

2018 NIGERIA PUBLISHING REPORT

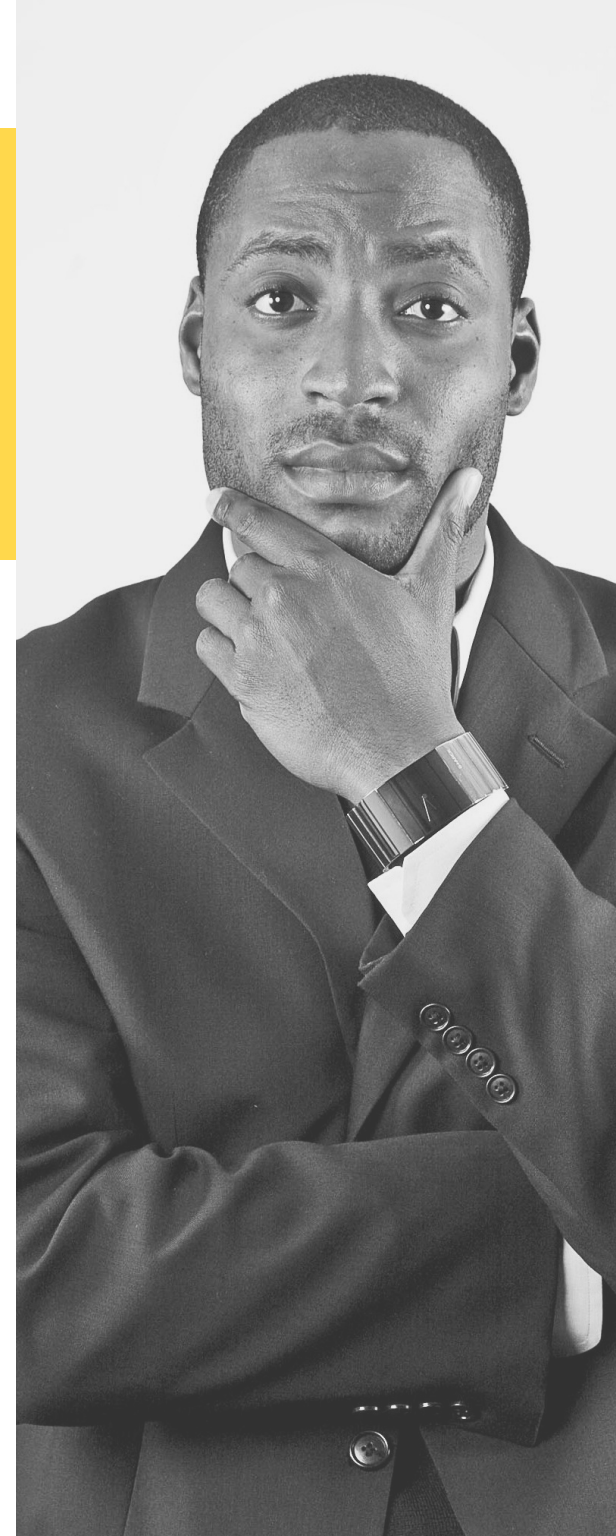
Prepared by OkadaBooks Limited

EXECUTIVE SUMMARY

The Nigerian publishing landscape has been a dark hole of ambiguity. We know it exists, we know it has potential. But there is really a scarcity of data regarding the industry. OkadaBooks is committed to getting information that could help drive the industry. Information that tells what the authors want, perceive and need in a bid to optimize our industry. This is what birth the 2018 Nigeria Publishing Report.

