

# NET HONOURS

— The People's Choice —



Four years ago Nigerian Entertainment Today instituted NET Honours, a special recognition award given to deserving individuals in the entertainment industry. Since then, several outliers and industry veterans have been recipients. Last year however, we decided to make it more encompassing by reinventing it as a People's Choice Awards. As the name implies, the NET Honours does not have a panel of judges determining who gets decorated. Instead, we make it the choice of the fans- in this case, the audiences on our website, and social media platforms – nearly 40 million users. This past year alone, our website was visited 10 million times, up 23% from 8 million it was in 2015. On Facebook and YouTube, we scored over 25 million video views.

This year, we're launching the People's Choice Awards along with our annual official charts of trends, searches and visits on TheNet.ng- in conjunction with our sister sites ORIN and TNS.ng.

The reason is not farfetched- the numbers found in the annual report provide actual figures for why Wizkid, for example was the biggest artiste of 2016. From polls conducted on both our website and on our social media platforms (Twitter, Facebook and Instagram) our readers chose him over the likes of Tekno and Falz. The searches on our website corroborate that poll: Wizkid was searched for close to 60,000 times. Funke Akindele and Odunlade Adekola seem to be the favourite of movie buffs as their names came up 27,000 and 9,625 times respectively, edging out Mercy Johnson and Muyiwa Ademola from the previous year.

Awards by their nature are contentious: as there can only be one winner, people who come second, third or last usually feel as though their votes didn't count. But as the saying goes: men lie, women lie but numbers don't lie- these figures aim to show the actualities of our industry. It may surprise one to see that while Tiwa Savage and Yemi Alade still maintain their grip on the female sub-group, the artiste giving them a close chase is not one of the usual names (Waje, Omawumi etc), but a relatively new Simi! On the other hand, Toke Makinwa who had less than 10,000 page views as the most popular media personality in 2015 had that figure increase by 735% in 2016 and saw her retain that 'title' by a huge margin.

The NET Honours (PCA) also provides an insight into what platforms these entertainers are popular on. Funke Akindele's outing at the Headies with her husband JJC Skillz was the most liked photo on our Instagram page in 2016 (71,000 impressions and 3724 interactions), while Femi Otedola clutching his three analogue phones was most popular on our Facebook page, with almost a quarter of a million people reached and over 230,000 engagement. Do people on Instagram prefer 'lovey dovey' posts to news items? Your guess is as good as mine.

Starting this year, each of the top performers identified by both the numbers on our website and feedback garnered directly from the audience, would be awarded with a certificate of recognition for the great work they've done in the year under review- in this case 2016.

NET Honours (PCA) is one of the many ways Thenetng is working to celebrate our entertainers, while also giving power to those who matter to them most: the fans. It's also our wish that the data herein will be useful for those interested in verifiable figures and stats, as we continue to move the Nigerian entertainment sector forward. After all if we don't, who will?

