



# THE VOLUME POD

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Strategic Brand & Media  
Partnership Deck

Prepared for Development Organisations,  
Political Partners & Corporate Sponsors

VOLUME POD LLC | 2026

# Nigeria's Sharpest Conversations on Politics, Leadership & Culture.

*Analytical Journalism · Interactive Storytelling · Civic Debate*

**350K+**

Monthly  
Impressions

**58K**

Watch  
Hours

**538+**

Videos  
Published

# EXECUTIVE OVERVIEW

The Definitive Civic Media Platform in Nigeria

The Volume Pod (Volume Pod LLC) is Nigeria's premier analytical journalism and civic media ecosystem. Launched under the editorial leadership of multi-award-winning broadcaster Femi D. Amele (FemiDlive), the platform operates at the nexus of governance, policy, culture, and development — delivering long-form, evidence-based content that informs, equips, and activates Nigeria's most engaged citizens.

## Analytical Journalism

Rigorous breakdown of Nigeria's toughest governance, economic, and policy questions — free from sensationalism.

## Interactive Storytelling

Multi-format content — video podcasts, street parliaments, documentaries — that makes complex issues viscerally relatable.

## Civic Debate

Structured, evidence-based debates that model the quality of discourse Nigeria's democracy deserves.

## Development Communication

Strategic media partnerships with NGOs, foundations, and institutions advancing public-interest advocacy.

# MEET THE VOICE BEHIND THE VOLUME



## **FEMI D. AMELE (FemiDlive)**

*Founder & Host — Volume Pod LLC*

Amele Adefemi Olubunmi D., known professionally as FemiDlive, is a multi-award-winning political journalist, developmental podcaster, and media leader with over two decades of broadcast experience. He is a recipient of the prestigious Nigeria Broadcasters Merit Award and the Nigeria Rebirth (Presidential) Award, and was listed among Nigeria's Top 100 Media Personalities by YNaija in 2020.

Femi has served as Programmes Director at Dataphyte, worked as part of the team of Nigeria Info FM building it into a national talk-radio network from Cool FM, and hosted flagship shows including Morning Crossfire (Nigeria Info) and Let's Talk with Femi D (95.1 Abuja). In 2025, he launched Volume Pod LLC, rapidly establishing it as Nigeria's most influential most civic podcast platform.

## **HONOURS & RECOGNITION**

Nigeria Broadcasters Merit Award

Nigeria Rebirth (Presidential) Award

Guardian Beacon of Literacy Award 2015

Economic Power Award 2015

Top 100 Media Personalities — YNaija 2020

Nominated: Climate Change TV Award 2010

# OUR MEDIA ECOSYSTEM

## FLAGSHIP SHOW

### Volume w/ FemiDlive

Nigeria's premier political talk show. Hard-hitting interviews with policymakers, governance experts, legal minds, economists, and development professionals. Tackles macroeconomics, electoral reform, governance indices, and national policy in forensic depth.

▶ 40+ min avg watch time per episode

## CITIZEN VOICES

### Street Parliament

On-the-ground interviews with everyday Nigerians about the biggest socioeconomic conversations affecting their lives. Raw, unrehearsed, and deeply human — giving voice to perspectives rarely heard in mainstream media.

▶ Hyper-local civic engagement

## ADVOCACY SERIES

### Volume Specials

Issue-based thematic series co-produced with global and local NGOs, foundations, and institutions. Includes the versatile-backed 'Matters That Matter' series for Heinrich Böll Foundation and 'Like A Local' for BudgIT & Connected Development.

▶ NGO & development co-productions

## CULTURE & ENTERTAINMENT

### Rough Play

Hosted by MOJ, this high-energy, viral show operates at the intersection of comedy, pop culture, and authentic Nigerian life — delivered primarily in Pidgin. The digital equivalent of a highly charged barbershop conversation.

▶ Rapidly growing Gen-Z fanbase

## STRUCTURED DISCOURSE

### Volume Debates

Curated intellectual face-offs featuring brilliant minds across politics, governance, social issues, and trending topics. Designed to model the quality of structured, factual debate that Nigeria's public discourse urgently needs.

