

MEDIA INVESTMENT IRR & SUCCESS MATRIX – NIGERIA 2025

Comprehensive national assessment of Nigeria’s broadcast and digital media investment climate

DISCLAIMER

This report is an indicative policy and investment reference document developed to support understanding of Nigeria’s broadcast and digital media environment. All figures, ratings, and financial ranges are illustrative estimates derived from publicly available data, industry benchmarks, and reasonable assumptions as of 2025.

The Media Investment IRR & Success Matrix – Nigeria 2025 is not a substitute for independent financial analysis or regulatory advice. It is intended to inform discussion among policymakers, investors, and stakeholders on how best to strengthen Nigeria’s media infrastructure and economic resilience.

While every effort has been made to ensure accuracy, actual investment outcomes will depend on market dynamics, governance, and operational efficiency within each location.

TDMedia Company encourages users of this material to verify data and adapt findings to their specific business or policy context.

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1. Methodology & Assumptions

- **Scoring model:** Population (30%), GDP (25%), Internet penetration (20%), Power & logistics (15%), Advertising market depth (10%).
- **Data sources:**
 - National Bureau of Statistics (NBS), *GDP by State Report (2023)*
 - Nigerian Communications Commission (NCC), *Internet Subscribers by State (Q2 2025)*
 - WorldPop, *Nigeria Population Projections (2024)*
- **Financial base:** Inflation \approx 20%, WACC 16%, Corporate Tax 30%
- **All IRR values are real (post-tax, inflation-adjusted).**

2. South West Region

States: Lagos, Ogun, Oyo, Ondo, Osun, Ekiti

State	Success Score (1–5)	Recommended Format(s)	Key Rationale	Indicative Investment (₦ Millions)	Potential IRR Range (%)
Lagos	5	TV • Radio • Digital	Deepest ad market and financial centre	₦ 350 million – ₦ 650 million	IRR range: 22 % – 32 %
Ogun	4	TV • Radio • Digital	Industrial growth and Lagos spillover	₦ 160 million – ₦ 320 million	IRR range: 17 % – 26 %
Oyo	4	Radio • TV • Digital	Cultural hub and strong education sector	₦ 130 million – ₦ 250 million	IRR range: 16 % – 25 %
Ondo	3	TV • Radio	Mid-tier GDP and regional relevance	₦ 120 million – ₦ 220 million	IRR range: 14 % – 22 %
Osun	3	Radio • Digital	Educational centre with moderate connectivity	₦ 100 million – ₦ 180 million	IRR range: 13 % – 20 %
Ekiti	2	Radio • Digital	Small population and lean market	₦ 80 million – ₦ 150 million	IRR range: 12 % – 18 %
Regional Average (SW): Score \approx 3.5 • Investment ₦ 160 million – ₦ 295 million • Average IRR 18 % – 24 %					

Investor Guidance:

Anchor in Lagos for premium ROI, expand via Ogun and Oyo for regional diversification. Smaller states favour lean radio/digital operations with break-even within 24–30 months.

3. South East Region

States: Anambra, Enugu, Imo, Abia, Ebonyi

State	Score	Format(s)	Rationale	Investment	IRR Range
Anambra	4	TV • Radio • Digital	Trade-driven, diaspora-backed economy	₦ 150 million – ₦ 310 million	17 % – 26 %
Enugu	3	TV • Radio • Digital	University hub, growing service base	₦ 120 million – ₦ 230 million	15 % – 23 %
Imo	3	Radio • TV • Digital	Cultural media growth, local adverts	₦ 110 million – ₦ 200 million	14 % – 22 %
Abia	3	Radio • Digital	Commerce-based with SME dominance	₦ 100 million – ₦ 180 million	13 % – 21 %
Ebonyi	2	Radio	Emerging market, low ad density	₦ 80 million – ₦ 140 million	11 % – 17 %
Regional Average (SE): Score ≈ 3.0 • Investment ₦ 120 million – ₦ 210 million • IRR 14 % – 22 %					

Investor Guidance:

Focus on Anambra and Enugu as anchor markets. Prioritise local content partnerships and radio-led monetisation to maintain profitability amid moderate consumer purchasing power.

4. South South Region

States: Rivers, Delta, Akwa Ibom, Bayelsa, Cross River, Edo

State	Score	Format(s)	Rationale	Investment	IRR Range
Rivers	5	TV • Radio • Digital	Oil and service industry hub	₦ 200 million – ₦ 420 million	18 % – 27 %
Delta	4	TV • Radio • Digital	Oil-linked GDP, rising urbanisation	₦ 180 million – ₦ 340 million	16 % – 24 %
Akwa Ibom	4	TV • Radio • Digital	Stable power, strong income base	₦ 160 million – ₦ 320 million	16 % – 24 %
Bayelsa	3	Radio • Digital	Smaller population, government-heavy ad spend	₦ 100 million – ₦ 180 million	13 % – 21 %
Cross River	3	TV • Radio	Tourism and culture-driven	₦ 120 million – ₦ 220 million	14 % – 22 %
Edo	4	TV • Radio • Digital	Cultural hub, stable digital sector	₦ 150 million – ₦ 280 million	16 % – 25 %
Regional Average (SS): Score ≈ 3.8 • Investment ₦ 150 million – ₦ 290 million • IRR 16 % – 24 %					

Investor Guidance:

Rivers, Delta, and Akwa Ibom offer the most bankable IRR in the South South. Consider TV-radio hybrids and brand activation partnerships tied to oil & gas and hospitality sectors.