Jidé Taiwo,  
Editor

**MOST SEARCHED MUSICIANS (MALE)**



1. WIZKID



2. OLAMIDE



3. PASUMA



4. DAVIDO



5. PSQUARE

**2016  
Top  
Charts**

## MOST SEARCHED MUSICIANS (FEMALE)



1. TIWA SAVAGE



2. YEMI ALADE



3. SIMI



4. CHIDINMA



5. SEYI SHAY

2016  
Top  
Charts

## MOST SEARCHED ACTRESSES



1. FUNKE AKINDELE



2. MERCY AIGBE



3. TOYIN AIMAKHU



4. ADESUA ETOMI



5. RITA DOMINIC

2016  
Top  
Charts

## MOST SEARCHED ACTORS



1. ODUNLADE  
ADEKOLA



2. RICHARD  
MOFE-DAMIJO



3. FEMI  
ADEBAYO



4. GBENRO  
AJIBADE



5. KUNLE  
AFOLAYAN

2016  
Top  
Charts



2016  
Top  
Charts

## MOST SEARCHED **COMEDIANS**



1. BASKETMOUTH



2. APKORORO



3. AY



4. JULIUS AGWU



5. ALI BABA

2016  
Top  
Charts

## MOST SEARCHED TV/RADIO PERSONALITIES



1. TOOLZ



2. TOKE MAKINWA



3. TOSYN BUCKNOR



4. FREEZE



5. DOTUN COOLFM

2016  
Top  
Charts

## **MOST SEARCHED PERSONALITIES ACROSS AFRICA**



1. DIAMOND  
PLATNUMZ



2. PAPA  
WEMBA



3. ALI  
KIBA



4. VERA  
SIDIKA



5. CORAZON  
KWAMBOKA

**2016  
Top  
Charts**

# MOST READ STORIES



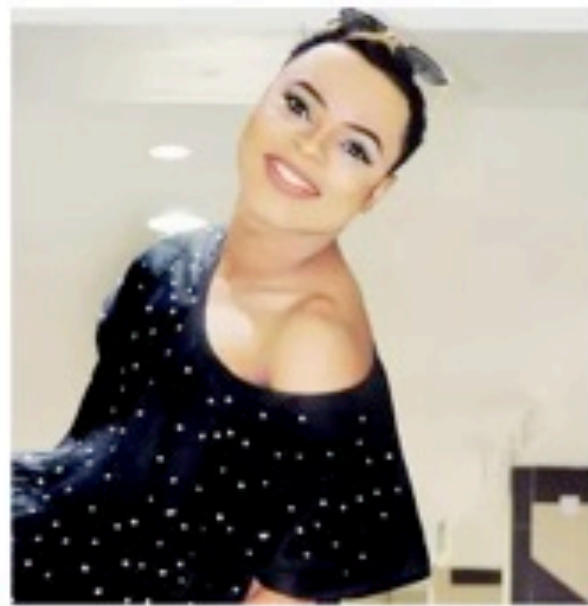
**1. HEADIES AWARD 2016: COMPLETE LIST OF NOMINEES**