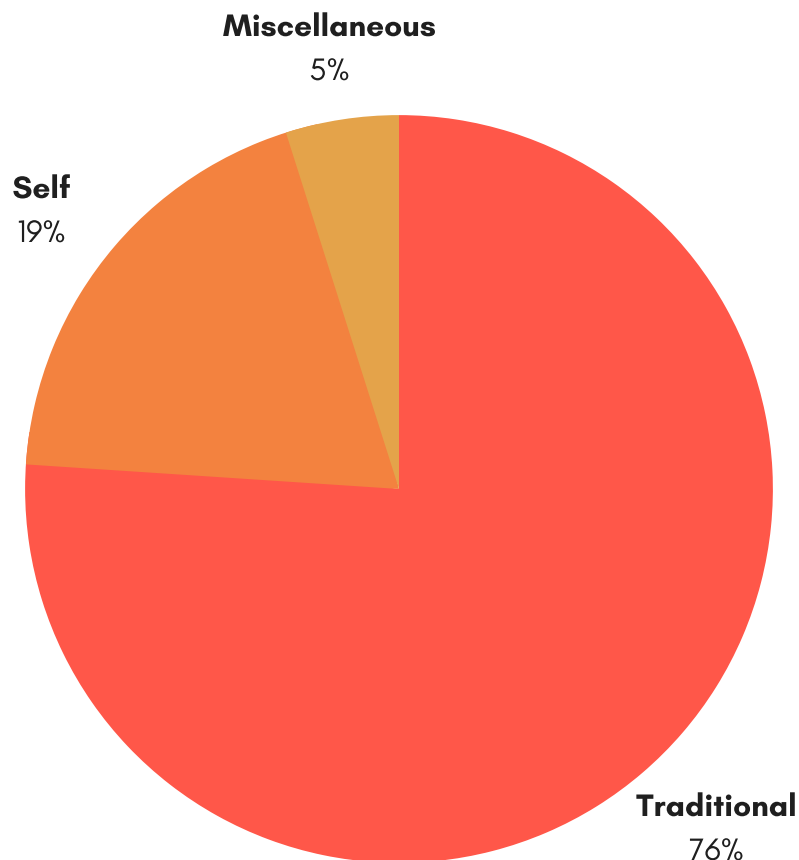
Okechukwu Ofili

CEO OkadaBooks Limited



TRADITIONAL VERSUS SELF PUBLISHING

- Traditional publishing is still the preferred style of publishing across Nigeria.
- 76% of Nigerians prefer to have their manuscript traditionally published, while only 19% prefer the self-publishing route.
- This is perhaps due to the prestige associated with Traditional publishing. This is an interesting dynamic given the small number of publishers in Nigeria engaged in Traditional publishing. There is a definite market gap.



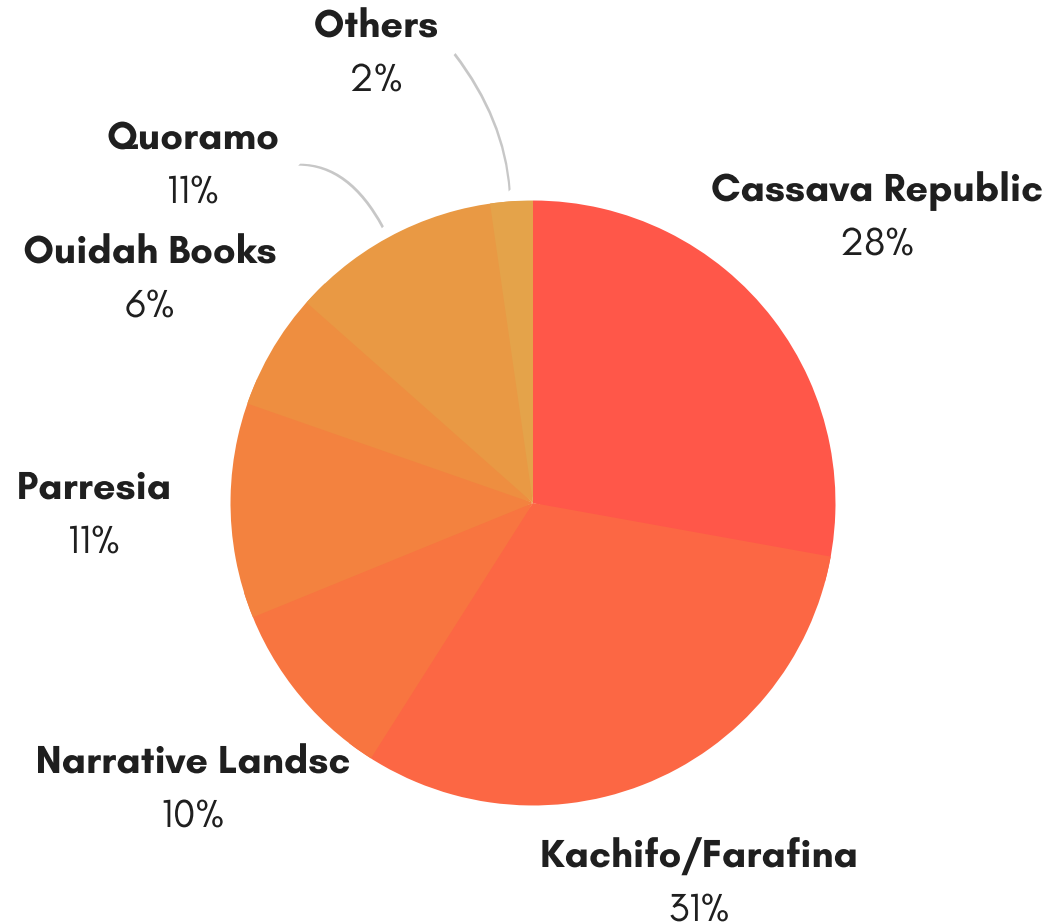
**I HAVE ALWAYS WANTED TO
PUBLISH TRADITIONALLY
BUT I BELIEVE THAT MANY
PUBLISHERS ARE NOT OPEN
MINDED. THUS, SELF-
PUBLISHING SEEMS THE
BEST OPTION**

