



# DUDIPLUGS

## PLATFORM LIMITED



*(NICO)...Harnessing Culture for National Development*



**DUDUPLUGS:**

***A Platform for  
Connecting Culture  
Creative, & Community***

# NICO DUDUPLUGS PLATFORM LIMITED

*(Showcasing Nigeria's Rich Cultural Heritage to the World)*

**NICO DUDUPLUGS** is a Digital Cultural Platform that showcases Nigeria's rich cultural resources on an international scale to give the world the window to tap into the country's cultural assets. It is a project that embodies the rich tapestry of the nation's cultural heritage with the capacity to showcase it to the world where users connect, engage, and contribute to cultural experiences.

## EXECUTIVE SUMMARY

The **DUDUPLUGS** Project is a Public-Private Partnership (PPP) initiative of the National Institute for Cultural Orientation (NICO). A parastatal of Federal Ministry of Art, Culture, Tourism and the Creative Economy.

It was conceptualized to establish a comprehensive digital, cultural, media and broadcast platform that showcases, promotes, and distributes Nigerian and African cultural content globally. The project will be jointly financed by the Federal Government of Nigeria through NICO and the private investors, among which is LEVMORA Services Limited, under an agreed shareholding and revenue participation structure with a total investment base of 40,000,000,000 (≈ \$26.7m), Duduplugs aims to leverage digital innovation to promote cultural values, arts, tourism, entertainment, and creative industries across Africa with the view of projecting it to the entire world, especially the places with huge population of Africans.

## BACKGROUND AND RATIONALE

Nigeria remains Africa's largest cultural and creative economy, with a fast-growing youth population and increasing global demand for African cultural content. However, limited digital infrastructure and fragmented cultural promotion mechanisms have hindered global visibility and monetization.

Duduplugs fills this gap by creating a single, digital ecosystem that aggregates Nigeria's cultural assets, festivals, languages, traditions, tourism, films, music, and heritage into a global platform accessible through web and mobile applications.

The project aligns with the Federal Government's policy on culture, tourism, and digital economy, promoting diversification from oil dependence and creating sustainable youth employment opportunities within the creative and cultural sector. Project Overview (Vision, Mission, Goals)

This digital repository of Nigeria's cultural practices and traditions aims to;

1. Promote and showcase Nigeria's rich cultural heritage to the world
  2. Be the virtual hub for the projection of Nigeria's rich culture to the world
  3. Attract the younger generation to the beauty of Nigerian culture in a language that they understand
- a. Take Nigerian culture and cultural elements to social media
  - b. Create a global market commodity exchange for Nigerian arts, crafts and many more
  - c. Preserve and modernize Nigerian cultural heritage

The platform will have different cultural categories such as:

Fashion  
Film  
Art  
Music  
Comedy  
Food  
Dance  
Literature  
Cultural Festivals

# FASHION





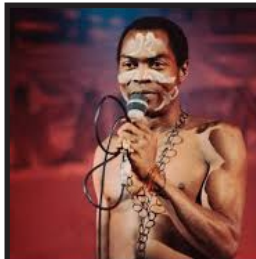
# FILM



# ART



## MUSIC



**FELA KUTI**



**SUNNY ADE**



**SHINA PETERS**



**OSITA OSADEBE**



**FELA KUTI**



**SUNNY ADE**



**OSADI AMODI**



**BEAUTIFUL NUBIA**

## COMEDY



**AY**



**ALI BABA**



**AKPORORO**



**BASKETMOUTH**

A sustainable revenue model has been developed with multiple income streams, including digital subscriptions, streaming royalties, content licensing, advertising, partnerships, and cultural tourism monetization.

The Return on Investment (ROI) is projected to be well above 100% in the first year. This could be attributed to multiple Revenue streams of Duduplugs and on imaginable multitude of potential market that cut across Africa, Europe, and Southern America.



