Equinix 2022 Global Tech Trends Survey

Results Report – Nigeria

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Background and Methodology

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Background

Global Tech Trends Survey

Exploring global digital leaders' views on the trends, challenges and opportunities shaping businesses around the world.

The annual <u>Equinix Global Tech Trends Survey</u> gathers opinions on the biggest tech trends from IT leaders around the world. The results provide comparisons of IT strategies across regions and countries, around key themes including:

- 5G and Edge
- Cloud
- Tech Talent
- Interconnection
- Sustainability
- Impact of COVID-19

Methodology

2,900 IT decision-makers in 29 markets surveyed from 01 March 2022 – 29 March 2022
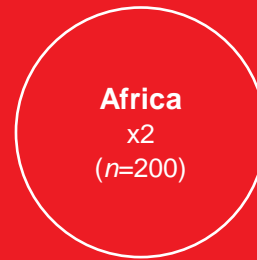
Africa
x2
(n=200)

*Nigeria and *South Africa

Nigeria
(n=100)

This report presents an overview of the results for Nigeria exclusively based on a survey executed among 100 IT decision-makers in the country.

*New this year

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Executive Summary

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Introduction

As the world continues to face new challenges and navigate uncharted territories, businesses must become ever more agile. Leaders will need the ability to pivot at a moment's notice to position themselves to take full advantage of the opportunities ahead.

To be prepared, they are planning to invest heavily in their digital infrastructure to support expansions into new regions, countries and cities.

Concerns over labor shortages, supply chain challenges and the new hybrid work dynamic are driving a need for more virtualization. As they attempt to regain their footing in the wake of the pandemic and an uncertain economic outlook, businesses must explore more resilient digital infrastructure solutions that drive both cost and revenue benefits for their organizations.

Our Global Tech Trends Survey gathers the opinions of 2,900 IT decision-makers from diverse enterprises across the Americas, Asia-Pacific and EMEA regions, on the current challenges and opportunities they face.

Our fourth iteration of the survey explores everything from the continued impact of COVID-19 on business strategies and spending, the adoption of evolving technologies, and opinions on tech skills attraction and retention.

As we look to what's next, we hope the wealth of data here stands as a useful guide to how IT teams can work to ensure the future success of their companies.
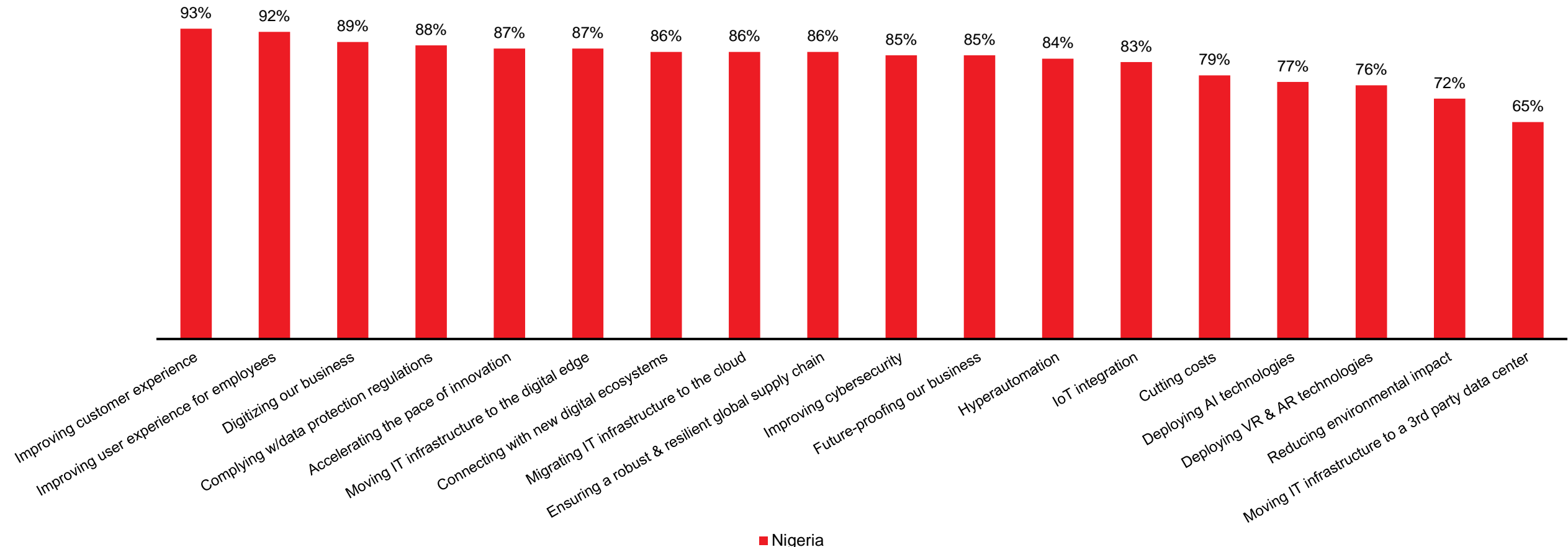
Karl Strohmeyer
Chief Customer Officer, Equinix

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Findings
Digital – Underpinning Business

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Future-proofing priorities

Over 9-in-10, Nigerian IT decision-makers consider improving customer experience and improving user experience for employees to be among the top priorities. Though notably, over eighty percent prioritize an additional 11 categories, suggesting several areas are considered priorities in Nigerian organizations' strategies.

How much of a priority is each of the following for your organization's technology strategy?
Total of "priority" (7, 8, 9, 10) on a 0-10 scale

Bar chart values:

Category	Nigeria
Improving customer experience	93%
Improving user experience for employees	92%
Digitizing our business	89%
Complying w/data protection regulations	88%
Accelerating the pace of innovation	87%
Moving IT infrastructure to the digital edge	87%
Connecting with new digital ecosystems	86%
Migrating IT infrastructure to the cloud	86%
Ensuring a robust & resilient global supply chain	86%
Improving cybersecurity	85%
Future-proofing our business	85%
Hyperautomation	84%
IoT integration	83%
Cutting costs	79%
Deploying AI technologies	77%
Deploying VR & AR technologies	76%
Reducing environmental impact	72%
Moving IT infrastructure to a 3rd party data center	65%

■ Nigeria

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Threats to business success

In Nigeria, almost three-quarters consider cyber attacks to be the greatest threat to their organizations, though security breaches and data leaks, as well as downtime caused by infrastructure issues, are also among the top concerns for IT decision-makers in the country.

How much of a threat do you consider each of the following to be to your organization?
*Total of "a threat" (7, 8, 9, 10) on a 0-10 scale*

73%	68%	61%	59%	58%	57%	55%	54%	54%	53%	50%	47%	47%	44%
Cyber attacks	Security breaches and data leaks	Downtime caused by infrastructure issues	Not being fast enough in our digital transformation	A shortage of IT talent	New COVID-19 waves and potential further lockdowns	Global supply chain issues and shortages	Challenges in working with more complex digital supply chains	Challenges in meeting environmental sustainability targets	Changing regulatory requirements around data privacy	Global microchip shortage	An explosion of data from adopting new technologies	A lack of diversity and inclusion in our industry	Challenges in moving to a hybrid workplace

■ Nigeria

Q2: How much of a threat do you consider each of the following to be to your organization?
Nigeria: n=100

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Expanding across geographies

An overwhelming majority of IT decision-makers in Nigeria are planning to move into a new geography of some kind. Over half indicate that they are planning to expand into a new city or an existing country.

Is your organization planning on expanding geographically in the next 12 months?