Survey Response "Traditional Versus Self Publishing?"

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MOST POPULAR NIGERIAN TRADITIONAL PUBLISHERS

- Perhaps benefiting from launching the career of international bestseller Chimamanda Adichie, Kachifo/Farafina was by far the most popular brand that authors in Nigeria wanted to work with.
- Cassava Republic Press came in a very close second, showing the progress and huge impact they have made over the years.
- Interestingly, two publishing firms created by Farafina/Kachifo ex-staff namely "Narrative Landscape Press" and "Parresia" were in the Top 5. Showing without doubt that the publishing nucleus of Nigeria is greatly influenced directly or indirectly by Kachifo.



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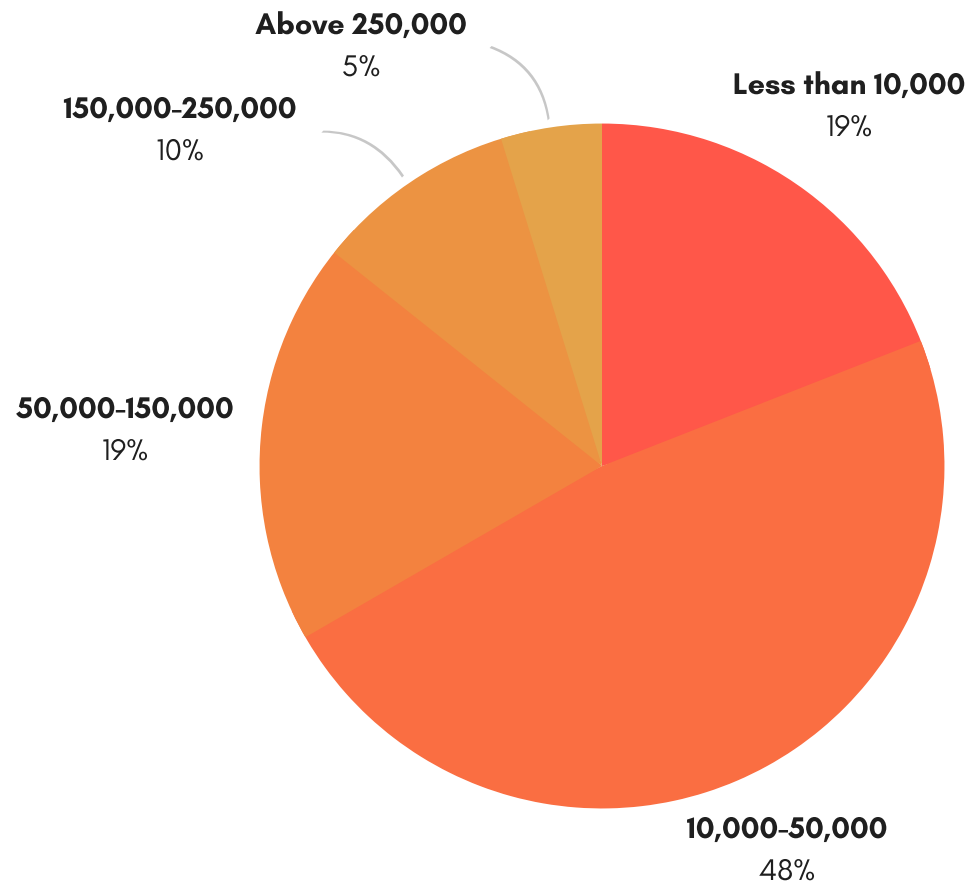
**I COULDN'T FIND A GOOD
EDITOR AND THE WRITING
INDUSTRY WAS NOT
ENCOURAGING.
MY FIRST EXPERIENCE WAS
AWFUL.**

