

TEMS SECTOR QUARTERLY INSIGHTS



Reviews and Highlights of the
Nigerian **Technology, Entertainment,
Media and Sports (TEMS)** Sector
From July to September, 2025

08th October, 2025

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About the Firm



INTRODUCTION

The July–September 2025 edition of the TEMS Sector Quarterly Insights captures key shifts across Technology, Entertainment, Media, and Sports in Nigeria and Africa.

This quarter has been defined by stronger regulatory assertiveness, rising global competition, and structural changes in the creative and sporting economies. From landmark enforcement actions in data protection and the rollout of AI-enabled public services, to renewed efforts at curbing piracy and bold bids to host global sporting events, stakeholders have had to adapt to both opportunities and risks in an increasingly complex operating environment.

What emerges is a picture of accelerated transformation: regulators are tightening compliance frameworks, investors are pursuing infrastructure-led growth, and industry players are rethinking business models to secure long-term relevance. Against this backdrop, stakeholders, policymakers, and business leaders must balance compliance with innovation, anticipate cross-sector risks, and leverage new opportunities for expansion.

This report provides a consolidated review of the quarter's defining events, highlights their practical implications, and sets the stage for what stakeholders should prepare for in the coming months.



Balancing compliance and innovation is key to thriving in today's evolving landscape.

OVERVIEW OF THE QUARTERLY INSIGHT

TECHNOLOGY SECTOR

NDPC, NOA PARTNER TO DRIVE DATA PROTECTION AWARENESS

The Nigeria Data Protection Commission (NDPC) signed a Memorandum of Understanding with the National Orientation Agency (NOA) to jointly promote public awareness of the Nigeria Data Protection Act, 2023 (NDPA). Under the partnership, NOA's grassroots communication channels including radio, television, and community mobilisation, will be deployed to educate citizens on their rights and obligations under the Act. The NDPC will also train NOA officers to deliver accurate data-protection messaging. This collaboration represents a significant step toward embedding data privacy into Nigeria's national consciousness, potentially increasing public demand for compliance from both public and private organisations.

NDPC URGES COURT TO DISMISS META'S SUIT OVER \$32.8 MILLION DATA PRIVACY SANCTION.

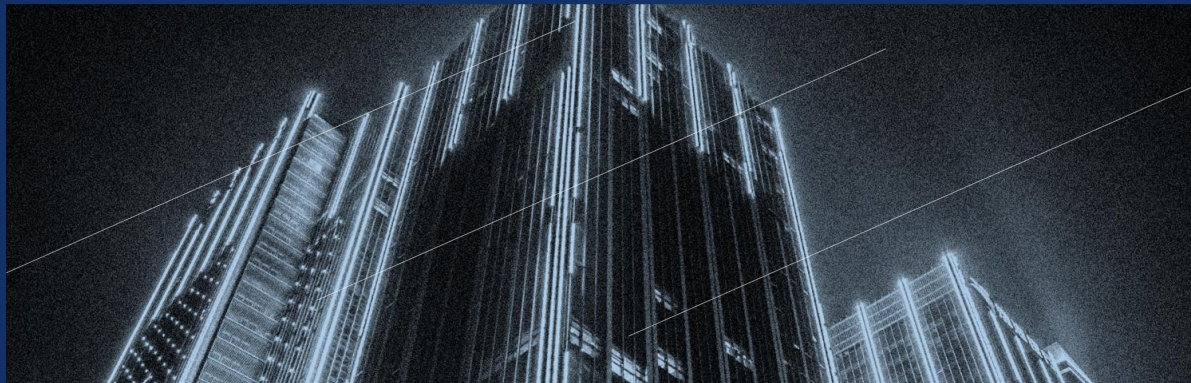
The NDPC filed a preliminary objection (PO) before the Federal High Court seeking for the court to strike out the suit filed by Meta Platforms Inc. The suit challenged a \$32.8 million fine and several compliance orders by NDPC. The fine stems from alleged violations of the NDPA, including processing personal data without user consent, failing to conduct required compliance audits, and misusing sensitive data involving minors and journalists. The NDPC argued that Meta failed to comply with judicial review procedures under the Court Rules and that the Court lacked jurisdiction to entertain the suit. The case highlights the regulator's resolve to enforce data-privacy laws and signals that multinational tech firms must ensure procedural compliance in addition to substantive privacy compliance.