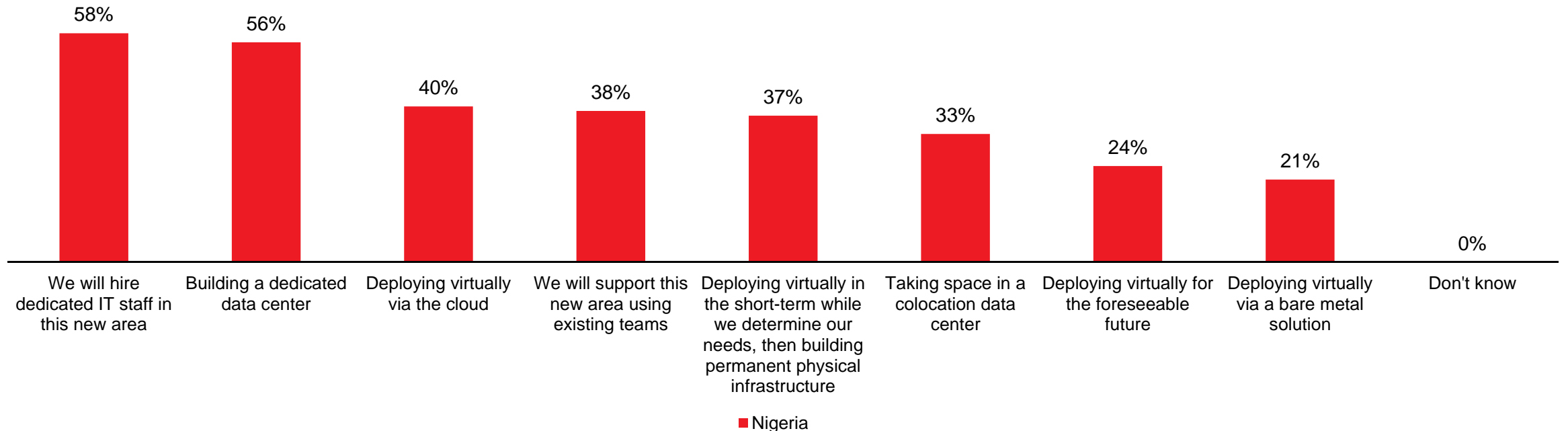|	
54%	Yes, into a new city in an existing country
34%	Yes, into a new region
33%	Yes, into a new country
7%	No
7%	Don't know
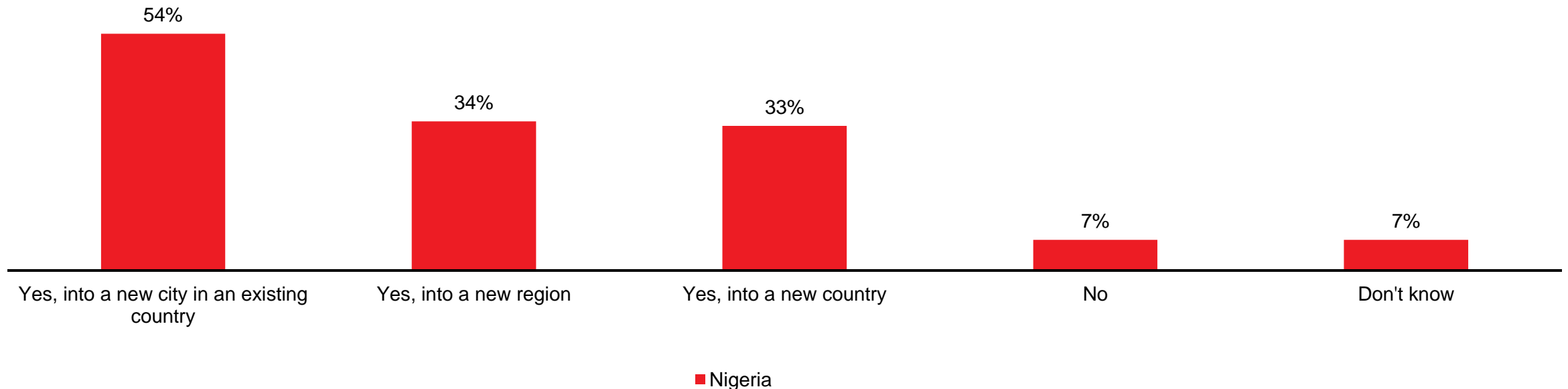
■ Nigeria

Q10: Is your organization planning on expanding geographically in the next 12 months?
Nigeria: n=100

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Planning for digital expansions

Of those who are expanding, most plan to support the move by hiring a dedicated IT staff in the new area, and/or building a dedicated data center.

How do you plan on supporting this expansion from an IT perspective?
Sub-sample of respondents whose organization is currently expanding into new regions, countries or cities
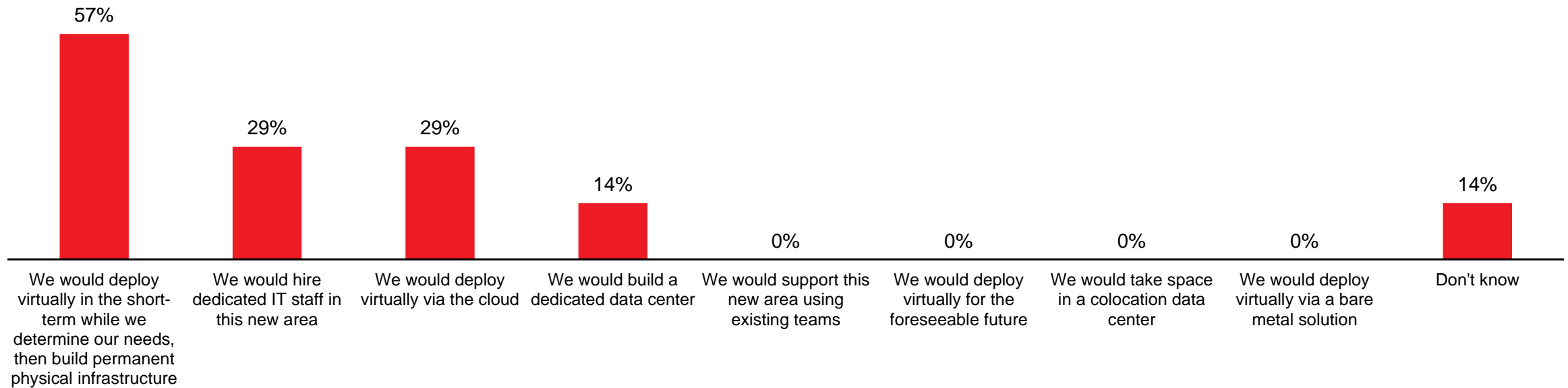

We will hire dedicated IT staff in this new area	58%
Building a dedicated data center	56%
Deploying virtually via the cloud	40%
We will support this new area using existing teams	38%
Deploying virtually in the short-term while we determine our needs, then building permanent physical infrastructure	37%
Taking space in a colocation data center	33%
Deploying virtually for the foreseeable future	24%
Deploying virtually via a bare metal solution	21%
Don't know	0%

■ Nigeria

Q11: How do you plan on supporting this expansion from an IT perspective?
Nigeria: n=86

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Proposed digital expansion plans

Among the very few (*n*=7) who are not planning to expand geographically, most would plan to deploy virtually in the short-term to determine their needs before building permanent physical infrastructure.

