

# Skit Makers Report

## Q4 2025



# INTRODUCTION



## **The Quarter of The Sniper & The Comeback King**

Forget everything you thought you knew about the skit-making game. Q4 2025 flipped the script, proving that in the battle for attention, strategy now beats volume.

The post-and-pray era is officially dead. This quarter was defined by smart moves, not hard work alone, with major redemption arcs and efficiency-driven wins across the leaderboard.

Rodney surged back to the top, Craze Clown proved veteran relevance, Sydney Talker redefined efficiency, and Mr. Funny remained the industry's commercial anchor.

The women were not on the sidelines. Taaooma reclaimed the top spot, Kiekie sustained engagement dominance, and Omo Oba Aderonke broke into the Top 5 on exceptional shareability.

No fluff, just the cold, hard data revealing how the biggest names in the game turned views into value and silence into viral storms.

Welcome to the definitive breakdown of the Nigerian Instagram Skit Scene, Q4 2025.

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# THE UNSTOPPABLES

Rodney didn't just return; he kicked the door down. After a quiet Q3 saw him slip from the Top 5, he got his claim to the throne with absolute dominance.



**123.9M**

Views



**10.7M**

Likes



**90.9K**

Comments



# THE UNSTOPPABLES

Sitting at the top of the ladies' pyramid with over **35.5 Million** views, Taaooma has truly mastered the art of skit making.

She is not just making skits, she is building a cinematic universe around her character "Quadri".



