

SKIT MAKERS Report

Q1 2026





INTRODUCTION

Q1 2026 didn't ease into the year, it came in with speed and intent. The skit-making landscape is no longer driven by isolated viral hits; it is now shaped by creators who understand how to sustain attention and turn it into consistent performance.

What stood out this quarter is the growing importance of structure. Content is becoming more calculated, with clearer patterns in timing, delivery, and audience targeting. Success is no longer accidental, it is designed.

We also saw stronger movement within the ranks. Emerging creators are closing the gap faster, putting real pressure on established names and making the space more competitive than ever. Positions are being contested, not preserved.

Audience behaviour is evolving too. High views alone are no longer enough; engagement quality, shareability, and repeat consumption are becoming the real indicators of impact.

This was a quarter where every post contributed to a bigger play. The wins were intentional, the shifts were visible, and the data tells a story of an industry becoming more refined and more competitive at the same time.

No assumptions, no hype; just clear insights into how the Nigerian Instagram skit ecosystem is evolving.

01

The Unstoppables

02

The Heavy Hitters

03

Eyes on the Skits

04

Quarterly Comparison

05

The Disruptors

06

The Snipers

08

Eyes on the Prize

09

The Viral Recap

10

YouTube Analysis

11

Looking Ahead

THE UNSTOPPABLES

Folagade Banks didn't just climb the leaderboard; he staged a total royal takeover. After securing a strong **2nd** place in **Q4 2025**, he has officially ascended to the throne in **Q1 2026**. Folagade has proven that his character-driven comedy resonates deeper than ever, becoming the industry's most consistent engine of engagement.



76M

Views



5.8M

Likes



69.2K

Comments



#1 Male
skit maker

**FOLAGADE
BANKS**

THE UNSTOPPABLES

The Queen stays Queen. Taaoma continues her reign at the peak of the female skit-making pyramid, refusing to cede an inch of ground. In **Q1 2026**, she not only maintained her **#1** rank; she also amplified her reach with surgical precision.



49.4M

Views



3.1M

Likes



93.1K

Comments



THE HEAVY HITTERS (MALE)



2

54.7M
Views

OGB_RECENT



3

37.2M
Views

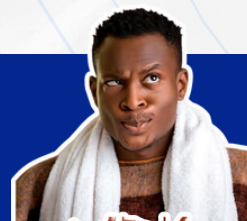
AKWAMAN



4

35M
Views

SYDNEY TALKER



5

34.3M
Views

MESHKIEY



THE HEAVY HITTERS (FEMALE)



