

# SKIT MAKERS ANALYSIS Report

**Q1 2025**

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# INTRODUCTION

Skit-making is no longer just a fleeting trend, it has evolved into a powerful and influential force within Nigeria's entertainment landscape. What started as short, humorous clips has grown into a full-blown cultural movement. Every day, content creators across the country deliver fresh, funny, and thought-provoking skits that not only entertain but also reflect societal issues, spark meaningful conversations, and connect with audiences in relatable ways. These skit makers have become essential storytellers of our time, shaping how we consume content and interact with one another online.

This report shines a spotlight on the standout skit makers of the first quarter of 2025. We highlight the ones who truly kept us laughing, thinking, and engaged. By tracking views, comments, and overall performance on Instagram from January to March, we were able to identify the creators who left a significant mark on the digital landscape.

Over time, this project has gained recognition and has been featured on multiple media platforms, further underscoring its relevance and the growing importance of documenting the evolution of Nigeria's digital entertainment scene.

At Dataleum, we are proud to celebrate these talented individuals. We remain committed to telling their stories, showcasing the impact they are making, and supporting the continued growth of this vibrant creative space. As the skit-making industry continues to rise, we believe in amplifying the voices behind the content and fostering a community where creativity thrives.

## Disclaimer:

All information, data, and insights presented in this report are based on our research, analysis, and data-gathering efforts. While every effort has been made to ensure accuracy and reliability, the contents reflect our interpretations and findings at the time of reporting.

# KEY FINDINGS

# TOTAL VIEWS

239.40M

Views

TOP MALE 5

208.31M

Views

TOP FEMALE 5

# TOTAL LIKES

15.17M

Likes

TOP MALE 5

15.89M

Likes

TOP FEMALE 5

# SKIT MAKER OF THE QUARTER

Neeekah Luxury beads



69.7M views



107 posts



## TOP MALE SKIT MAKER

Folagade banks



59.9M views



40 posts



# TOP FEMALE 5

Neeekahs Luxury Beads is our overall best. She had the most views and videos.

We also saw the entry of a new star, which was **Kidbaby**. This is her first time on the list, and she's already in the top 5 with **25,671,398 views** from **40 videos**



# SKIT VIEWS

We had a lot more people watching skits made by our top 5 in January, followed by February and then March.



## NEXT TO WATCH OUT

### OLUHAZE

Watch out for him. He posted **97 skits** and had **25.2M views**

If he keeps this up, he might make it to the top 5 in Q2





## King of Consistency strikes again

Mr Funny maintains his consistency from 2024 by maintaining his spot in the top 5. In 2024, he came 2nd in Q1, 2nd in Q2, 3rd in Q3 and 2nd in Q4.



## RISING STAR

## TRENCHBOY

He made it to the top 5 for the first time with **44,879,414 views** from **84 videos**. The highest videos posted among the top 5 male skit makers.



# TOP MALE 5

At the top, we have Folagade Banks with a whopping 59.9M views from 40 skits

Trenchboy made his first appearance on the table and came in 3<sup>rd</sup> place

60 million  
Views

1



FOLAGADE BANKS

50 million  
Views

2



ZICSALOMA

NEW

45 million  
Views

3



TRENCHBOY

42 million  
Views

4



MR FUNNY

42 million  
Views

5



OLUWADOLARZ

## BEST IN POSTING

### Neekahs Luxury Beads

posted the most  
number of skits

**107**

skits posted




## MOST WATCHED SKIT


Zicsaloma had the most-watched skit. His video from 4<sup>th</sup> of January had over 17 million views

# DASHBOARD SNAPSHOTS

# TOP 5 FEMALE 5



## TOP 5 FEMALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025




\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

### TOP 3 MOST VIEWED SKITS

Date	Views
17/03/2025	7946000
07/01/2025	4400000
05/01/2025	2646032

Views


70M



1

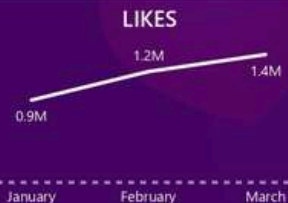
NEEKAHs LUXURY BEADS

### Q1 2025 VS Q4 2024



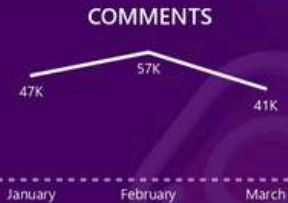
Metric	Q1 2025	Q4 2024
Views	70M	63M
Comments	146K	132K
Likes	4M	3M

