

**The Creative Ingenuity of Cinematic Digital Era: Nollywood's Response in the Space of a  
Pandemic, Covid-19**

Samuel Samiai Andrews<sup>1</sup>

*'Our need will be the real creator'* Plato, The Republic of Plato (1915)

**Abstract**

'Necessity is the mother of invention' goes the old proverb that has become part of the collective lexicon. The fact and reality that Covid-19 negatively disrupted humanity's socio-economic development is not in dispute. The global film industry has had its share of the pandemic's fangs. There are various reports from news media and scholarly publications, which this paper will examine that support the assertion. However, Nollywood, the Nigerian contemporary film industry, which is principally a creation of digital technology and the traditional ingenious creativity of Nigerian filmmakers represents a positive intervention because of its reliance on digital copyright regimes and indigenous entrepreneurial statecraft to thrive beyond expectations during the pandemic. This paper analyzes and examines the legal system and public policies that powered this modest outcome. For example, one of the incidences of Nollywood industry is the adoption of streaming technology and a hybrid distribution system for maximizing its production and distribution rights. The resulting impact has been a convergence and transplant of norms and laws within the Nigerian film ecosystem.

Keyword: Nollywood, Pandemic, Covid19, Digital copyright, African films, Creative Norms

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<sup>1</sup> Dr. Samuel Samiai Andrews, SJD is a United States Ambassador's Distinguished Scholar (ADSP). He is a former Professor of Intellectual Property Law at the University of Gondar, School of Law, Ethiopia. He is currently a faculty member at the College of Law, Prince Mohammad Bin Fahd University (PMU), Al Khobar-Dammam. Kingdom of Saudi Arabia. An Adjunct Professor of Legal Environment of Business, Criminal Justice and Cybercriminology at Albany State University, Albany, Georgia. USA. He has lectured in the Doctor of Juridical Science (SJD) Colloquium, Seminar & Workshop Program of Suffolk University Law School. Boston. Massachusetts, USA (2014-2018). He holds a Doctor of Juridical Science degree from Suffolk University Law School Boston, Massachusetts USA. He holds an LL.M in Intellectual Property Law & Policy from the University of Washington, Seattle. USA. He also holds an LL.M in International Law & Jurisprudence | Legal Theory and an LL. B (Hons) all from the University of Uyo, Nigeria. He holds a Barrister-at-law (BL) diploma from the Nigerian Law School, Lagos. He is a Licensed Lawyer and Licensed Capital Market Solicitor.