2

32.1M
Views

KIEKIE



3

16.4M
Views

KIDBABY



4

13.5M
Views

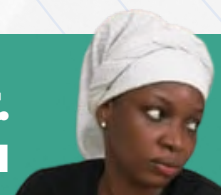
MARAJI



5

13.1M
Views

**SHARON. E.
WEALTH**



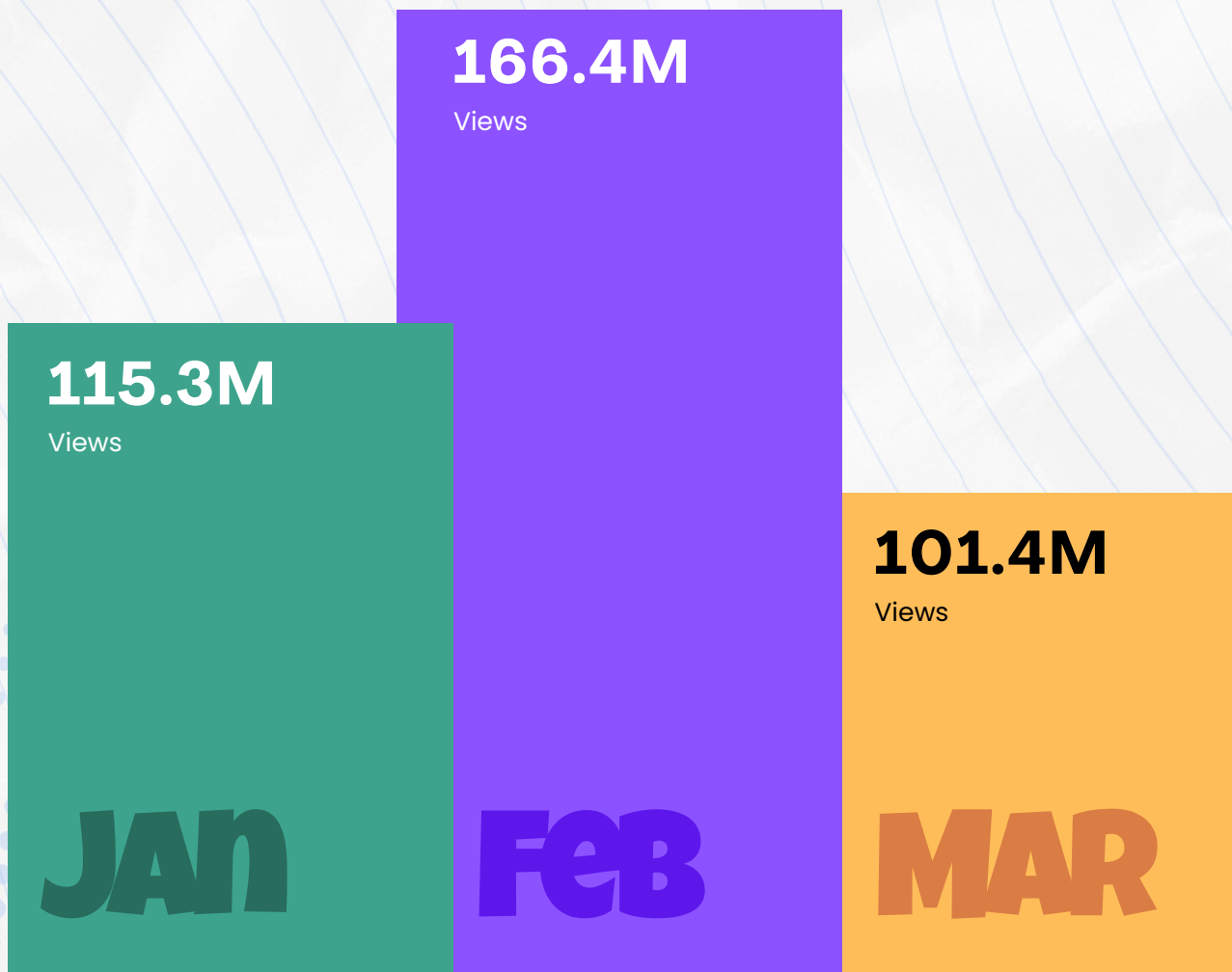
Female
skit maker

03

EYES ON THE SKITS

Q1 2026 saw distinct trends, male skit makers surged with volatility, while females remained steady. Starting at **115M**, the male category jumped **90%** to **119M** in February, while females held a stable **47M** average.

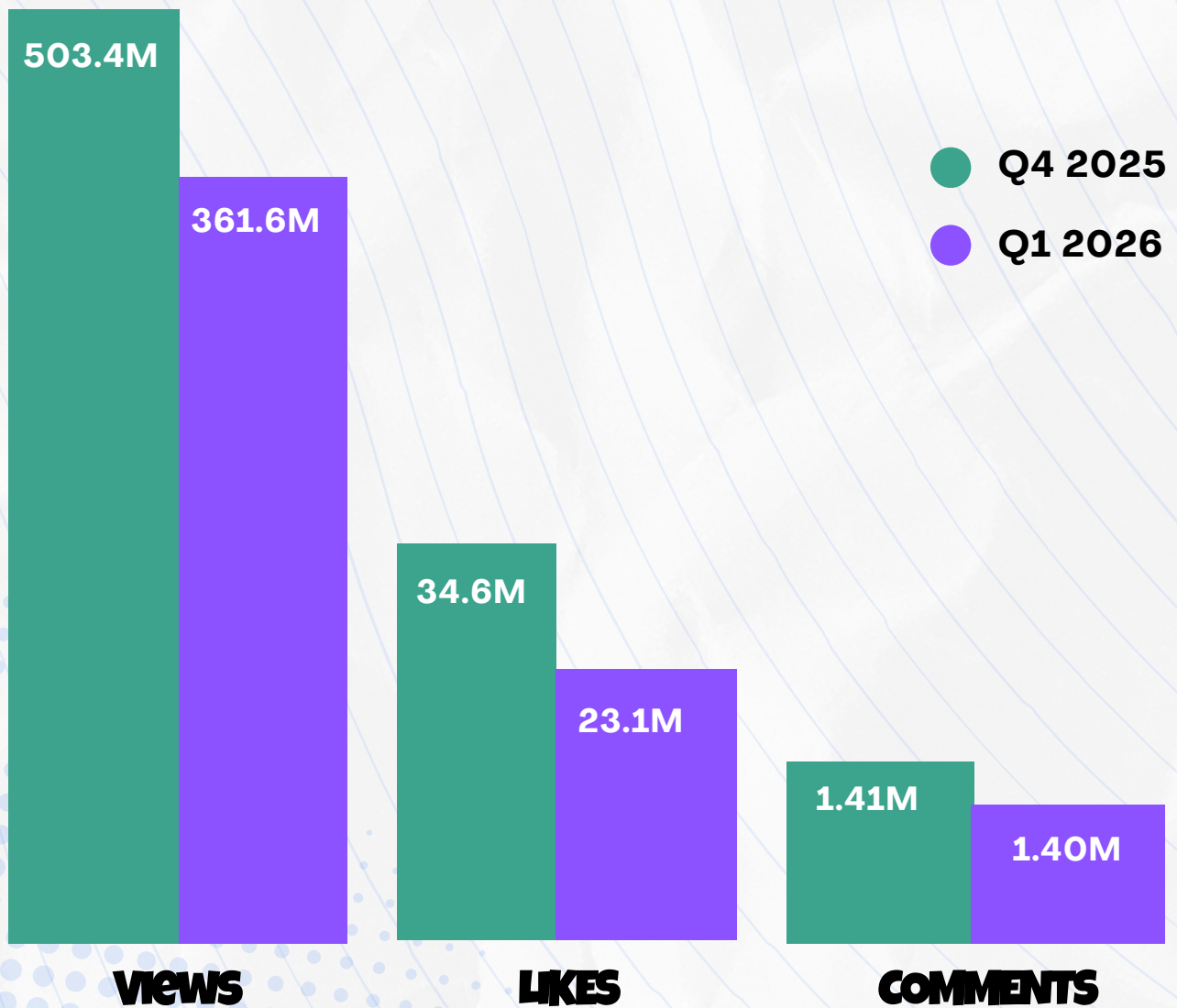
Views peaked at **166M** mid-quarter before a March cooldown. This reveals strategic content frontloading, where creators leveraged cultural windows like Valentine's Day to drive massive engagement and define the quarter's performance.