5. North Central + FCT Region

States: FCT (Abuja), Niger, Kogi, Kwara, Nasarawa, Benue, Plateau

State	Score	Format(s)	Rationale	Investment	IRR Range
FCT (Abuja)	5	TV • Radio • Digital	Federal and policy hub, high ad density	₦ 300 million – ₦ 550 million	21 % – 30 %
Niger	3	Radio • Digital	Power and trade corridor	₦ 90 million – ₦ 160 million	13 % – 20 %
Kogi	3	Radio	Central logistics corridor	₦ 70 million – ₦ 130 million	11 % – 18 %
Kwara	3	Radio • Digital	University and civil service economy	₦ 80 million – ₦ 150 million	12 % – 19 %
Nasarawa	3	Radio • Digital	FCT commuter extension market	₦ 80 million – ₦ 140 million	12 % – 19 %
Benue	3	Radio	Agro-based economy	₦ 70 million – ₦ 130 million	11 % – 18 %
Plateau	3	Radio • Digital	Jos cluster, media training hub	₦ 80 million – ₦ 150 million	12 % – 19 %
Regional Average (NC + FCT): Score ≈ 3.4 • Investment ₦ 125 million – ₦ 215 million • IRR 14 % – 21 %					

Investor Guidance:

FCT drives top-end returns; surrounding states support sustainable regional expansion. Prioritise Abuja for TV/digital clusters; leverage Plateau and Kwara for content production efficiency.

6. North West Region

States: Kano, Kaduna, Katsina, Jigawa, Zamfara, Kebbi, Sokoto

State	Score	Format(s)	Rationale	Investment	IRR Range
Kano	4	Radio • TV • Digital	Population scale, cultural content base	₦ 130 million – ₦ 260 million	16 % – 25 %
Kaduna	3	Radio • TV • Digital	Regional media hub, mixed economy	₦ 110 million – ₦ 230 million	14 % – 22 %
Katsina	3	Radio	Large audience, limited ad density	₦ 90 million – ₦ 160 million	13 % – 20 %
Jigawa	2	Radio	Rural audience, minimal ad support	₦ 60 million – ₦ 120 million	9 % – 16 %
Zamfara	2	Radio	Low-density market	₦ 60 million – ₦ 120 million	9 % – 16 %
Kebbi	2	Radio	Sparse population, local content only	₦ 60 million – ₦ 120 million	9 % – 16 %
Sokoto	2	Radio	Traditional base, low ad budgets	₦ 60 million – ₦ 120 million	9 % – 16 %
Regional Average (NW): Score ≈ 2.6 • Investment ₦ 90 million – ₦ 175 million • IRR 12 % – 19 %					

Investor Guidance:

Kano remains the anchor for commercial viability; invest primarily in radio networks, regional partnerships, and culturally aligned advertising. TV investments should be lean and locally contextual.

7. North East Region

States: Borno, Yobe, Bauchi, Gombe, Adamawa, Taraba

State	Score	Format(s)	Rationale	Investment	IRR Range
Borno	2	Radio	Security and reconstruction market	₦ 60 million – ₦ 100 million	9 % – 15 %
Yobe	2	Radio	Sparse audience, minimal ad demand	₦ 60 million – ₦ 100 million	9 % – 15 %
Bauchi	3	Radio	Moderate ad growth, large audience	₦ 70 million – ₦ 130 million	11 % – 18 %
Gombe	2	Radio	Smaller commercial base	₦ 60 million – ₦ 120 million	9 % – 16 %
Adamawa	2	Radio	Population dispersed, limited broadband	₦ 60 million – ₦ 120 million	9 % – 16 %
Taraba	2	Radio	Emerging market, rural reach	₦ 60 million – ₦ 100 million	9 % – 15 %
Regional Average (NE): Score ≈ 2.2 • Investment ₦ 62 million – ₦ 112 million • IRR 9 % – 16 %					

Investor Guidance:

The North East presents a resilience-driven investment case. Prioritise radio and donor-supported public interest content. Focus on cost discipline, local employment, and security collaboration for sustainability.

8. National Format Averages & Breakeven Outlook

Format	Typical Investment (₦ Millions)	Real IRR (%)	Breakeven Horizon (Years)
Television	₦ 320 million – ₦ 650 million	18 % – 30 %	3 – 5 years
Radio	₦ 90 million – ₦ 160 million	15 % – 25 %	2 – 3 years
Digital / Streaming	₦ 45 million – ₦ 110 million	20 % – 35 %	2 – 4 years

9. Investor Guidance Note

Nigeria’s broadcast and digital media market continues to offer solid mid- to high-yield opportunities, especially in urban and industrial corridors.

- **IRR below 15%:** Suitable for public-interest radio or donor-funded operations.
- **IRR 16–25%:** Commercially sustainable; aligns with medium-risk private investors.
- **IRR above 25%:** Attractive for expansion capital, mergers, and technology-driven digital ventures.

Investors should pursue **regional clustering**, **lean cost structures**, and **multi-platform strategies** (radio + digital or TV + OTT).

States with lower IRR potential can still deliver stable returns through content syndication, co-location, and shared infrastructure models.

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The *Media Investment IRR & Success Matrix – Nigeria 2025* is a strategic tool for understanding Nigeria's evolving broadcast and digital media landscape. To turn these insights into actionable investment strategies, **TDMedia Company** provides bespoke diagnostic and advisory services — helping investors, operators, and policymakers design viable media ventures, optimise business models, and align with national development priorities.

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