TECHNOLOGY SECTOR

GOOGLE TO ESTABLISH FOUR INFRASTRUCTURE HUBS IN AFRICA

Google revealed plans to build four infrastructure hubs across Africa, with Nigeria tipped as a strategic location. The hubs will support cloud computing, digital skills training, and expanded connectivity infrastructure. The initiative is expected to bolster Africa's digital economy by creating local hosting capacity and reducing reliance on offshore data centres. For Nigeria, the development will stimulate technology adoption, but it also highlights the need for clear regulatory policies on data localisation, tax incentives, and public-private partnerships.



Google to build four infrastructure hubs in Africa, with Nigeria as a key location

Nigeria to launch a National Digital Public Infrastructure by 2026.

The U.S. unveils a 90-policy plan to strengthen AI governance.

U.S UNVEILS AMERICA'S AI ACTION PLAN

The White House unveiled America's AI Action Plan, a national strategy outlining over 90 policy measures to strengthen U.S. leadership in artificial intelligence. The plan focuses on accelerating innovation, expanding AI infrastructure, and shaping global standards through diplomacy and security partnerships. With provisions covering semiconductor development, data centre expansion, and regulatory streamlining, the initiative highlights the intensifying global race to regulate and commercialise AI, offering a reference point for emerging frameworks in jurisdictions like Nigeria.

THE FEDERAL GOVERNMENT OF NIGERIA TO ROLL OUT DIGITAL PUBLIC INFRASTRUCTURE BY 2026

The Federal Government of Nigeria announced that it will roll out a National Digital Public Infrastructure (DPI) framework, including a Data Exchange platform, by 2026. DPI is expected to underpin identity systems, payment frameworks, and interoperable public services in Nigeria. The initiative signals a significant policy direction towards trusted digital governance, enabling secure data sharing between agencies and private entities. However, it also raises issues of data sovereignty, privacy, and cybersecurity, emphasising the need for robust legislation and regulatory oversight before implementation.

ENTERTAINMENT SECTOR

NIGERIA, EU SEAL €20 MILLION DEAL FOR CREATIVE INDUSTRIES

Nigeria and the European Union finalised a €20 million agreement to support museums, film, and digital creative industries. The funding package is designed to build production capacity, strengthen heritage preservation, and improve international market access for Nigerian creative works. The programme is also expected to support skills development and partnerships with European institutions. For beneficiaries, compliance with donor conditions will require careful negotiation of intellectual property ownership, licensing terms, and transparent reporting frameworks. This partnership represents one of the most significant cultural diplomacy efforts in Nigeria's recent history.

ACTORS GUILD OF NIGERIA LAUNCHES NOLLYWOOD APP

The Actors Guild of Nigeria has officially launched a mobile application designed to modernise Nollywood operations. The platform centralises membership data, streamlines casting processes, and provides a digital record-keeping system for actors' rights. By formalising guild structures, the app is already enhancing accountability, reducing disputes over membership and contracts, and strengthening royalty collection mechanisms. This launch highlights the growing role of digital platforms in tackling structural challenges within Nigeria's entertainment industry.

THE FEDERAL GOVERNMENT OF NIGERIA ENDORSES AREWA INTERNATIONAL FILM FESTIVAL

The Federal Government of Nigeria formally endorsed the Arewa International Film Festival and pledged support for building production infrastructure in Northern Nigeria. The endorsement reflects government recognition of regional creative economies and their contribution to national cultural policy. Investment in production facilities is expected to expand opportunities for filmmakers in Northern Nigeria, where access to professional infrastructure has been limited. The move is likely to strengthen cultural diversity and foster more inclusive growth in the Nigerian film industry.



ENTERTAINMENT SECTOR

NCC, NIRA SHUT DOWN MOVIEBOX PIRACY SITE

The Nigerian Copyright Commission (NCC), in collaboration with the Nigeria Internet Registration Association (NiRA), has successfully suspended MovieBox.ng, a notorious platform for streaming pirated movies, music, and live sports. The shutdown took effect on 20 July 2025 as part of the NCC's "Stand Together Against Online Piracy (STOP)" campaign.