QUARTERLY COMPARISON

Q1 2026 was defined by strategic content frontloading and divergent creator behaviors. Male skit makers drove volatility through high-impact viral hits, while female creators provided a steady anchor for overall reach. Leveraged by cultural windows like Valentine's Day, this strategy concentrated engagement into a February peak before a cooling period in March.

Quantitatively, Q1 experienced a natural correction following the high-activity **Q4 2025**. Total views retracted from **503.4M** to **361.6M**, and likes fell from **34.6M** to **23.1M**. Notably, community interaction proved resilient; at **1.40M**, comment volume remained virtually stagnant, indicating that while broad viewership fluctuated, deep engagement held steady.



THE DISRUPTORS

"The players who rewrote the rules and broke into the Top 5 elite."

We have identified a group of elite creators who have disrupted the "old guard" to claim their spots in the Top 5. While the "Unstoppables" represent the peak, this new group represents the momentum.

OGB_Recent proves that timing is everything. Despite being absent from previous Top 5 lists, he rocketed to the #2 spot this quarter, proving that strategic viral strikes can disrupt the entire leaderboard.

The Efficiency King

OGB_RECENT



AKWAMAN

Jumping from 8th place in Q4 2025 to 3rd place in Q1 2026, Akwaman is the quarter's most improved player. His audience didn't just watch; they actively distributed his work.

The Relentless Climber

Meshkey represents the power of the "Grind." Previously ranked 9th, he has forced his way into the Top 5 through sheer volume. He posted a staggering 66 skits (the highest in the Top 5). This high-frequency strategy paid off.

The Content Engine

MESHKEY



THE DISRUPTORS



While she was hovering near the Top 5 last year, Sharon has officially solidified her position as an elite player in Q1 2026. She achieved over 13M views with one of the smallest follower counts in the Top 5.

The High-Engagement Wildcard



Maraji has staged a masterful comeback. In Q4 2025, she was sitting in 8th place with roughly 3.8 Million views. In Q1 2026, she grew her viewership by nearly 250%, reaching 13.5 Million views.

The Grand Return

THE SNIPERS: DOING MORE WITH LESS

In the high-stakes game of attention, there are those who flood the timeline, and then there are the **Snipers**. These creators don't believe in "just posting." Every upload is a calculated strike designed to penetrate the algorithm and command massive viewership with surgical precision.

OGB_Recent is in a league of his own. While his peers are averaging dozens of videos a quarter, he took only **6 shots** and hit the bullseye every single time. By generating **54.7M views** from such a lean catalog, he has achieved the highest efficiency rating ever recorded in our reports.



Sydney continues to define the "Sniper" archetype from the Q4 report. With only **9 videos** this quarter, he secured **34.9M views**. Sydney's strength lies in his production value and conceptual depth, ensuring that when he does post, the entire internet stops to watch.



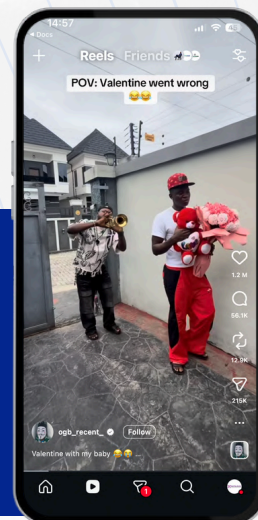
EYES ON THE PRIZE: THE MOST VIEWED SKITS OF Q1 2026

These three videos broke the internet in Q1 2026.
If you were online, you definitely saw these:

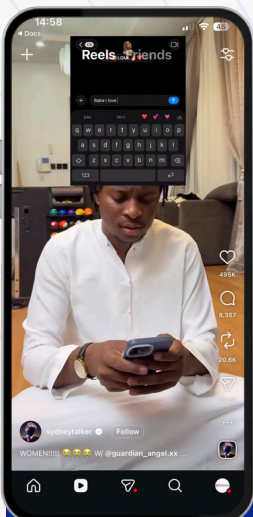


OGB Recent's Valentine's skit nearly doubled all other entries with **38.3M views**, using pure timing and relatability to go viral.

38.3M views



[Watch the video here](#)



Sydney Talker's "Precision Architect" hit on February 4 amassed **17.2M views**, accounting for nearly half of his quarterly total.

17.2M views



[Watch the video here](#)



Mr. Funny confirmed his position as a primary industry anchor by securing an individual hit this quarter with a single skit amassing over **8.5M views**.

8.5M 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 RISING FORCE - MOTELL

Motell's performance in Q1 was a masterclass in sustained momentum. Closing the quarter with **31.8M** views, he positioned himself as the primary challenger to the Top 5. Unlike "snipers" who rely on one or two massive hits, Motell combined high output with high floor consistency.

Motell emerged as a breakout star at #6, signaling a major shift in the male comedy hierarchy. With 31.8M views, he positioned himself as the primary challenger to the industry's Top 5.



DEZNY'S BREAKOUT QUARTER

Dezny posted 12 times and generated millions of views across his content. His February 10 video alone pulled an impressive 4.6M views, while his January 27 post delivered another 2.4M views. With a rapidly growing base of 924K Instagram followers, Dezny is clearly on an upward trajectory.

Despite these strong metrics, he still feels underrated relative to his performance. If he maintains this pace and continues refining his content strategy, he is very likely to break into the Top 5 creators before the end of 2026. Watch this name closely.





YouTube **ANALYSIS**

Industry Pulse

Q1 2026 marks a pivotal period for the Nigerian skit-making industry on YouTube. While high-volume viewership remains the primary metric for content reach, there is a clear strategic evolution toward community building, with creators increasingly leveraging their platforms to drive subscriber growth alongside viral entertainment content.