If you were to expand into a new region, country or city, what approach would you take when it comes to your IT infrastructure?
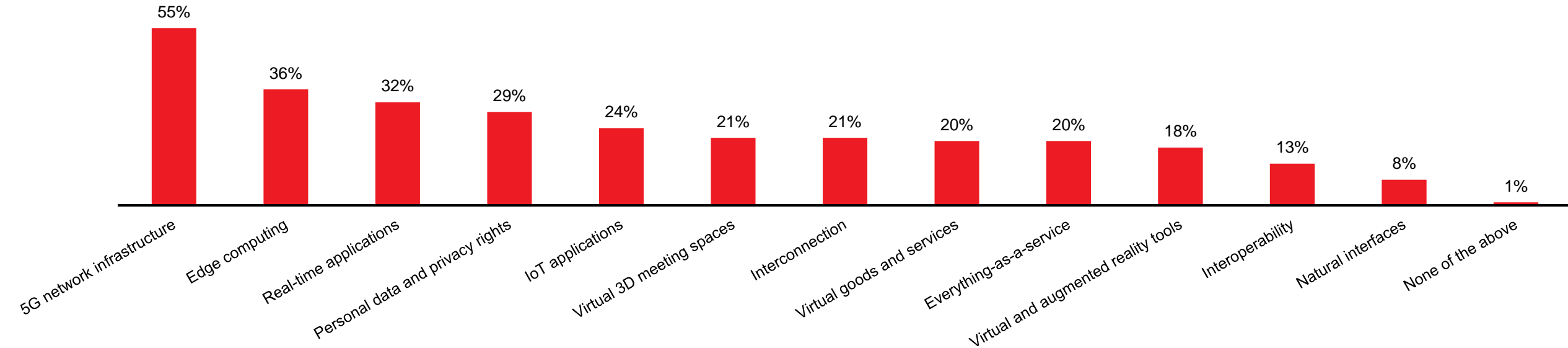*Sub-sample of respondents whose organization is not planning on expanding into new regions, countries or cities*

57%	29%	29%	14%	0%	0%	0%	0%	14%
We would deploy virtually in the short-term while we determine our needs, then build permanent physical infrastructure	We would hire dedicated IT staff in this new area	We would deploy virtually via the cloud	We would build a dedicated data center	We would support this new area using existing teams	We would deploy virtually for the foreseeable future	We would take space in a colocation data center	We would deploy virtually via a bare metal solution	Don't know

■ Nigeria

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Three-year technology strategies

Looking to future planning, over half of Nigerian IT decision-makers they are considering 5G network infrastructure in their three-year strategy.

Thinking about your business and workplace in the future, are any of the following part of your organization's technology strategy for the next three years?
*Total who ranked response option as first, second, or third*

Category	%
5G network infrastructure	55%
Edge computing	36%
Real-time applications	32%
Personal data and privacy rights	29%
IoT applications	24%
Virtual 3D meeting spaces	21%
Interconnection	21%
Virtual goods and services	20%
Everything-as-a-service	20%
Virtual and augmented reality tools	18%
Interoperability	13%
Natural interfaces	8%
None of the above	1%

■ Nigeria

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Findings
Cloud and Interconnection

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Cloud as a component of digital-first strategies

The hybrid cloud is the most common deployment method for Nigerian IT decision-makers, followed by the private cloud. Use of public and multicloud is less common.
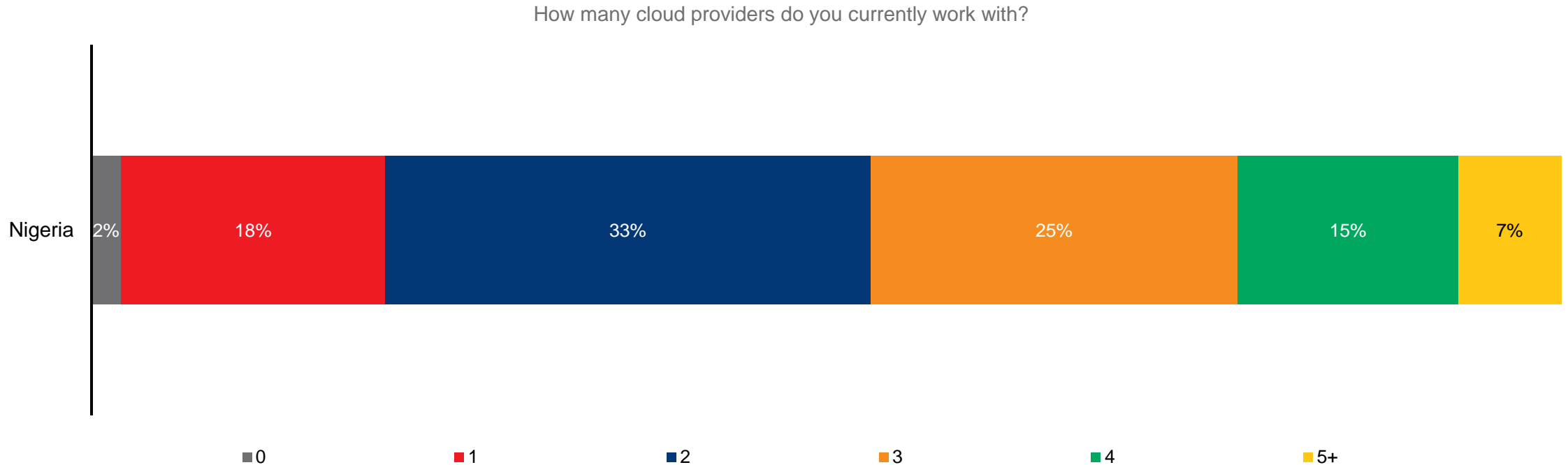
How are you deploying on the cloud?

36%	33%	21%	10%
Hybrid cloud	Private cloud	Public cloud	Multicloud
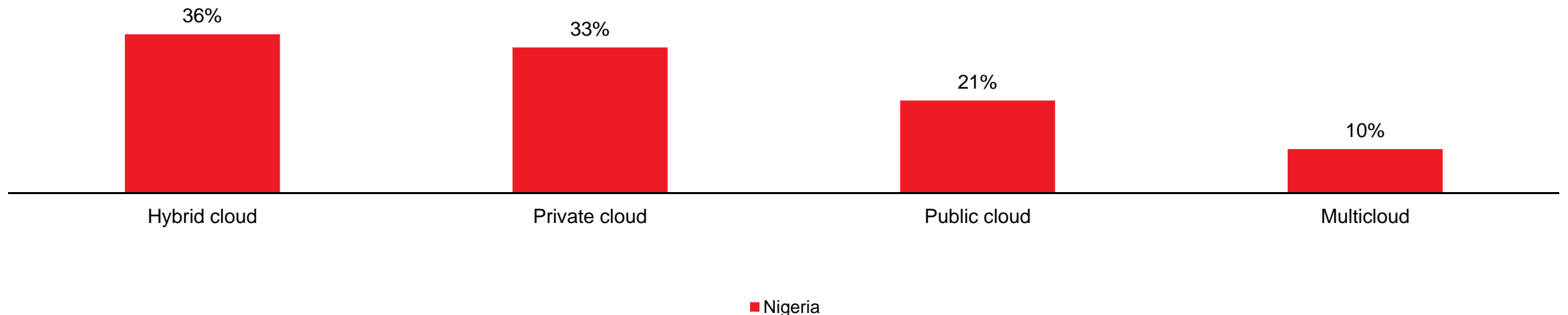
■ Nigeria

Q13: How are you deploying on the cloud?
Nigeria: n=100

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Multicloud models maintained