**2. 10 PREGNANCY PHOTOS OF TONTO DIKEH AS SHE WELCOMES BABY BOY**



**3. SADI! ANOTHER NOLLYWOOD ACTOR IS DEAD (MIKE ODIACHE)**



**4. MEET BOBRISKY, THE MOST POPULAR NIGERIAN ON SNAPCHAT**



**5. 7 PUNCHLINES FROM WIZKID'S LATEST INSULT AT LINDA IKEJI**

**2016  
Top  
Charts**



2016  
Top  
Charts

## MOST POPULAR MUSICIANS



1. WIZKID



2. OLAMIDE



3. DAVIDO



4. TIWA SAVAGE



5. FALZ

2016  
Top  
Charts

## MOST POPULAR ACTORS



**1. FUNKE  
AKINDELE**



**2. MERCY  
JOHNSON**



**3. TOYIN  
AIMAKHU**



**4. MERCY  
AIGBE**



**5. ODUNLADE  
ADEKOLA**

**2016  
Top  
Charts**

## MOST POPULAR COMEDIANS



1. BASKETMOUTH



2. AY



3. BOVI



4. ALI BABA



5. AKPORORO

2016  
Top  
Charts

## MOST POPULAR TV/RADIO PERSONALITIES



**1.** TOKE MAKINWA



**2.** TOOLZ



**3.** FREEZE



**4.** GBEMI OLATERU



**5.** YAW

**2016  
Top  
Charts**



2016  
Top  
Charts

## MOST POPULAR FOOTBALLERS



**1. MIKEL  
OBI**



**2. KELECHI  
IHEANACHO**



**3. ASISAT  
OSHOALA**



**4. ALEX  
IWOBI**



**5. AHMED  
MUSA**

**2016  
Top  
Charts**

## MOST POPULAR CELEBS



1. LINDA IKEJI



2. DON JAZZY



3. TEEBILLZ



4. BUHARI



5. BOBRISKY

2016  
Top  
Charts

## MOST POPULAR CELEBS (GLOBAL)



1. DRAKE



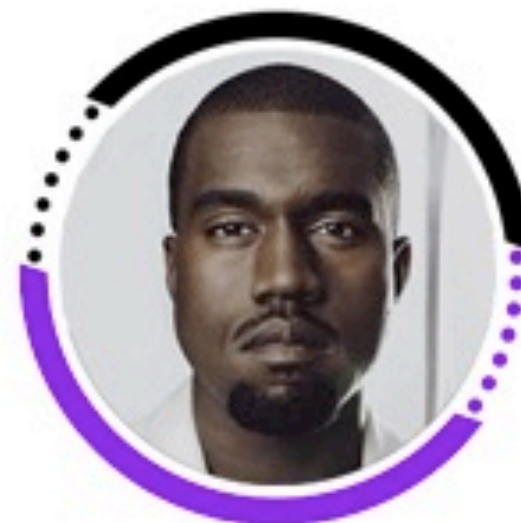
2. KIM KARDASHIAN



3. CHRIS BROWN



4. RIHANNA



5. KANYE WEST

2016  
Top  
Charts

## MOST POPULAR CELEBS (AFRICA)



1. VERA  
SIDIKA



2. CORAZON  
KWAMDEKA



3. DIAMOND  
PLATNUMZ



4. CASSPER  
NYOVEST



5. JULIET  
IBRAHIM

2016  
Top  
Charts



2016  
Top  
Charts

## MOST POPULAR COUPLES



1. TIWA SAVAGE  
& TEEBILLZ



2. MERCY JOHNSON  
& PRINCE ODIانوسن  
OKOJIE



3. UBI FRANKLIN  
& LILIAN ESORO



4. FUNKE AKINDELE  
& JJC



5. 2FACE  
& ANNIE IDIBIA

2016  
Top  
Charts

## MOST POPULAR EVENTS



1. HEADIES



2. AMVCA



3. GRAMMY



4. MTV MAMAs



5. RHYTHM  
UNPLUGGED

**2016  
Top  
Charts**

**MOST USED KEYWORDS**



**1. NEWS**



**2. PHOTOS**



**3. GOSSIP**



**4. NOLLYWOOD**



**5. VIDEOS**

**2016  
Top  
Charts**

# MOST WATCHED VIDEOS (FACEBOOK)

**Thenet.ng**  
Published by ID Africa (1) - June 15, 2016 - Lagos - ©

Ex Super Falcons star, Chichi Igbo has a message for those who have an issue with her body!  
<http://thenet.ng/...ex-super-falcons-star-chichi-igbo-has-a-.../>




**1. EX SUPER FALCONS STAR, CHICHI IGBO HAS A MESSAGE FOR THOSE WHO HAVE AN ISSUE WITH HER BODY!**

**1,008,846 VIEWS**

**Thenet.ng**  
Published by ID Africa (1) - January 9, 2016 - Lagos - ©

Watch Olamide's new video 'I Love Lagos' #NewVideo #LeaveTrashForLawma #theNETNG



**2. NET PREMIERE: OLAMIDE: I LOVE LAGOS**

**443,776 VIEWS**

**Thenet.ng**  
Published by ID Africa (1) - November 9, 2015 - ©

Julius Agwu Speaks on 'Disloyal Friends' and the Devil in the Entertainment Industry #thenetng



**3. JULIUS AGWU SPEAKS ON 'DISLOYAL FRIENDS' AND THE DEVIL IN THE**

**435,534 VIEWS**

**Thenet.ng** 🥳 feeling excited at Nigerian Entertainment Today.  
Published by ID Africa (1) - August 15, 2016 - Lagos - ©

Watch trailer of Kemi 'Bassey' Adetiba's star studded debut feature movie 'The Wedding Party' starring Banky W, Richard Mofe Damijo, Inri Doyle Adesina Etomi and many more  
<http://thenet.ng/.../whats-giving-banky-w-cold-feet-in-the-w-.../>  
Video Credit: The Wedding Party Movie - YouTube