Key Trends

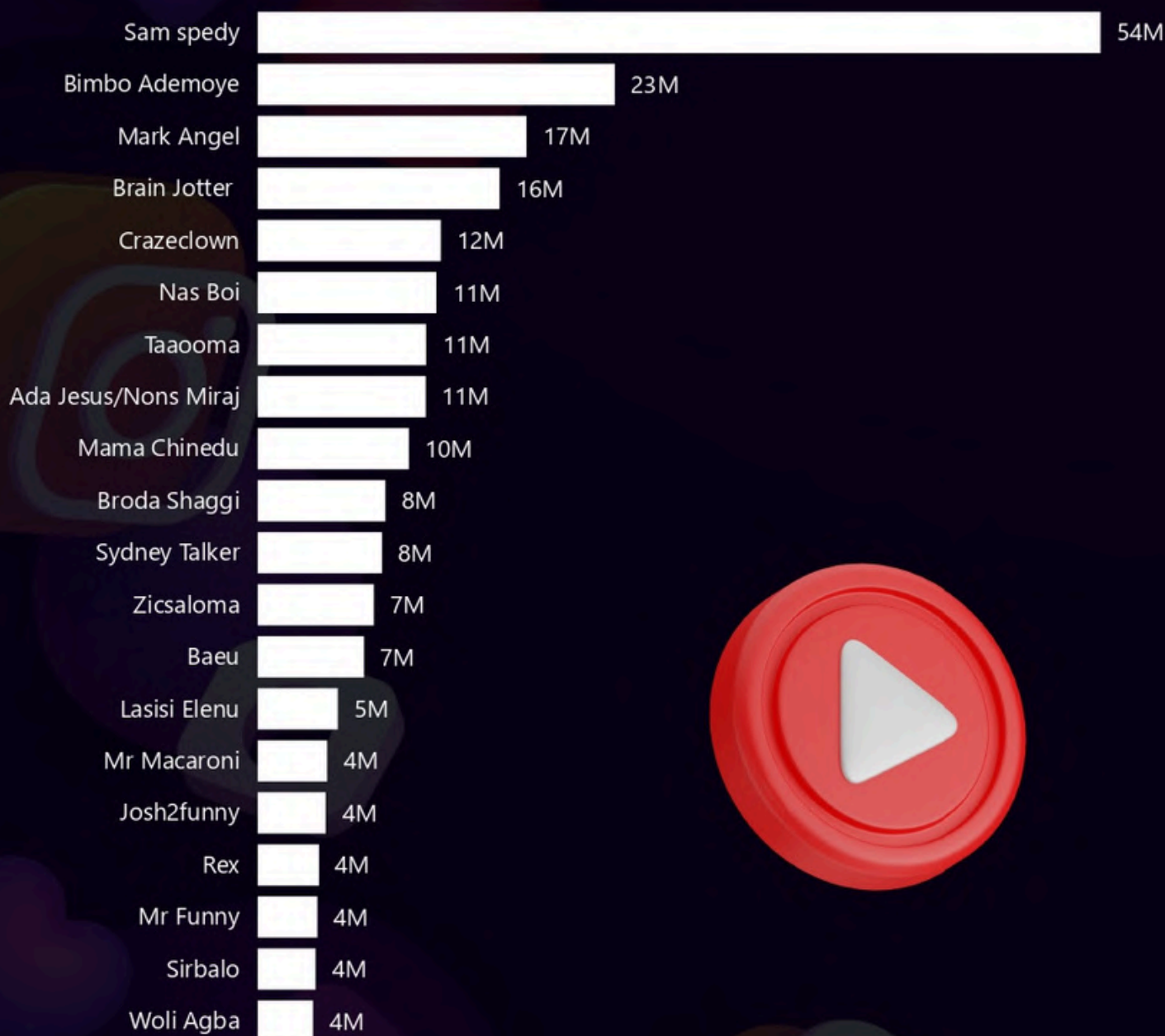
- **The Viewership Giant:** Sam Spedy continues to set the industry benchmark for audience reach, leading the Q1 2026 rankings with **54M** total views.
- **The Breakout Performer:** Bimbo Ademoye has emerged as a disruptive force in the ecosystem, securing the 2nd position in total views (**23M**) and dominating the market in subscriber acquisition with **130K** new followers.
- **Deep Market Engagement:** The top 20 creators continue to demonstrate significant reach, showing a healthy mix of seasoned entertainers and rising talent consistently appearing across both viewership and subscriber charts.

TOP 20 ON YOUTUBE

IEWS

In Q1 2026, Sam Spedy maintained market leadership with **54M** views, followed by Bimbo Ademoye (**23M**) and Mark Angel (**17M**). These figures underscore the high-volume engagement sustained by top creators throughout the quarter.

