



SKIT MAKERS REPORT

Q2 2026





INTRODUCTION

Q2 didn't just build on Q1's momentum it scaled hard, pushing total elite viewership to 389.5M views. The story has officially shifted from "who can stay consistent" to "who can command mass distribution".

The leaderboard split into two clear playbooks this quarter: a high-velocity, male-led expansion that captured 77.84% of all traffic, versus a female-led approach built on retention over raw volume. Power is also concentrating fast at the top, just two creators now control over 43% of all views on the leaderboard.

Audience behavior tells its own story. Reach exploded by +21.14%, but engagement cooled, likes dipped 3.42% and comments dropped 12.29%. Translation: the industry is pulling in casual scrollers faster than it can turn them into real community. In response, top creators are moving away from daily posting toward calculated, collaborative bursts built to trigger algorithmic amplification.

This was the quarter scale met passive viewing, the wins went to whoever could dominate broad awareness, hierarchies shifted, and reach grew faster than ever.

No assumptions, no hype, just a clear road on where the Nigerian digital comedy ecosystem is heading.



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Undisputed



FOLAGADE BANKS

★★★★★ GENERAL

#1 Male skit maker

88.8M
Views

5M
Likes

512K
Comments

Folagade Banks retained the **#1** spot for a second consecutive quarter, making him the only male creator to achieve this in 2026. His **88.8M** Q2 views, which was a **16.8%** spur from Q1, were driven by a highly consistent posting schedule and a character-driven content strategy that sustained audience loyalty beyond one-off viral hits.

Undisputed



Maryam Ba kagi

★★★★★ GENERAL

#1 Female skit maker

39.5M
Views

2.5M
Likes

104.7K
Comments

The Queen retains her crown at **#1** for a second straight quarter, pulling **39.5M** views across 32 skits. Though down from her 49.4M Q1 high, she remains comfortably ahead. Proving peak icons rely on concentrated bursts, a surgical cluster of five skits in mid-June pulled 15.5M views to secure her dominance after a quieter May.

The Heavy Hitters (Male)



2

79.4M
Views

SYDNEY TALKER



3

48.1M
Views

DEZNY



4

46.4M
Views

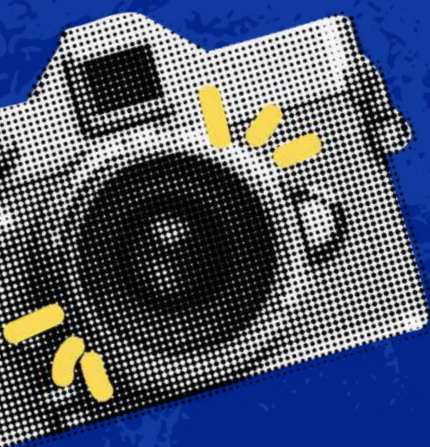
MRFUNNY



5

40.5M
Views

AKWAMAN



The Heavy Hitters (Female)



2

19.5M
Views

KIEKIE



3

13.6M
Views

LIZZY JAY



4

7M
Views

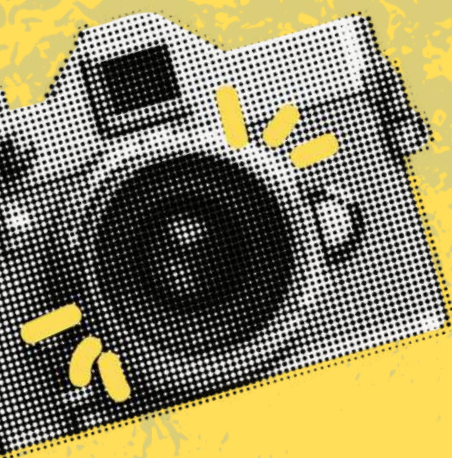
SHARON.E.WEALTH



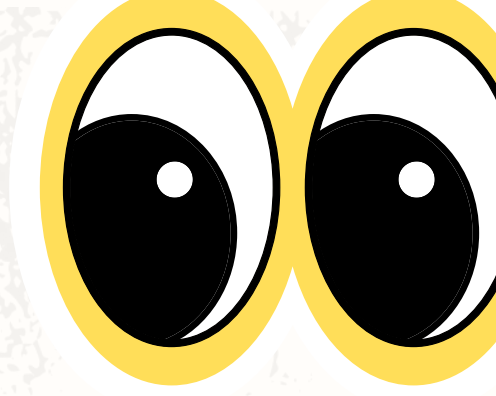
5

6.8M
Views

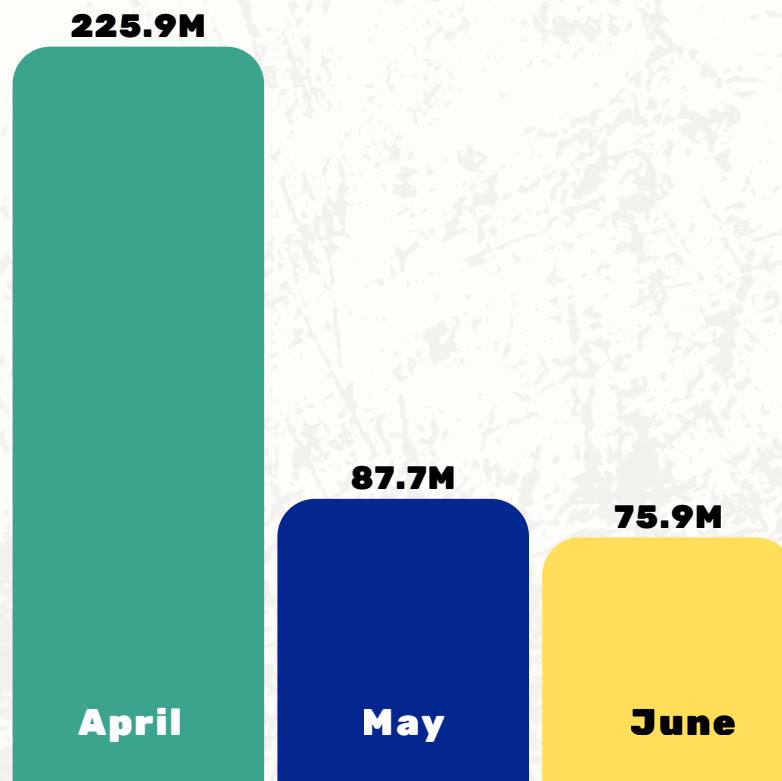
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EYES On The SKITS