A majority of IT decision-makers in Nigeria work with 2-3 cloud providers, though a substantial minority (18 percent) use only one.
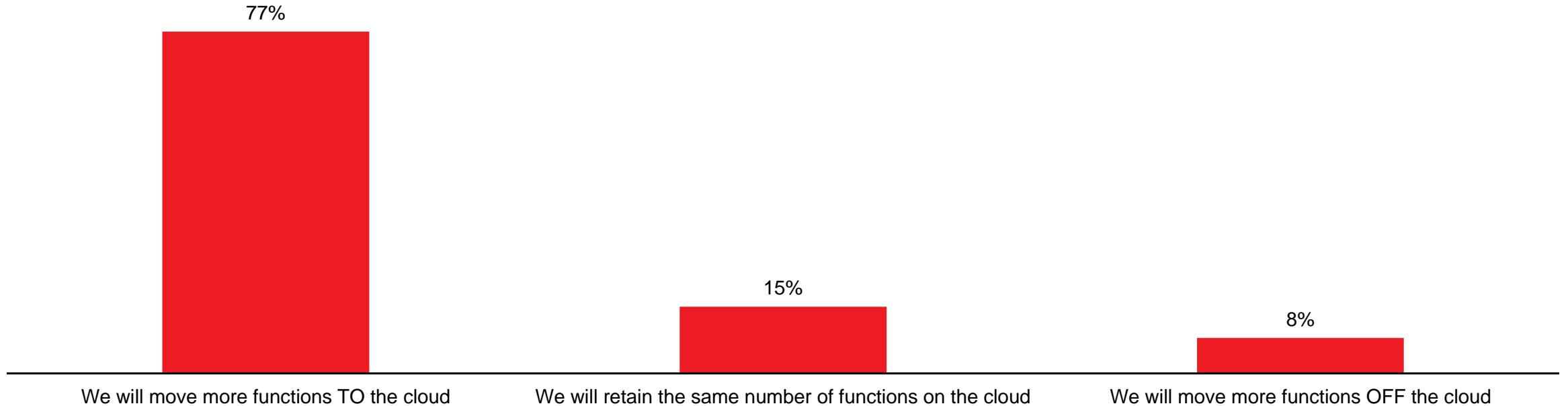
How many cloud providers do you currently work with?

| Nigeria | 2% | 18% | 33% | 25% | 15% | 7% |

■0   ■1   ■2   ■3   ■4   ■5+

Q14: How many cloud providers do you currently work with?
Nigeria: n=100

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Cloud migration expectations

A consensus of Nigerian IT decision-makers are planning to move more functions *to* the cloud, while only eight percent indicate they plan to move functions *off* of the cloud.

Thinking about the next 12 months, do you think your organization is likely to move more functions <u>to the cloud</u>, more functions <u>off the cloud</u>, or retain the same number of functions on the cloud?
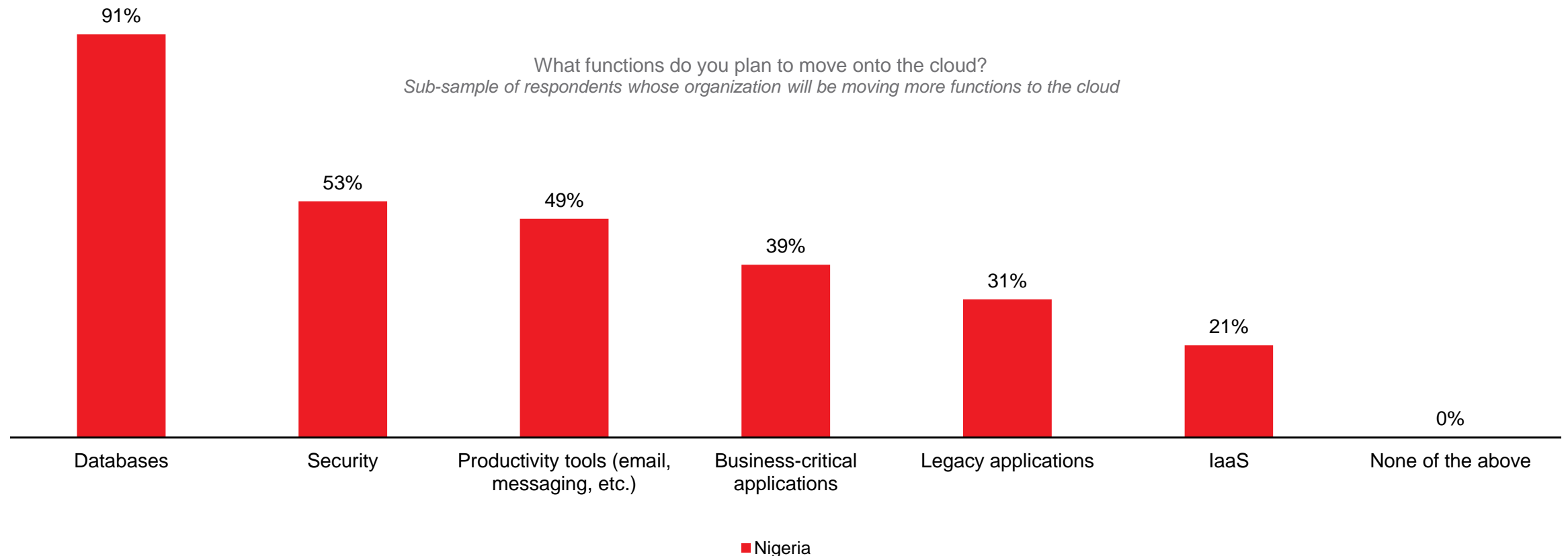
77%

15%

8%

We will move more functions TO the cloud

We will retain the same number of functions on the cloud

We will move more functions OFF the cloud

■ Nigeria

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A measure of cloud confidence

Of those whose organizations plan to move functions to the cloud, an overwhelming majority plan to move databases to the cloud. Around half also plan to move security, and productivity tools like email and messaging to the cloud.

What functions do you plan to move onto the cloud?
Sub-sample of respondents whose organization will be moving more functions to the cloud

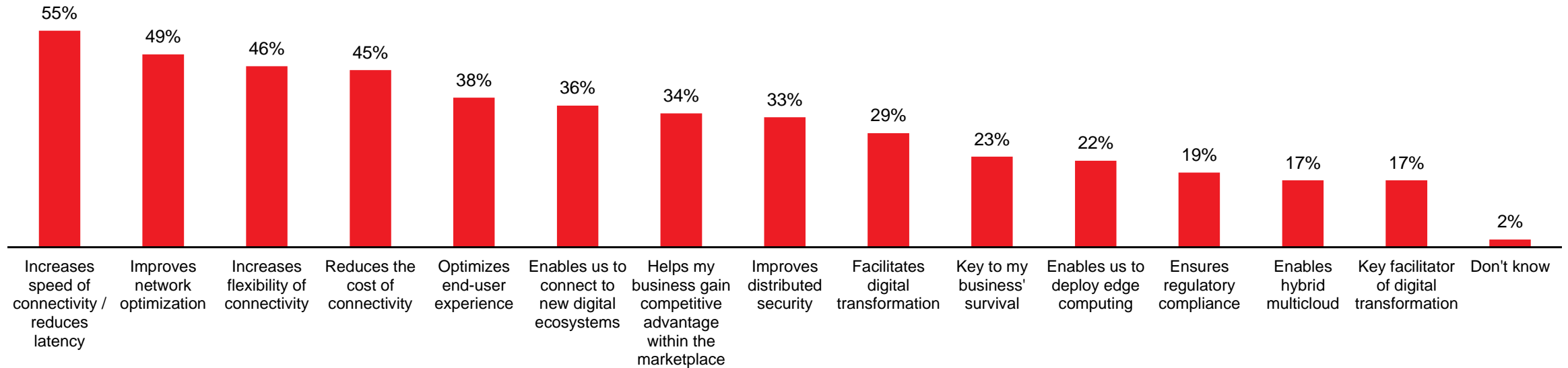| Category	Percentage
Databases	91%
Security	53%
Productivity tools (email, messaging, etc.)	49%
Business-critical applications	39%
Legacy applications	31%
IaaS	21%
None of the above	0%

■ Nigeria

Q15a: What functions do you plan to move onto the cloud?
Nigeria: n=77

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A continued need for interconnection

Increased speed of connectivity, improved network optimization, increased flexibility of connectivity, and reduced cost of connectivity are considered the most beneficial aspects of interconnection among Nigerian IT decision-makers.