### LIKES



Month	Likes
January	0.9M
February	1.2M
March	1.4M

### COMMENTS



Month	Comments
January	47K
February	57K
March	41K

### % DISTRIBUTION OF Q1 POSTS



Month	Percentage
January	36 (33.64%)
February	31 (28.97%)
March	40 (37.38%)

Likes

4M

Comments

146K

Skits Posted

107

FOLLOWERS

675K

Q4 POSITION

1ST



# TOP 5 FEMALE 5

**DataLeum**

## TOP 5 FEMALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025



\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

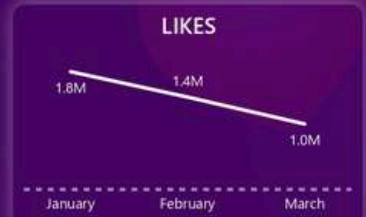
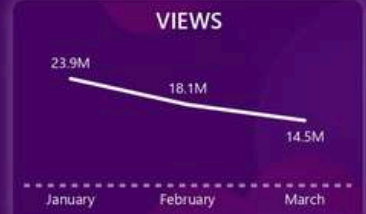
### TOP 3 MOST VIEWED SKITS

Date	Views
02/01/2025	7900000
12/01/2025	5200000
12/03/2025	4300000



2

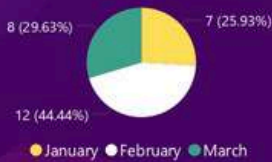
**TAAOMA**



### Q1 2025 VS Q4 2024



### % DISTRIBUTION OF Q1 POSTS



# TOP 5 FEMALE 5

**DataLeum**
**TOP 5 FEMALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025**

\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

### TOP 3 MOST VIEWED SKITS

Date	Views
04/03/2025	3600000
13/02/2025	3300000
19/03/2025	2300000

Views

37M

3

KIEKIE

### Q1 2025 VS Q4 2024

Metric	Q1 2025	Q4 2024
Views	37M	36M
Comments	126k	96k
Likes	5M	3M

### VIEWERS

### LIKES

### COMMENTS

### % DISTRIBUTION OF Q1 POSTS


Month	Count	Percentage
January	13	35.14%
February	14	37.84%
March	10	27.03%

Likes	5M
Comments	126K
Skits Posted	37

FOLLOWERS	3.8M
Q4 POSITION	3RD



# TOP 5 FEMALE 5

**DataLeum**
**TOP 5 FEMALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025**



\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

### TOP 3 MOST VIEWED SKITS

Date	Views
22/03/2025	1555469
28/01/2025	1403849
18/01/2025	1332962

Views


## 26M



**4**


**KIDBABY**

### Q1 2025 VS Q4 2024




● Views ● Comments ● Likes


### LIKES



### COMMENTS



### % DISTRIBUTION OF Q1 POSTS



● January ● February ● March

Likes

## 2M

Comments

## 137K

Skits Posted

## 40

FOLLOWERS

## 865K

Q4 POSITION

-





# TOP 5 FEMALE 5

DataLeum

## TOP 5 FEMALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025



\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

### TOP 3 MOST VIEWED SKITS

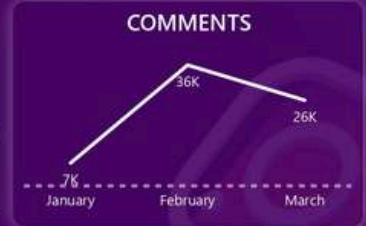
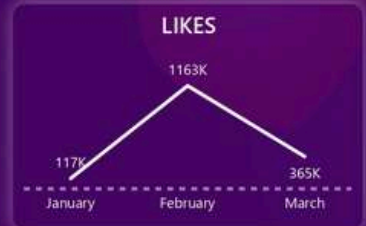
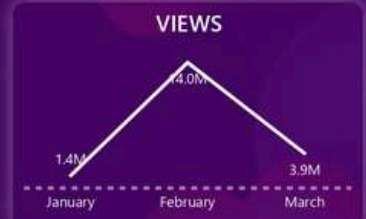
Date	Views
12/02/2025	6296060
11/03/2025	2239832
16/02/2025	2000000