**35.5M**

Views



**3.15M**

Likes

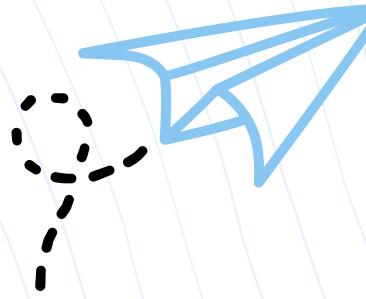


**96.9**

Comments



# THE HEAVY HITTERS (MALE)



2

**76.4M**

Views

FOLAGADE BANKS



3

**70.9M**

Views

SYDNEY TALKER



4

**65.6M**

Views

MR FUNNY



5

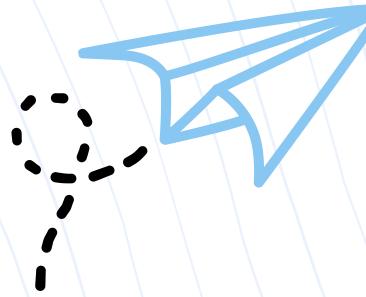
**58M**

Views

CRAZECLOWN



# THE HEAVY HITTERS (FEMALE)



2

**33.8M**

Views

KIEKIE



3

**14.6M**

Views

KIDBABY



4

**13.9M**

Views

NEEKAH'S

LUXURYBEADS



5

**10.4M**

Views

OMO OBA

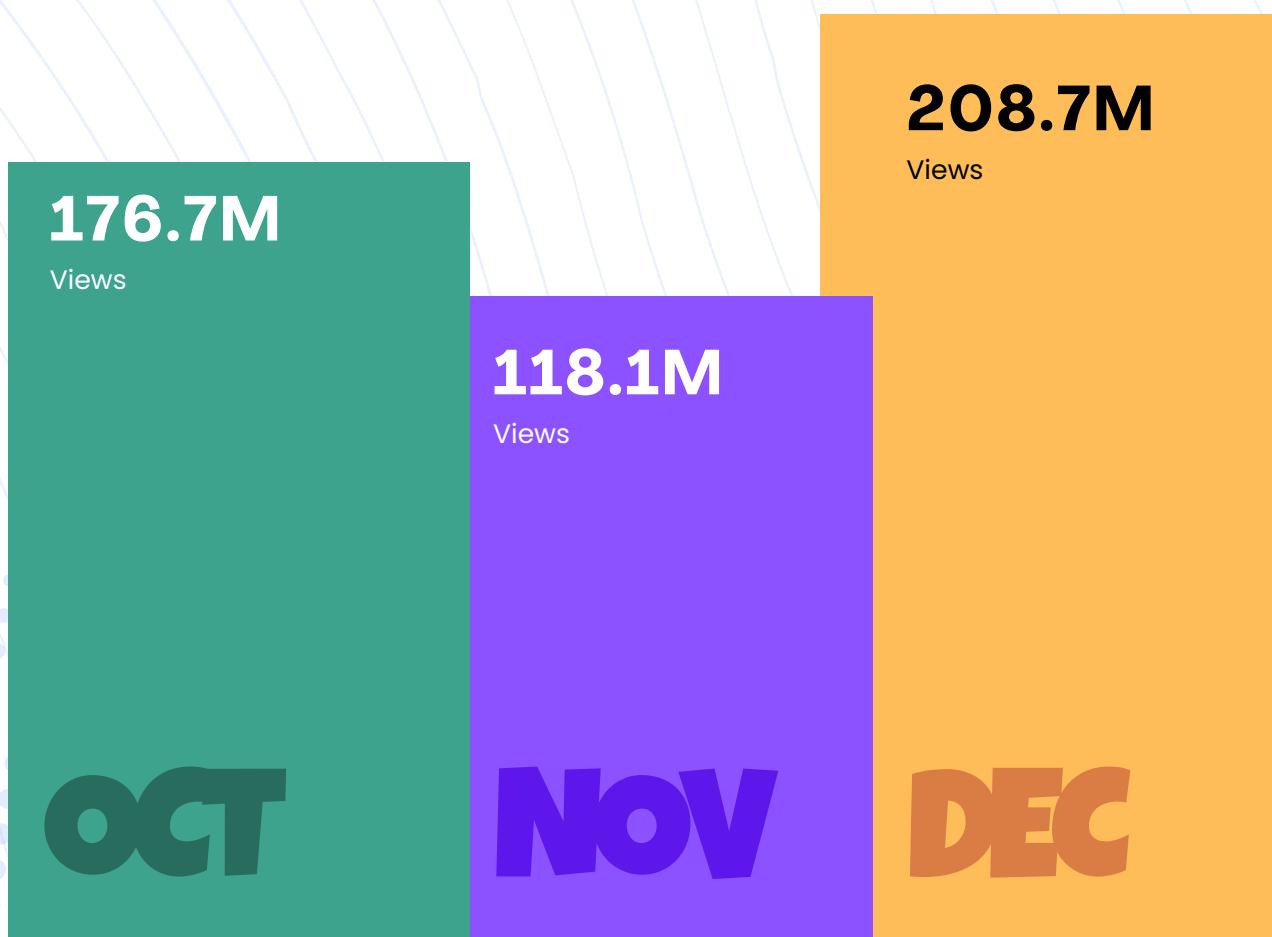
ADERONKE



# EYES ON THE SKITS

The Q4 performance for the top five male and female skit makers saw a sharp November dip followed by a massive December comeback. Views from the ladies dropped by **19%** in November but recovered with a **10%** rise, while the guys doubled their numbers with a huge **102%** surge in December.

Total views for these top stars fell by **33%** mid-quarter before a holiday rally of **76%** pushed the industry to a record peak. These figures show that while November was a quiet month, the top ten stars successfully captured the holiday spirit to generate over **208 million views** in December.



# THE COMEBACK KINGS

If Q3 was a quiet season for some, Q4 was the roar of return. The "Comeback King" title is not just about growth, it's about rising to sit among the Top 5.

The undisputed leader of the comeback pack. After slipping off the top list in Q3, he staged a massive **374% growth** in views. Rodney did not just climb the ladder, he built a new elevator, ending the quarter at #1.



**RODNEY**



**CRAZE CLOWN**

Proving that form is temporary but class is permanent, the veteran creator delivered a **321% surge** in views. Dining with the Top 5 Kings reminds us why he is one of the pioneers of the industry.

Omo Oba Aderonke delivered a massive **71% surge** in views this quarter. Reclaiming her territory with a commanding 10.4 Million views in Q4, she didn't just compete with the new wave; she schooled them.



**OMOOBA  
ADERONKE**

# THE SNIPERS: DOING MORE WITH LESS

In an industry obsessed with "consistency" (posting daily), a few creators proved that scarcity creates value. These creators have moved away from the "daily grind" model. For them, every upload is an event, not just content.



Sydney is the true explanation of efficiency. He posted just 7 times in three months but generated a staggering **70.9M views**. That's an average of **10.1M views** per post - a strike rate that is unmatched in the industry.

**SYDNEY TALKER**



Nastyblaq is another representation of "quality over quantity". With an average of **3.6M views** per post, he was able to secure **18.1M views** from just 5 posts made in Q4 2025.

**NASTYBLAQ**



# EYES ON THE PRIZE: THE MOST VIEWED SKITS OF Q4

These three videos broke the internet in Q4 2025. If you were online, you definitely saw these:



Posted on Dec 11, 2025, this single video amassed over **40M views**, making it the most viral piece of content for the entire quarter.

**40M views**



[Watch the video here](#)



On Oct 9, 2025, Rodney dropped the skit that officially announced his comeback, clocking in at over **25M views**.