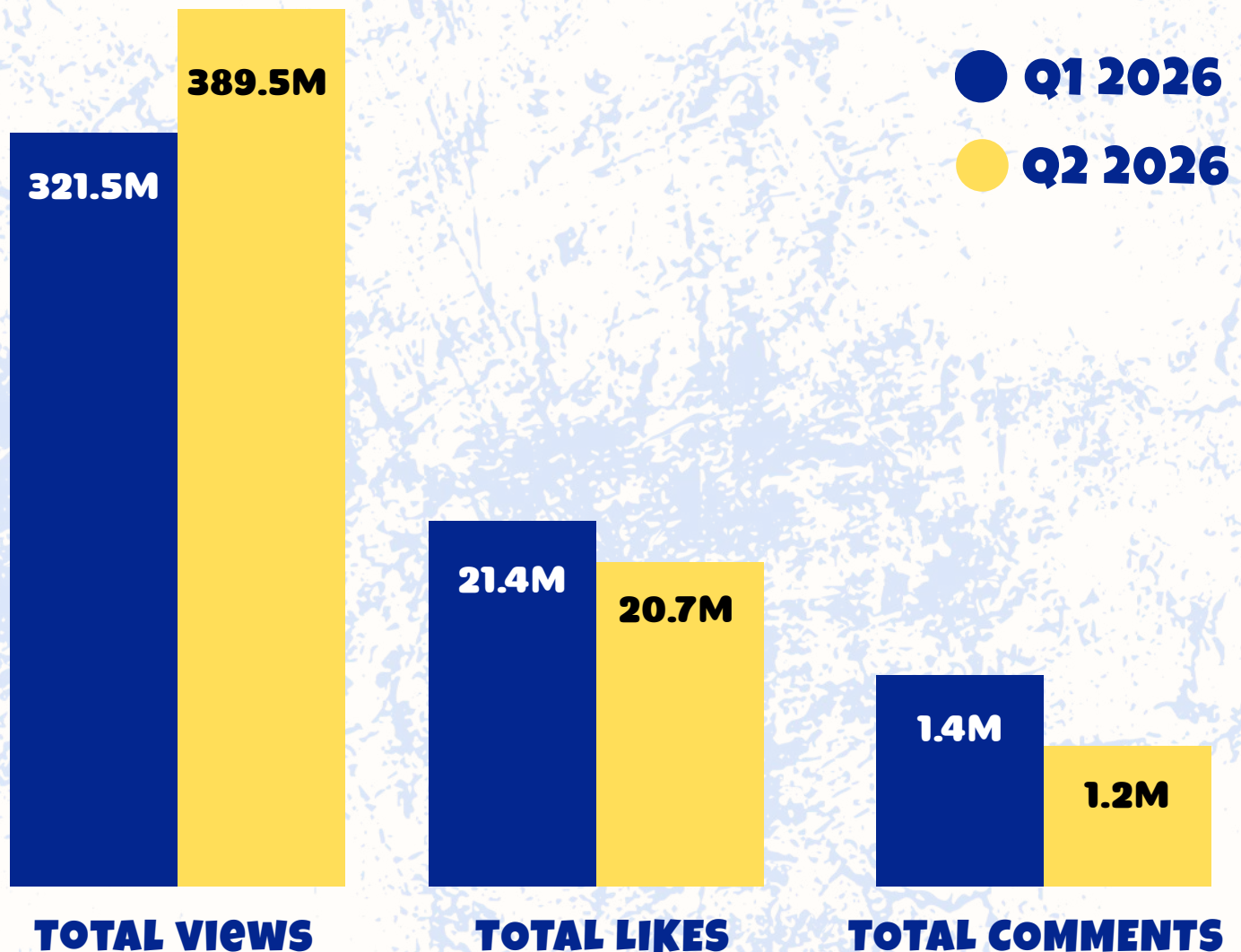
The quarter began with heavy front-loading, as April accounted for nearly 58% of the total viewership. This surge was fueled by two massive outlier performances: a **46.3M** view viral hit from **Sydney Talker** and a **21M** view sponsored release by **Mr Funny (Sabinus)**. Lacking similar viral peaks in the subsequent months, engagement levels experienced a steady cooling period throughout May and June.



This trend provides a stark contrast to the holiday-driven spikes seen in Q1. In Q2, the momentum shifted toward individual breakthroughs rather than a shared cultural schedule, proving that a single, perfectly executed post can effectively eclipse several weeks of consistent, average production.

Q1 VS Q2 2026

Q2 2026 was defined by explosive, male-led market expansion versus deliberate, female-led community retention. Total viewership skyrocketed **21.14%** to **389.5M** views (up from **321.5M** in **Q1**), proving consumer appetite is still booming. However, this massive reach outpaced deep engagement: a surge in passive scrollers caused a slight cooling period, with likes sliding **3.42%** and comments dropping **12.29%** as the broader audience normalized their interaction habits.



THE POWER ALLIANCES

Q2 2026 revealed that comedy functions as an ensemble sport, shifting focus from solitary figures to collaborative power plays. These strategic alliances, ranging from tight-knit crews to dynamic duos, became the vital engine driving audience growth and platform engagement.

