

KEYNOTE NOTE BY

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**"LEVEL UP: WINNING THE
ATTENTION ECONOMY: NIGERIA,
CREATIVITY AND THE POWER OF
IMAGINATION"**

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**VICTORY SANCTUARY 3, HUNPONU WUSU STREET;
OFF OBA ADEYINKA OYEKAN ESTATE, LEKKI PHASE I, LAGOS**





OPENING

Good morning, good afternoon distinguished ladies and gentlemen, creators, innovators, partners.

It's always a pleasure to be in a room like this because what we are really talking about here... is the future.

Not just of Nigeria.

Not just of Africa.

But of global culture, global commerce, and global influence.

And I want to start with something very simple.

We are no longer in the information age.

We are in the attention age.

And attention today is the most valuable currency in the world.

The companies that win are not necessarily the ones with the biggest factories...

They are the ones who can capture attention, shape narratives, and build communities.

And in that world Nigeria is not behind.

Nigeria is at the center.

NIGERIA'S MOMENT

Let me ground this in reality.

According to PwC, Nigeria's creative and cultural industries are already worth \$25 billion today.

With the right structure, investment, and partnerships, we can scale that to:

- \$100 billion by 2030
- And beyond that to \$250 billion by 2035



Now those are not just numbers.

That is:

- Jobs
- Identity
- Global influence
- Economic power

WHY THIS MOMENT MATTERS



And we are already seeing the signals.

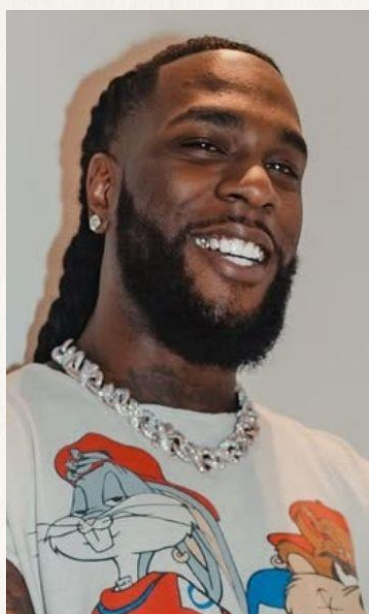
- Over 20 Billion YouTube views annually from Nigerian creators
- Tens of billions of global streams for Afrobeats
- A diaspora audience that has effectively globalized our culture

So let's be clear:

The world did not globalize Nigerian culture.

Our diaspora did. Our creators did. Our platforms did.

And now the opportunity is to turn that influence into structured value.



THE IMAGINATION ECONOMY

What we are really talking about is something bigger.
I call it the Imagination Economy.

This is where:

- Ideas become content
- Content becomes culture
- Culture builds community
- And community drives commerce

And Nigeria is uniquely positioned here because we are:

- Deeply cultural
- Highly creative
- Digitally native
- And globally connected



The Imagination Economy

Look at what we export today:

- Music
- Film
- Fashion
- Comedy
- Dance
- Language
- Lifestyle

We are exporting identity at scale.
And that is what the world is buying.



THE CREATOR AS A BUSINESS

Now let me speak directly to the creators in the room.

Because this is where the shift must happen.

You are not just creators anymore.

You are not just influencers.

You are not just podcasters.

You are businesses.

You are:

- Media companies
- Distribution platforms
- IP owners

And the earlier you understand that...

The faster you win.

Because today:

- A podcast can become a network
- A skit can become a franchise
- A creator can become a marketplace

We are seeing this globally, but we are also seeing it here.

And what platforms like Discover Naija are doing is simple:

We are saying:

Let's take millions of creators

And plug them into a structured discovery, distribution, and monetisation ecosystem

Because talent is not the problem in Nigeria.

Structure is.

CUTTING THROUGH THE NOISE

Now let's be honest.

This is not an easy environment.

Every day:

- Hundreds of songs are released
- Thousands of videos are uploaded
- Millions of posts go live

So the question becomes:

How do you cut through the noise?

Let me simplify it.

1. Authenticity beats perfection

The world does not reward polish anymore.

It rewards truth.

The creators who win are the ones who are:

- Real
- Consistent
- Connected to culture



Cutting Through the Noise

2. Consistency beats virality

Everybody is chasing viral moments.

But the real winners are building:

- Daily engagement
- Weekly consistency
- Long-term audiences

Virality is a spike.

Consistency is a business.

3. Niche first, mass later

If you try to speak to everyone, you reach no one.

Own your tribe.

Then expand.

4. Story beats content

Content is everywhere.

Story is rare.

And story is what travels

5. Community is everything

Audience watches.

Community participates.

And community pays.

FROM CONTENT TO VALUE

Now this is critical.

Because many creators are busy but not building value.

You must move from:

Content → to IP

Because IP is where the money is.

Let's break it down.

If you build properly, your work becomes:

- Licensable
- Sellable
- Scalable

And monetisation is not just ads.

