



# BEYOND THE GLITZ & GLAM

AN ECONOMIC DEDUCTION OF AMVCA 2026'S IMPACT ON THE CREATIVE AND NIGERIAN MARKET ECONOMY



T W E L F T H   E D I T I O N



# AN ECONOMIC DEDUCTION OF AMVCA 2026's IMPACT ON THE CREATIVE AND NIGERIAN MARKET ECONOMY

Born from a desire to celebrate Africa's creative economy, the AMVCA has grown into a multifaceted economic ecosystem.

Beyond recognising excellence, it activates entire industries, generating opportunities, income, partnerships, and commercial value across the creative, hospitality, tourism, transportation, media, and service sectors.

What unfolds on stage is only a fraction of its impact.

Beneath the glittering surface lies a much larger economic story.



# VISIBILITY HAS BECOME CURRENCY

Participation in AMVCA today is no longer limited to winning awards. Celebrities compete for attention, brands compete for relevance, designers compete for exposure, and creators compete for virality.

Every appearance, activation, interview, livestream, photoshoot, and social media post contributes to a broader commercial ecosystem powered by culture, aspiration and digital attention.

*This report attempts to examine the 2026 AMVCA not simply as an entertainment event but as an economic engine with measurable spillover effects across Nigeria's creative and consumer economy.*



PART ONE



# THE ECONOMY BEHIND THE RED CARPET

# AMVCA

## BEYOND THE AWARDS

### OVER A DECADE OF INDUSTRY IMPACT

Launched in 2013 by **MultiChoice** and **Africa Magic**, the Africa Magic Viewers' Choice Awards was created to celebrate excellence in African film and television while elevating the visibility of African storytelling globally. Over 12 editions, the platform has evolved into one of the continent's most influential cultural institutions.

in Investment



> ₦9billion

jobs created



27,000

awards issued



267

countries reached



50+

awards category



32



When you think of AMVCA, you think of spotlight, cameras, light and action, so what better way to tell the fashion story? I think it is an amazing opportunity for young designers to showcase the best of what they have.