By blending distinct creative voices and cross-pollinating follower bases, these creators successfully built immersive, multi-character universes that dominated the timeline.



SKIT SQUADS

This powerhouse collective is the cornerstone of modern youth comedy. Blending **Gilmooree's** relatable style, **Trench's** distinct flair, and the high-frequency output of **Olu_Chaze** and **Stonecode**, they completely dominated the timeline. Their constant role-swapping creates a shared universe that guarantees high viewer retention across all their feeds.



THE NEW-AGE SYNERGY



COLLABORATION MAESTROS

Operating as a dynamic ensemble, **Awesome**, **Yakub**, **TERi**, **Kay_Lively**, and **Jay_Subway_** masterfully capture fast-paced Gen-Z and millennial realities. Their strength lies in numbers-dropping high-impact skits with up to five distinct comedic perspectives simultaneously to trigger massive algorithmic amplification and keep comment sections buzzing

This trio anchors their content in raw, highly hilarious, and hyper-local situational comedy.

By combining distinct, stylized character tropes, **Mikido**, **Wallygeg**, and **Kuzzykrane** ensure that every joint upload feels organic and unpredictable, carving out a dedicated, high-engagement niche that feeds off group dynamics



THE HUSTLE CREW

ON SCREEN PARTNERS

When top-tier creators share the screen, they don't just collaborate, they merge fanbases and force algorithmic amplification.

Here are some of the notable duos turning mutual features into a systematic strategy to smash reach ceilings and dominate the timeline together.

When two of the category's most influential forces team up, the result is pure engagement gold. **KieKie** and **Lizzy Jay** paired up this quarter to deliver sharp, witty, and highly animated female-led sketches. This partnership was particularly strategic for Lizzy Jay, providing a powerful audience-sharing bridge that helped fuel her massive 3rd-place bracket-breaking surge this quarter.



This duo has built a highly recognizable, recurring storyline anchored by their signature "Godmother (GM)" dynamic. In this universe, **Samuel Banks** steps into the maternal yet chaotic role of the "Godmother" to **Rufai**. Leaning into this specific character trope allows their skits to perfectly bounce between dramatic loyalty and laugh-out-loud exploitation, making their partnership a major narrative anchor on the timeline.



CONSISTENCY CHIEFS

Virality is a moment. Consistency is a career. These three names may sit outside the top five on raw views, but their posting discipline is what the rest of the category is quietly trying to copy.

THE GRINDER

Olu_Chaze dropped **69 skits** this quarter, way more than any other male creator. He posted almost daily, never skipping past 5 days, steady from April to June. Views yet still small (**8.9M total, ~129K per skit**) but that's not the point, he's building an audience the slow way, one upload at a time.



THE HIGH-YIELD ENGINE

Motell posted **52 skits** and pulled **31.6M views** best output-to-views ratio of the three. His real move though is co-posting with Don Jazzy. That tag alone drops his content on both their feeds at once, pulling reach way beyond his own followers.

THE CLOCKWISE TRENDSETTER

Jay On Air dropped **50 skits, 15.5M views**, near-daily pace all quarter, no gap past 5 days. What sets him apart is timing - he drops content exactly when a topic is peaking. Output plus perfect timing is why his name still carries weight despite not being top 5.



THE DISRUPTORS

These set of skit makers proved that you don't need to flood the timeline to move mountains. Sharp targeting, perfect timing, and knowing when to strike, that's how you climb to the top without breaking a sweat.

Sydney Talker moved from 4th to 2nd place after doubling his views from 34.9M to 79.4M, that's +127% growth with just 12 skits the whole quarter. Over the years he has been known for Lesser contents, Viral Moment. A true definition of quality over quantity.

The Virality Sniper



SYDNEY TALKER

Dezny pulled the biggest jump on the board, climbing from 10th to 3rd place. He kept it tight with only 18 skits but still hit 48.1M views. Instead of one big spike, his growth kept compounding month on month landing him a spot among the top 5.

The Content Engine



DEZNY

THE DISRUPTORS

These set of skit makers proved that you don't need to flood the timeline to move mountains. Sharp targeting, perfect timing, and knowing when to strike, that's how you climb to the top without breaking a sweat.

Mr Funny also made his way back to the top from 7th to 4th place, growing his audience by +49% with only 15 skits. He broke the "post every month" rule entirely, dropping 81% of his performance in April alone. Patient, calculated, and it worked

The Elite Comeback



Lizzy Jay shook up the female top tier, climbing from 8th to 3rd position with 13.6M views. While other female creators saw engagement drop, she grew hers by +60% with just 18 skits. While others posted up to 38 videos to stay relevant.

The Efficiency Queen



TOP 3 SKITS BY VIEWS



[click to view](#)

46 million views. One man. Pure skits. **Sydney Talker** doesn't just make content he makes moments people can't scroll past



21M views. 2,400+ comments. 1,400 reposts. **Mr Funny** slipped an ad into a skit and nobody complained because the content was just that good



[click to view](#)



[click to view](#)

15.8M views, 104K likes, 3,000 reposts **Folagade Banks** showed up as Mama Deola and the internet felt every bit of it.



VIRAL RECAP

While leaderboard giants battle for volume, a vanguard of creators is quietly redefining what a skit can be. They're carving out high-retention niches through comedic purism, new tech, or high-concept storytelling

**NEW AGE
LEGACY**



GILMORE

While many creators have evolved their content, Gilmore has stayed true to classic, relatable skits, proving that strong storytelling and comedic timing remain a winning formula.

Classy Jesters are redefining skit-making by pioneering AI-powered comedy, using generative tools to create contents that pushes the boundaries of traditional skit production.