Views  
**19M**



5

**BIMBO ADEMOYE**



### Q1 2025 VS Q4 2024



### % DISTRIBUTION OF Q1 POSTS



Likes  
**2M**

Comments  
**69K**

Skits Posted  
**9**

FOLLOWERS  
**4.5M**

Q4 POSITION  
**4TH**

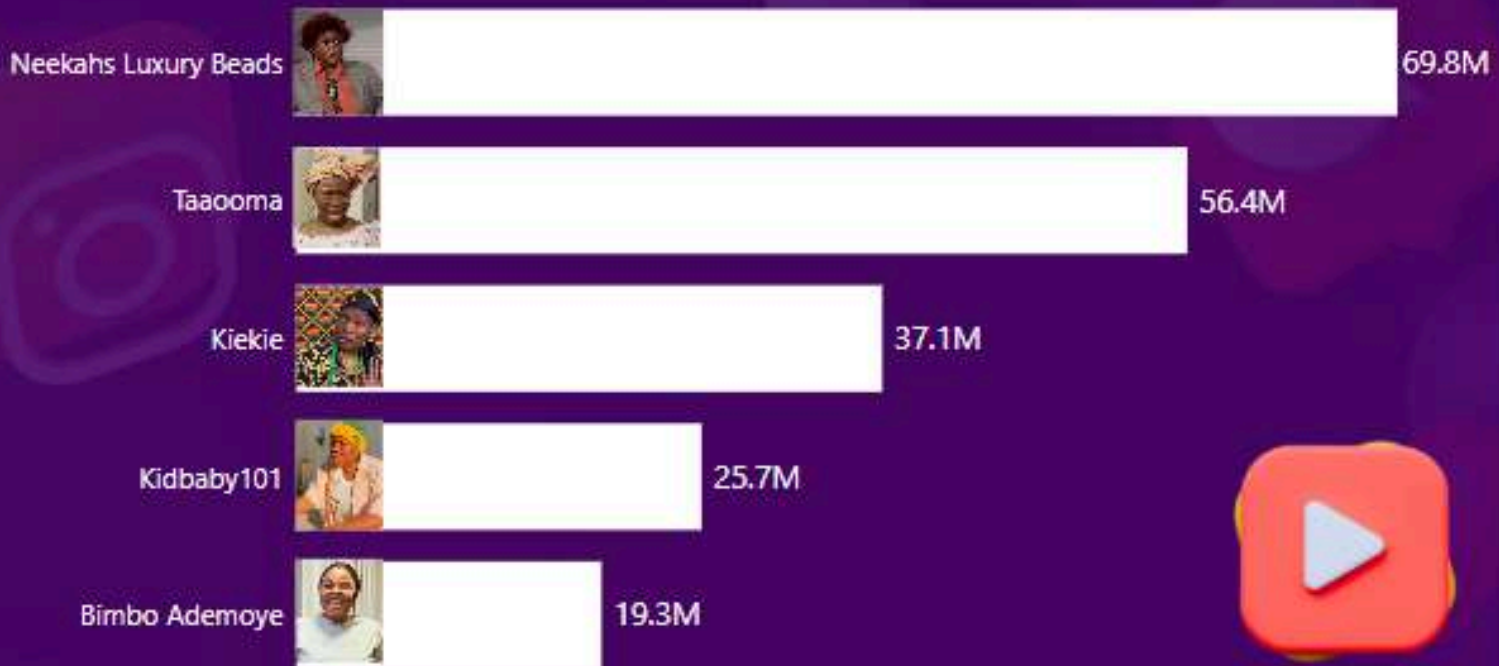


DataLeum

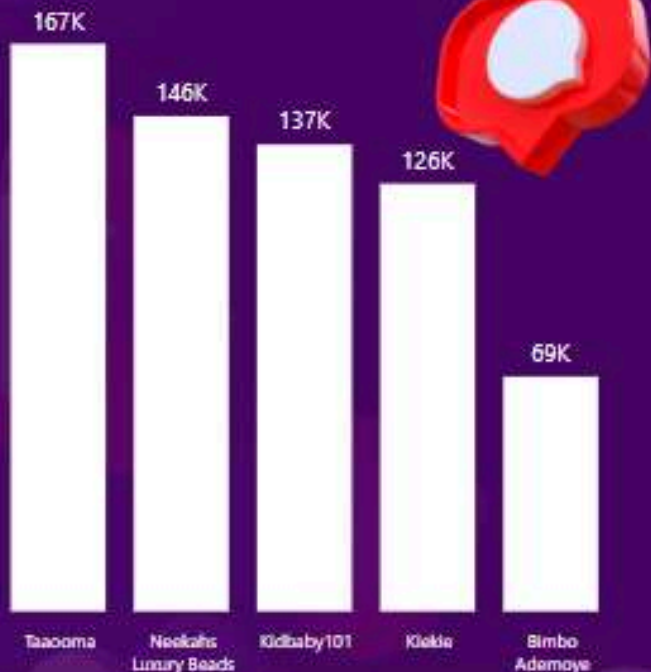
**TOP 5 FEMALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025**

\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

**VIDEOS**



**COMMENTS**



**LIKES**



# TOP MALE 5

DataLeum

## TOP 5 MALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025



\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

### TOP 3 MOST VIEWED SKITS

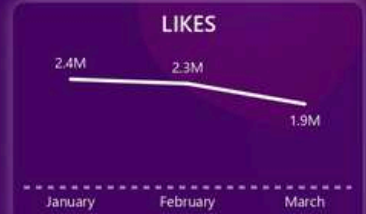
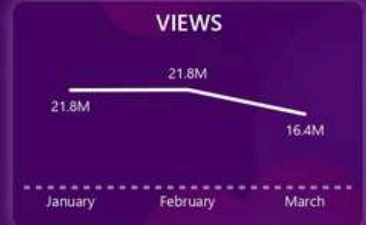
Date	Views
02/01/2025	3,876,695
25/01/2025	3,690,746
22/01/2025	2,997,319