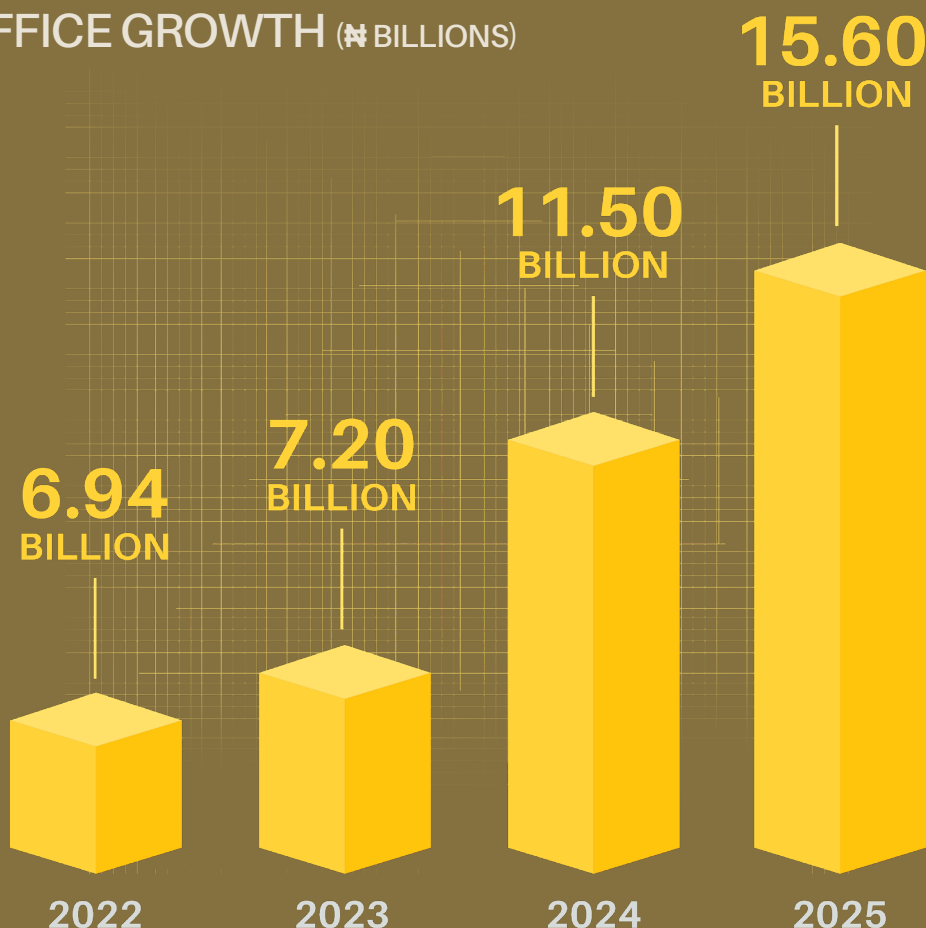
**Lanre Dasilva Ajayi (LDS)**

*Founder of LDA Academy*

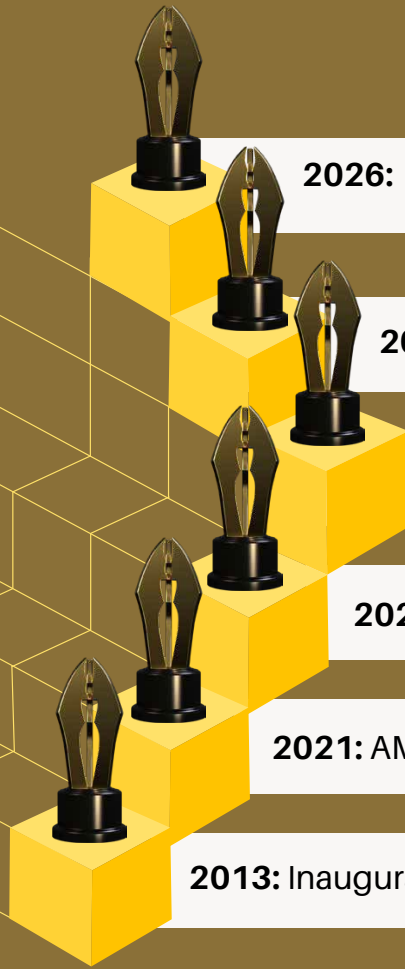
# NOLLYWOOD'S GROWTH TRAJECTORY

The rise of AMVCA has mirrored Nollywood's evolution into a globally competitive industry, where excellence, production quality, and cultural influence are increasingly held to international standards, alongside the industry's output of over 2,500 films produced annually.

## NOLLYWOOD BOX OFFICE GROWTH (₦ BILLIONS)



# KEY MILESTONES



**2026:** My Father's Shadow won five major awards  
(prompting a triumphant re-release in Nigeria on June 5, 2026)

**2025:** Nollywood overtakes Hollywood for  
1st Time - 49.4% market share

**2024:** Everybody Loves Jenifa grosses  
1.88B Highest ever Nollywood Film

**2023:** A Tribe Called Judah, 1st Nollywood  
film to reach hit 1B in 21 days

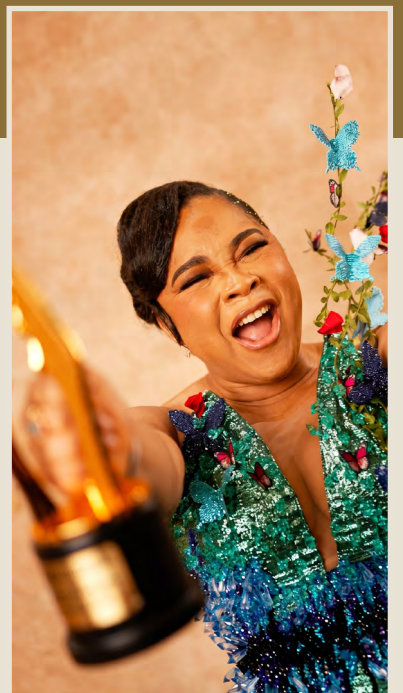
**2021:** AMVCA goes Hybrid Post-COVID

**2013:** Inaugural AMVCA was broadcast in 50+ countries

*The AMVCA is a remarkable celebration of Africa's untold stories, representing us to the rest of the world in a special and unique way, playing a crucial role in changing the narrative about Africa, dispelling the misconceptions of it being solely a place of war, disease, and poverty. Since its inception, it has celebrated Africa—our cultures, heritage, stories, stars, and the remarkable talent they possess, where winning an award transforms everything for a recipient, as they are motivated by the recognition and economic rewards to continue striving for excellence.*