Top 20 Skit Makers by Views

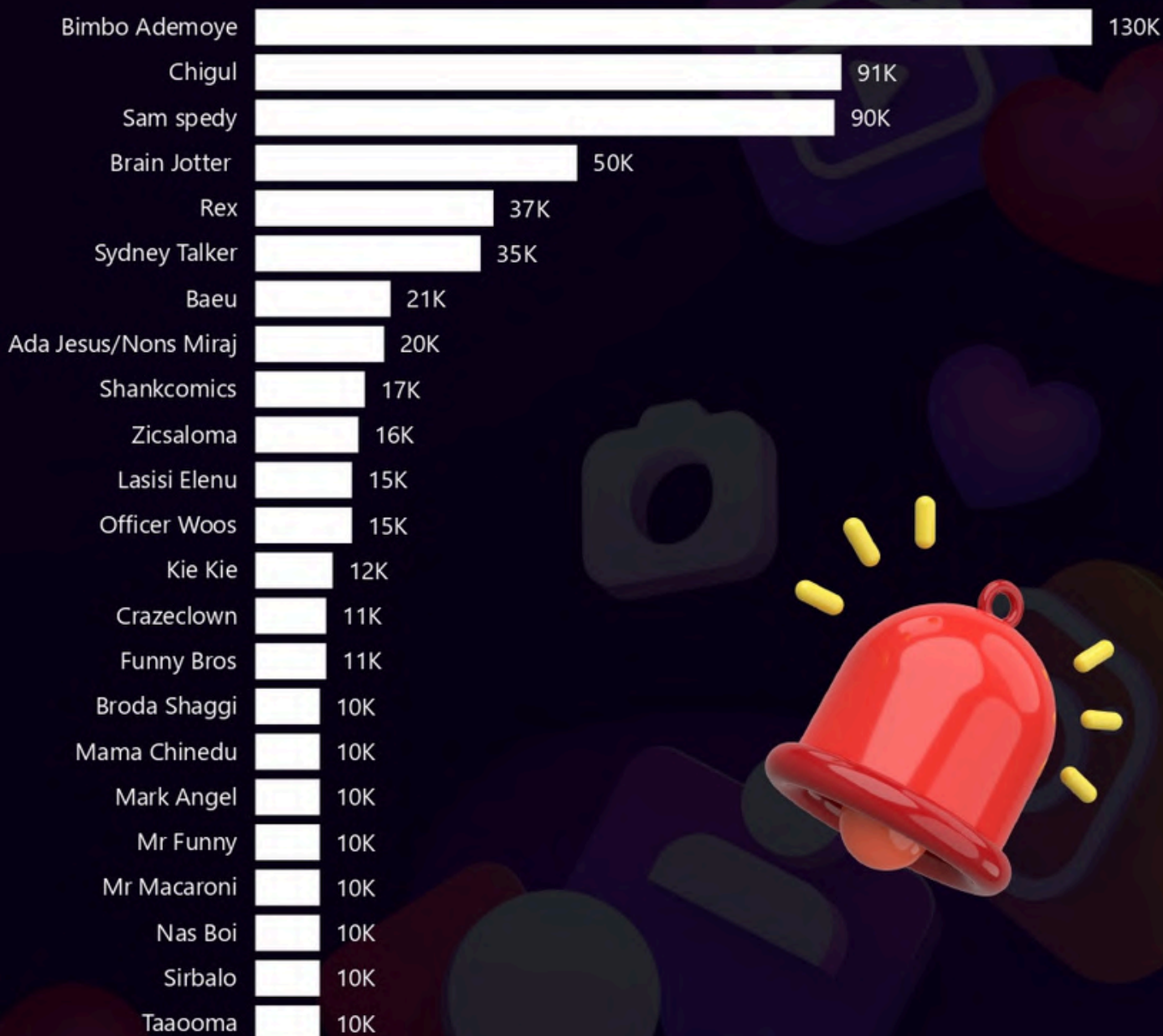


TOP 20 ON YOUTUBE

SUBSCRIBERS

Bimbo Ademoye topped subscriber growth with **130K** new followers, followed by Chigul (**91K**) and Sam Spedy (**90K**). This trend highlights strong audience conversion and community retention among the industry's top-tier performers.