**THE AI
CONTENT
CREATOR**

**CLASSY
JESTERS**

**THE
EFFICIENT
UNDERDOG**



KINGSLEY_OM

Kingsley_OM emerged as one of Q2's biggest breakout creators, turning cinematic, story-driven skits into an impressive 29.7M views despite a modest following.

FROM SKITS TO BIG SCREEN



BRODA SHAGGI - THE BOX OFFICE MAGNET

Broda Shaggy has transitioned from a street creator into a dependable Nollywood star. Balancing a massive digital footprint with major films, his hyper-energetic timing locks in youth audiences, cementing him as the blueprint for internet-to-cinema success.



KIEKIE - THE DYNAMIC LEADING LADY

KieKie doesn't just feature in films; she commands them. Balancing skits with high-profile hosting, she brings her sharp-witted digital persona into complex cinematic storylines-proving internet training seamlessly transfers to major studio sets.



MR MACARONI - THE THEATER-TRAINED POWERHOUSE

Mr Macaroni's formal theater background shines on screen as he balances conscious skits with major cinema. His ability to switch seamlessly from a caricature "sugar daddy" to intense drama makes him a dual-threat powerhouse in both worlds.



LAYI WASABI - THE ACCLAIMED SCENE-STEALER

Layi Wasabi's deadpan humor and oversized suits have transitioned effortlessly from phones to major cinema. Balancing viral content with feature films, his sharp physical comedy and precise dialogue make him a highly sought-after big-screen crowd-pleaser.



THE OG'S OF SKITS

Long before short-form content was a highly lucrative, mainstream career backed by high-end production gear and multi-million Naira budgets, a group of foundational visionaries practically invented the Nigerian skit-making playbook.

Operating with little more than a smartphone, a basic ring light, and pure creative grit, these pioneers mastered the art of the 15-second hook, invented iconic structural tropes, and successfully bridged the gap between social media virality and mainstream Nollywood dominance.

They didn't just adapt to the algorithm—they created the culture that feeds it.



THE OG'S OF SKITS



Chibuike Josh Alfred aka Josh2Funny

Josh2Funny is regarded as one of Nigeria's early digital comedy pioneers, building his career before the skit-making boom and winning the 2020 AMVCA for Best Online Content Creator. He gained global recognition by creating the viral #DontLeaveMeChallenge and developing iconic characters.



Mark Angel aka Mark Angel Comedy

Mark Angel is regarded as one of Nigeria's original digital comedy pioneers who helped define the modern skit industry through his groundbreaking YouTube success. His YouTube channel was the first African comedy channel to hit the 1 million subscriber milestone.



Nosa Afolabi aka Lasisi Elenu

Lasisi Elenu transformed Nigerian skit comedy in 2017 with his signature wide-mouth filter and popularized the satirical "ranter" style, addressing everyday socio-economic issues. He has remained relevant by evolving with trends, collaborating with newer creators, and successfully transitioning into Nollywood.

THE OG'S OF SKITS



Emmanuel Ogonna Iwueke aka **Craze Clown**

Craze Clown is recognized as one of Nigeria's early skit-making pioneers, mastering Instagram's original 15-second video format with sharp, fast-paced comedy. He popularized iconic comedy tropes through his "Papa Ade" character and the signature slow-motion "slap" punchline.

Inside this house??



Gloria Olorunto Mensah aka **Maraji**

Maraji is regarded as one of Nigeria's earliest digital comedians who helped to popularize social media skits through her relatable multi-character performances and exceptional acting talent. She built a massive audience with simple, self-produced videos and demonstrated that short-form digital comedy could hit just as much.



Kunle Idowu aka **Frank Donga**

Frank Donga rose to fame with his viral "The Interview series", which used satire to highlight youth unemployment through his iconic job-seeker character. He helped establish character-driven online comedy and successfully bridged the gap between digital content creation and mainstream Nollywood.

THE OG'S OF SKITS



Maryam Apaokagi aka **Taaoma**

Taaoma began her journey into comedy in 2015 and gained widespread recognition in 2019 with viral skits portraying relatable Nigerian experiences, particularly the strict and humorous discipline of African mothers. Her signature style involves playing multiple roles in a single skit which has become her trademark.



Samuel Animashaun Perry aka **Broda Shaggi**

Broda Shaggi is regarded as one of Nigeria's original digital comedy pioneers who rose to fame in 2017 with his viral Jesus in Mushin skit after starting on Instagram in the mid-2010s. He created and perfected the hyperactive "fine boy agbero" persona and has remained consistently relevant for nearly a decade.



Ereme Abraham aka **Twyse**

Twyse is regarded as one creator who popularized the multi-character "one-man cast" format through his iconic Twyse Family series. He set early technical standards with innovative split-screen editing, created relatable stories that resonated with both Nigerians and the diaspora.



YouTube Analysis

Industry Pulse

Q2 2026 continues to showcase the dynamic nature of the Nigerian skit-making industry on YouTube. While high-volume viewership remains the primary metric for content reach, creators continue to leverage their platforms to drive community building and subscriber growth alongside delivering viral entertainment.

Key Trends

- **The Unshaken Viewership Giant:** Sam Spedy continues to set the industry benchmark for audience reach, comfortably leading the Q2 2026 rankings with 52M total views.
- **The Dual-Threat Leader:** In addition to maintaining his massive viewership lead, Sam Spedy also dominated the market in subscriber acquisition for Q2, securing the top spot with 90K new followers.
- **The Conversion Breakout:** Rex has emerged as a major force in community conversion; despite placing 12th in total viewership (5M views), he secured the 2nd overall position for subscriber growth with an impressive 69K new followers.