- Femi Odugbemi,

Ace Producer, Director and AMVCA Head Judge



PART TWO



NOW, LET'S  
BREAK DOWN THE  
**MULTIFACETED**  
**ECONOMIES**  
BEHIND THE  
2026 AMVCA



# HOSPITALITY & ACCOMMODATION

## The Room Rush Economy

The multi-day nature of the event meant **celebrities, production crews, sponsors, media houses, influencers,** and diaspora guests extended their stay beyond the main awards night. Premium hotels around the **Eko Hotel axis** reportedly experienced elevated bookings weeks ahead of the ceremony.

Hotel rates (per night)

**₦200k - ₦1.5m**

Guests in attendance

**3,000+**

Event window

**3-5 day**

Estimated hospitality range

**₦1.89B – ₦4.5B**

*From weeks leading to the Nominees and Sponsors Cocktail Party to the days after the event has ended, AMVCA tourists are known to stick around to enjoy the culture of the country. This means hotels, Ubers and AirBnBs are the major beneficiaries of this tourism experience.*

- Ugo Onwuaso, Nigeria Communications Week

# FOOD, RESTAURANTS & NIGHTLIFE

## The Dining Economy

High-profile hospitality and entertainment venues near Eko Hotels, such as EbonyLife Hotels & Restaurants and The Library, experienced a massive surge in premium spending driven by celebrities, executives, and influencers.

This economic boost extended far beyond clubs and lounges into the broader ecosystem, including:

- Premium dining and quick-service restaurants
- Catering services and food delivery platforms
- Hospitality staffing and event operations
- Logistics and supply chain networks

The influx of guests opting for 4-5 day AMVCA-related staycations drove elevated VIP consumption across Victoria Island, Ikoyi, and Lekki.

Estimated Food & Dining Range



₦1billion  
-  
₦2.4billion

*Events like the AMVCA continue to position Lagos as a prime destination for entertainment and cultural experiences.*

**- Toke Benson-Awoyinka,**  
Lagos State Commissioner for Tourism, Arts and Culture





# FASHION, BEAUTY & STYLING

## The Glam Economy

The AMVCA red carpet has emerged as Africa's premier fashion showcase, drawing direct international comparisons to the Met Gala and driving high-end demand for designers, stylists, beauty professionals, jewellers, photographers, and content teams.

It also showcases the value of creative partnerships, with Veekee James and Osas Ighodaro's consistent ability to deliver show-stopping, viral red-carpet couture demonstrating how strategic collaboration can drive visibility, brand equity, and cultural impact.

### ESTIMATED CELEBRITY SPEND



Fashion

₦600K - ₦40M



Makeup

₦100K - ₦500K+



Hair Styling

₦50K - ₦500K+



Content Teams

₦50K - ₦500K+



Accessories

₦500K - ₦10M+

## ₦1.5Billion - ₦4Billion

Estimated total sector impact

*Fashion is a huge part of the AMVCAs, and it's also a huge part of the mark that the AMVCA leaves even beyond the awards show.*

- Adebayo Oke-Lawal  
Founder & Creative Director, Orange Culture

# TRANSPORT & MOBILITY

## The Movement Economy

AMVCA week intensified movement across airports, hotels, production locations, event venues, nightlife spaces, and celebrity destinations.

This surge in traffic directly benefited ride-hailing services, airport transfers, logistics operators, private chauffeurs, luxury rental providers, and aviation-linked businesses.