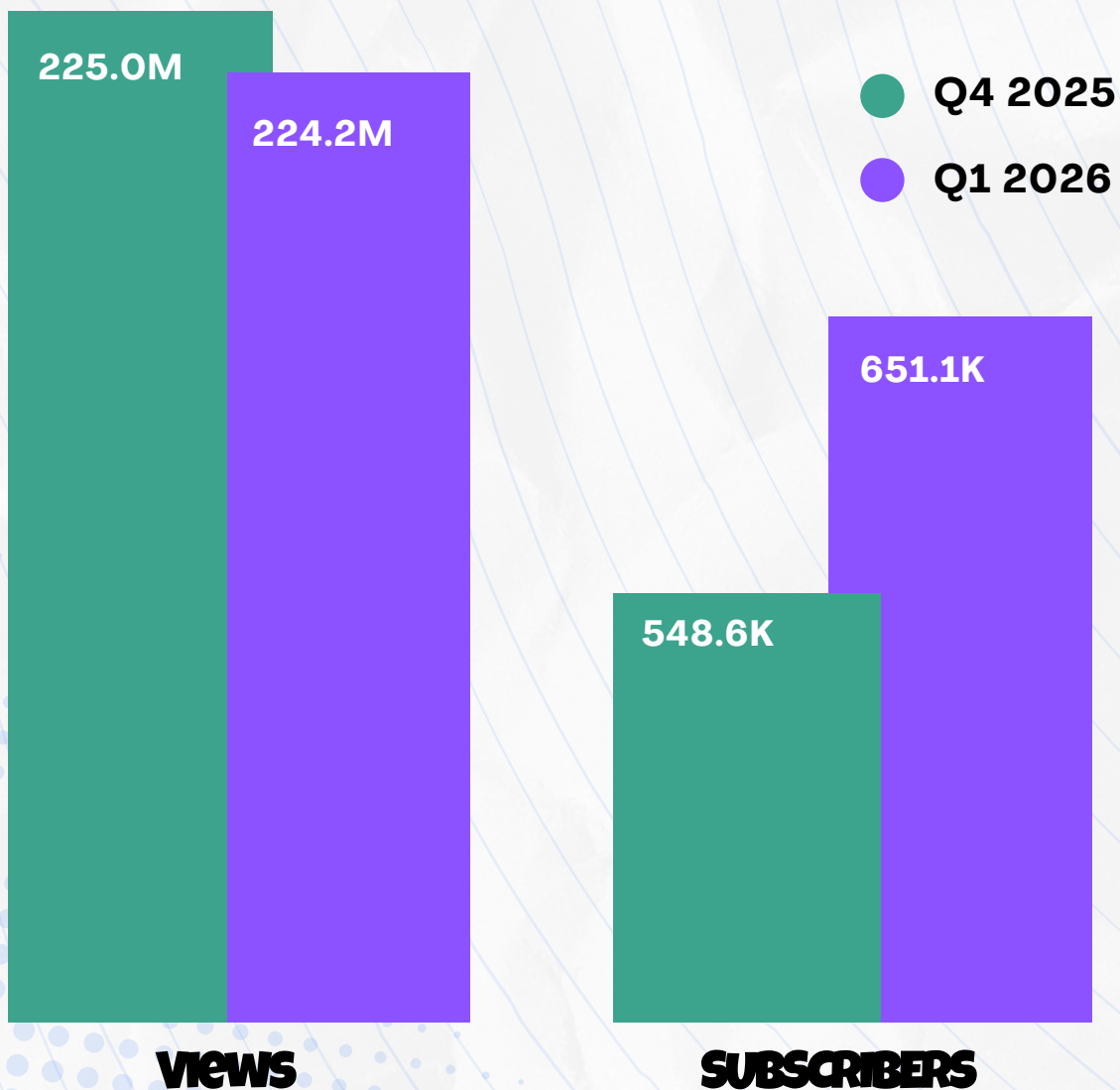
Top 20 Skit Makers by Subscribers



Q4 2025 VS Q1 2026

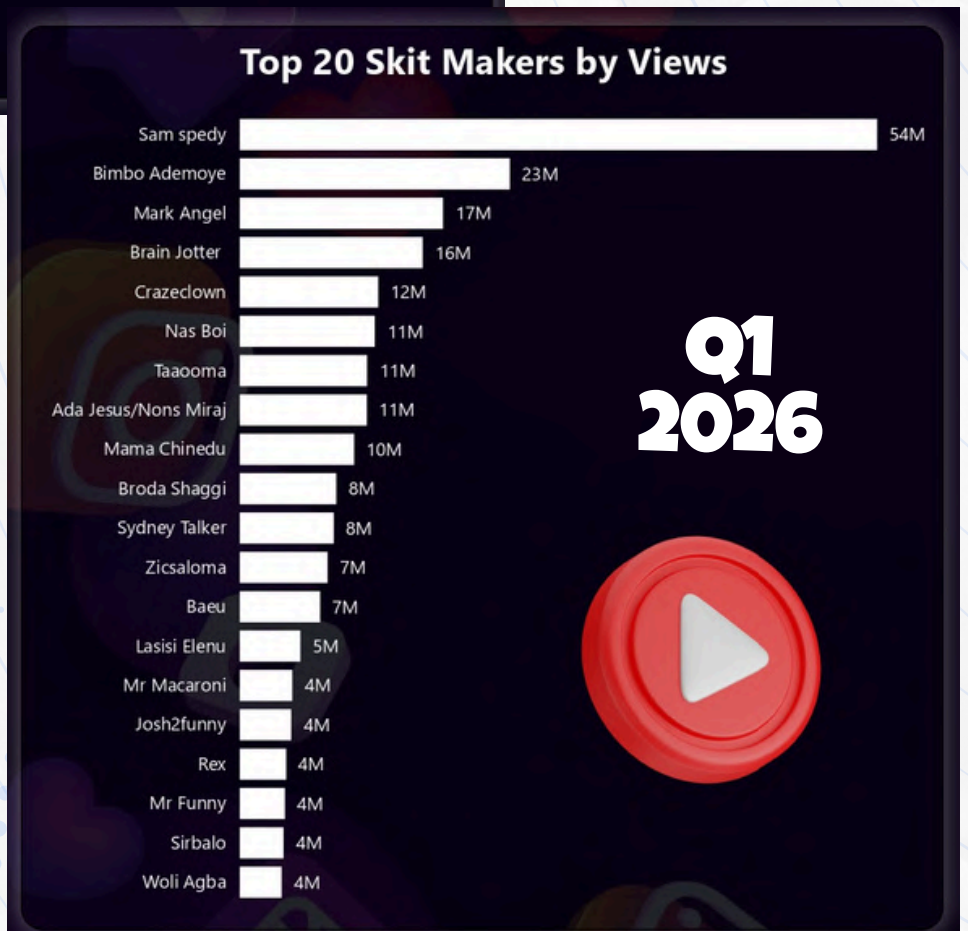
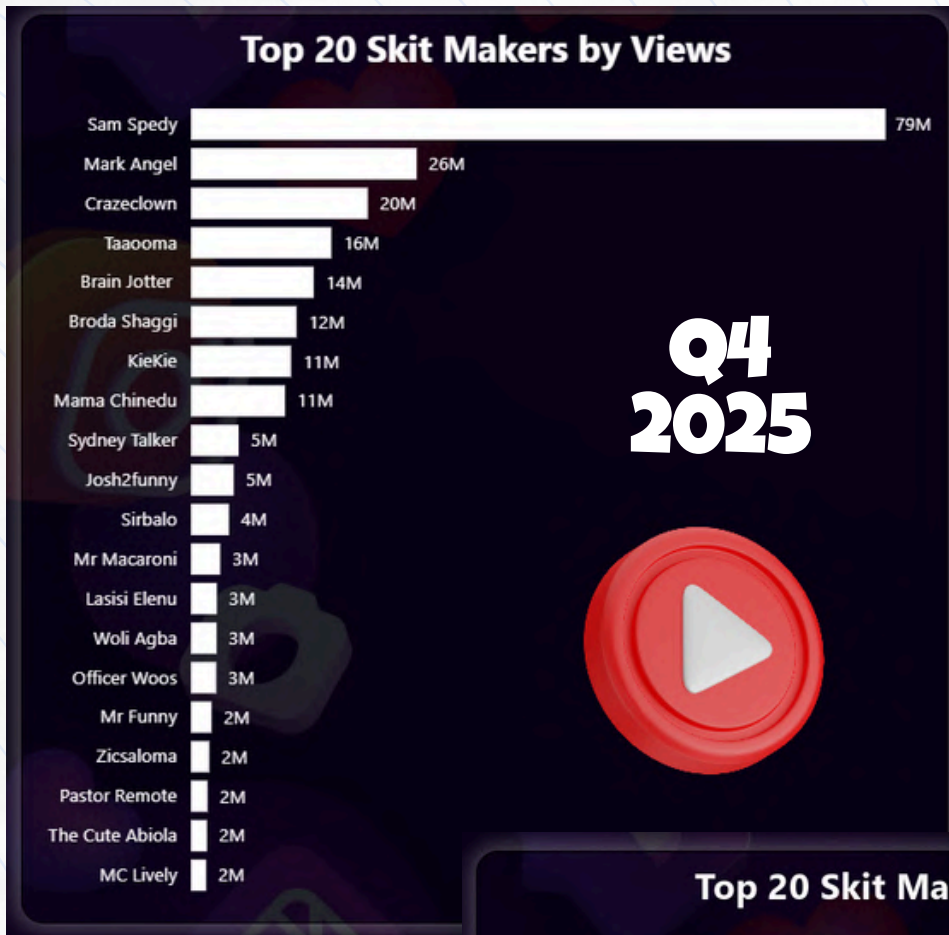
Q4 2025 to Q1 2026 illustrates a period of sustained market stability and deepening audience engagement. While total viewership remained largely steady, moving from **225.0M** to **224.2M**, the industry saw significant growth in subscriber acquisition, climbing from **548.6K** to **651.1K**.