Views  
**60M**



1

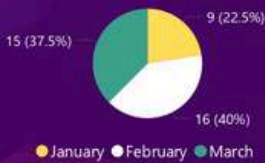
FOLAGADE BANKS



### Q4 2024 VS Q1 2025



### % DISTRIBUTION OF Q1 POSTS



Likes  
**7M**

Comments  
**512K**

Skits Posted  
**40**

FOLLOWERS  
**606K**

Q4 POSITION  
**1ST**



# TOP MALE 5



# TOP MALE 5



## TOP 5 MALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025



\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

### TOP 3 MOST VIEWED SKITS

Date	Views
17/02/2025	1,705,304
11/01/2025	1,626,450
18/01/2025	1,604,344

Views

# 45M



**3**

## TRENCHBOY

### VIEWS



### Q1 2025



● Views ● Comments ● Likes

### LIKES



### % DISTRIBUTION OF Q1 POSTS



● January ● February ● March

Likes

# 2M



Comments

# 214K



Skits Posted

# 83



### FOLLOWERS

# 396K

### Q4 POSITION

# -

### COMMENTS





# TOP MALE 5



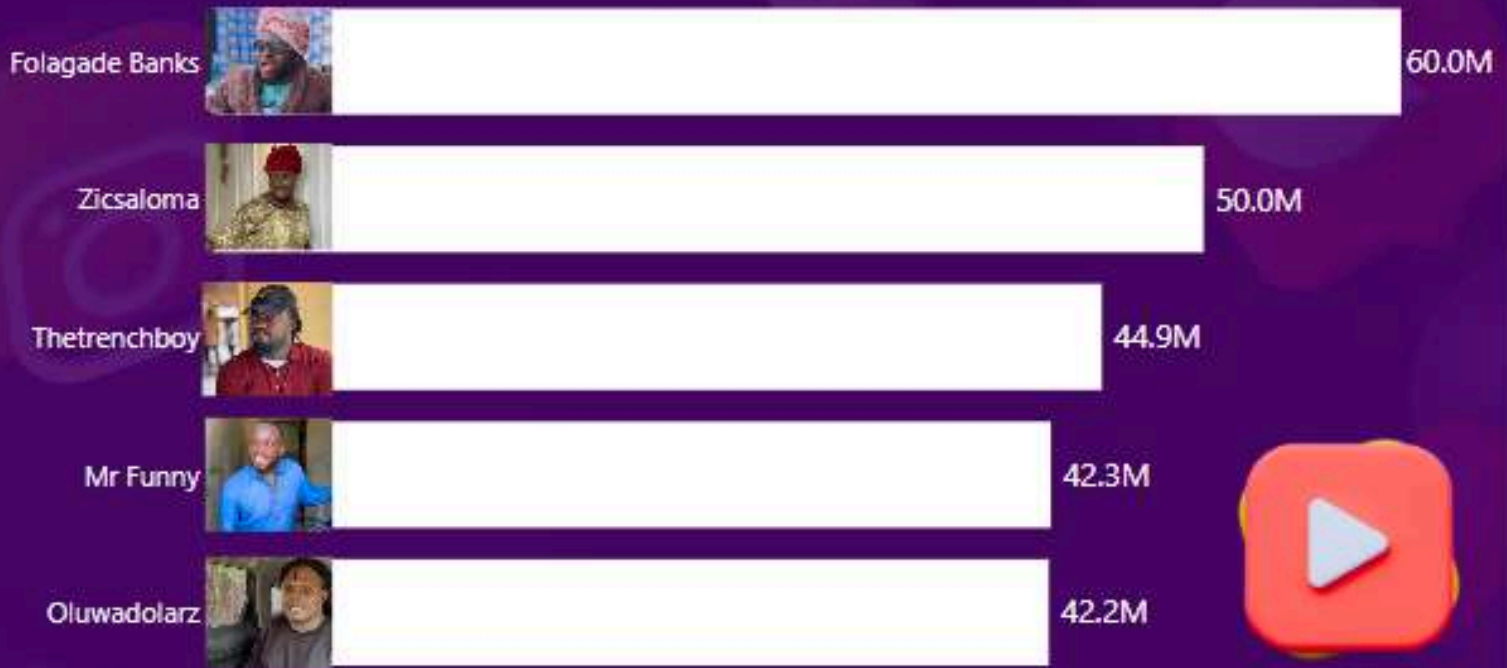
# TOP MALE 5



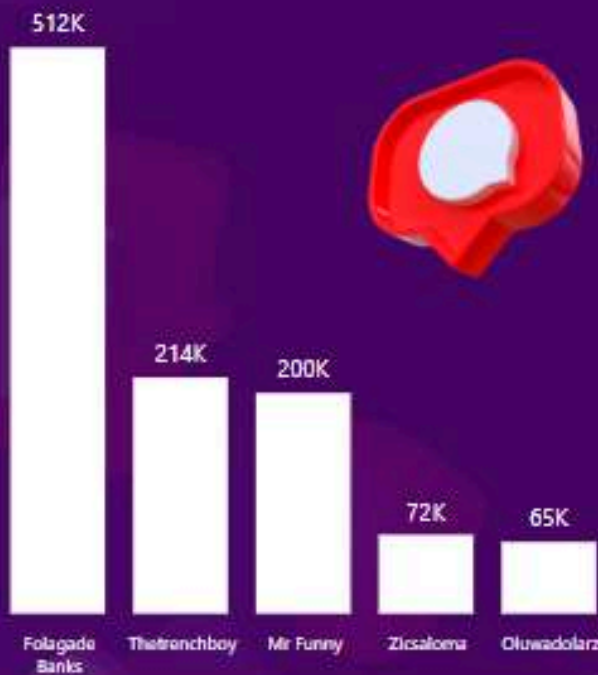
**TOP 5 MALE NIGERIAN SKITMAKERS ON INSTAGRAM - Q1 2025**