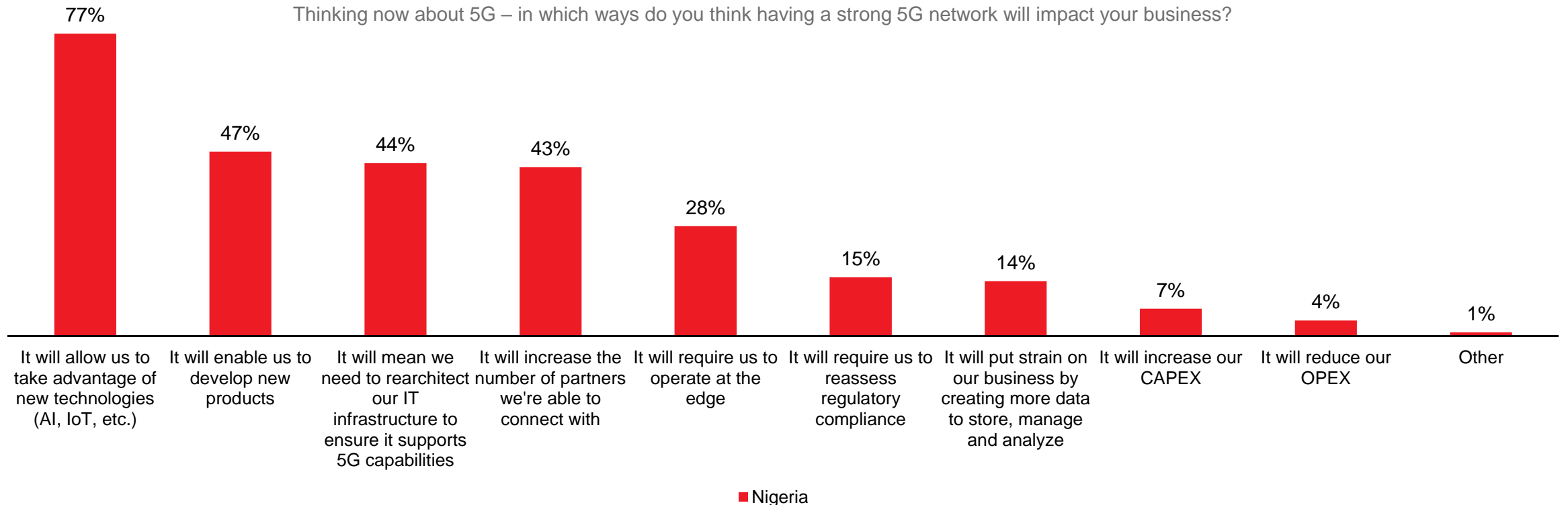What benefits does interconnection bring to your organization?

Category	%
Increases speed of connectivity / reduces latency	55%
Improves network optimization	49%
Increases flexibility of connectivity	46%
Reduces the cost of connectivity	45%
Optimizes end-user experience	38%
Enables us to connect to new digital ecosystems	36%
Helps my business gain competitive advantage within the marketplace	34%
Improves distributed security	33%
Facilitates digital transformation	29%
Key to my business' survival	23%
Enables us to deploy edge computing	22%
Ensures regulatory compliance	19%
Enables hybrid multicloud	17%
Key facilitator of digital transformation	17%
Don't know	2%

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Findings
5G and Edge

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Views on 5G

IT decision-makers in Nigeria see the biggest impact of having a strong 5G network in allowing them to take advantage of new technologies (AI, IoT, etc.), followed by enabling product development. There is also the sense that a strong 5G network will increase the number of potential partners they can connect with, although it will require organizations to rearchitect their IT infrastructure to ensure it can support 5G capabilities.
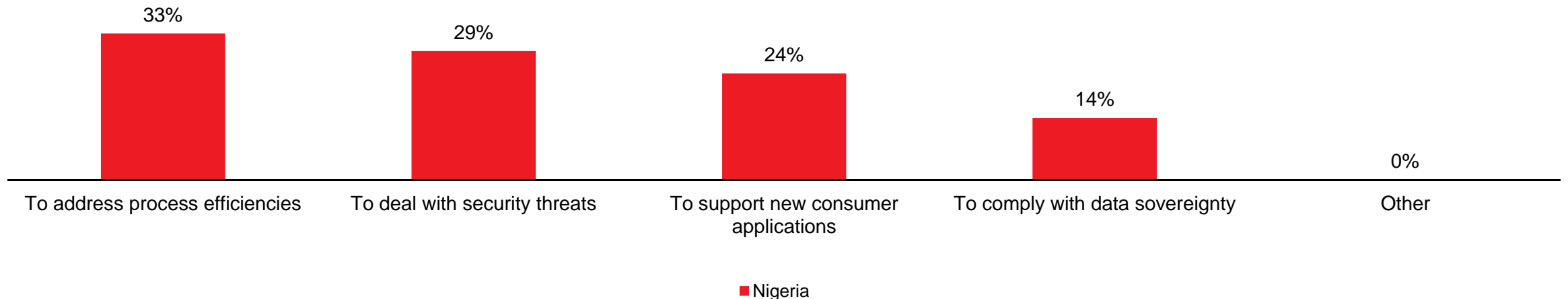
Thinking now about 5G – in which ways do you think having a strong 5G network will impact your business?

Category	%
It will allow us to take advantage of new technologies (AI, IoT, etc.)	77%
It will enable us to develop new products	47%
It will mean we need to rearchitect our IT infrastructure to ensure it supports 5G capabilities	44%
It will increase the number of partners we're able to connect with	43%
It will require us to operate at the edge	28%
It will require us to reassess regulatory compliance	15%
It will put strain on our business by creating more data to store, manage and analyze	14%
It will increase our CAPEX	7%
It will reduce our OPEX	4%
Other	1%

■ Nigeria

Q4: Thinking now about 5G – in which ways do you think having a strong 5G network will impact your business?
Nigeria: n=100

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Expectations of the digital edge

A plurality of IT decision-makers in Nigeria say they are most likely to use the digital edge to address process inefficiencies, or to deal with security threats.

