

ifa ECP Monitor At a Glance

Nigeria

PRÉCIS

Consisting of at least 200 ethnic groups that speak 500 indigenous languages, Nigeria possesses rich cultural resources with its heritage of high ethnic and cultural diversity. However, the lack of an up-to-date federal cultural policy has imposed challenges on nation branding and external cultural relations of the country. Lucrative creative industries like Nollywood and Afrobeats are one of the most crucial venues for Nigeria to exercise its soft power. Despite its challenging domestic situation, Nigeria has fast-growing media and ICT industries, which push new developments in diaspora and digital diplomacy.

Outstanding Fact:

With an annual output of nearly 2,500 films, Nigeria's Nollywood is the world's second-largest film industry, right behind India's Bollywood and overtaking Hollywood in terms of the films produced yearly.

KEY INDICATORS 2019

Population	Rank/number	7 th / 201 mio
GDP	Rank/number	26 th / \$ 448 billion
GDP per capita	Rank/number	139 th / \$ 2,230
Cultural Economy	As share of GDP	0.035
Education economy	As share of GDP	0.43
R&D economy	As share of GDP	0.046
Media economy	As share of GDP	n/a
Geopolitical position	Hard power	35 th
	Sharp power	48 th
	Soft power	n/a
	Diplomacy rank	n/a

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	over 15
Number of institutions abroad	over 9
FTE staff	n/a
ECP freelance and local contract staff	n/a
Government financial support	n/a
Comparative ECP group	minor

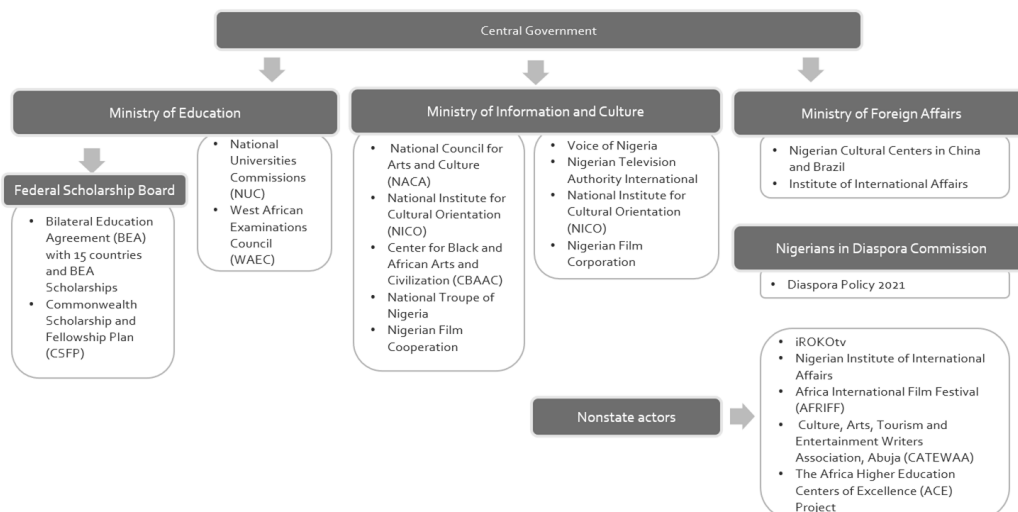
Main Objectives

- Promote a Nigerian culture that aligns with decolonizing principles, regional integration, and African unity
 - Advance the objectives of Nigerian foreign policy through soft power, which constitutes primarily of cultural and creative industries, peacebuilding, and multilateralism
 - Solidify its position as a leading African country with an Afrocentric foreign policy
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Policy Context

- Lack of an up-to-date federal cultural policy
 - Nollywood, a culturally and economically important industry, is the central pillar of Nigeria’s cultural diplomacy
 - Nigeria’s ECP is struggling with the discrepancy between policy ambition and institutional reality
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INSTITUTIONAL MAP



At the center of Nigeria’s public diplomacy are the ministries of Information and Culture, Foreign Affairs, and Education. Others include affiliated institutions like cultural centers in China and Brazil, the National Council for Arts and Culture, the Nigerian Television Authority International, the Voice of Nigeria, etc. Although Nigeria has a limited number of brick-and-mortar institutions overseas, it has many outward-facing entities that engage in cultural promotion and exchange at a Pan-African and international level.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of countries present	15	n/a	Data refer to Ministry of Information and Culture
Number of institutes and branches	2	n/a	
Nigerian cultural centers	2	2	
Number of cultural agreements	-	70 ⁽²⁰¹²⁾	
Language			
Number of countries where courses are offered	-	-	
Budget (€ million)	-	-	
Education – Primary & Secondary			
Number of countries present	1	1	
Number of schools	1	1	
Number of students	459 ⁽²⁰²¹⁾	-	
Education – Tertiary			
Number of countries present	15	-	Data refers to Nigeria's Bilateral Education Agreements
Number of domestic universities	172	142	
Number of students			
- Inbound	1,856	-	
- Outbound	71,113	-	
Media			
TV (Nigerian Television Authority)			
Number of languages	1	1	As of May 2022
Number of channels (international channel)	1	1	
Digital & social media audience			
- Twitter	1.1 million	n/a	
- Facebook	498,000	n/a	
- Youtube	179,000	n/a	

	2019	2015	Comment
Budget (€ million)	19.84	32.12	Data refers to the Ministry of Information and Culture
Radio (Voice of Nigeria)			
Number of languages	8	n/a	
Number of frequency bands	4	n/a	
Digital & social media audience			
- Twitter	23,200	n/a	
Budget (€ million)	8.13	10.43	

CURRENT ISSUES AND DEVELOPMENTS

- Nigeria could build a strong national identity rooted in its rich ethnic culture, liberal democracy, and African solidarity. However, Nigeria faces persistent ethnic tensions, democracy deficits, and its domestic condition is dragging down its overall performance. These problems include corruption, neglect of infrastructure, domestic terrorism (Boko Haram), poor planning and leadership, and lack of accountability.
- Digital diplomacy holds the potential to increase the effectiveness of Nigeria’s public diplomacy as federal ministries and its international broadcasters are increasingly using social networking sites and services.
- The Nigerian diaspora is a critical resource for contributing to domestic developments and managing national image abroad. The Nigerian government has created a platform, the Nigerians in Diaspora Commission (NIDCOM), to mediate relations with Nigerians in the diaspora in 2019.

FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary of with additional data and data sources is here: “*Nigeria – External Cultural Policy: Data Fact Sheet*”
- A full set of references are presented here: “*Nigeria – External Cultural Policy: References*”
- A fuller report with a descriptive analysis is found here: “*Nigeria – External Cultural Policy: A Report*”

Imprint

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