Survey Response "Why is your Manuscript unpublished?"

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COST OF PUBLISHING

- Over 75% of Nigerians are not willing or able to **spend more than N150,000** to publish their book. And close to 50% are willing to spend between N10,000 to N50,000 only on publishing their book.
- With publishing costing anywhere from **N750,000 to N1,000,000** in Nigeria, the gap is glaring!
- Which could explain why authors prefer traditional publishing that will carry the entire costs plus prestige and also why we have so few books published across the Nation.



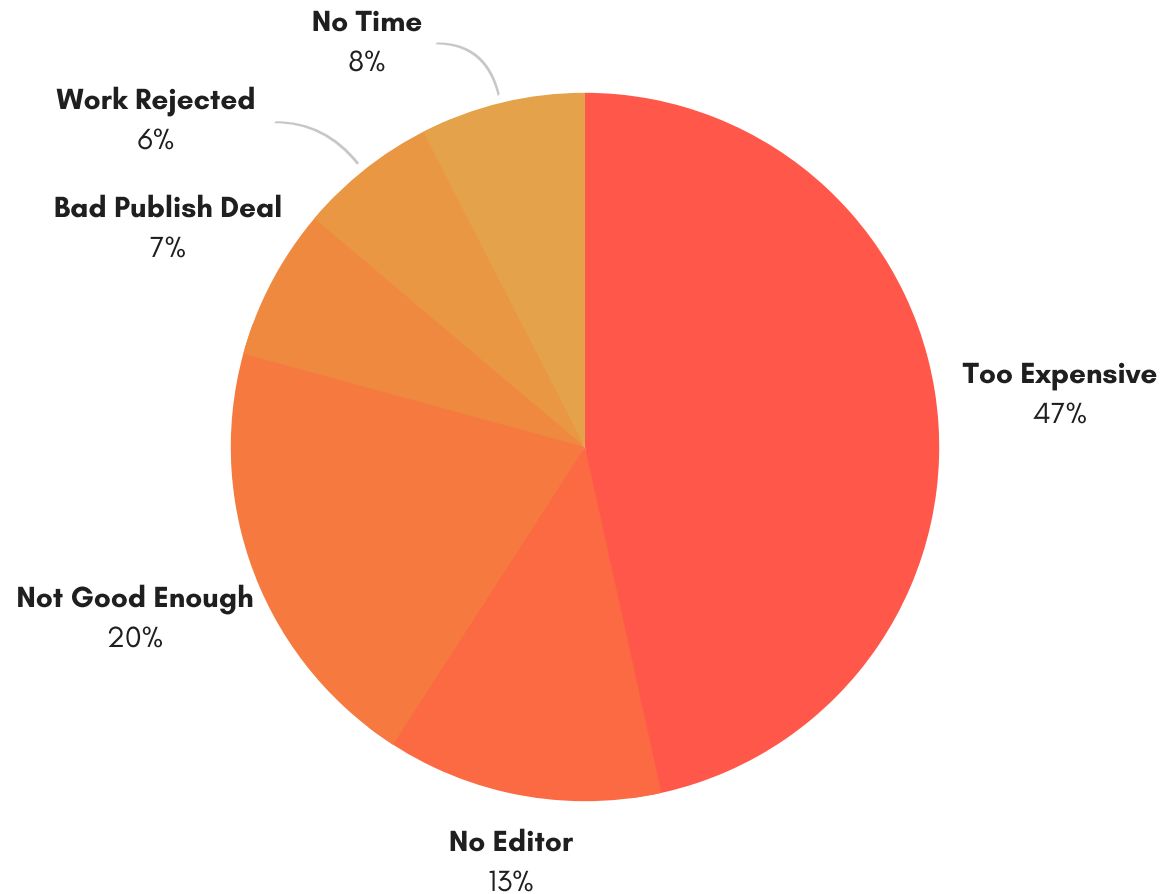
NO EDITOR NO MONEY AND THREE REJECTIONS

Survey Response "Why is your Manuscript unpublished?"