Thinking now about the proliferation of data and the increasing need to operate at the edge and adopt edge services – what are you most likely to use the digital edge to achieve?
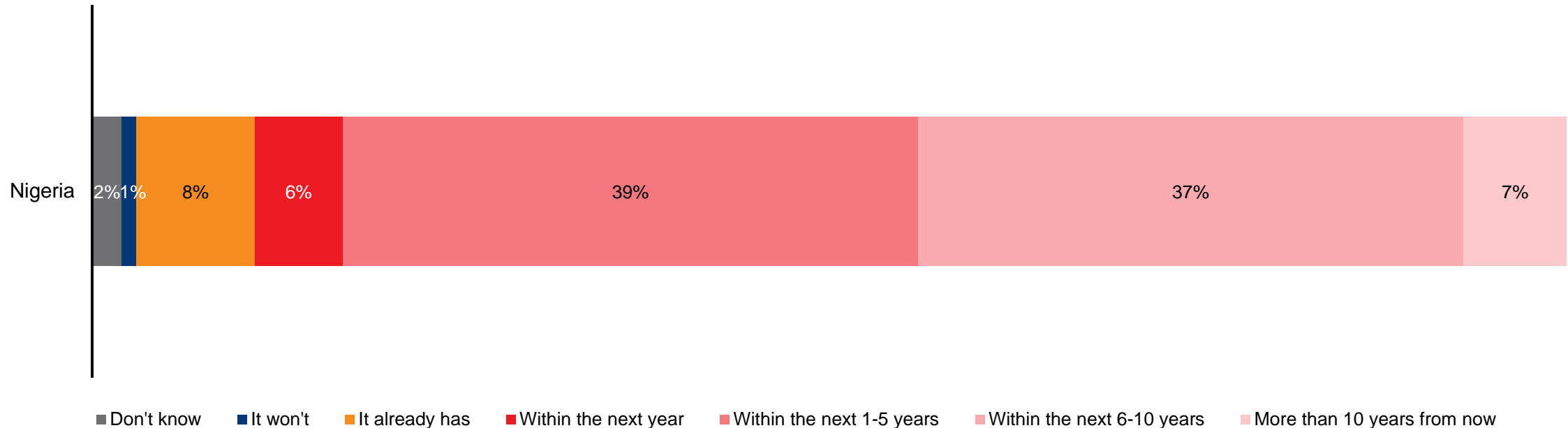
33%	29%	24%	14%	0%
To address process efficiencies	To deal with security threats	To support new consumer applications	To comply with data sovereignty	Other

■ Nigeria

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Findings
Evolving Tech

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The evolution of Web 3.0

IT decision-makers in Nigeria are split as to whether they predict Web 3.0 will replace Web 2.0 in the next 1-5 years or in the next 6-10 years, but very few believe it will happen in less than one year.

Thinking now about the evolution of the internet, when do you believe Web 3.0 will replace Web 2.0?
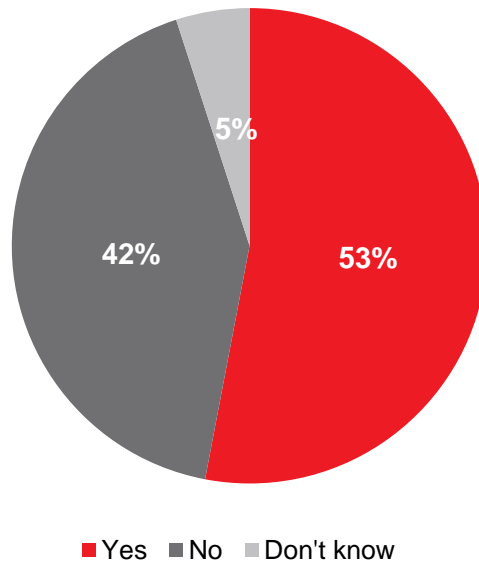

Nigeria	2%	1%	8%	6%	39%	37%	7%

■ Don't know ■ It won't ■ It already has ■ Within the next year ■ Within the next 1-5 years ■ Within the next 6-10 years ■ More than 10 years from now

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Web 3.0 strategies

Does your business have a Web 3.0 strategy?

In Nigeria, a slight majority of IT decision-makers indicate their business has a Web 3.0 strategy, but two-in-five say they do *not* have a strategy in place.

Nigeria

5%

42%

53%

■ Yes ■ No ■ Don't know

Q9: Does your business have a Web 3.0 strategy?
Nigeria: n=100

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Considering service model strategies

Would you say that you are moving towards an Everything as a Service / Anything as a Service (XaaS) model?

Nigeria

- Yes
- No
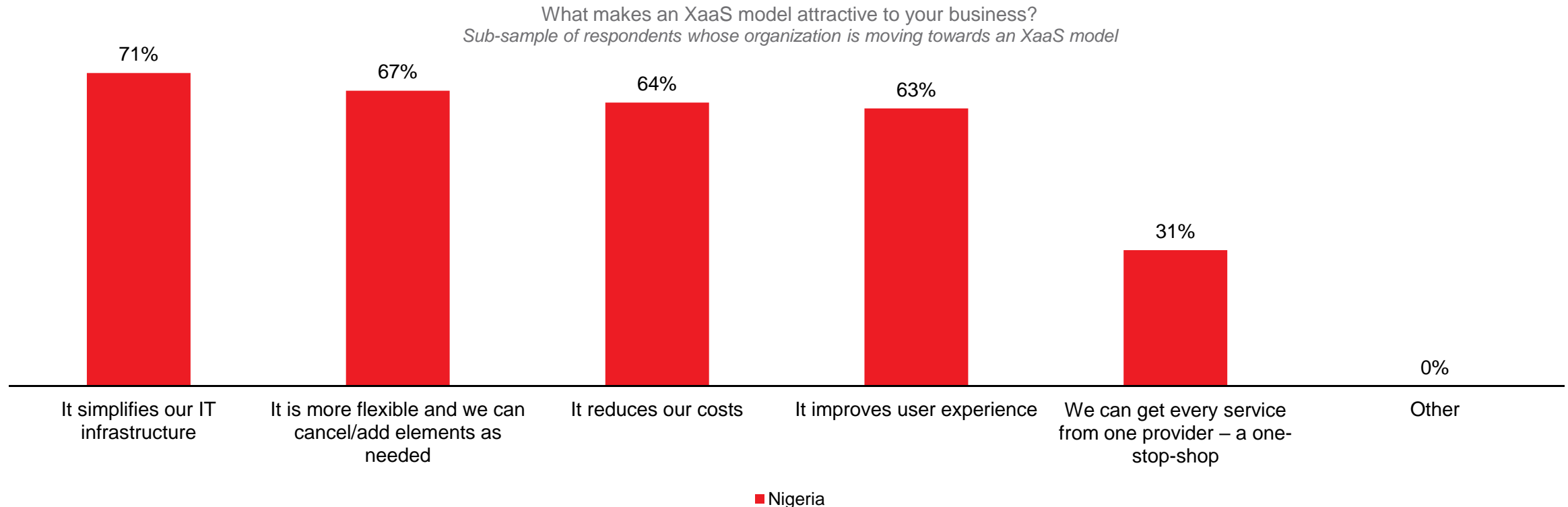- Don't know

75%

17%

8%
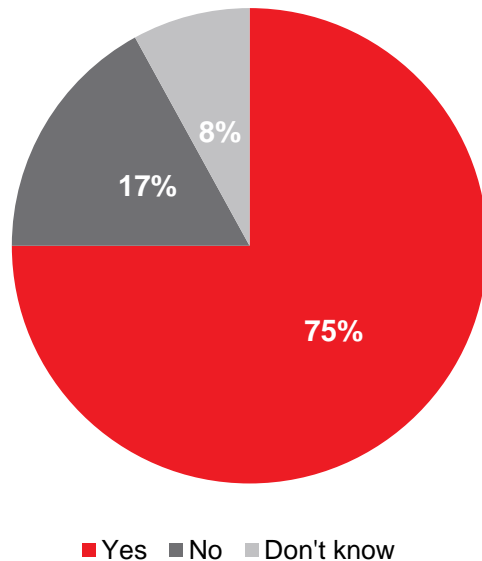
Three-quarters of Nigerian IT decision-makers say they are moving towards an Everything as a Service/ Anything as a Service (XaaS) model.

Only 17 percent indicate they are *not* planning to move towards an XaaS model.

Q16: Would you say that you are moving towards an Everything as a Service / Anything as a Service (XaaS) model?
Nigeria: n=100

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XaaS appeal

For those whose organizations are moving towards an XaaS model, the most attractive items were it's ability to simplify IT infrastructure, flexibility to cancel/add elements as needed, and reduce costs.