This trend highlights a maturing ecosystem where creators are successfully converting casual viewers into dedicated communities, signaling a shift from purely volatile viral spikes toward more consistent, long-term audience retention strategies.



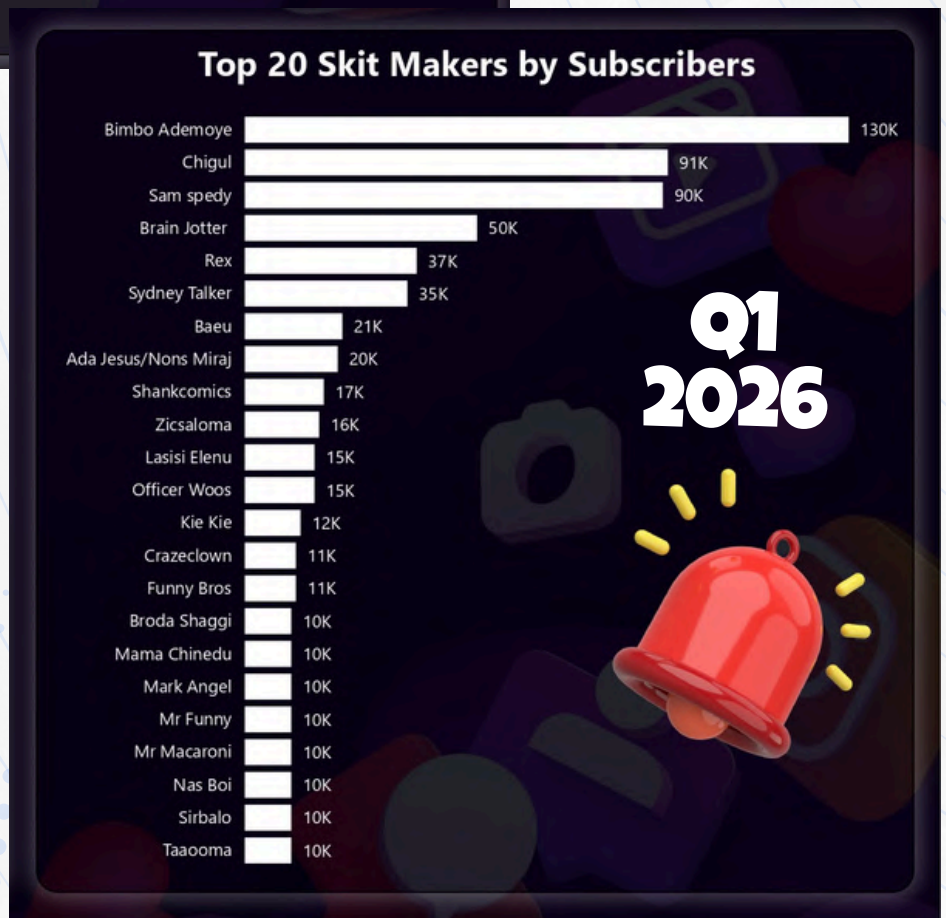
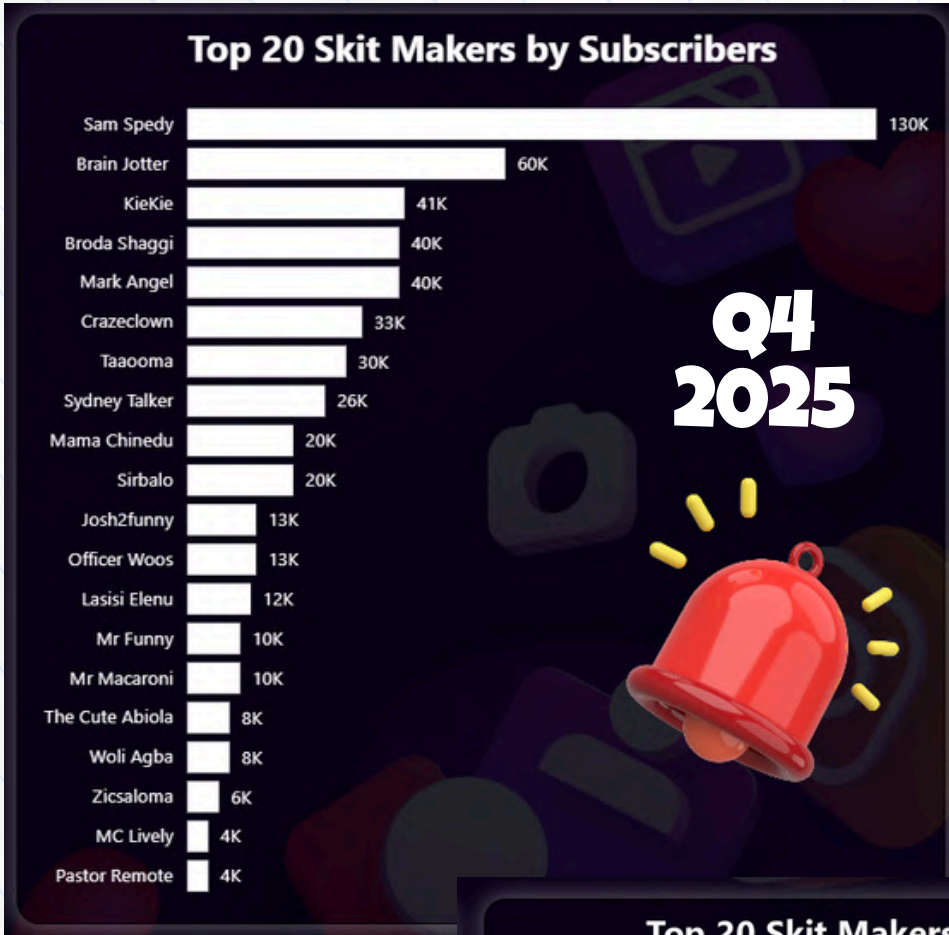
Q4 2025 VS Q1 2026