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WHY MANUSCRIPTS ARE UNPUBLISHED

- With 75% Nigerians not willing to spend above **N150,000** to publish their books. It is no surprise that the number one reason why authors say their manuscripts are unpublished is because "publishing is too expensive" 47% say so.
- Thus reducing the cost of publishing or getting organizations to sponsor publishing would go a long way in jump-starting our industry.
- The second major reason, is potential authors feel that their manuscripts are not good enough. With 1 in 5 Nigerians feeling that way.



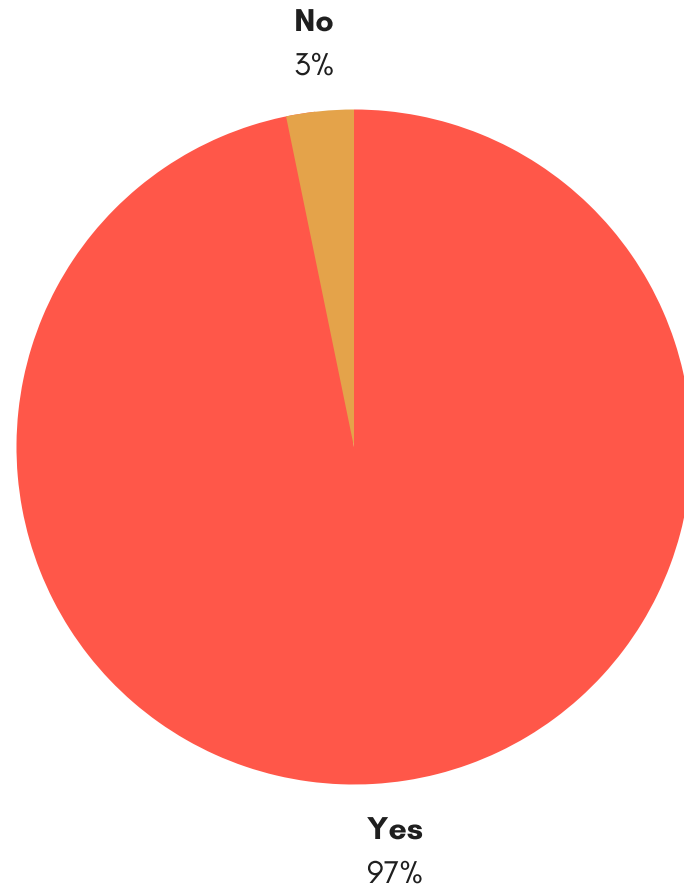
**WITH TRADITIONAL
PUBLISHING, THE AUTHOR
SHOULD NOT SPEND MONEY
PUBLISHING.**

Survey Response "How much (in Naira) are you willing
to spend in publishing your book?"