**25M views**



[Watch the video here](#)



Just a day before his #1 hit, Sydney posted a video on Dec 10, 2025 that garnered over **19M views**.

**19M views**



[Watch the video here](#)

# THE VIRAL RECAP

This quarter wasn't just about the numbers; it was about the culture. We saw a new wave of relatable realism take over the timeline, led by creators who know exactly how to turn everyday Nigerian struggles into digital gold.

## THE NEW AGE KING

Gilmoore has cemented his status as the leader of the "relatable Gen Z" aesthetic. He carved out a unique niche with his "New Age" series, reimagining classic roles through a modern, luxury-adjacent lens. Gilmoore's skits consistently hit that sweet spot where everyday life meets aspirational vibes.



## THE TRENCHES LOVE STORY



The internet couldn't get enough of the "Trenches Love" dynamic. Stonecode and Samuel Banks turned the gritty, hilarious realities of street romance into a viral phenomenon.

## THE DYNAMIC DUO

Kidbabyl01 and The Trench Boy solidified their spot as a powerhouse pair.

Their "dating a trenches babe" series became a cult favourite, with fans flooding the comments to celebrate the perfect blend of razz and real.



# MR. CONSISTENCY

Three things are constant in life: Death, Taxes, and Sabinus in the top 5. In an ecosystem defined by rapid shifts and fleeting viral moments, Mr Funny remains the industry's immovable object, a creator who simply refuses to miss. While other heavy hitters scramble to adapt to new algorithms or trends, Sabinus operates with a machine-like consistency that defies the natural burnout cycle of digital fame.

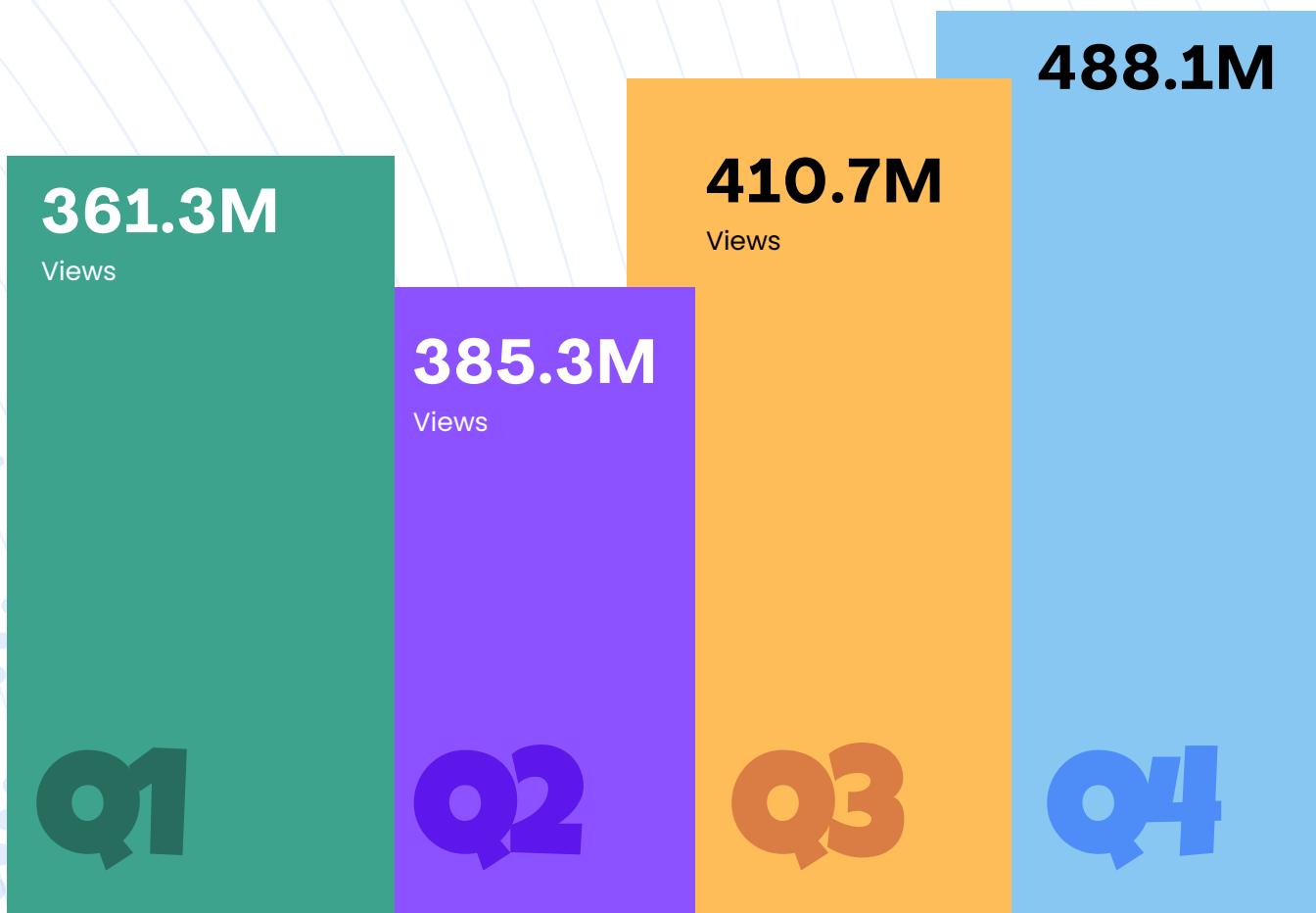
Securing his place among the elite once again in Q4 2025 with over **65.6M views**, he has proven that his relevance is not a phase but a permanent fixture of the culture. He doesn't just visit the charts, he lives there, maintaining a steady level of performance that makes him the safest bet in entertainment. As long as the platform exists, his name on the leaderboard is not a prediction but a guarantee.