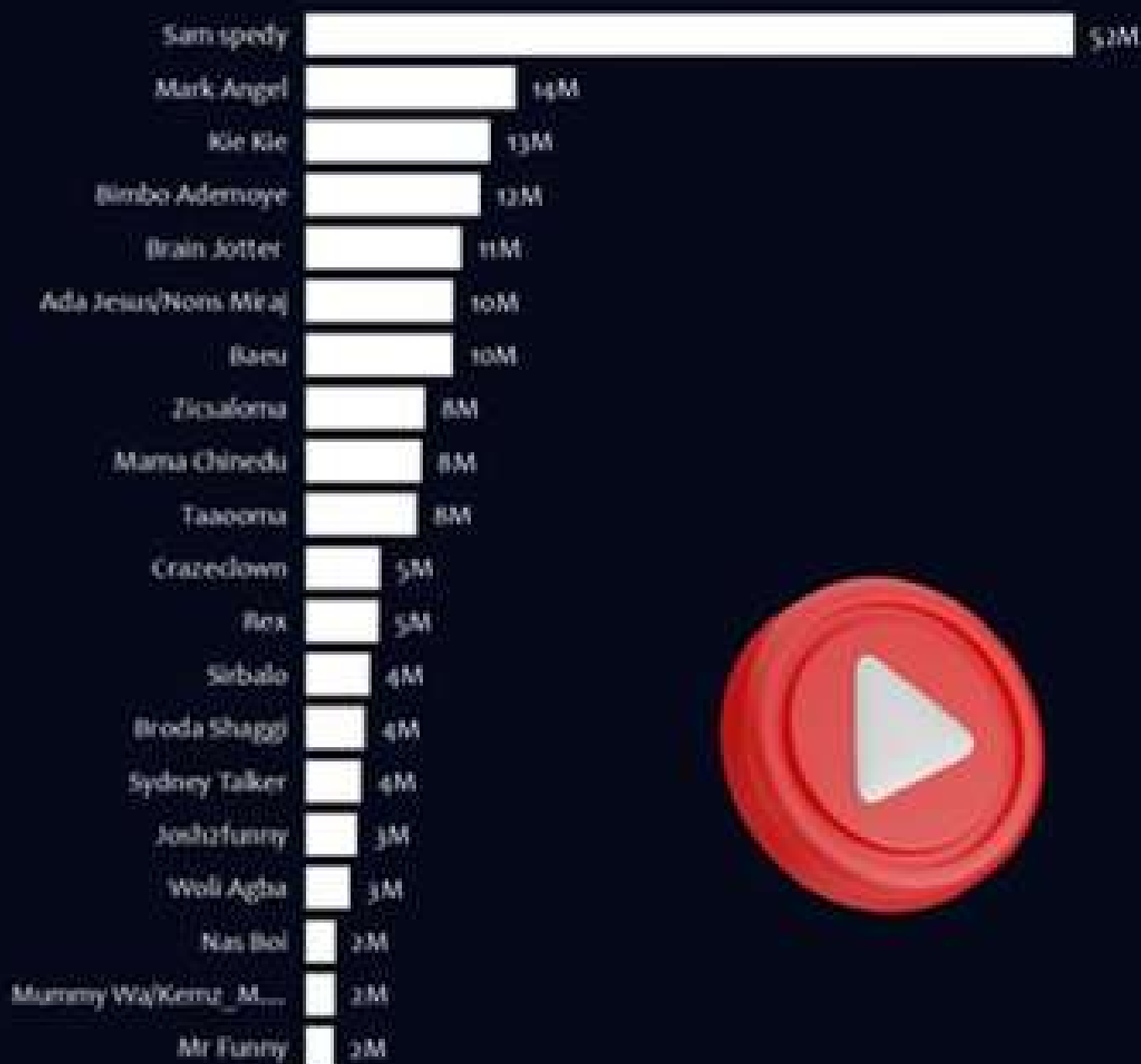


TOP 20 ON YOUTUBE

VIEWS

In Q2 2026, Sam Spedy maintained market leadership with **52M** views, followed by **Mark Angel (14M)** and **Kie Kie (13M)**. These figures underscore the sustained high-volume engagement achieved by top creators throughout the quarter.

