



THENET.NG

2015 REPORT

***OFFICIAL CHART OF SEARCHES, VISITS AND TRENDS
FROM NIGERIAN ENTERTAINMENT TODAY***

A NOTE FROM THE PUBLISHER

Starting December 31, 2015, we reveal the annual report on searches, trends and views from the world's leading website on Nigerian entertainment, thenet.ng.

The report, available for download on our website, is our close-to-scientific approach to identifying which people, events, places and things that shaped the year.

Our website, thenet.ng has been visited nearly 50 million times since December 2014, with our most popular subjects being Wizkid, Davido and Maheeda.

For example, Nigerian international pop star Wizkid is the most searched male artiste for 2015 while Mavin singer Tiwa Savage is most searched female.

Nollywood stars, Jim Lyke and Tonto Dikeh topped the list of popular actors and actresses for 2015, respectively. Difficult to believe, but Maheeda is, according to analysed NET data from Google and Wordpress, more popular than Linda Ikeji and Don Jazzy.

This year alone, we scored over 6 million video views on Facebook and YouTube combined, published almost 20 thousand stories, and recorded 29% growth in our traffic.

We are effectively, according from data by Alexa, the 6th most popular entertainment website in Nigeria.

Most of our coverage are determined by people and issues we believe deserve attention. But we also create and curate based on our visitors desires, and these visitor analytics, will play a part in determining how we prioritize in the coming years.

It should also guide advertisers and subjects on how to rate or rank, especially for business purposes. Also important to note, the apparently higher engagement rates on Instagram and Facebook, compared to Twitter and YouTube, and the fact that the majority or readers obviously prefer soft news to hard, industry news.

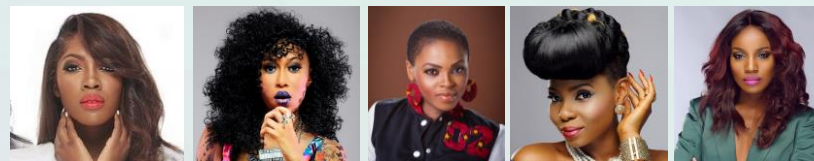
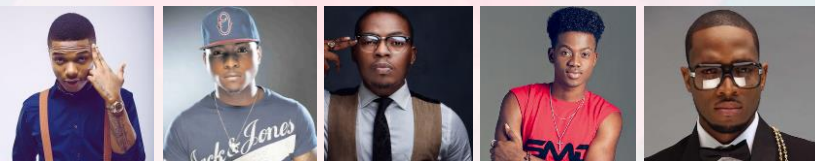
Please see report attached. Detailed data available on request

MOST SEARCHED MUSICIANS (MALE)

1. Wizkid
2. Davido
3. Olamide
4. Korede Bello
5. D'banj

MOST SEARCHED MUSICIANS (FEMALE)

1. Tiwa Savage
2. Cynthia Morgan
3. Chidinma
4. Yemi Alade
5. Seyi Shay



MOST SEARCHED ACTORS

1. Muyiwa Ademola
2. Nonso Diobi
3. Odunlade Adekola
4. Adeniyi Johnson
5. Jim Lyke

MOST SEARCHED ACTRESSES

1. Mercy Johnson
2. Ini Edo
3. Tonto Dikeh
4. Funke Akindele
5. Genevieve Nnaji



MOST SEARCHED COMEDIANS

1. Bovi
2. Apkororo
3. Basketmouth
4. Ay
5. Francis Odega

MOST SEARCHED TV/RADIO PERSONALITIES

1. Toke Makinwa
2. Dotun CoolFM
3. Toolz
4. Yaw
5. Denrele Edun

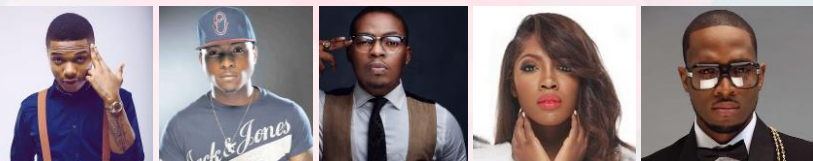


MOST POPULAR MUSICIANS

1. Wizkid
2. Davido
3. Olamide
4. Tiwa Savage
5. D'banj

MOST SEARCHED PERSONALITIES
(AFRICA)

1. Vera Sidika
2. Nadia Buhari
3. Corazon Kwamboka
4. Diamond Platnumz
5. Majid Michel



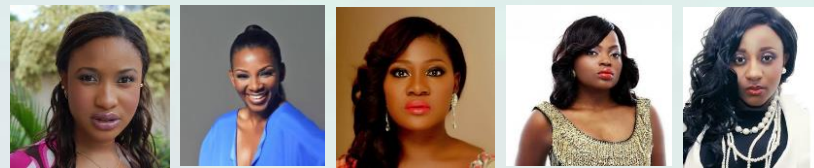
MOST POPULAR ACTORS

1. Jim Iyke
2. Odunlade Adekola
3. Gbenro Ajibade
4. Desmond Elliot
5. Kunle Afolayan



MOST POPULAR ACTRESSES

1. Tonto Dikeh
2. Genevieve Nnaji
3. Mercy Johnson
4. Funke Akindele
5. Ini Edo



MOST POPULAR COMEDIANS

1. Basketmouth
2. Bovi
3. Ali Baba
4. Akpororo
5. Francis Odega



MOST POPULAR TV/RADIO PERSONALITIES

1. Toke Makinwa
2. Toolz
3. Yaw
4. Denrele Edun
5. Tosyn Bucknor



MOST POPULAR PEOPLE

1. Maheeda
2. Don Jazzy
3. Linda Ikeji
4. Buhari
5. Dagrín

MOST POPULAR CELEBS (GLOBAL)

1. Drake
2. Meek Mill
3. Chris Brown
4. Rihanna
5. Nicki Minaj



MOST POPULAR EVENTS

1. Fortyfiied
2. AMVCA
3. Star Music Trek
4. MTV MAMAs
5. Felabration

MOST USED KEYWORDS

1. News
2. Photos
3. Music
4. Videos
5. Gossip

MOST POPULAR COUPLES

1. Gbenro Ajibade and Osas Ighodaro
2. 2face and Annie Idibia
3. Toke Makinwa and Maje Ayida
4. Tiwa Savage and Teebillz
5. Mercy Johnson and Prince Odianosen Okojie

MOST WATCHED VIDEOS

1. Patrick Obiaiahgbon vs SamLoco Efe & Nkem Owoh
2. Julius Agwu Interview – Devil in the Entertainment Industry
3. Fela and the Egypt 80 performance
4. Odun lo Sopin Video (Daystar Christmas Carol)
5. How Davido was robbed in SA

MOST READ STORIES

1. Maheeda turns Twitter to nude playground
2. Korede Bello says Buhari's pretty daughter, Zahra is 'Bae'
3. 30 hot photos of Vera Sidika you should see today
4. NET Feature: Meet the top 10 Yoruba actors
5. 30 hot photos of Corazon Kwamboka you should see today

MOST POPULAR OPERATING SYSTEMS

1. Android
2. Windows
3. BlackBerry
4. iOS
5. Linux

MOST POPULAR BROWSERS

1. Opera Mini
2. Chrome
3. BlackBerry
4. Firefox
5. UC Browser

ABOUT US

NET is a 360 degrees media company, relying on past, present and future platforms to deliver accurate and up-to-the-minute news, entertainment and information to audiences wherever they are.

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