Here's what the numbers look like :

- Estimated transport impact  
**₱300 – ₱820 Million**
- Increased airport pickups and VIP movement.
- **Surge pricing recorded across ride-hailing services during peak movement periods.**

While ride-hailing leaders like Uber and Bolt did not launch AMVCA-specific partnerships, attendees heavily relied on existing discounts and promo codes throughout the event. This strong organic demand highlights a significant sponsorship opportunity for mobility brands to secure exclusive ride partnerships, activate VIP transport services, and deliver targeted event-based marketing campaigns.

*For an event of this scale, premium service is everything. Arriving in style, comfort, and class requires absolute precision timing. From airport transfers to corporate movement and VIP city rides, the demand for high-end fleet operations completely peaks during the award weekend.*

- Executive Statement, Queen Mercy Car Rentals





*In and around the venue, visitors from all around the continent flock to bars, restaurants, and hotels, and utilize the services of various car rental agencies. The impact, therefore, extends beyond the realms of filmmaking to promote tourism and destination marketing... boosting a surge in patronage and revenue across hospitality and transportation.*

- Industry Analysis, ThisDay

# TOURISM & RETAIL

## The Soft Power Economy

Behind the glamour exists a large mobility and logistics ecosystem powering AMVCA.

From international arrivals and airport transfers to chauffeur services, ride-hailing demand, luxury rentals, logistics movement, and hospitality transportation, the event creates a temporary surge in movement across Lagos.

Increased demand across:

- Ride-hailing platforms
- Airport pickups
- Chauffeur services
- Luxury car rentals
- Event shuttles
- Logistics coordination

Some standout figures:

**Estimated tourism spending:  
₦300 Million - ₦1 Billion**

**50+ countries reached  
via broadcast.**

**African in participation,  
Global in conversation.**

# MEDIA & CONTENT

## The Attention Economy

The AMVCA has evolved into Africa's biggest digital spectacle, dominating timelines and turning viewers into active content creators.

Through viral commentary, fashion critiques, and instant memes, audience engagement extends far beyond the broadcast. This surge of user-generated content creates a high-attention cultural moment where storytelling and brand visibility collide, making the AMVCA one of the most valuable digital stages of the year.



**Femi Adebayo** @realfemiadebayo · May 10

[#AMVCA2026](#) was a spectacle in every sense of the word. 🌟🎥

The elegance, the fashion, the atmosphere, the moments – everything felt intentional and unforgettable.

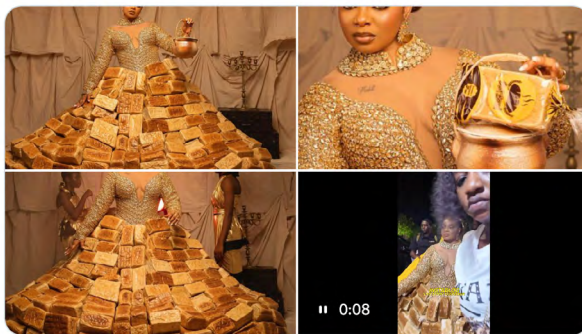
An evening where style met celebration... beautifully. ❤️👏



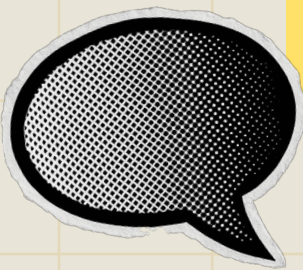
**Chichi** @chibzyyy · May 9

If there weren't any videos and you told me these pictures were AI generated, I'd believe.

[#AMVCA2026](#) [#AMVCA12](#)



# HERE'S WHAT THE NUMBERS LOOK LIKE



**2.24B** Estimated impressions

**896M** + Reach



**27K** + Mentions



**10M** + Estimated VOD interactions

**978K** + Shared on socials



**92%** + Positive sentiments

(DStv reported millions of viewers across Africa)



# BRAND ACTIVATION & SPONSORSHIPS

The Visibility Economy

AMVCA has evolved from a sponsorship-led event into a cultural activation platform.

Brands no longer advertise around the event; they build immersive experiences directly into audience behaviour.

Corporate presence now feels like an organic part of the entertainment itself, converting passive visibility into deep emotional capital.