**4. WATCH TRAILER OF KEMI 'BASSEY' ADETIBA'S STAR STUDED DEBUT FEATURE**

**332,223 VIEWS**

**Thenet.ng** at Nigerian Entertainment Today.  
Published by ID Africa (1) - July 14, 2016 - Lagos - ©

Tiwa Savage definitely lost the memo 🤔



**5. TIWA SAVAGE DEFINITELY LOST THE MEMO**

**318,774 VIEWS**

**2016  
Top  
Charts**

# MOST WATCHED VIDEOS (INSTAGRAM)




**MARRIED SEX DURING THE WEEK**

**76,220 VIEWS**



**VIDEO OF GIRL DANCING**

**22,812 VIEWS**



**HOW AKPORORO & HIS FANS ARE CELEBRATED ON SALLAH DAY**

**20,837 VIEWS**



**BIRTH CONTROL IN NIGERIAN HOMES**

**18,510 VIEWS**



**WHEN YOU GOT THROUGH BAE PHONE**

**16,953 VIEWS**

**2016  
Top  
Charts**

**MOST POPULAR POSTS ON INSTAGRAM**

thenetng **Following**

3,665 likes 2hr

thenetng @funkejenfaskindele and @jjcskiz making their way onto #Headies2016 red carpet

view all 59 comments

mz\_ajike\_its\_fortunate amazing .....  
funforever Super couple! May your home be fruitful @funkejenfaskindele @jjcskiz

operaboy! @ghee\_bess abi is it their wearing the guy at the back thou

ghee\_bess @operaboy! I just weak for some comments jare..That one at d back leave body die but his spirit do run go play soccer

ghee\_bess @princess\_ajay lolanemy of progress bews...@onyinye\_sure is right ,check am out neses..Or if na u wear this come and see me color, u think say Funke not go talk

♡ Add a comment... ⋮

**FUNKE AKINDELE AND JJC MAKING THEIR WAY ONTO #HEADIES2016 RED CARPET**

**3,665 LIKES**

thenetng **Following**

15,013 views 4hr

thenetng 🇺🇸 #Obamaandkids #TheNetng @dulrahmanadele Father ismaki\_luv Wonderful omg\_peris\_pretty Wow , daddy is good annieliese @maxieppor babi\_strawberry27 @dookoofo beykide @jannavosith obama\_and\_kids 🇺🇸 🇺🇸 obama\_and\_kids 🇺🇸 🇺🇸 guets @kimo27 carolinabambine @noctuaee

⊕ Add a comment... ⋮

**OBAMA AND KIDS**

**902 LIKES | 15,013 VIEWS**

**2016  
Top  
Charts**

## MOST POPULAR POST ON FACEBOOK



**Thenet.ng** with Samuel Oyari and 3 others.

Published by Jide Taiwo (?) · December 24, 2016 at 12:49am · Lagos · 🌐

Don't feel bad if you don't have 300k for an iPhone 7. Femi Otedola is worth \$1.8 billion but look at the phone he uses.

#TheNetng

#RhythmUnplugged



**DON'T FEEL BAD IF YOU DON'T HAVE 300K FOR AN IPHONE 7.  
FEMI OTEDOLA IS WORTH \$1.8 BILLION BUT LOOK AT THE PHONE HE USES.**

**REACH: 239,122   REACTIONS: 5,992   SHARES: 1,235**

**2016  
Top  
Charts**

## MOST POPULAR POST ON TWITTER

NET @theNETng · 19 Dec 2016  
Get ready for trap music: US group, Migos arrives Nigeria [dlvr.it/MwT9b2](https://dlvr.it/MwT9b2)



**GET READY FOR TRAP MUSIC: US GROUP,  
MIGOS ARRIVES NIGERIA**

**RETWEETS: 368    LIKES: 301**

**2016  
Top  
Charts**

## MOST USED BROWSERS

1. OPERA MINI	4,990,990
2. CHROME	2,230,701
3. SAFARI	578,705
4. FIREFOX	423,740
5. BLACKBERRY	422,363

## MOST USED OPERATING SYSTEMS

1. ANDROID	4,697,190
2. BLACKBERRY	1,832,236
3. IOS	774,748
4. WINDOWS PHONE	138,258
5. NOKIA	30,573

**2016  
Top  
Charts**

## ABOUT US

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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.

Thank  
You