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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

#14



ARTIST	Mr. Eazi
GENRE	Secular
BEST SONG	Leg Over



#13



ARTIST Bracket
GENRE Secular
BEST SONG Mama Africa



#12



ARTIST	Timaya
GENRE	Secular
BEST SONG	Bam Bam



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#11

ARTIST Tiwa Savage
GENRE Secular
BEST SONG Ma Lo



#10



ARTIST	Patoranking
GENRE	Secular
BEST SONG	No Kissing



#9

ARTIST Runtown
GENRE Secular
BEST SONG Mad over you



#8

ARTIST Yemi Alade
GENRE Secular
BEST SONG Johnny



#7

ARTIST Mr. Flavour
GENRE Secular
BEST SONG Sexy Rosey



#6

ARTIST Korede Bello

GENRE Secular

BEST SONG Do like That



#5

ARTIST

Wizkid

GENRE

Secular

BEST SONG

Come closer



#4

ARTIST

Sinach

GENRE

Gospel

BEST SONG

Way maker



#3

ARTIST Tekno Miles

GENRE Secular

BEST SONG Pana



#2

ARTIST Davido
GENRE Secular
BEST SONG Fall



#1

ARTIST

P Square

GENRE

Secular

BEST SONG

Personally



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*Split up in 2017

Top 50 List

QUARTER 4 of 2018



ARTISTE	BEST RATED SONG
P Square	Personally
Davido	Fall
Tekno Miles	Pana
Sinach	Way maker
Wizkid	Come closer
Korede Bello	Do Like That
Mr. Flavour	Sexy Rosey
Yemi Alade	Johnny
Runtown	Mad Over Y ou
Patoranking	No Kissing
Tiwa Savage	Ma Lo
Timaya	Bum Bum
Bracket	Mama Africa
Mr Eazi	Leg Over
Maleek Berry	Control

No.	ARTISTE	BEST RATED SONG
16	Kiss Daniel	Woju
17	Iyanya	Kukere
18	Olamide	Wo
19	Don Jazzy	Adaobi
20	Dbanj	Oliver twist
21	Chidinma	Fallen inlove
22	Nneka	Heartbeat
23	Joe Praize	Mighty God
24	Ada	Only you Jesus
25	Kcee	Pull over
26	YCEE	Juice
27	J Martins	Touchin Body
28	Skales	Shake Body
29	Wande Coal	Iskaba
30	Phyno	Fada Fada
31	Mc Galaxy	Nek-Unek
32	Falz	This is Nigeria
33	J Martins	Touching Body

No.	ARTISTE	BEST RATED SONG
34	Mayorkun	Mama
35	Banky W	All I want is you
36	Reekado Banks	Easy Jeje
37	2 Baba	African Queen
38	Burna Boy	Rock your body
39	Frank Edwards	Frank Edwards
40	Lil Kesh	Shoki RMX
41	Simi	Joromi
42	Fela Kuti	Water no get enemy
43	Adekunle Gold	Pick up
44	Harrysong	Reggae blues
45	Peter Okoye	Cool it Down
46	Asa	Jailer
47	Ice prince	Oleku
48	Seyi Shay	Murda
49	L.A.X	Ginger
50	Duncan Mighty	Obianuju

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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