▶ Expert panel format

# KEY PERFORMANCE INDICATORS

*Year 1 Analytics — Volume Pod LLC*

**336,853**

Total Views

**58,083**

Watch Hours

**3.3M**

Impressions

**4.25%**

Click-Through Rate

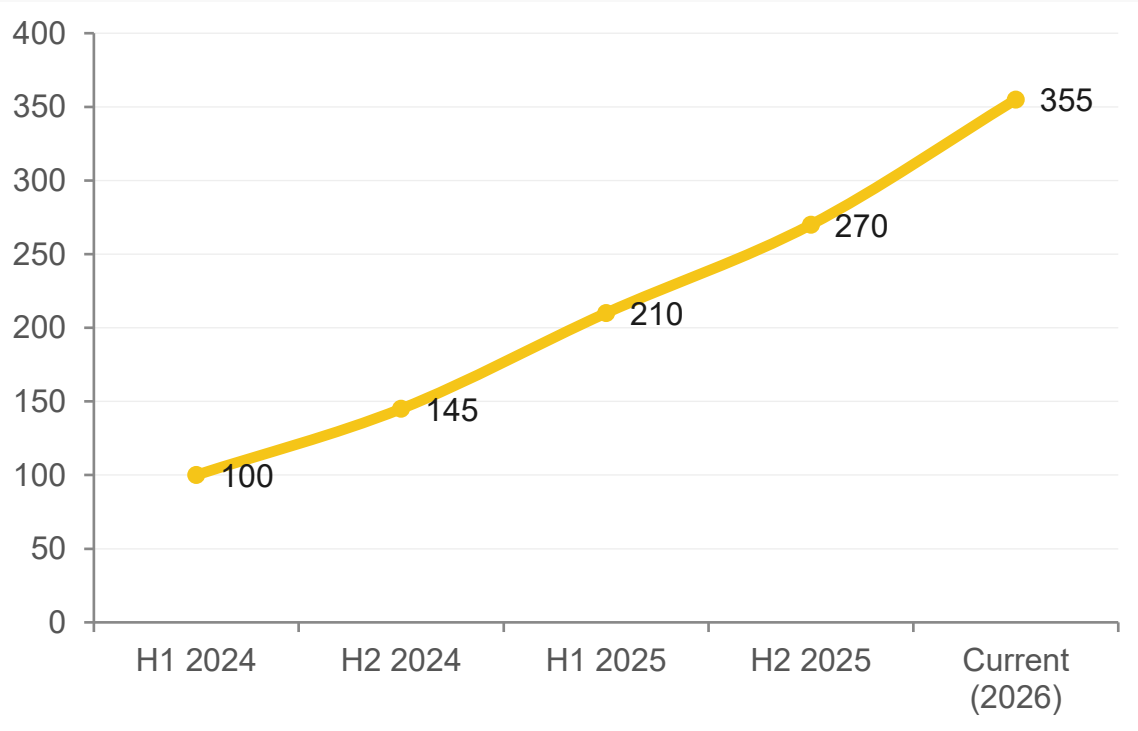
**3,494**

New Subscribers

**538+**

Videos Published

# IMPRESSIONS GROWTH TREND



**+190%**

Total Audience  
Growth (H1 2024  
vs. Current 2026)

