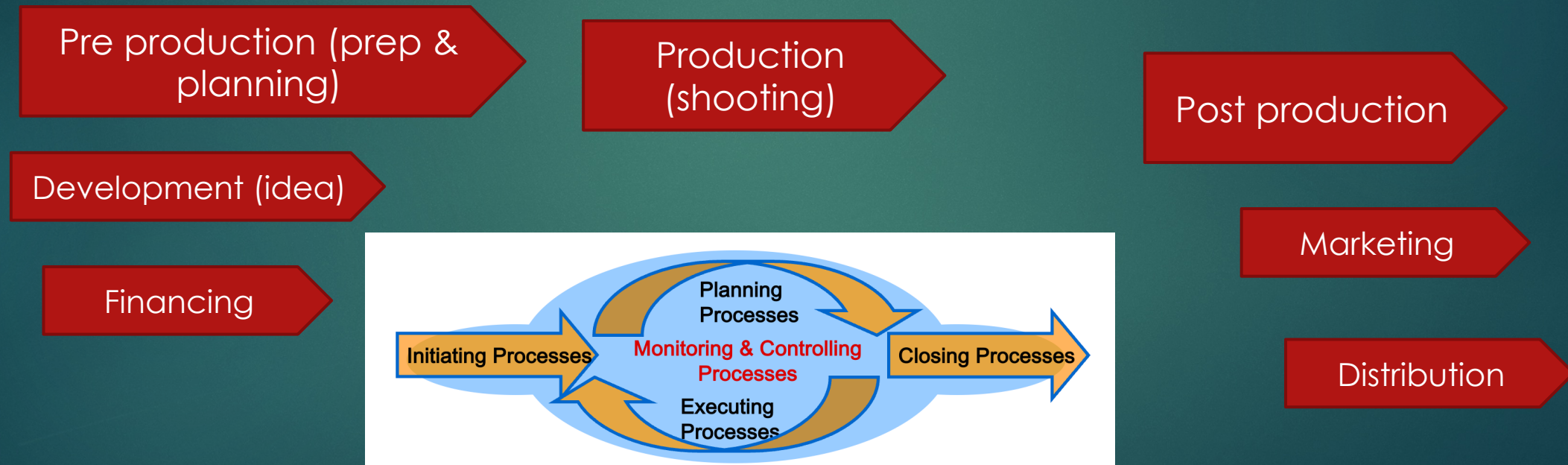
- About 2500 films created a year (872 major feature movies)
- Bollywood 1091 > Nollywood 872 > Hollywood 485

- Approx. one million direct jobs
- 2nd largest employer in Nigeria (after agriculture)
- Triggers activities/revenues in industries like tourism, accommodation, food, transportation, health, local

How Project management is used to make films in Nollywood and how profit is made from it.

Project management is the use of specific knowledge, skills, tools and techniques to deliver something of value to people. The development of software for an improved business process, the construction of a building, the relief effort after a natural disaster, the expansion of sales into a new geographic market and so on.

For each of these phases the PM process groups support success



How to make money from movies



Borrow from banks at a lower interest rate then lending it to the production company (which makes the film)



Investors get 50% of the net. To repay investment and hopefully make a profit.



That leaves 50% for the producer, director, cinematographer, and the whole crew, to take as their pay for the project.