Top 20 Skit Makers by Views

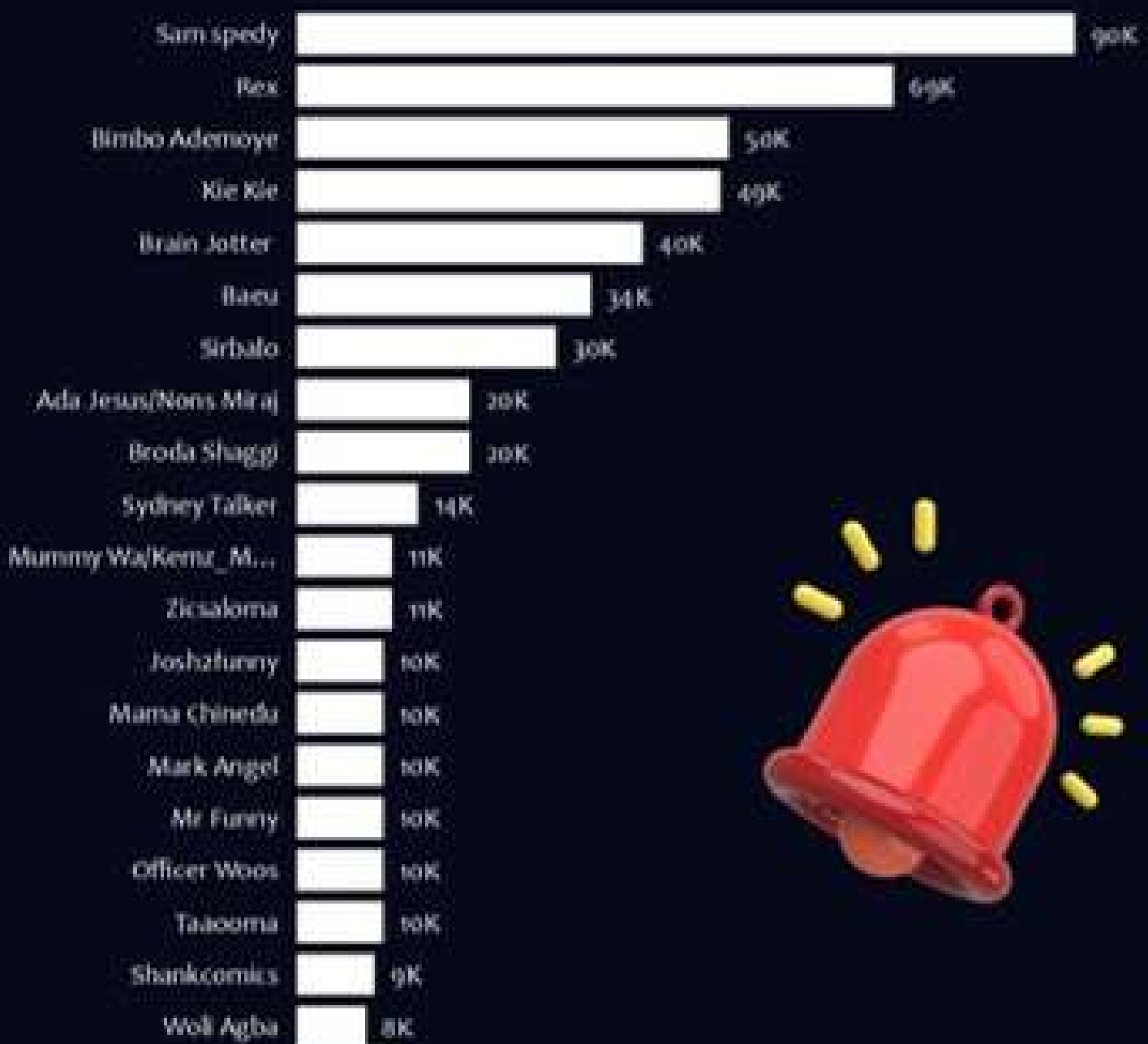


TOP 20 ON YOUTUBE

SUBSCRIBERS

Sam Spedy topped subscriber growth with 90K new followers, followed by Rex (69K) and Bimbo Ademoye (50K). This trend highlights strong audience conversion and community retention among the industry's top-tier performers.