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TRAINING BOOTCAMPS

- An overwhelming majority of Nigerian writers would like to attend a sort of writing bootcamp. 97% said yes.
- The demand is quite high. But as we would see in the next slide, this is not necessarily the complete story.



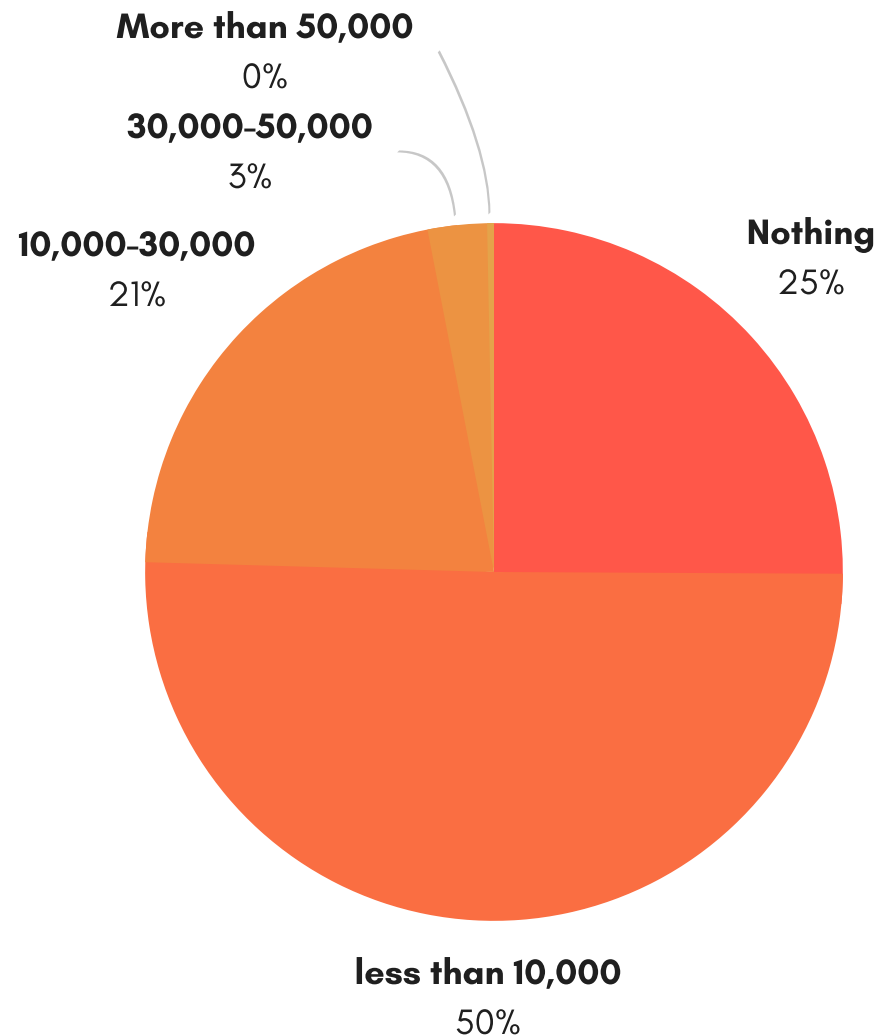
**YES IF IT IS FREE, BECAUSE I
AM JUST A SMALL BOY
TRYING TO MAKE LIFE OUT
OF WRITING.**

Survey Response "Would you be interested in attending
a writing boot camp?"

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BOOTCAMP COST

- Although a lot of Nigerians would like to attend a boot camp to improve their writing skills and learn more about publishing.
- **Over 75% will not attend if it costs more than N10,000!** And 25% only want to attend for free.
- This could mean two things, people don't have money to pay for boot camp or do not value it enough to pay for it.
- If it is the former, then we would need to depend on sponsored programs like Chimamanda Adichie's workshop and the Dusty Manuscript contest, to really turn the tide on our publishing industry.



