

The Production of Agricultural Radio Content

Type of Investor

This investment is suitable for independent consultants, media production companies, and media and journalism training institutes

Market Opportunity

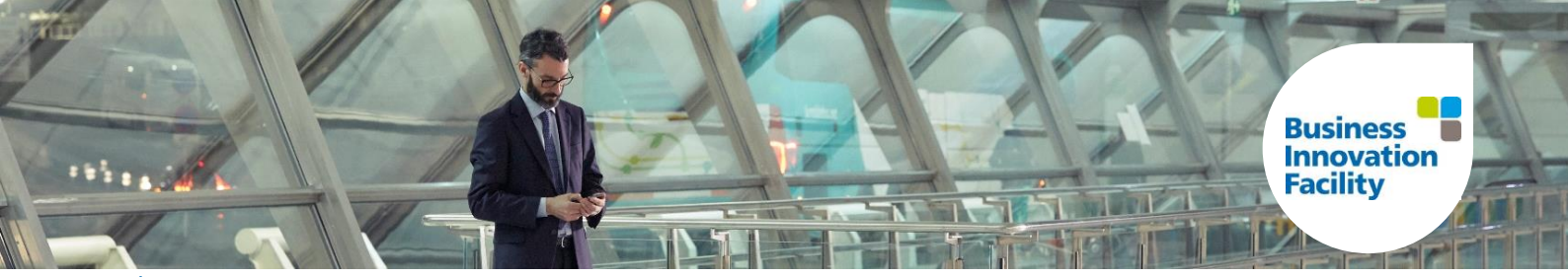
- Nigeria’s rural population is currently over 95 million. This enormous population, which is heavily dependent on agriculture, currently lacks access to high quality and relevant agricultural radio content.
- There are a multitude of companies looking to sponsor or advertise on agriculture radio programmes, including: Agro allied Companies consisting of seed, fertilizer, herbicides and pesticides companies, warehouses and processing plants; FMCGs; Media Buyers; Microfinance banks; Commercial banks.
- There is therefore a significant market opportunity to produce agricultural radio content for rural populations, and generate revenue by attracting sponsorship/advertising from companies targeting the rural market.

Business Model

Overview	This investment opportunity addresses the substantial supply gap for high quality and relevant agricultural radio content. By researching what content rural audiences are interested in, and producing radio programmes (for example factual shows or agricultural based fiction) to meet this demand, it is possible to produce highly popular shows. The higher the number of listeners a programme receives, the more sponsorship and advertising revenue it will be able to generate, thus yielding higher profits.
Setup and Operating Costs/Programme	To produce a radio programme with 13 episodes requires investment in the following costs: <ul style="list-style-type: none"> • Stakeholder meeting with farmer groups, processors, and agro-allied companies to design the radio programme • Cost of Voice Recorder • Production Costs – e.g. script writing, editing, subject-matter experts’ input etc. • Broadcasting costs – 30 minutes of recorded content per episode • Follow-up Surveys with Audience • Mobile Phone, Credit, and Data Costs
Revenue Streams	<ul style="list-style-type: none"> • Advert placements: payment for products to be featured in a programme • Sponsorship: payment for programme branding. Sponsorship can be ‘part’ (per episode), or ‘entire’ (for the whole series)
Potential Customers	Agro-Allied Companies, FMCGs, Media Buyers, Microfinance and Commercial banks,

Key Risks

Risk Description	Mitigation methods
Audience research figures do not support claimed reach, affecting rate negotiations with potential investors for sponsorship or advert placement	Facilitate workshops that demonstrate the importance of subscribing to audience research companies recognised by sponsors/media buying agencies



Regulatory Environment

Key regulatory bodies to be aware of: National Broadcasting Commission (NBC); Broadcasting Organization of Nigeria (BON); Advertising Practitioners Council of Nigeria (APCON)

Key Contacts

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All numbers presented are estimates only. All investments are speculative and involve the risk of loss