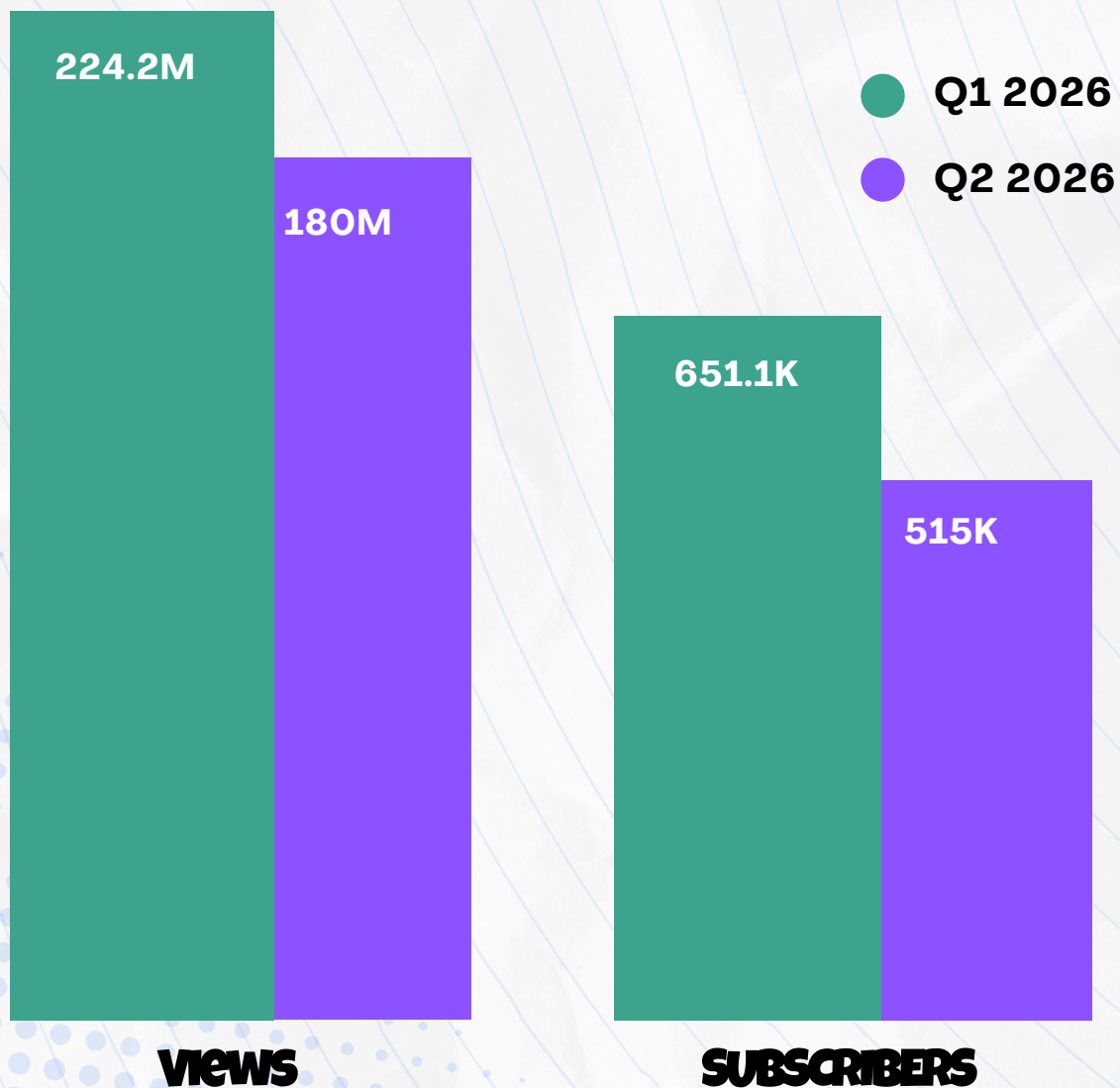
Top 20 Skit Makers by Subscribers



Q1 2026 vs Q2 2026

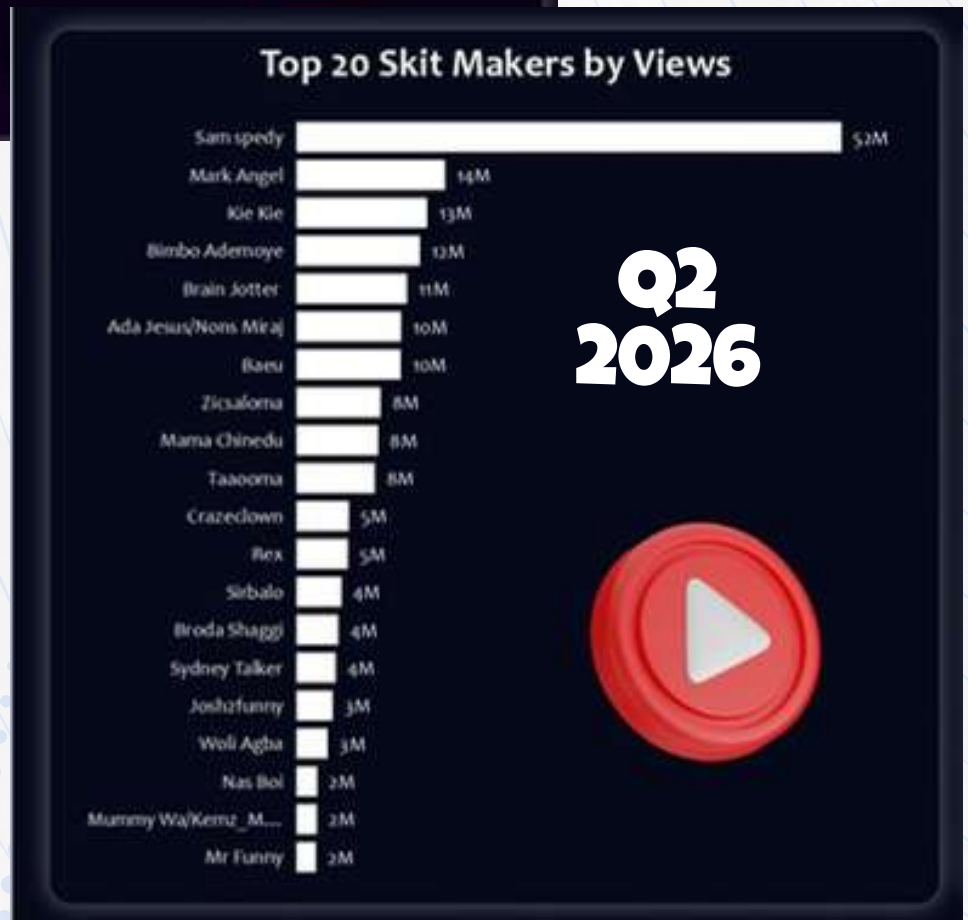
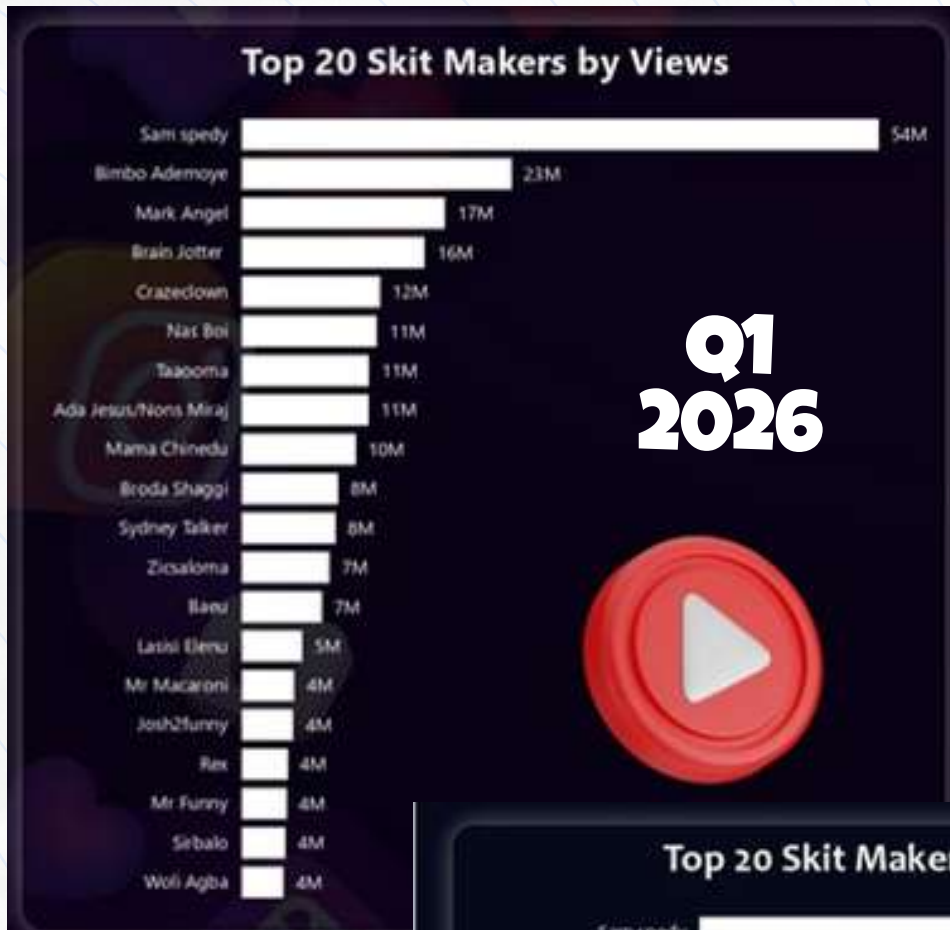
The transition from Q1 2026 to Q2 2026 illustrates a period of overall market cooling for the industry's top 20 creators. Total viewership among the leading skit makers experienced a noticeable contraction, dropping from 224.2M in Q1 to 180M in Q2.

