

NIGERIA'S TMT ROUNDUP: THE 2025 DIGITAL FRONTIER



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Introduction

The year 2025 has been a year of aggressive realignment for Nigeria's Technology, Media, and Telecommunications (TMT) sector. We have officially moved past the "Wild West" era of unregulated growth into a period defined by the Nigerian Factor where the sheer ingenuity of a youthful, mobile-first population has clashed with, and ultimately adapted to, record-high inflation and a volatile Naira. Throughout the year, we saw a decisive shift from private-sector "hype" to heavy government-led infrastructure and regulatory enforcement. From the rollout of a \$2 billion fibre backbone to a landmark ₦10 billion box office run for Nollywood, the industry proved that while the environment is tough, the demand for digital services and cultural content is unbreakable.

Note: This summary is for informational purposes only and is based on reported industry developments in 2025. It does not constitute financial, investment, or legal advice.

Here are the 20 major events that defined the sector in 2025:

TECHNOLOGY AND TELECOMMUNICATION:

1. Presidential Assent in November, this bill creates Africa's first comprehensive legal framework for a \$1 trillion digital economy. It mandates the digitization of all government operations, aiming to eliminate paper-based verification and reduce revenue leakages.
2. GAID 2025 Takes Effect : On September 19, the NDPC enforced the General Application and Implementation Directive. It moved data privacy from a "soft recommendation" to a binding obligation, introducing a tiered registration system (Ultra-High to Ordinary) for all data-handling entities.

3. Meta's \$32.8 Million Data Settlement : In a historic October, 2025 victory for the NDPC, Meta agreed to an out-of-court settlement for violating Nigeria's data privacy laws. This massive penalty set a new global standard for how tech giants must respect Nigerian user data
4. 50% Telecom Tariff Hike : The NCC approved a 50% upward adjustment in mobile tariffs. This critical intervention was necessitated by record-high diesel costs and the need to sustain the infrastructure that powers over 35,000 base stations nationwide.
5. International A2P Messaging Gateway : To combat the "Nigerian Factor" of OTP and bank-alert fraud, the NCC launched a specialized license for international messaging, funneling all foreign SMS through a single, secure, and taxable gateway
6. Project Bridge (90,000km Fibre Rollout) : Managed by a new Special Purpose Vehicle (SPV) incorporated in Q3 2025, this \$2 billion project began laying a national fibre backbone to connect all 774 Local Governments, aiming to bridge the rural-urban digital divide.
7. Starlink's ₦75,000 Subscription Reality : After currency adjustments throughout the year, Starlink's monthly fee stabilized at ₦75,000. This highlight revealed the heavy impact of forex volatility on foreign-denominated tech services in the Nigerian market.

8. 5G Coverage Realignment[1]: While 5G device usage surged, coverage remained concentrated in Lagos and Abuja. Telcos pivoted toward AI-driven "small-cell" antennas in 2025 to fix signal dead zones in dense urban neighborhoods.
9. The POS Geo-Tagging Mandate : The CBN enforced a rule requiring all POS terminals to be geo-tagged. This restricts a terminal's operation to its registered business location, a major step in curbing ransom payments and terminal-based fraud.
10. National AI Strategy Finalized : Nigeria officially launched its National AI Strategy, focusing on local language models (LLMs) to ensure AI tools can understand and process indigenous languages like Hausa, Igbo, and Yoruba.
11. 3MTT Microsoft Alliance : The Three Million Technical Talent program reached a new milestone as Microsoft committed ₦1 billion in AI certification vouchers to help 3MTT graduates secure high-paying global roles.
12. Microsoft's 1 Million AI Goal : By December 2025, Microsoft announced it was on track to reach its goal of upskilling 1 million Nigerians in AI, equipping them to participate in the burgeoning global digital economy.
13. The ISO 20022 Migration : The banking system successfully migrated to the ISO 20022 global messaging standard. This upgrade makes digital payments more transparent and aligns Nigeria with international trade finance protocols.

MEDIA & ENTERTAINMENT

14. Nollywood's ₦10 Billion Milestone[1]: By late 2025, Nigeria's box office generated a record ₦10.03 billion. Despite rising ticket prices, local attendance remained high, proving Nollywood's cultural and commercial resilience.
15. Funke Akindele's 'Behind The Scenes' Record : In a historic run, Funke Akindele's latest film grossed over ₦500 million within its first week, becoming the fastest Nollywood movie to hit that mark in 2025.
16. YouTube & Woof Studios 'PluggedIn' Initiative : A major shift in creator monetization occurred with the launch of "PluggedIn." This initiative moved beyond simple ads to formalize community-focused brand partnerships for the 47% of Nigerian creators now operating full-time.
17. Netflix-Warner Bros Merger Impacts : The global \$82.7 billion merger between Netflix and Warner Bros. sparked immediate local speculation regarding a "content resurgence," as the combined catalog of HBO and DC hits targets Nigeria's mobile-first viewing audience.
18. Zuma Film Festival Global Hub Designation : The Nigerian Film Corporation (NFC) officially designated the Zuma International Film Festival as a "Global Creative Hub." With over 3,000 global entries in 2025, this regulatory backing turns the festival into a formal marketplace for co-production treaties between Nigeria and countries like India and France.

MEDIA & ENTERTAINMENT

19. Collective Management Regulations 2025 : The Nigerian Copyright Commission (NCC) repealed 18-year-old rules to introduce a new era for royalty collection. The 2025 Regulations strictly codify how CMOs (Collective Management Organisations) like AVRS and MCSN must govern themselves, aiming to ensure artists actually receive the billions in royalties generated by digital streaming.
20. Hosting Rights for 2026 World PR Forum : In a major win for Nigeria's "Soft Power" agenda, Minister Mohammed Idris confirmed that Nigeria secured the rights to host both the Global Alliance World Public Relations Forum and the APRA Conference in Abuja in 2026. This is the first time a single African nation will host both global and continental PR summits simultaneously.

CONCLUSION

By the end of 2025, the TMT sector had successfully traded its scrappy startup image for a regulated powerhouse status. We saw the CBN geo-tag POS terminals to fight fraud, the NDPC extract \$32.8 million from Meta, and Nollywood prove it can command premium prices. Nigeria has built a "digital shell" that is tougher, more expensive, and more compliant. As the first 30,000km of the new fibre backbone begins to go live in 2026, the question is no longer if Nigeria can lead Africa's digital economy, but how high the barrier to entry will become for those who didn't adapt to the growth within the law era of 2025.

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