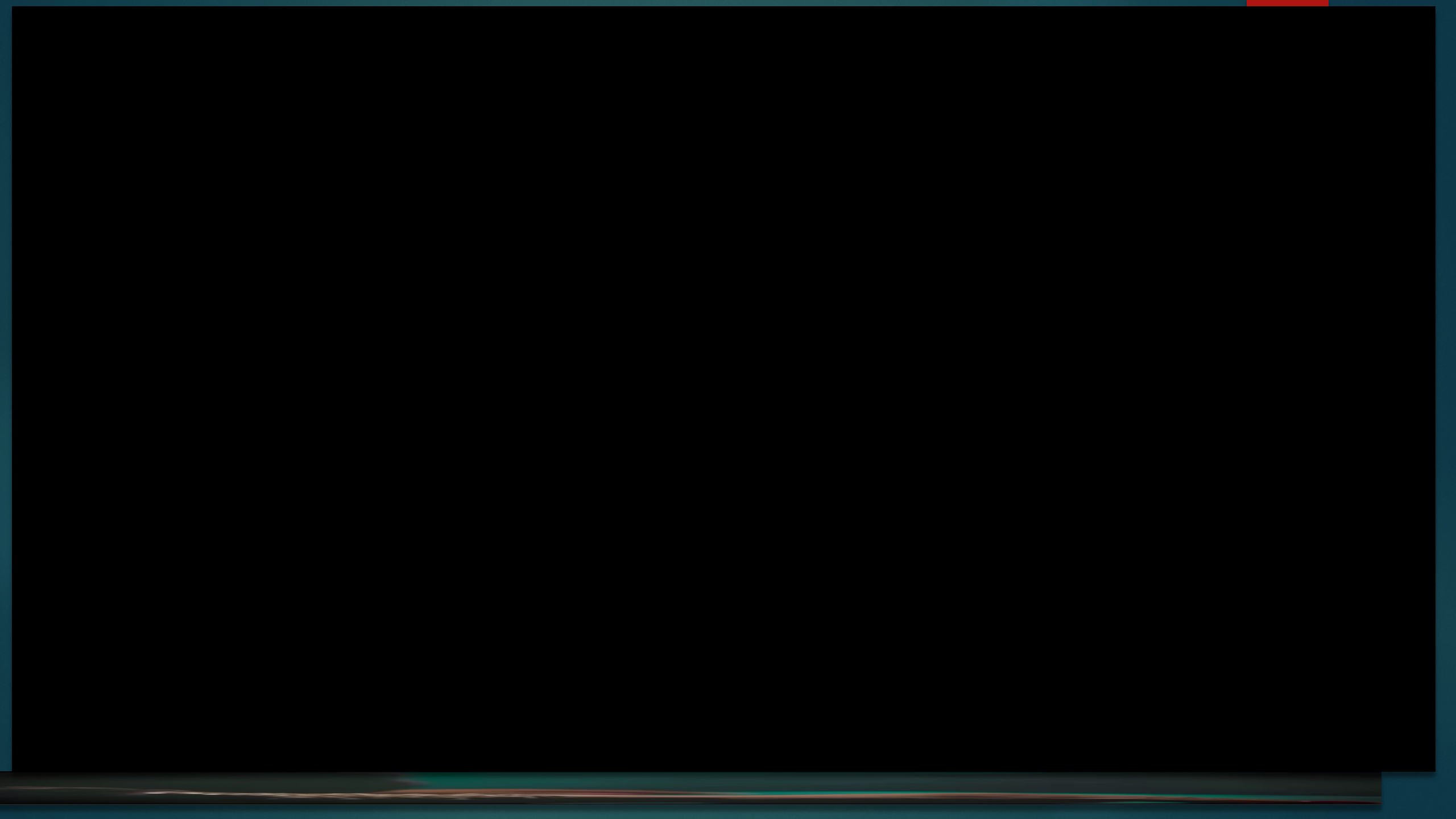
Merchandising, VOD, streaming video, foreign sales help filmmakers, producers, and studios turn a profit as well.

Challenges faced by film producers in relations to project management in Nollywood

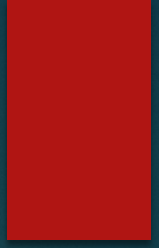
- ▶ The first hurdle the producer encounter as a filmmaker is when you sit down to turn your idea into a script
- ▶ During the manufacturing process, there are many production issues that can occur: poor quality, long lead times, high on-hand inventory, supply chain interruptions
- ▶ Piracy.
- ▶ Lack Of Funds.