## FOOD



## CULTURAL DANCE



**Yoruba Cultural Dance**



**Igbo Cultural Dance**



**Hausa Cultural Dance**



**Akwa Ibom Cultural Dance**



**Tiv Cultural Dance**



**Igala Cultural Dance**



**Idoma Cultural Dance**

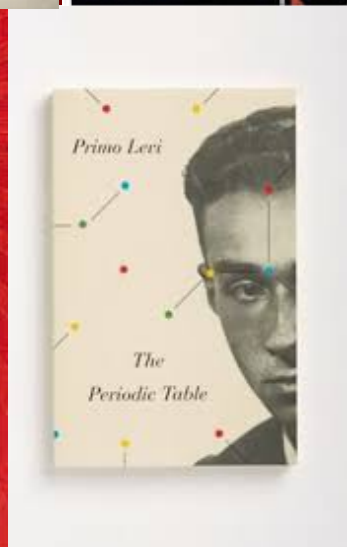
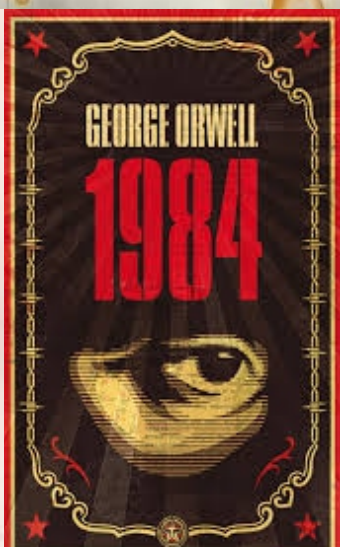
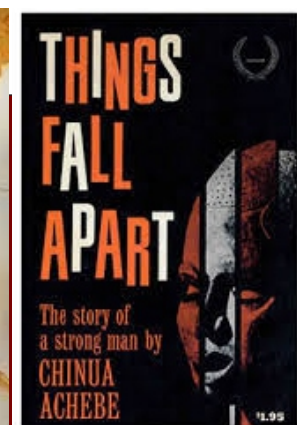
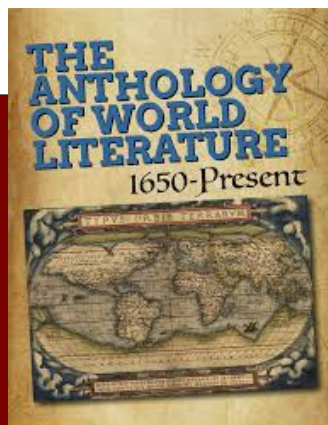
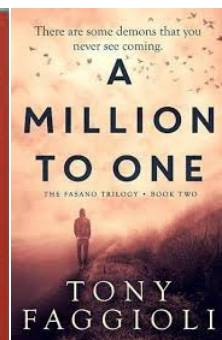
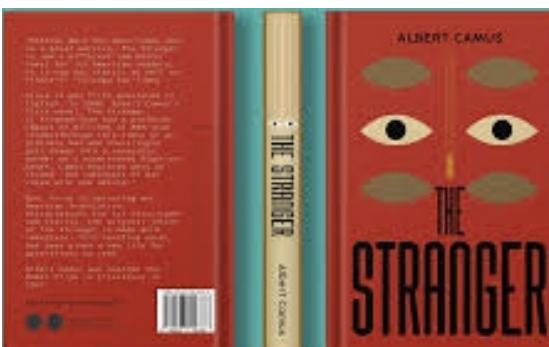
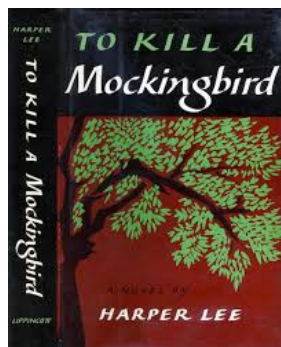


**Nupe Cultural Dance**



**Benin Cultural Dance**

# LITERATURE





# CULTURAL FESTIVALS



**Yoruba Cultural Dance**



**Igbo Cultural Dance**



**Nupe Cultural Dance**



**Benin Cultural Dance**



**Nupe Cultural Dance**



**Benin Cultural Dance**



**Efik Cultural Dance**

## VISION

To position Nigeria and Africa as global leaders in cultural digital innovation, creating a unified platform for cultural exchange, learning, and entertainment.

Mission: To digitally document, promote, and monetize African cultural assets through strategic global partnerships and digital technologies.

## GOALS

- a) Develop a world-class cultural media platform with continental reach.
- b) Partner with global festivals, tourism boards, and sporting events as "Broadcast rights" representative for Africa.
- c) Strengthen Nigeria's cultural diplomacy and soft power through digital outreach.
- d) Generate sustainable revenue for NICO, government, and private investors.
- e) Empower creators, curators, and artisans within the creative economy.



## CONCLUSION

Duduplugs represents a groundbreaking opportunity to transform Nigeria's cultural heritage into a globally recognized and monetized digital asset.

This PPP model—jointly financed by NICO, LEVMORA Services Limited and other investors will ensure national ownership, international visibility, and sustainable economic returns.

It offers a compelling balance between public interest and private profitability, while establishing Nigeria as the digital heartbeat of African culture.

# THANK YOU