What makes an XaaS model attractive to your business?
Sub-sample of respondents whose organization is moving towards an XaaS model

- 71% — It simplifies our IT infrastructure
- 67% — It is more flexible and we can cancel/add elements as needed
- 64% — It reduces our costs
- 63% — It improves user experience
- 31% — We can get every service from one provider – a one-stop-shop
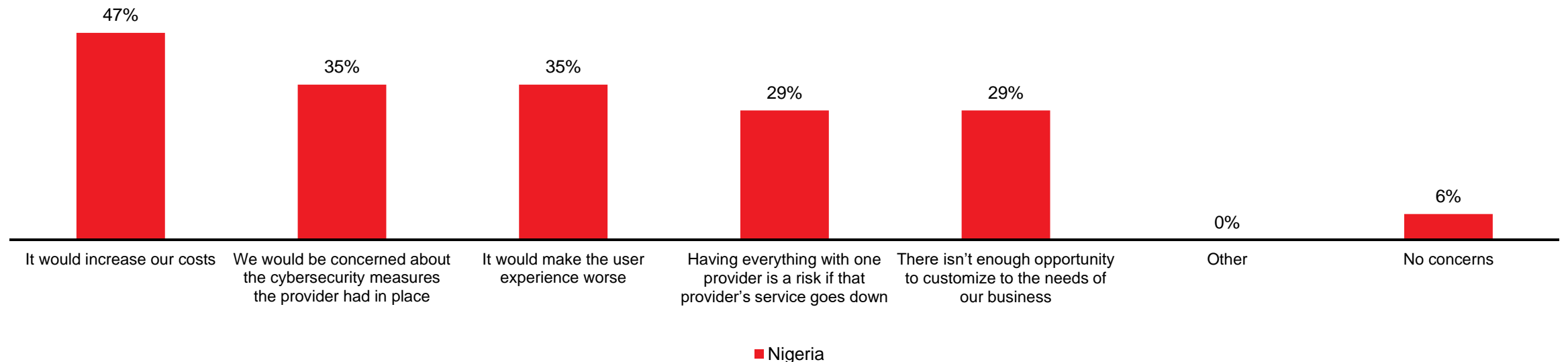- 0% — Other

■ Nigeria

Q17: What makes an XaaS model attractive to your business?
Nigeria: n=75

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XaaS concerns

Among the minority (n=17), of IT decision-makers who indicated their organizations are not moving towards an XaaS model, a plurality are concerned about an increase to costs.

Do you have any of the below concerns in moving towards an XaaS model?
Sub-sample of respondents whose organization is not moving towards an XaaS model

47%	35%	35%	29%	29%	0%	6%
It would increase our costs	We would be concerned about the cybersecurity measures the provider had in place	It would make the user experience worse	Having everything with one provider is a risk if that provider's service goes down	There isn't enough opportunity to customize to the needs of our business	Other	No concerns

■ Nigeria

Q18: Do you have any of the below concerns in moving towards an XaaS model?
Nigeria: n=17

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Findings
COVID-19

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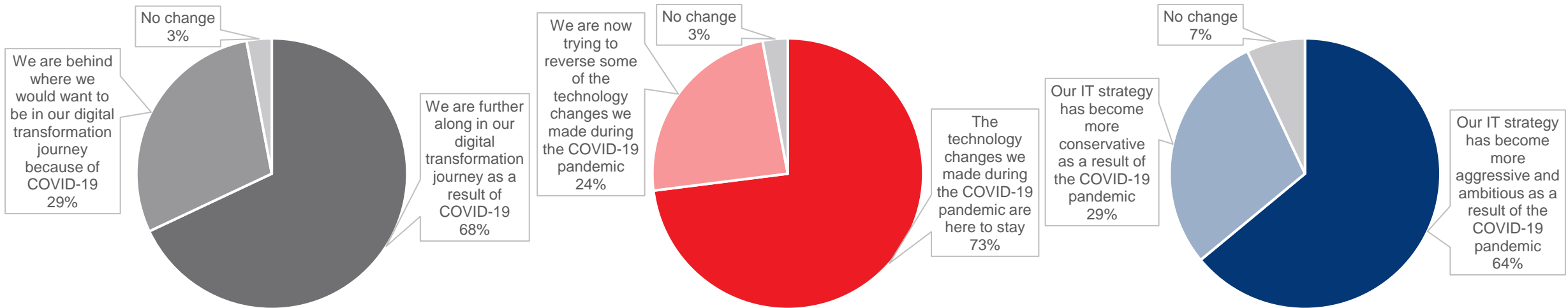
Digital strategy review

Almost three-quarters of Nigerian IT decision-makers that indicate the technology changes they saw resulting from the pandemic are here to stay, likewise most report being further along in their digital transformation due to the pandemic rather than being behind. Furthermore, a majority say their IT strategy has become more aggressive rather than conservative in response to the pandemic.

The COVID-19 pandemic has impacted many areas of business, including IT strategy and investment. For each of the following pairs of statements, please choose the one that applies best to your business.
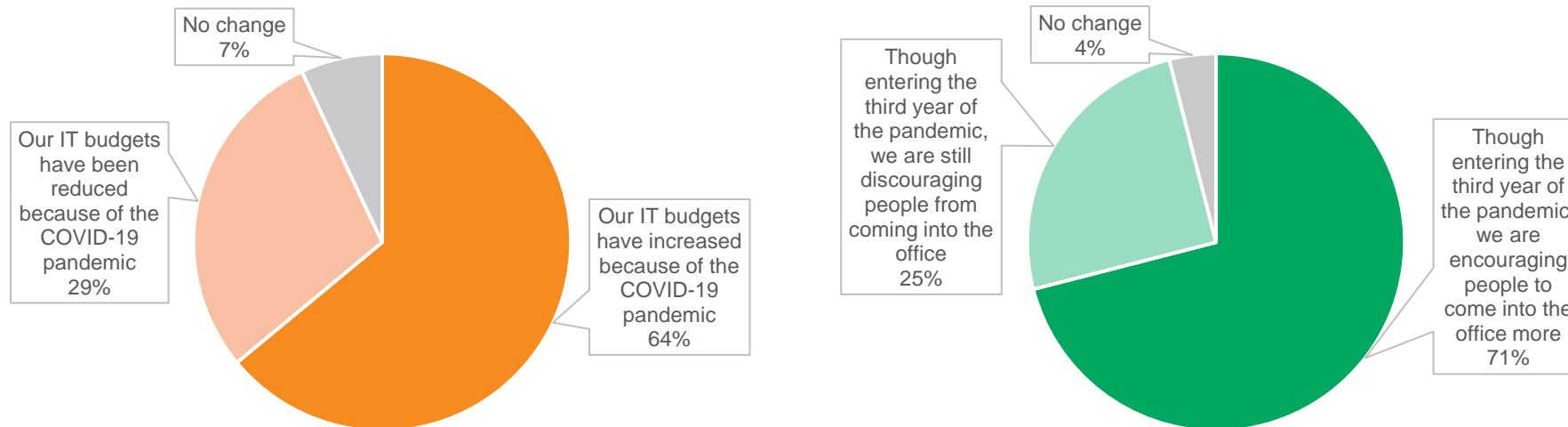
No change
3%

We are behind where we would want to be in our digital transformation journey because of COVID-19
29%

We are further along in our digital transformation journey as a result of COVID-19
68%

We are now trying to reverse some of the technology changes we made during the COVID-19 pandemic
24%

No change
3%

The technology changes we made during the COVID-19 pandemic are here to stay
73%

Our IT strategy has become more conservative as a result of the COVID-19 pandemic
29%

No change
7%

Our IT strategy has become more aggressive and ambitious as a result of the COVID-19 pandemic
64%

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Investment and workplace adjustments

A majority of Nigerian IT decision-makers are encouraging people to come into the office vs discouraging them from working in the office. IT budgets have increased due to the pandemic for most decision-makers, though a minority, twenty-nine percent, indicate that their IT budgets have been reduced.