**3.3M**

Lifetime  
Impressions  
Recorded

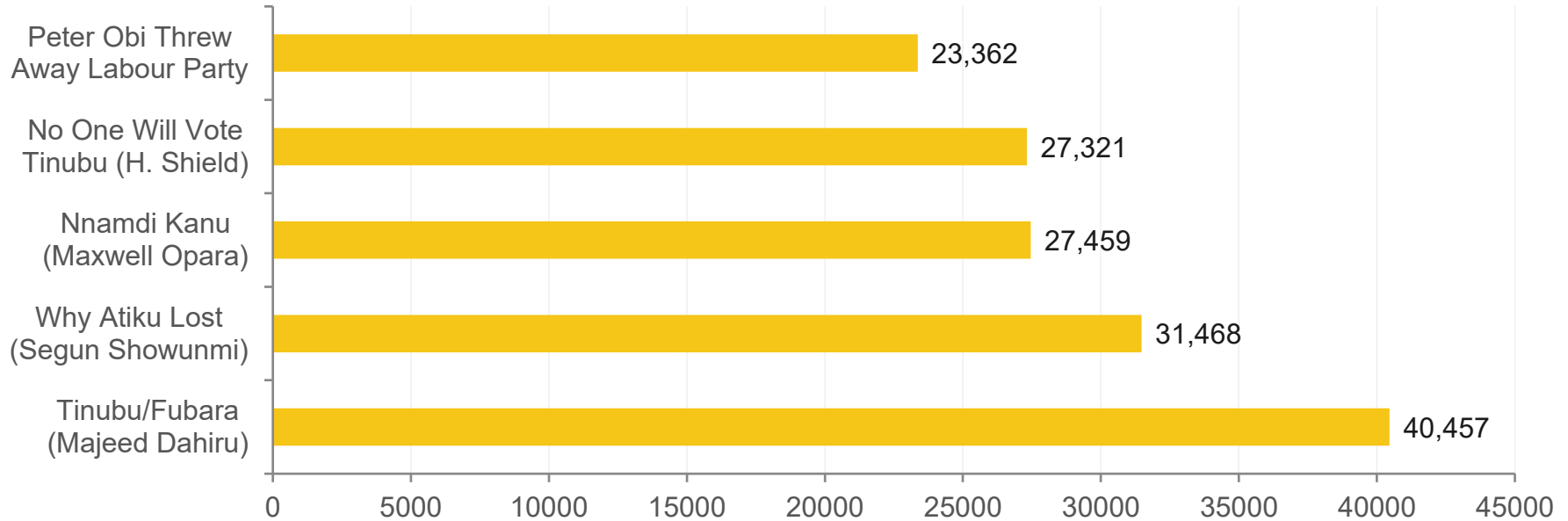
**#1**

Organic Search  
Visibility for  
Nigeria Politics

*The trajectory of monthly impressions illustrates an exponential rise of over 190% in general audience reach — establishing robust indicators for sustained long-term media partnerships.*

# TOP-PERFORMING CONTENT

Year 1 — Most Viewed Episodes by Audience Engagement

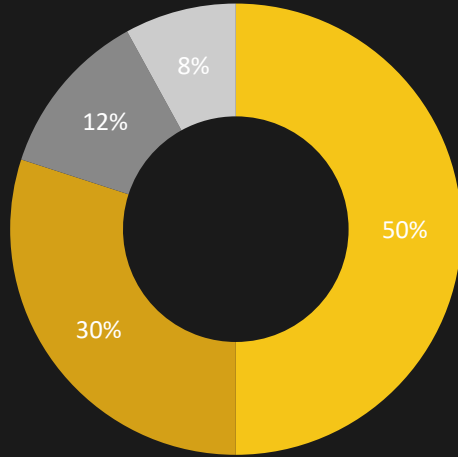


**Total Channel Views: 336,853 | Total Watch Hours: 58,083 | Average CTR: 4.25% | Avg. Episode Duration: 40+ minutes**

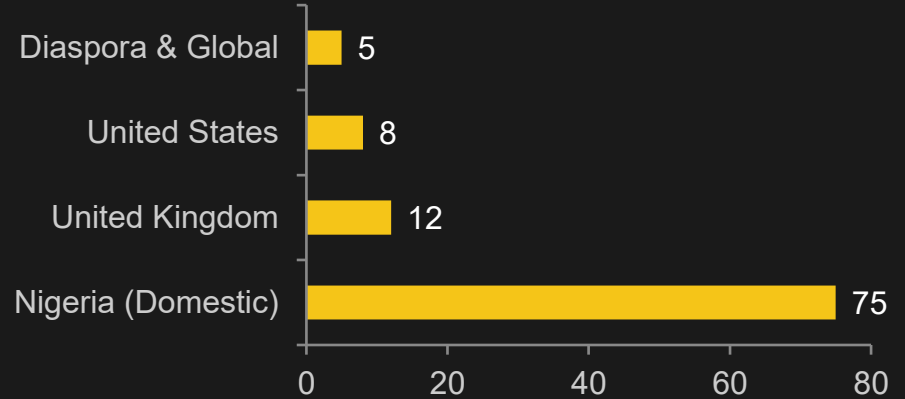
*Content is distributed across YouTube, Apple Podcasts, Spotify, YouTube Music, and thevolumepod.com*

