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TOP NIEGERIAN MUSIC ARTISTES

Nigeria Report

Quarter 4 2018

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Research Summary

WHAT THIS REPORT IS ABOUT

Study that ranks music artists popularity in Nigeria WHY

Inform stakeholders on popularity of various artists WHO

Only Nigerian based musicians HOW WAS THE RESEARCH DONE?

> Secondary research, industry experts and social vetting

RANKING RULES

Based on top 7 songs; Artists only counted on the song where they are the lead musician.

Research dates: 19th -30th November 2018

This report is currently the **only scientific analysis** of music artists currently available.



8020 Rating



PLATINUM: 100+ million online views



GOLD: 10-99 million online views



SILVER: 1-9 million online views





Findings

TOP 10* NIGERIAN MUSICIANS

* List contains 14 musicians. This is because they are all Platinum rated





ARTIST

Mr. Eazi

GENRE

Secular

BEST SONG

Leg Over









ARTIST

Bracket

GENRE

Secular

BEST SONG

Mama Africa









ARTIST Timaya

GENRE Secular

BEST SONG Bam Bam







#11

ARTIST

GENRE Secular

BEST SONG

Ma Lo









ARTIST Patoranking

GENRE Secular

BEST SONG No Kissing







ARTIST

Runtown

GENRE

Secular

BEST SONG

Mad over you





#8

ARTIST

Yemi Alade

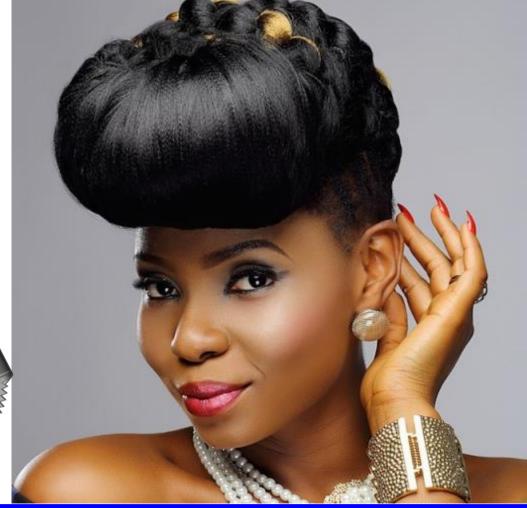
GENRE

Secular

BEST SONG

Johnny





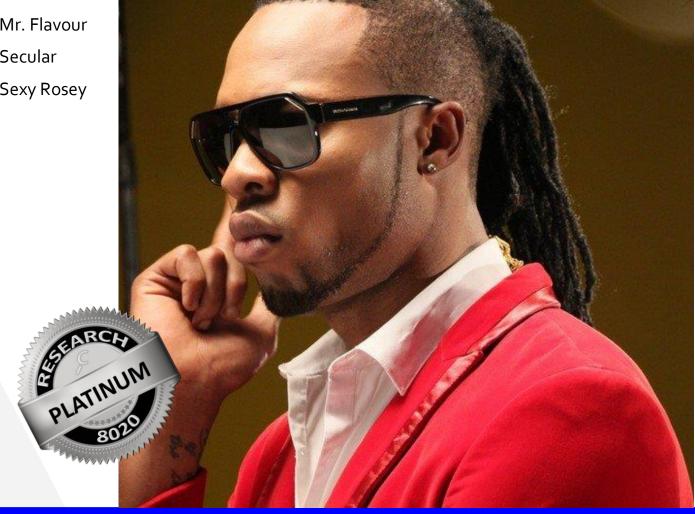




ARTIST Mr. Flavour

GENRE Secular

BEST SONG Sexy Rosey







ARTIST Korede Bello

GENRE Secular

BEST SONG Do like That







#5

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ARTIST Wiz





ARTIST
GENRE
BEST SONG







ARTIST Tekno Miles

GENRE Secular

BEST SONG Pana







ARTIST Davido

GENRE Secular

BEST SONG Fall







#1

ARTIST

P Square

GENRE

BEST SONG





Top 50 List

QUARTER 4 of 2018



ARTISTE	ВЕ

P Square

Tekno Miles

Korede Bello

Mr. Flavour

Yemi Alade

Runtown

Timaya

Bracket

Mr Eazi

Maleek Berry

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Davido

Sinach

Wizkid

EST RATED SONG Personally

Fall

Pana

Way maker Come closer

Do Like That

Sexy Rosey Johnny

Mad Over Y ou

No Kissing

Patoranking Tiwa Savage

Leg Over

Control

Ma Lo

Bum Bum

Mama Africa

31

30 Mc Galaxy

No.

16

17

18

19

20

21

22

23

24

25

26

27

28

29

32

33

ARTISTE

Kiss Daniel

Iyanya

Olamide

Don Jazzy

Chidinma

Joe Praize

Dbanj

Nneka

Ada

Kcee

YCEE

J Martins

Wande Coal

Skales

Falz

J Martins

Phyno

Fada Fada Nek-Unek

This is Nigeria

Touching Body

BEST RATED SONG

Woju

Wo

Kukere

Adaobi

Oliver twist

Fallen inlove

Heartbeat

Mighty God

Pull over

Juice

Iskaba

Only you Jesus

Touchin Body

Shake Body

49

Ice prince

Asa

No.

34

35

36

38

39

40

41

42

43

44

46

50

ARTISTE

Mayorkun

Banky W

2 Baba

Burna Boy

Lil Kesh

Fela Kuti

Harrysong

Peter Okoye

Adekunle Gold

Simi

Reekado Banks

Frank Edwards

Obianuju

Seyi Shay L.A.X **Duncan Mighty**

Murda Ginger

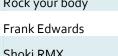
Oleku

Jailer

Cool it Down

Water no get enemy Pick up Reggae blues

Shoki RMX Joromi





Easy Jeje African Queen Rock your body

BEST RATED

SONG

All I want is you

Mama

Summary



Summary

- Unlike most marketing strategies, influencer marketing requires a high level of trust between a brand and a third party.
- A brand must be sure the influencer's content aligns with their overall image.
- The use of uncanny or offensive content could have negative consequences on the brand's reputation. This is especially important when working with young influencers who may lack maturity and professionalism.
- Though this list shows popularity of the music artistes, it doesn't not necessarily mean they would be a good fit for your brand. There must be a match between the brand image and the celebrity personality
- To learn ore on how to leverage on influencer marketing or celebrity branding, write to us today at ask@research8020.com or call us using +2547 80 208020



THANKS!



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