Some current movies to watch



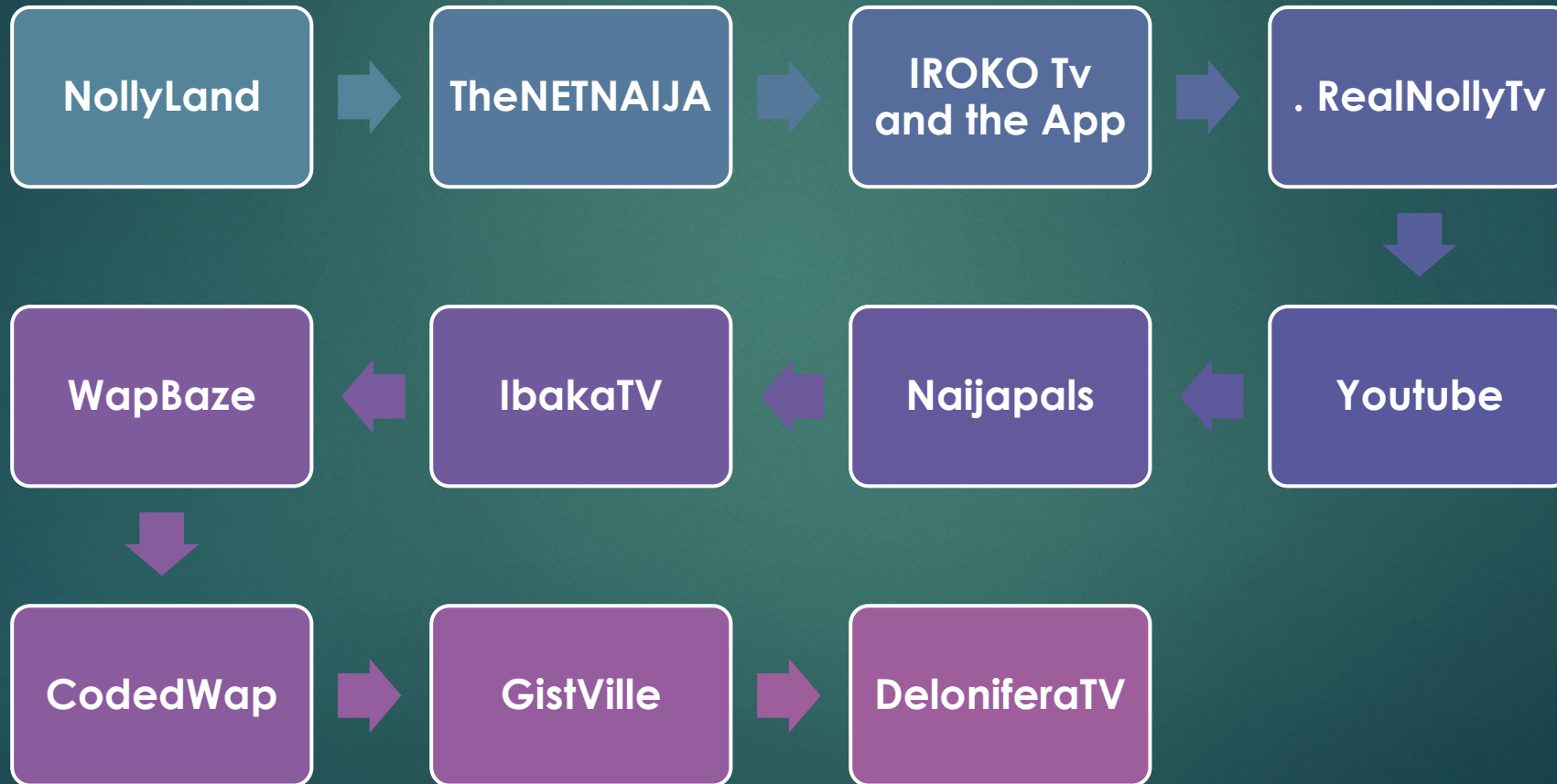


How to watch Nollywood films and some recommendations



- Netflix most popular video streaming platform in the world and also in Nigeria.
- Iroko TV. Before Netflix in Nigeria, Iroko TV was for mobile movie streaming.
- Nollywood Namaste TV.
- IbakaTV. .
- CongaTV.
- MyNollyApp.
- NetNaija.
- CodedWap.
- NaijaOnPoint.
- Youtube and some other sites as well .

Best Websites To Download Nigerian Nollywood Movies For Free 2022 – 2023



Conclusion

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Nollywood in

Challenges faced by film

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relations to Project Management

producers in relations to project management

Notable Nollywood films and directors

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