

**DIGI-9NJA**

## **Nigeria's digital evolution**

*A media series covering significant digital transformation activities in Nigeria.*

**A call for Action**

**Jan 2025**

## Contents

About Digi-9nja.....	3
Background .....	3
Purpose of Digi-9nja .....	3
Population .....	4
Skills development .....	5
Technology pervasiveness.....	5
Investment opportunities.....	5
National agenda .....	6
Embracing the 4 <sup>th</sup> Industrial revolution (4IR) .....	7
Innovation .....	7
Unique Selling Points.....	8
Techgiants and ICT Infrastructure input.....	8
Private sector .....	8
Public agencies .....	8
International agencies.....	9
Project duration and full costing (Available on request).....	9
Call for action .....	9
About DIAA - Digital Infrastructure Africa Alliance (DIAA) .....	9

## About Digi-9nja

Digi-9nja is a media project organised to showcase Nigeria as a country thriving on increased use of digital technologies, thus the Nigeria digital evolution.

This media production will be a 13-part documentary series that profiles the country's digital transformation assets and journey by showcasing the strides of digital technological applications and paradigm shifts in the Nigeria populace.

The production will feature all layers of hardware ICT Infrastructure, software, business and personal applications with facilities such as mobile broadband and telecommunications infrastructures, fibre optics and sub-sea cables, use cases of Artificial Intelligence (AI), Internet of things (IOT), Cloud computing, Fintech and a plethora of start-up organisations based on digital technologies.

## Background

It has been expressed widely by thought leaders in the digital space that data and digital technologies are the new 'oil'. Although metaphorically stated, the real petroleum oil used as foreign exchange is facing depletion and thereby alternate products such as data and digital technologies will gradually replace the traditional foreign exchange commodity, petroleum oil.

Africa is embracing the 4<sup>th</sup> Industrial Revolution (4IR) rapidly. Advanced technologies like AI, IOT and 5G Networks are creating use cases for increased digital usage and efficiency within personal and corporate applications. Internet services penetration is increasing and a solid and robust digital platform should open up access to create increased in-roads for business development and value creation.

Nigeria being the heart and pulse of Africa is at the forefront of digital transformations compared to the South Africa market which holds a denser digital infrastructure relative to its land mass.

The production content will take the form of a historical review and the developing digital landscape from the past 60 years, post independence.

## Purpose of Digi-9nja

The purpose of this documentary hinges on the following factors:-

- Population explosion
- Human capital
- Technology pervasiveness
- Investment opportunities
- National agenda
- 4<sup>th</sup> Industrial revolution

The documentary will reveal the strengths of Nigeria as an essential hub for digital advancements. Profiling and promoting the digital transformations in the economic fabric will accelerate rapid growth transforming industries, human lives, and communities.

Major tech-giants involved in the media project will provide input by way of thought leadership, skills development, and training, and to attract more investment opportunities.

Grass-root communities thriving on digital technologies for wealth and welfare stimulation will demonstrate innovation levels in adoption for community adhesion local transactionse.g. POS and 'Baba'jebu' terminals.

Access to digital technologies (Internet services, mobile broadband) is limited in the country although more concentrated in the large urban regions. New locations and points of interconnection should be stimulated to reflect the changing demographics of internet usage. Advancing the proliferation of infrastructure closer to end users will reduce the gap between costumers, content and knowledge.

The highlight of this documentary production is also to sensitize the Nigerian populace on a true digital transformation and expose the need for human capital development in the digital space that will drive investment opportunities into critical sectors such as Health, Agriculture, rural life, physical security, transportation and a plethora of use cases. The absorption of digital capacity is mostly felt in the Banking, Finance and Insurance sectors (BFSI), Media and Entertainment, E-Commerce, Telecom and some Government departments.

**The media production will narrate on the factors mentioned above in the series episodes. This will help to set the scene and create a captivating introduction to the series demonstrating Nigeria as a country ready to embrace growth in its onward digital transformation journey.**

## Population

With the Nigerian population explosion occurring at an alarming rate and the emerging markets in Africa poised to embrace a rapid and robust digital revolution, the human capital for the industry requires a major uplift.

The population of Nigeria has increased to over 200 million with an average age of 35, and over 60% aged between 18 and 45.