DonJulio  
1942

THE  
SINGLETON

SMIRNOFF



Cadbury

Indomie



MTN

Verve

Quickteller



# Strategic Cultural Insertion

## Portfolio Alignment

Diageo strategically matched specific brand identities to distinct event pillars—Don Julio owned luxury craftsmanship, Johnnie Walker celebrated legacy, and The Singleton drove intimate connection.

## Ecosystem Investment

Sponsors embedded themselves into Nollywood's future by backing Young Filmmakers' Masterclasses and funding the definitive Trailblazer Award.

## Experiential Fusion

Guinness Nigeria bypassed standard logo placement by directly curating the performance stage with high-octane sets from Tiwa Savage and Odumodublvck.

## The "Met Gala" Mindset

By leaning into high-fashion aspiration and owning the late-night afterparty, brands generated three consecutive days of organic global trends.

# Key Learnings for Future Sponsors

## Contribute, Don't Spectate

Moving the needle requires adding authentic value to the creative community rather than treating the venue like a corporate billboard.

## Execute Unified Portfolio Plays

Corporations should deploy multiple brands under one cohesive heartbeat to capture distinct cultural vertices simultaneously.

## Prioritize Organic Connection

Authentic integration drives viral digital footprints and consumer love that traditional ad spend cannot buy.

## Capture the Afterparty Economy

Brand engagement must extend long after the television broadcast ends, capitalizing on high-energy, late-night VIP consumption.



# OPERATIONAL ECOSYSTEM

## The Invisible Engine

Behind the glamour exists a large operational ecosystem powering AMVCA.

The event likely supported between 2,750 and 4,650 direct and indirect jobs per edition across Lagos and the wider Nigerian creative economy.

The 2026 edition appears materially larger than earlier editions in terms of sponsor density, digital content production, red carpet infrastructure, and ancillary programming. In practical terms, one celebrity appearance often employs a mini-economy around them which can quietly become a seven-person payroll.

In terms of raw numbers, this looks like:

- 1 Estimated sector impact:  
₦400 Million - ₦1 Billion**
- 2 3,000+ direct and indirect jobs  
estimated per edition.**
- 3 4,500-6,500 temporary and  
freelance jobs estimated  
during AMVCA week.**



PART THREE



# ESTIMATED AMVCA 2026 ECONOMIC IMPACT

# THE 2026 AMVCA CREATIVE MULTIPLIER EFFECT

## WHERE THE MULTIPLIER FLOWS



### Film & Streaming

Winning films gain licensing appeal, investor trust, and stronger streaming acquisition offers rippling for 6-18 months post-award.



### Fashion & Design

Red carpet virality converts emerging designers into continental reference points driving bookings, pricing power, and celebrity demand



### Brand & Media

Nominees attract sponsorships, partnerships, speaking fees, and social monetisation well beyond the event weekend.

61.9%

of film sector players say AMVCA contributed to industry growth

76.1%

credit AMVCA with boosting international recognition for African film & TV

6-18  
mths

window over which visibility converts into deals bookings & production confidence

The AMVCA generates a 3.0x–4.2x creative multiplier effect for every ₦1 spent around the AMVCA ecosystem may generate.

**₦1**

DIRECT SPEND

**X**

**3.0x - 4.2x  
multiplier**

**=**

**₦3.00**

**—**

**₦4.20**

**EXTENDED VALUE  
UNLOCKED**

The Room Rush Economy

**₦1.89 Billion**  
– **₦4.5 Billion**

**2,750**  
direct jobs

The Dining Economy

**₦1 Billion**  
– **₦2.4 Billion**

**3.0× – 4.2×**

With a 3.0×–4.2× creative multiplier effect  
for every N1 spent around the AMVCA  
ecosystem may generate.

The Glam Economy

**₦1.5 Billion**  
– **₦4 Billion**

The Attention Economy

**₦500 Million**  
– **₦1.5 Billion**

The Movement Economy

**₦300 Million**  
– **₦820 Million**





**50+**  
countries  
reached

**4,650**  
indirect jobs

The Visibility Economy  
**₦800 Million**  
– **₦2 Billion**

Estimated Value & Economic Impact

**₦10.5B - ₦13.5B**

The Invisible Engine  
**₦400 Million**  
– **₦1 Billion**

The Soft Power Economy  
**₦300 Million**  
– **₦1 Billion**

**3-5**  
day window  
event

Impact estimates reflect a Weighted Scenario Analysis using multiple economic assumptions and probability-adjusted outcomes to arrive at a more representative valuation range.