**TO IMPROVE MYSELF? I
DON'T REALLY WANT TO
STATE HOW MUCH I WOULD
PAY. NEVERTHELESS I
WOULD PREFER A FREE BOOT
CAMP.**

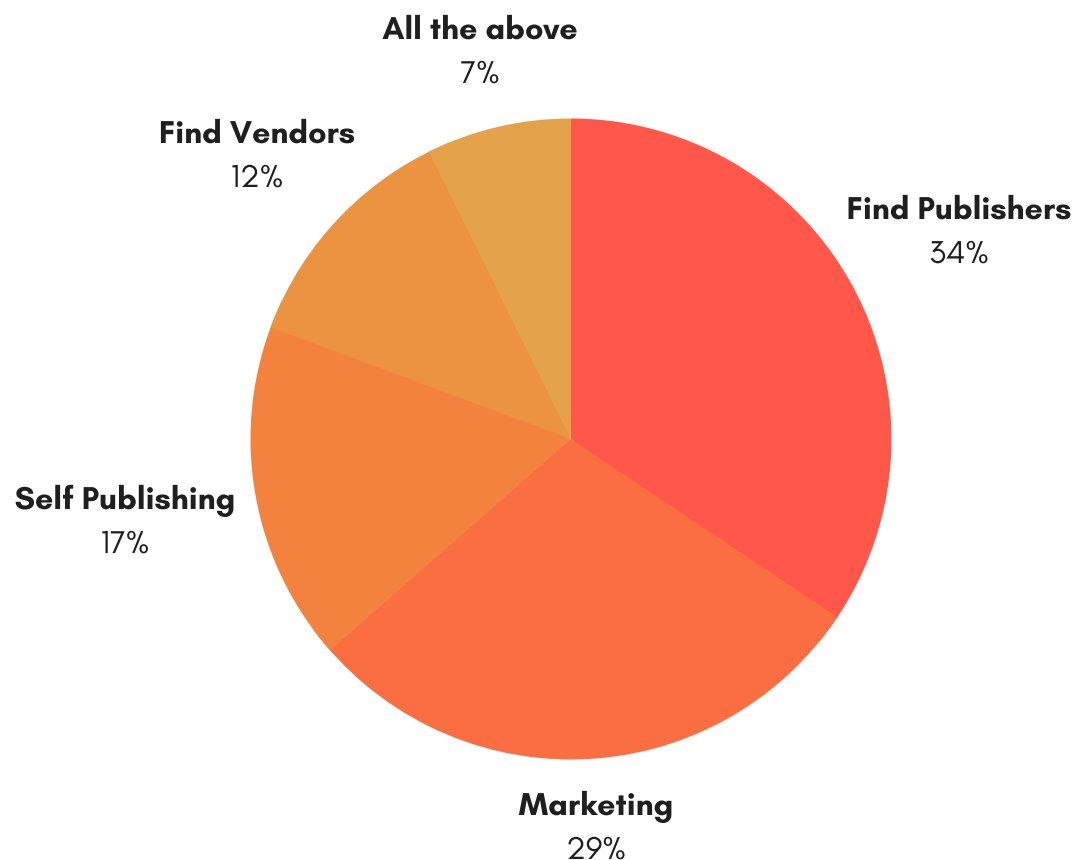
Survey Response "How much (in Naira) would you pay
for a boot camp?"

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BOOT CAMP TRAINING INTERESTS

- 2 times more people are interested in learning how to get their books traditionally published (34%) versus self-publishing (17%). This shows that there is still a strong preference by Nigerians to be traditionally published.
- Learning how to market their books was the second highest interest

NOTE: "Improving Writing Skills" was not an option, hence it did not appear in the survey results, however a good number of respondents indicated interest in improving their writing skills.





WHAT'S NEXT FOR THE PUBLISHING INDUSTRY?

- We need to seek ways to make publishing more affordable for Nigerians
- We need to create more **writers training** opportunities that align with per capita income of Nigerians especially students
- However, writers need to pro-actively seek-out other training opportunities to keep developing themselves independently.
- More data, the industry needs share data and track data so we better measure and study our industry.

THANK YOU!

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