A recent statistical survey reported the following that: -

- 43% of Nigerians are under 15
- 62% of Nigerians are under 25
- 5% of Nigerians are over 60

Nigeria does have a Tech Savvy youth, well versed in Social media, e-Commerce and Software development.

**The present digital infrastructure requires to be scalable to sustain the growing population and the media production will help to present the dire need to boost creation of digital infrastructures.**

**Federal government initiatives demonstrate Nigeria as a country ready to embrace growth in its digital technology capacity.**

### Skills development

In a recent survey concerning digital skills in Nigeria, it was reported that:-

- 50% of Nigerians have only a basic education
- 30% of Nigerians have never attended school
- 50% of Nigerians are literate
- 20% of Nigerians are sufficiently educated

Overall and in comparison with other developed nations, the Nigeria populace generally lacks adequate education but the gap can be bridged by bringing digital technology to the soul of the nation. This will rapidly activate the process of building the human capital required for our digital age.

**The media production will help to emphasize on the need for training and building the human capital for digital transformation. The educational pipelines and tech hubs will be profiled to showcase the current status and the gaps in skills capability.**

### Technology pervasiveness

As of January 2023, the internet penetration rate in Nigeria reached 51 percent. The indicator expresses the percentage of the total population that uses the internet.

The use of digital technologies is occurring both organically and disruptively in Nigeria. The improvements in Internet connectivity speeds stimulate growth in the ecosystem. Last mile challenges in some urban areas do exist but corporate and personal connectivity rely on mobile backhaul services to Cloudservices via Hyper-scale Data centre providers.

Most of the renowned tech giants of the world have set up shop in Nigeria waiting for the 'next big thing'. The political terrain and underlying layers of enabling infrastructure will determine the extent of new product and services being rolled out.

Mobile Telecoms operators are receiving 5G licenses and Datacentre operators are exploring edge computing opportunities.

**The media production will help to broadcast these initiatives and demonstrate Nigeria as a country ready to embrace growth in its digital infrastructure capacity.**

### Investment opportunities

As the digital economy is classed as emergent with a relatively low volume of infrastructure capacity, steps are being taken in leaps and bounds by both private and public agencies to stimulate growth through foreign investments.

The Nigerian Information Technology Development Agency (NITDA) has launched a handful of campaigns to encourage skills development, compliancy and general regulations to enhance business opportunities.

The business communities are also embarking on inward investment for expansions.

*According to a 2019 report compiled by the World Bank Group and the Digital Economy for Africa Initiative (DE4A), while Nigeria has made some progress in socioeconomic terms in recent years, its human capital development remains weak due to underinvestment; the country ranked 152 out of 157 countries in the World Bank's 2018 Human Capital Index.*

**This media production will reveal the opportunities for investment consortiums and existing multinational organisations to foster collaborative and creative partnerships for investments to build digital infrastructures.**

## National agenda

As part of global development schemes, Nigeria's Economic and Recovery Growth Plan (ERGP) and Nigeria's 2017 Voluntary National Review (VNR) outlined the institutional dimensions needed to create an enabling policy environment for the implementation of the (Sustainable Development Goals) SDGs through Nigeria's Economic and Recovery Growth Plan (ERGP) (2017-2020).

The ERGP's focus on economic, social and environmental dimensions of development makes it consistent with the aspirations of the SDGs. The federal government has therefore charged the Ministry of Information and Culture, under its parastatal NITDA to devise schemes pursuant to responding to the SDGs.

The National Digital Economy Policy and Strategy (2020 – 2030), NDEPS was devised to activate granular processes in employment creation, improving security, reducing corruption and expanding the economy. Eight pillars were devised to anchor and accelerate the development of the Nigeria digital economy.

- Pillar 1 – Regulation Development
- Pillar 2 – Digital Literacy and skills
- Pillar 3 – Solid Infrastructure
- Pillar 4 – Service Infrastructure
- Pillar 5 – Digital Services Development and Promotion
- Pillar 6 – Soft infrastructure
- Pillar 7 – Digital Society and Emerging Technologies
- Pillar 8 – Indigenous Content Development and Adoption

[The National Digital Economy Policy and Strategy \(ncc.gov.ng\)](https://ncc.gov.ng)

Nigerian e-Government Interoperability Framework

**The media production will help broadcast these governmental initiatives worldwide as demonstration of willingness to establish growth frameworks and sustainable practises.**

## Embracing the 4<sup>th</sup> Industrial revolution (4IR)

The 4IR is at our disposal to partake of, embrace and to develop tools for our economic prosperity, nation building and human welfare. Nigeria is poised to latch on to the 4IR with its natural resources, land mass, population and ensuing digital transformation strategies.