IEWS



Q4 2025 VS Q1 2026

SUBSCRIBERS



LOOKING AHEAD



If Q1 2026 set the pace, the rest of the year will be defined by structure, strategy, and staying power. Skit-making is no longer operating on bursts of virality alone, it is settling into a system where consistency, audience control, and timing will separate momentum from noise.

There is a visible shift toward entry pressure at the top. The gap between emerging creators and established names is shrinking, driven by strong audience alignment and high-performing content cycles. This means the hierarchy is no longer fixed, positions will be challenged more aggressively as the year progresses.

On the brand side, the focus is moving toward precision over presence. Instead of chasing broad visibility, there will be stronger emphasis on creators who can deliver consistent engagement and predictable returns. This will reward creators who treat content like a system, not just expression.

Finally, content timing is becoming a strategic weapon. Q1 showed what is possible when releases align with moments that already have cultural attention. Moving forward, expect a more intentional approach to calendar-based content, where creators plan drops around key periods to maximize amplification.

Q2 will not just test growth, it will test control. And in this phase, the creators who understand their audience deeply, move strategically, and execute consistently will define what the rest of 2026 looks like.

Q1 2026 Male Skit Makers Dashboard:

[View dashboard here](#)

Q1 2026 Female Skit Makers Dashboard:

[View dashboard here](#)

Q1 2026 YouTube Analysis Dashboard:

[View dashboard here](#)

CREDITS

EXECUTIVE PRODUCERS

Bode Roberts – CEO, Dataleum

Titilola Bello – COO, Dataleum

Kamal Dandina – CGO, Dataleum

RESEARCH CONSULTANTS

Temitope Kareem

Kayode Ojo

Olanike Oni

Paul Femi-Adejobi

Jubril Agbalaya

Mary Basse

DESIGN, BRANDING, AND VISUALS

Daniel Chukwuma

Tifeoluwa Ojo

EDITORS

Daniel Chukwuma

Temitope Kareem



CREDITS

DATA SOURCING ANALYSTS

Kayode Ojo

Temiloluwa Tihamiyu

Ayodeji Fakehinde

Oyinkansola Orioye

Olatobi Okedele

Victor Adelasoye

Abdulahi Balogun

Tobiloba Olasoji

Emmanuel Gbadegesin

George Olotu

Ifeloluwa Oluwadipe

Adeola Bankole

Paul Femi-Adejobi

Olanike Oni

Jubril Agbalaya

Tifeoluwa Ojo

Oluwakemi Ameobi

Iyobosa Ighodaro

Tobiloba Ilariogun

Oluwashola Temitope

Daniel Nzei

Adedoyin Balogun

Tolulope Kolawole



DataLeum

INTELLIGENCE



Contact Us:



+234 802 289 3230



+44 739 510 3625



researchsi@dataleum.com

www.dataleum.com