## **AMVCA IMPACT REPORT 2013-2023**

African Development Bank

### **Nigerian Eye. (2024, May).**

"My AMVCA outfit cost ₦140m"

- BBNaija Tacha reveals. Nigerian Eye

### **Vanguard Allure. (2025)**

AMVCA 2025: Celebrities break the bank for style.

Vanguard Allure

### **Federal Character. (2026).**

AMVCA 2026 fashion, red carpet trends, history & what to expect. Federal Character

### **Rex Clarke Adventures.**

Top makeup artists in Nigeria. Rex Clarke Adventures

### **Federal Character. (2026).**

AMVCA 2026 fashion, red carpet trends, history & what to expect. Federal Character

### **TTY Brand Africa.**

AMVCA: Building Africa's billion-naira fashion economy.

TTY Brand Africa

### **KAYAK.**

Eko Hotels & Suites, Lagos hotel rates. KAYAK

### **momondo. (n.d.).**

Eko Hotels & Suites, Lagos. momondo

### **88Lately.**

AMVCA 2025 was Africa's biggest night of film, fashion and fame. 88Lately

### **BellaNaija Style. (2025).**

Nigerian designers behind AMVCA outfits. BellaNaija Style

### **Business Post Nigeria. (2025)**

Quickteller, Verve sponsor 2025 AMVCA.

Business Post Nigeria

### **Pulse Nigeria. (2024).**

Onga sponsors AMVCA cultural day and best lead actress award. Pulse Nigeria

### **Brand Essence Nigeria.(2025, March).**

MultiChoice / Brand Essence Nigeria press briefing.

### **BrandIconImage. (2025, March).**

AMVCA economic and entertainment industry coverage.

### **The Citizen Nigeria. (2026, March).**

Canal+ official report on DSTV's 14.4 million subscribers.

### **BusinessDay NG. (2025).**

Nigerian box office hit historic ₦15.6bn in 2025.

### **Nairametrics. (2026).**

Nigerian box office eyes ₦20 billion in 2026.

### **Intelpoint**

10 highest-grossing Nollywood movies of all time.

### **African Exponent. (2024).**

Highest-grossing African movies of 2024.

### **ATTA**

African Travel and Tourism Association & MO

Africa Company.Lagos generates ₦111.5 billion during

Detty December.

### **DStv Africa Magic -**

AMVCA Official Page. Africa Magic Viewers' Choice Awards official page.

### **Uche Montana in Tubo (pg. 4)**

Photographer: @chuchuojekwe on IG

### **Lanre DaSilva Ajayi (pg. 6)**

Image source: google

### **Eko Hotel Suites (pg. 10)**

Image source: Pinterest

### **Shiro, Lagos (pg. 11)**

Image source: Pinterest

### **Osas Ighodaro in Veekee James (pg. 12)**

Image source: Osas Ighodaro

### **Tobi Bakre on red carpet (pg. 15)**

Image source: AMVCA

### **Don Julio x AMVCA (pg. 17)**

Image source: @africamagic on IG

### **Nike Art Gallery (pg. 14)**

Image source: Pinterest

### **Nana Akua Addo (pg. 22-23)**

Photographer: @edos\_artistry on IG

# CREDITS

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Peter Oyelami, Kiishi Ogedengbe

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To BHM and the African Development Bank (AfDB), whose AMVCA Impact Report 2013–2023 proved that rigorous cultural storytelling at this scale was possible.

To the talent managers, tourism and hospitality representatives, and subject matter experts who generously shared their time, perspectives, and intelligence throughout the course of this project.

And to Nollywood, for continuing to demonstrate that Nigeria possesses not only the talent to dream boldly, but the creative force to shape global culture.

**Above all, we give thanks to God Almighty for the gift of creativity, and for the beauty, possibility, and abundance it brings into the world.**