# AUDIENCE INTELLIGENCE

*Demographics, Psychographics & Geographic Distribution*



- 25-34 Y/O (Primary Core)
- 18-24 Y/O (Expanding)
- 35-44 Y/O (Decision Makers)
- 45+ Y/O (Policy Elites)



## PSYCHOGRAPHIC PROFILE

- Policymakers & Civil Servants
- Business Leaders & Entrepreneurs
- Academics & Researchers
- Development Professionals & NGO Staff
- Political Observers & Analysts
- Young Civic Participants (18-34)

*80% of The Volume Pod audience is under 35 — making it the premier channel to mobilize socio-political debates among Nigeria's Gen-Z and Millennials.*

# THE SOCIO-POLITICAL GAP

Why the media landscape demanded a new kind of voice

01

## Sensationalism Over Depth

Mainstream news networks are optimized for clickbait and rapid headline cycles, not rigorous policy analysis. Citizens are overwhelmed with noise, not equipped with insight.

02

## Youth Civic Disconnect

A massive portion of Nigeria's digital youth — 80M+ people — remains alienated from executive, legislative, and judicial decision-making frameworks. Disengagement breeds democratic fragility.

03

## Shrinking Development Platforms

Development organizations and NGOs struggle to find highly engaging, objective media channels to project localized advocacy work at scale to audiences who act on information.

04

## Absence of Factual Debate

National socio-political issues are frequently polarizing and partisan, creating urgent demand for structured, evidence-based spaces where multiple perspectives are rigorously examined.

# WHY PARTNER WITH THE VOLUME POD?

*Three assets that are impossible to buy — and rare to partner with.*



## ATTENTION

- Average watch time exceeds 40 minutes per episode
- 58,083 watch hours — deep, deliberate audience engagement
- 3.3M impressions through organic YouTube recommendation
- 4.25% click-through rate — 2x industry benchmark



## TRUST

- Multi-award-winning editorial leadership
- High-calibre guests: former presidential candidates, economists, legal minds
- Cited by The Cable NG, Vanguard, The Nation, Daily Trust Newspapers
- NGO co-productions with Heinrich Böll Foundation, BudGIT, CODE



## INFLUENCE

- 80% of audience is under 35 — Nigeria's future decision-makers
- 25% of listeners are in the global diaspora (UK, US, Canada)
- Distribution: YouTube, Spotify, Apple Podcasts, YouTube Music
- Cross-platform content funnel: video → articles → social clips → podcasts

# FOR DEVELOPMENT ORGANISATIONS & NGOs

Why The Volume Pod is uniquely positioned to amplify your mission

The Volume Pod sits at a rare intersection: it has the journalistic credibility of a traditional media house, the audience access of a digital native platform, and the development-communication sensitivity that most commercial media lacks. This makes it the ideal partner for organisations working on governance, civic education, electoral reform, health policy, economic rights, gender inclusion, and environmental advocacy.

## Heinrich Böll Foundation

'Matters That Matter' — 10-part advocacy podcast series on food security, agriculture, and sustainable development. Produced under the Volume Specials banner.

## BudgIT & Connected Development (CODE)

'Like A Local' series (launched March 2026) — localised public accountability and transparency storytelling across Nigerian communities.

## Albarka Radio FM (Bauchi)

Cross-platform media partnership expanding Volume Pod's reach into Northern Nigerian audiences on key civic and developmental debates.

## The Cable NG, Vanguard, Nation, Daily Trust

Volume Pod content regularly cited and referenced by Nigeria's top-tier print and digital news organisations as primary source analysis.

# FOR POLITICIANS & POLITICAL BRANDS

*The platform Nigeria's most impactful political voices trust.*

## PAST & FEATURED GUESTS INCLUDE:

Segun Showunmi · Majeed Dahiru · Hamzat Lawal · Dr. Sam Amadi · Peter Ameh (former IPAC Chairman) · Ezenwa Nwagu · Festus Okoye (former INEC Comm.) · Nannah Kazure · Barr. Maxwell Opara · Oluseun Onigbinde (BudgIT) · Philip Obaji Jr.