The uptake of social media, E-Commerce, home-grown online services and tech savvy professionals are able to see Nigeria's tech revolution emancipate.

Challenges faced currently with Power generation and distribution, telecoms infrastructure penetration and last mile issues, public services administration, medical services, agricultural management, education, and a plethora of requirements could be enabled efficiently with advanced digital technologies listed below:-

- Artificial Intelligence
- IOT
- Smart Cities
- 5G
- Augmented Reality
- Virtual Reality
- Green energy initiatives, Net Zero

National strategies for uplifting digital technologies have brought about:-

- NITDA programmes
- Software development hubs
- Regional government initiatives on education through STEM pipelines

**The foundations of the 4IR rest on efficient and fast internet connectivity which is a significant challenge to serve the whole country.**

**The media coverage will help to expose the opportunities to attract investments for expansions and globalisation.**

## Innovation

The quest for innovation is at the populace's reach as they strive to create technological platforms for problem solving. Innovation across industrial domains and personal use can be smoother and effective only if adequate digital technologies are accessible. The populace requires being equipped with affordable internet services in the rural as well as urban areas.

### Community and Personal use

The POS retail payment system distributed to local operators termed '*Baba Ijebu*' is an example of such an innovation which supports market traders' money management requirements.

Untapped avenues for data generation require continual exploration and discovering. A significant volume of end points is sufficient to generate data for analysis to yield trends and solutions to societal, governmental, and economic problems.

**The media production will help to broadcast these initiatives and demonstrate Nigeria as a country ready to embrace innovation in its digital technology practices.**

## Unique Selling Points

- Media coverage of this kind is the first to be organised which will reveal Nigeria the heart of Africa as a capable nation to reinforce digital technologies as formidable for economic advancement and human welfare improvements
- Exposure of opportunities to the wider world to attract inward investments
- Profile of public agencies and regulatory bodies taking steps to provide governance and leadership for digital transformation
- Stimulation for learning and attraction of young people into the digital economy. Creative partnerships are required as a platform for enabling the future generation
- Major disruptions that have ignited transformative changes will be featured as a special focus. Example of these is: -
  - o MTN introduction to Nigeria. Mobile broadband services have been remarkably pivotal to digital economic growth.
  - o MainOne Subsea cable landing in Nigeria. The sub-sea optical fibre connectivity to Europe has made internet services more pervasive.
  - o Starlink Wi-fi services

## Techgiants and ICT Infrastructure input

The media production will cover one to one and panel discussions with a multitude of individuals of varying capacity who are the visionaries, thought leaders and CEOs of the major Tech OEMs in the country.

### Private sector

- Major Cloud and Hyper-scale providers
- Software giants
- Telecoms operators
- Datacentre operators
- Nigeria Stock Exchange
- Ecommerce organisations – Konga, Jumai, Uber Nigeria and so on

### Public agencies

- NITDA
- NCC
- Several ICT associations based in Nigeria
- Regional Government representatives in ICT/Digital technologies



## International agencies

- World Economic Forum
- Africa Investment Bank
- African Union

## Project duration and full costing (Available on request)

- Project outline
- Preparatory research
- Content gathering
- Resources ( Media hardware and editing)
- Media team (Production, editorial, volunteers)
- Production costs (Field crew, IT, Reporters)
- Travel expenses

## Call for action

A **Call for Action** Programme in the digital space is under development that will ignite rapid innovation and creativity for the following areas: -

- The Gaming industry and Culture
- Agri-tech and Greenfields management
- Biotech and Waste Management
- Security and Personal safety
- Transportation and Logistics
- Public and Social amenities
- Medicine and Health Management

*It is no longer enough to be smart — all the technological tools in the world add meaning and value only if they enhance our core values which are the deepest part of our heart. Acquiring knowledge is no guarantee of practical and useful application. Wisdom implies a mature integration of appropriate knowledge and a seasoned ability to filter the inessential from the essential (Ola Awosusi, 2023).*

## About DIAA - [Digital Infrastructure Africa Alliance \(DIAA\)](#)

Olakunle Awosusi, VC, DIAA

**END**