According to the Commission, MovieBox operated through multiple mirror and fallback domains, making it difficult to trace and disable. The NCC commended NiRA for its swift cooperation and urged internet service providers, intermediaries, and online platforms to promptly comply with takedown and blocking directives under the Copyright Act, 2022.

The NCC further confirmed that efforts are underway to disable other mirror sites linked to MovieBox and advised the public to avoid illegal streaming platforms, warning that they expose users to risks such as malware, identity theft, and financial fraud.



MEDIA SECTOR

CANAL+ COMPLETES \$3BILLION ACQUISITION OF MULTICHOICE

French broadcaster Canal+ concluded its \$3 billion acquisition of Multichoice Group, Africa's largest pay-TV operator. The deal involved a reconstitution of Multichoice's board and a change to its financial year-end, marking one of the most significant media consolidations on the continent. With Canal+ now controlling major African broadcasting assets, the transaction is expected to reshape content licensing, advertising markets, and competition dynamics. Regulators may be required to address issues of market concentration and fair access to premium content.

SPOTIFY CRACKS DOWN ON FAKE STREAMS

Spotify announced a global crackdown on artificial streaming, issuing warnings to artists found manipulating play counts. The platform has strengthened detection systems and warned that fraudulent streams undermine royalty distribution. The move has major implications for artists and labels in Nigeria, where streaming manipulation has been flagged as a challenge to fair revenue allocation. Contracts between distributors and artists will likely need to include clearer liability and audit clauses to address fraudulent practices.

DISNEY'S ENTERTAINMENT AND SPORTS PROGRAMMING NETWORK TO ACQUIRE NFL NETWORK AND REDZONE

Disney's Entertainment and Sports Programming Network confirmed the acquisition of National Football League Network and RedZone in the United States, consolidating its sports broadcasting portfolio. The acquisition highlights the growing global trend of media consolidation, which could influence broadcasting negotiations in Africa. For Nigerian and African broadcasters, the deal may translate into higher costs for accessing premium international sports content, raising questions around competition, sublicensing, and consumer access.

STARTIMES TERMINATES NPFL BROADCAST DEAL

StarTimes terminated its five-year broadcast rights deal with the Nigeria Premier Football League (NPFL) after just two seasons, citing poor return on investment. According to the company, low uptake of decoders and subscription services, rising production costs, and economic headwinds made the arrangement untenable. The NPFL chairman confirmed the agreement included a probationary evaluation period, which was not met. This development foreshadows a shift in how domestic sports content is valued, monetised, and contracted in Nigeria.

SPORTS SECTOR

NIGERIA, INDIA SUBMITS BID TO HOST 2030 COMMONWEALTH GAMES

Nigeria has formally submitted its proposal to host the 2030 Commonwealth Games in Abuja, competing with India (Ahmedabad) after meeting all the required deadlines. The bid is backed by the Federal Government of Nigeria, with President Bola Tinubu issuing a Letter of Guarantee to affirm state support. Key reforms include scrapping the Ministry of Sports in favour of a National Sports Commission, and plans to host 15 sports, including football, to boost engagement and global visibility. The proposal also emphasises inclusivity, environmental sustainability, and delivering a legacy for youth development, infrastructure, hospitality, and security. Nigeria's push comes with high stakes as this would be the first Commonwealth Games ever held in Africa.

SOUTH AFRICA FACES DISCIPLINARY ACTION FROM FIFA OVER INELIGIBLE PLAYER

South Africa is under threat of sanctions from FIFA after having fielded a player, Teboho Mokoena, who was suspended due to yellow-card accumulation during a World Cup qualifier against Lesotho. The infraction was only recently addressed, raising concerns about compliance, disciplinary oversight, and the integrity of match results in continental qualification contests.

NIGERIA LAUNCHES BID TO HOST FORMULA 1 GRAND PRIX

Nigeria has formally submitted a bid to host a Formula 1 Grand Prix in Abuja, with support from the National Sports Commission and Opus Race Promotions. The proposal includes building a new racetrack, karting track, hotels, a motorsport museum and a technology hub to meet Fédération Internationale de l'Automobile (FIA) standards. If successful, this would be the first F1 race held in West Africa and only the second on the continent since South Africa's last Grand Prix in 1993. The project is presented as more than a sporting event. Nigeria aims to use it as a catalyst for infrastructure development, tourism growth, youth employment, and international visibility.