### 01 Flagship Interview Placement

Sit across from FemiDlive for a long-form, high-stakes political interview that builds narrative, establishes credibility, and reaches 350K+ monthly impressions.

### 02 Policy Communication Series

Commission a dedicated multi-episode series exploring your policy portfolio — translating governance work into accessible storytelling for young, civically engaged audiences.

### 03 Electoral Positioning Content

The platform's 2027 election coverage is already one of Nigeria's most-watched digital spaces. Position your brand within this audience before the election cycle peaks.

### 04 Thought Leadership Positioning

Sponsor Volume Debates or Volume Specials to associate your organisation with Nigeria's most respected civic conversation — building long-term credibility with the electorate.

# FOR CORPORATE BRANDS

Premium access to Nigeria's most engaged, civic-minded consumer audience

The Volume Pod audience is not passive. They are decision-makers, opinion leaders, and community influencers. Brands that associate with this platform gain access to a uniquely credible environment — one where audiences come prepared to think critically, not to be sold to. This creates conditions for genuine brand trust transfer.

## PLATINUM PARTNER

- Exclusive naming rights to flagship show season
- Custom branded segment integration
- Host endorsement mention (pre-roll + mid-roll)
- Dedicated episode on your brand's area of impact
- Cross-platform content bundle (YouTube + Podcast + Website)
- Logo placement on all marketing materials

## GOLD SPONSOR

- 30-second branded sponsor reads per episode
- Featured mention across social clips & YouTube
- Website advertorial placement (2 posts/month)
- Access to audience data & engagement reports
- Brand co-production of 1 Volume Special annually

## SILVER SPONSOR

- Brand mention in episode intros and outros
- Social media tags in episode promotional posts
- Podcast platform listing acknowledgement
- Monthly analytics report for campaign tracking

# THE CONTENT ADVANTAGE

*How Volume Pod content moves from screen to society*

## YouTube Long-Form (40+ min)

Deep analytical interviews & debates — primary content engine

## Podcast Platforms

Spotify · Apple Podcasts · YouTube Music · Podscan

## Social Media Clips & Shorts

High-engagement cut-downs for TikTok, Instagram, Twitter/X

## Website Articles & Analysis

thevolumepod.com — civic intelligence library for policy researchers

## Audience Action & Civic

### Impact

Policy awareness · Vote behaviour ·  
NGO engagement · Brand trust

*This multi-platform content funnel ensures that brand and advocacy messages follow the audience — wherever they consume content, at whatever depth they prefer.*

# THE INVESTMENT CASE

What your partnership dollars deliver — beyond advertising

METRIC	FIGURE	WHAT IT MEANS FOR YOUR BRAND
Monthly Impressions	<b>350,000+</b>	Platform and partner brand visibility
Avg. Episode Watch Time	<b>40+ min</b>	Deep message retention vs. 6-sec social ads
Annual Watch Hours	<b>58,000+</b>	Hours of audience attention on your issues
Audience CTR	<b>4.25%</b>	2x above standard digital media benchmarks
Diaspora Reach (UK/US/CA)	<b>25%</b>	International stakeholder access
Under-35 Audience	<b>80%</b>	Long-term relationship with Nigeria's future leaders
Content Library	<b>538+ videos</b>	Evergreen content with compounding reach
Platform Distribution	<b>5 platforms</b>	YouTube · Spotify · Apple · Web · YouTube Music

# LET'S COLLABORATE

Join hands with The Volume Pod in advancing developmental debate, policy illumination, and civic storytelling.



[thevolumepod.com](https://thevolumepod.com)



[@TheVolumePod](https://www.youtube.com/@TheVolumePod)



[contact@thevolumepod.com](mailto:contact@thevolumepod.com)



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*"The Volume Pod is more than a podcast. It is a trusted conversation platform shaping how Nigerians understand governance, economics, culture, and development."*

*For organisations seeking meaningful engagement with informed audiences, The Volume Pod offers a strategic partnership that extends beyond advertising — into influence, advocacy, and public trust."*