Parallel to this trend, the industry saw a corresponding decrease in aggregate new subscriber acquisition, which fell from the previous quarter's high of 651.1K down to 515K. This dual-metric decline suggests a potential normalization phase following the aggressive community growth and viral spikes seen at the start of the year, pointing toward shifting seasonal viewing habits or market saturation among the core audience.



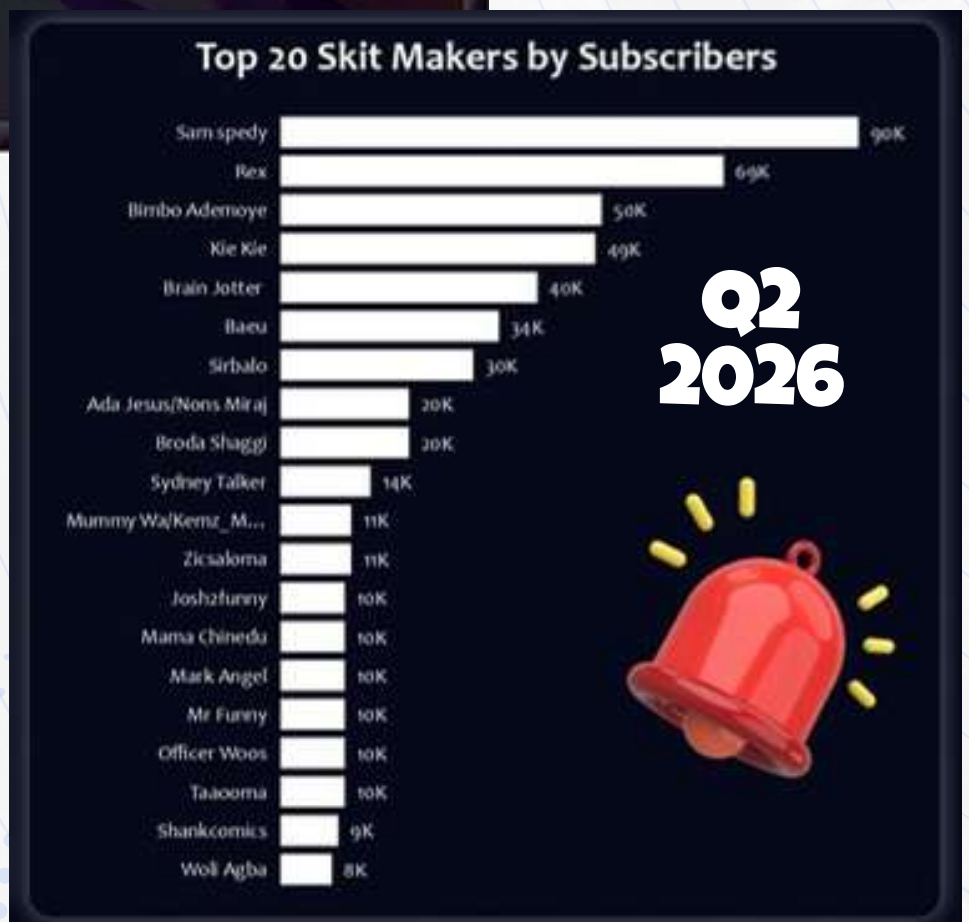
Q1 2025 vs Q2 2026

IEWS



Q1 2026 vs Q2 2026

SUBSCRIBERS



LOOKING AHEAD

If Q2 proved the industry can reach massive new heights, the second half of the year is about efficiency and audience activation. Skit-making has outgrown basic view-chasing; the real game now is turning passive scrollers into an active, locked-in community.

At the top, power is consolidating fast. Just two mega-magnets pull over 43% of all leaderboard traffic, making the Top 5 incredibly hard to crack. However, because these peak positions rely on concentrated collaborative bursts rather than steady daily output, the hierarchy remains volatile. The old guard can't coast—mid-tier snipers using high-yield drop schedules will challenge them aggressively.

On the brand side, focus is shifting from broad reach to conversion depth. With timelines packed with passive viewers, advertisers are looking past surface view counts. Corporate retainers will flow to creators who keep comments buzzing and shares high, proving they can actually mobilize an audience.

Finally, collaborations have evolved from casual link-ups into a core survival strategy. Q2 proved that strong alliances are the absolute fastest way to bypass algorithmic bottlenecks and smash through reach ceilings. Expect a highly calculated approach to partnerships moving forward, where co-starring is treated as a systematic swap of traffic and fanbases.

Q3 won't just test who can get the most eyes; it will test who can hold them. The creators who master audience depth, pick the right allies, and maintain structural control will dictate the rest of 2026.

Q2 2026 Male Skit Makers Dashboard:

[View dashboard here](#)

Q2 2026 Female Skit Makers Dashboard:

[View dashboard here](#)

Q2 2026 YouTube Analysis Dashboard:

[View dashboard here](#)

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