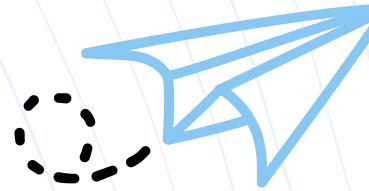
# 2025 FULL YEAR RECAP

If 2024 was the warm-up, 2025 was the championship. When we strip away the noise and focus on the true heavyweights – the Top 5 Men and Ladies, the data reveals a staggering concentration of influence. These 10 creators alone generated **1.6 Billion Views** in 2025, proving that the top tier are not just leading the industry; they are the industry.

This year wasn't about luck, it was about scale. From Folagade's record-breaking consistency to Sydney Talker's precision strikes, these creators turned Instagram into Nigeria's biggest cinema screen.



# TOP 5 2025 MALE



1

**306.5M**

Views

**FOLAGADE BANKS**



2

**209.2M**

Views

**RODNEY**



3

**199.4M**

Views

**MR FUNNY**



4

**164.9M**

Views

**BRODASHAGGI**



5

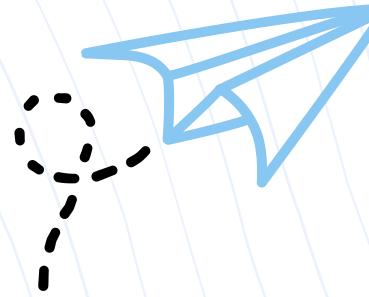
**155.2M**

Views

**SYDNEY TALKER**



# TOP 5 2025 FEMALE



1

**171.6M**

Views

KEKIE



2

**166.6M**

Views

TAAOOMA



3

**130.1M**

Views

NEEKAH'S  
LUXURY BEADS



4

**88.7M**

Views

KIDBABY101



5

**29.1M**

Views

OMOOBA  
ADERONKE



# LOOKING AHEAD

If Q4 2025 was the high-octane finale, 2026 is where the industry turns into a certified empire. Nigeria's digital economy is projected to hit \$18.3 billion this year, and skit makers are no longer just entertainers. They are the primary architects of consumer trends.

The era of Trustfluence has arrived. Brands are ditching massive follower counts for Micro-Powerhouses who own a niche, knowing that 50,000 loyal fans are worth more than a million casual scrolls. Link in bio is also evolving into Social-First Storefronts, as platforms like TikTok Shop and Instagram Lives turn viral moments into instant checkouts for everything from New Age fits to Trenches merch.

Expect production to get even faster and sleeker as AI Co-Writers become standard tools in the creator's kit. It is not about replacing the humor, but about warping the speed of production. This allows for cleaner edits and Liquid Content that adapts to every platform in seconds.

The line between the screen and the street is officially blurring. We are moving into the age of Hybrid Realities, where a viral challenge today leads to an exclusive "IRL" pop-up in Lagos tomorrow. In 2026, authenticity remains the infrastructure, and community is the only currency that matters.

Q4 Male Skit Makers Dashboard:  
[View dashboard here](#)

Full Year Male Skit Makers Dashboard:  
[View dashboard here](#)

Q4 Female Skit Makers Dashboard:  
[View dashboard here](#)

Full Year Female Skit Makers Dashboard:  
[View dashboard here](#)

YouTube Analytics Dashboard:  
[View dashboard here](#)

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