MADUKA OKOYE BANNED FOR ILLEGAL BETTING

Nigeria international and Udinese goalkeeper Maduka Okoye has been suspended for two months by the Italian Football Federation (FIGC) after being found guilty of illegal betting. The ban, running from August 18 to October 19, 2025, will see him miss six Serie A matches. The case stemmed from suspicious bets on Okoye's yellow card in a March 2024 Serie A match against Lazio, linked to over €120,000 in winnings. While initially facing potential sporting fraud charges carrying a four-year ban, he was convicted only of illegal betting. The ruling highlights rising scrutiny over betting related misconduct and its impact on integrity in professional football, with consequences for Nigeria's squad planning and regulatory enforcement.

OUTLOOK FOR THE NEXT QUARTER

TECHNOLOGY SECTOR

Heightened Data Protection Enforcement:

With the NDPC's ongoing battle against Meta and its new partnership with NOA, organisations should expect intensified regulatory oversight and greater public awareness. Compliance audits, data-sharing protocols, and cross-border data flows will come under sharper scrutiny.

Infrastructure Investment Momentum:

Google's planned hubs and the Federal Government of Nigeria's Digital Public Infrastructure project will trigger debates on data localisation, fiscal incentives, and PPP frameworks. Legal advisory will be needed on licensing, tax structuring, and technology transfer agreements.

Global AI Benchmarking:

The U.S. AI Action Plan may inspire African governments, including Nigeria, to refine and operationalise their existing strategies. Nigeria already launched its National Artificial Intelligence Strategy (AI Roadmap) in 2024, setting out a framework for research, adoption, and governance of AI across priority sectors. In the coming months, consultations on standards, liability, and ethical AI frameworks are expected, with Nigeria likely to align its roadmap with emerging global benchmarks while addressing local needs.

ENTERTAINMENT SECTOR

Creative Diplomacy Expansion:

The Nigeria–EU €20m deal could serve as a model for future bilateral cultural partnerships. Beneficiaries should anticipate stricter donor-driven Intellectual Property (IP) ownership and reporting requirements.

Digital Platforms for Industry Governance:

The Nollywood app initiative signals a wider trend toward adoption of digitalisation by creative guilds and unions in the Industry. Legal input will be needed for data protection, membership governance, and royalty frameworks.

Regional Industry Growth:

With Federal Government's endorsement of the Arewa International Film Festival, expect regional diversification of Nigeria's film economy, opening fresh opportunities for financing and infrastructure development.

MEDIA SECTOR

Content Consolidation Risks:

The Canal+–Multichoice deal is likely to reshape the African pay-TV landscape. Stakeholders should prepare for potential regulatory interventions on market concentration, fair licensing, and anti-competitive practices.

Streaming Accountability:

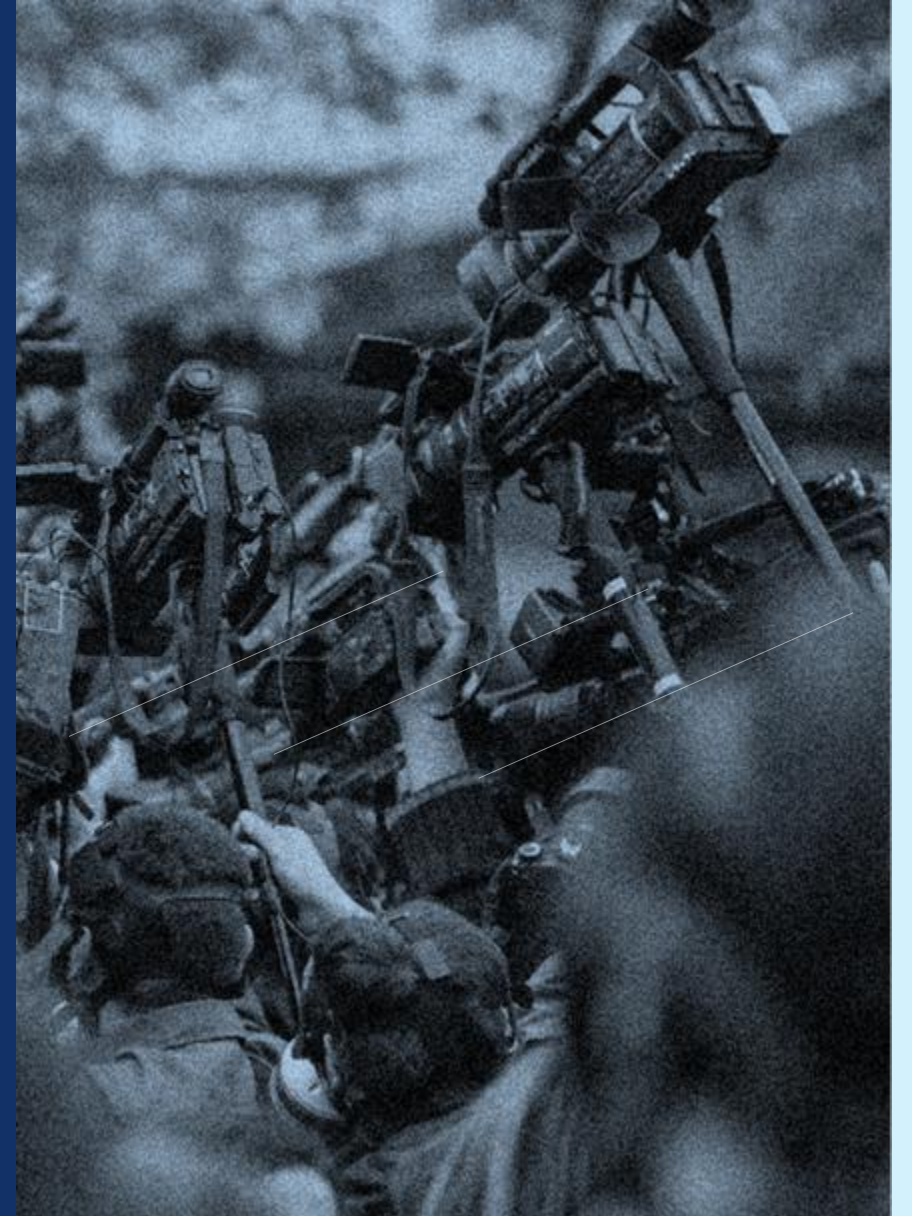
Spotify's crackdown on artificial streams foreshadows stricter platform policing. Nigerian artists and labels may face increased audit exposure, necessitating tighter contract clauses on liability and reporting.

Rising Costs of Premium Sports Content:

Disney's ESPN acquisition of NFL assets will reverberate globally, likely raising sublicensing costs in Africa. Local broadcasters should anticipate harder negotiations and explore alternative content strategies.

Cybersecurity Advisory Role of Regulators:

The NDPC's Chrome warning illustrates its expanding role beyond privacy into cybersecurity. More advisories can be expected, and businesses must establish stronger patch-management and compliance protocols.



SPORTS SECTOR

Global Event Hosting Bids:

Nigeria's Commonwealth Games and Formula 1 proposals will undergo technical evaluations. If bids succeed, financing, environmental compliance, and infrastructure PPPs will demand complex contractual frameworks.

Disciplinary and Integrity Oversight:

South Africa's FIFA case and Maduka Okoye's ban spotlight sports integrity issues. Nigerian clubs and athletes should prepare for stricter anti-doping, anti-betting, and player eligibility monitoring.

Commercialisation Drive:

High-profile bids and government support for mega-events point to increased sports-driven infrastructure investments. Legal advisory will be crucial for sponsorship, construction contracts, and revenue-sharing agreements.

Athlete Conduct and Risk Management:

With betting scandals and FIFA disputes gaining attention, expect federations to tighten disciplinary codes and insurance frameworks to mitigate reputational and financial risks.

About the Firm

Stren & Blan Partners is an innovative and dynamic law firm with a compelling blend of experienced lawyers and energetic talents. We focus on providing solutions to our client's business problems and adding value to their businesses and commercial endeavours. This underpins our ethos as everything we do flows from these underlying principles.

Stren & Blan Partners is a full-service commercial law firm providing excellent legal services to diverse local and multinational corporations. We have developed a clear vision for anticipating our client's business needs and surpassing their expectations, driven by our unwavering commitment to client service and legal excellence.



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