\*\*\*Rankings are based on views gained from all skit videos posted in Q1 2025

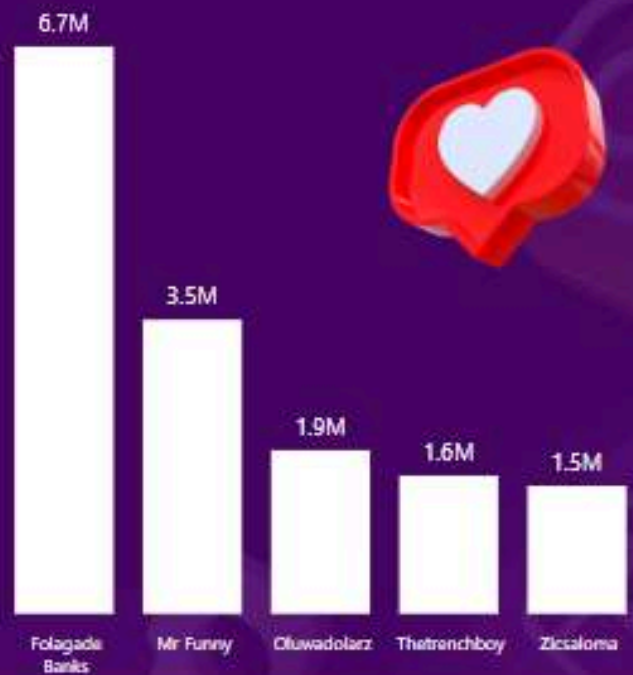
**IEWS**



**COMMENTS**



**LIKES**





# YOUTUBE ANALYSIS

TOP AGGREGATE **20**

**256.75M**

**TOTAL VIEWS**

**1.02M**

**TOTAL SUBSCRIBERS GAINED**

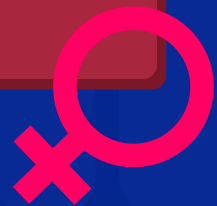
**17**  
SLOTS

were taken by the guys



**3**  
SLOTS

were taken by the ladies



**TOTAL  
SUBSCRIBERS  
GAINED**

**827K**

**MALE**

**192K**

**FEMALE**

**223M**

**MALE**

**TOTAL  
VIEWS**

**32M**

**FEMALE**

# DASHBOARD



## TOP 20 NIGERIAN SKITMAKERS ON YOUTUBE - Q1 2025



\*\*\*Rankings are based on views and subscribers gained from all skit videos posted in Q1 2025