It is:

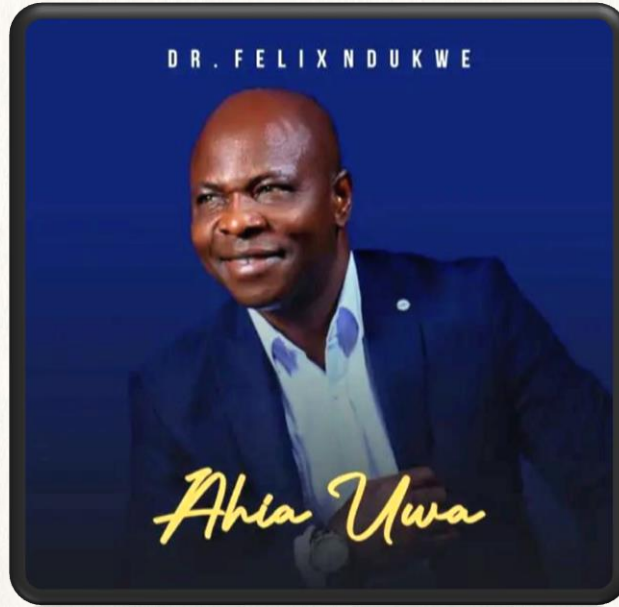
- Merchandising
- Experiences
- Events
- Commerce
- Licensing
- Brand partnerships

This is where platforms like Aha become powerful.

Because now:

- Creators don't just promote products
- They become distribution channels for markets

From Content to Value



And Nigeria's biggest economy is still:
Informal markets.

So when creators plug into markets, you unlock:

- Commerce
- Jobs
- Scale

BUILDING YOUR BRAND

Your brand is your leverage.

And your brand is not your logo.

It is:

- What you stand for
- How you speak
- How people feel when they engage with you

Three things matter:

Identity

Know who you are.

Consistency

Show up the same way every time.

Trust

If people trust you, they will follow you anywhere.

AI, AR AND THE FUTURE

Now let's talk about what's coming.
Because this is where the gap will widen.

AI

AI is already changing everything:

- Content creation
- Editing
- Distribution
- Personalisation

Creators can now:

- Produce faster
- Reach wider
- Scale globally

But here's the truth:

AI will not replace creators.

It will amplify the ones who understand themselves.

AR & IMMERSIVE

We are moving into a world where:

- Content becomes interactive
- Experiences become digital
- Culture becomes immersive

This connects directly to what we are building with:

- Origins
- Africart
- Cultural mapping
- Digital heritage

AI, AR and the Future

Imagine:

- Visiting a cultural site through AR
- Experiencing a story interactively
- Buying directly from creators in real time

This is not the future.

This is now.



ECOSYSTEM THINKING

The biggest shift is this:

Stop thinking as individuals.

Start thinking as ecosystems.

Because the winners will be those who can:

- Aggregate attention
- Structure distribution
- Convert engagement into revenue

This is why our platforms exist:

- Discover Naija → Talent & content
- Ahia → Commerce
- Africart → Products & culture
- Origins → Identity & storytelling

Together, they create a connected ecosystem.

And this is how we scale.



MAKING YOURSELF CRUCIAL

So how do you win long term?

You must become:

Irreplaceable

Your voice must be unique.

Adaptable

The platforms will change.

Collaborative

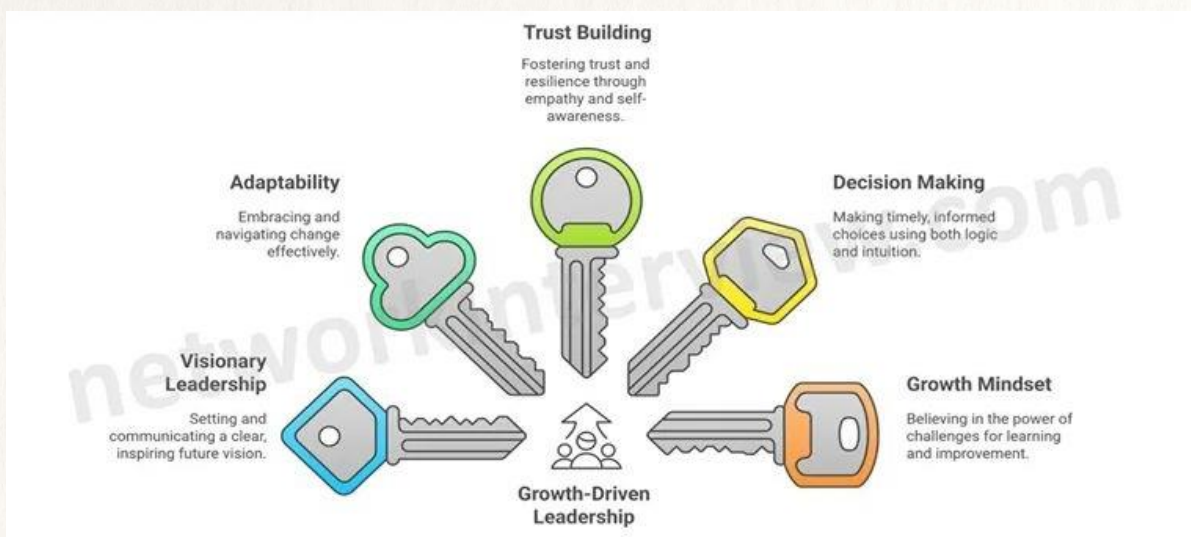
Growth is network-driven.

Global but rooted

Be Nigerian.

Be African.

But speak to the world.



CLOSING

Let me close with this.

We are living through a moment where:

- Culture is currency
- Creativity is infrastructure
- And imagination is power

Nigeria has:

- The talent
- The culture
- The diaspora
- The energy

What we must now build is:

Structure. Scale. Ownership.

Because this is not just about going viral.

This is about:

- Building industries
- Creating wealth
- Owning our narratives
- And shaping the future

We are not just participants in the global creative economy.

We are defining it.

Thank You