### Top 20 Skit Makers by Views



# DASHBOARD

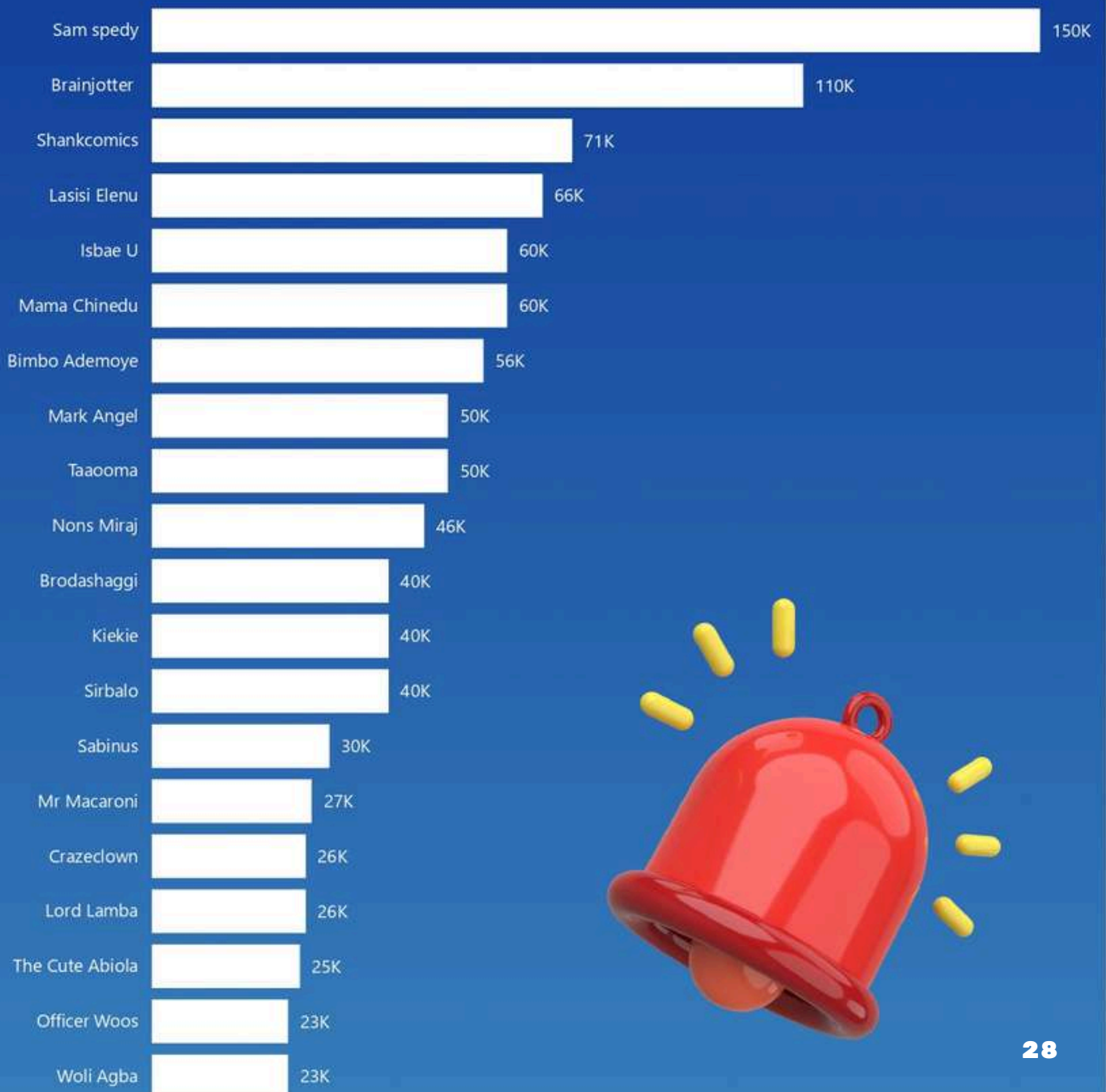


## TOP 20 NIGERIAN SKITMAKERS ON YOUTUBE - Q1 2025

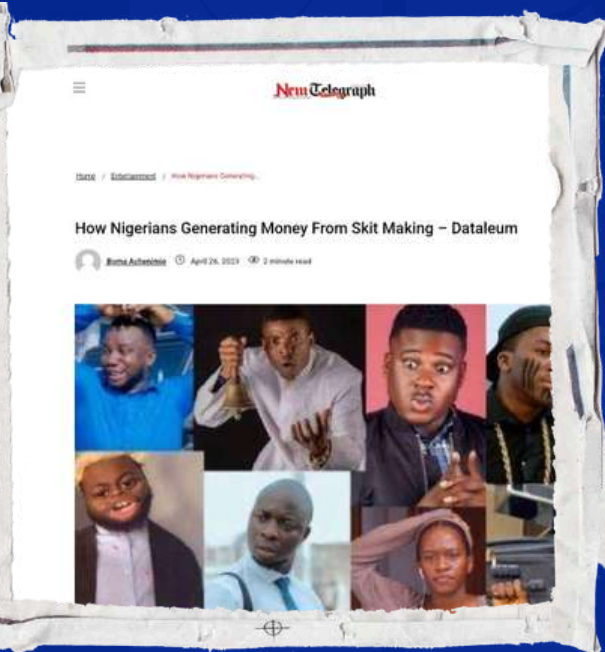


\*\*\*Rankings are based on views and subscribers gained from all skit videos posted in Q1 2025

### Top 20 Skit Makers by Subscribers Gained



# MEDIA MENTIONS





# CONCLUSION

The first quarter of 2025 clearly shows that skit-making in Nigeria is not only growing stronger but also becoming more impactful than ever before. What once started as a simple way to entertain has now evolved into a powerful medium for storytelling, education, and social commentary. Nigerian skit makers are no longer just comedians, they are influencers, change-makers, and cultural voices using humor and creativity to address real-life issues, share meaningful narratives, and connect with people from all walks of life.

The talented creators featured in this report have gone beyond making us laugh. Through their hard work, innovation, and consistency, they've captured national attention, sparked important conversations, and kept audiences both entertained and inspired. Their ability to blend relatability with originality continues to push the boundaries of what digital content can achieve in Nigeria.

At Dataleum, we remain committed to celebrating and supporting these modern-day storytellers. We understand the power of content and the effort that goes into creating it. That's why we track their progress, analyze their performance, and tell their stories because we know the incredible value they bring to the digital ecosystem.

We encourage you to share this report with your friends, colleagues, and online community. It is one small way to support the creators behind the content we all enjoy.

This is just the beginning. Watch out for our second quarter report, where we will continue to highlight more skit makers doing amazing work in Nigeria.



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