The COVID-19 pandemic has impacted many areas of business, including IT strategy and investment. For each of the following pairs of statements, please choose the one that applies best to your business.

No change
7%

Our IT budgets have been reduced because of the COVID-19 pandemic
29%

Our IT budgets have increased because of the COVID-19 pandemic
64%

Though entering the third year of the pandemic, we are still discouraging people from coming into the office
25%

No change
4%

Though entering the third year of the pandemic, we are encouraging people to come into the office more
71%

Q3: The COVID-19 pandemic has impacted many areas of business, including IT strategy and investment. For each of the following pairs of statements, please choose the one that applies best to your business.
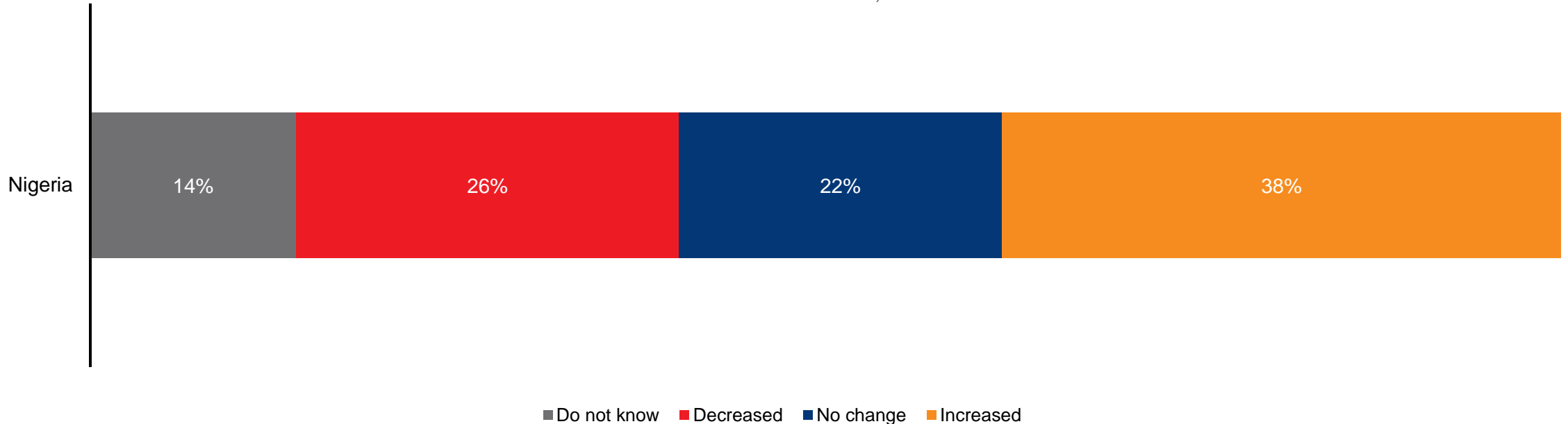Nigeria: n=100

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Findings
Spending

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Change in spending: Carrier Neutral Colocation

A plurality of Nigerian IT decision-makers report spending on Carrier Neutral Colocation increased from 2020 to 2021, most commonly between 10 and 25 percent.

How did your organization's IT spending change in 2021 relative to the previous year (2020), in each of the following categories (Carrier Neutral Colocation)?

	Do not know	Decreased	No change	Increased
Nigeria	14%	26%	22%	38%

■ Do not know ■ Decreased ■ No change ■ Increased

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Spending plans: Carrier Neutral Colocation

Almost half of Nigerian IT decision-makers indicate their organizations plan to increase spending in 2022, most commonly by less than 10 percent.

How does your organization plan to increase/decrease its spending in the following categories this year (2022) (Carrier Neutral Colocation)?

Nigeria	15%	18%	21%	46%

■ Do not know ■ Decrease ■ No change ■ Increase
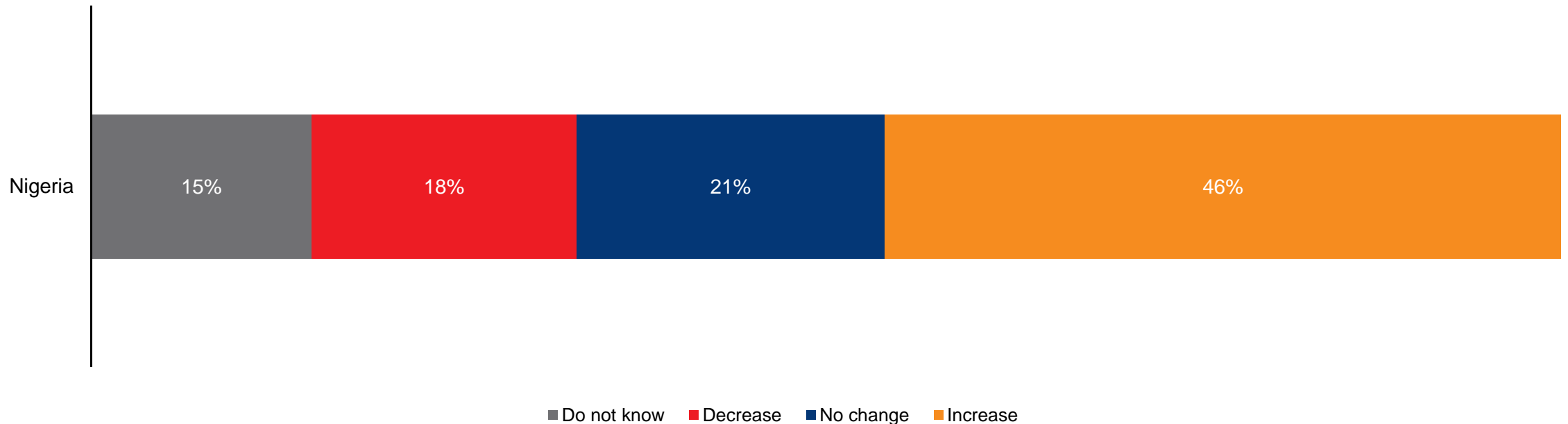
Q29: How does your organization plan to increase/decrease its spending in the following categories
this year (2022) (Carrier Neutral Colocation)?
Nigeria: n=100

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Change in spending: Interconnection

A majority of IT decision-makers in Nigeria report seeing spending increases on Interconnection from 2020 to 2021, most commonly an increase of less than 10 percent.

How did your organization's IT spending change in 2021 relative to the previous year (2020), in each of the following categories (Interconnection)?

Nigeria	2% 13%	15%	70%

■ Do not know ■ Decreased ■ No change ■ Increased

Q28: How did your organization's IT spending change in 2021 relative to the previous year (2020), in each of the following categories (Interconnection)?
Nigeria: n=100

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Spending plans: Interconnection

Spending on interconnection is expected to increase in 2022, according to Nigerian IT decision-makers, most commonly by less than 10 percent.

How does your organization plan to increase/decrease its spending in the following categories this year (2022) (Interconnection)?

Nigeria	4%	13%	13%	70%

■ Do not know   ■ Decrease   ■ No change   ■ Increase

Q29: How does your organization plan to increase/decrease its spending in the following categories this year (2022) (Interconnection)?
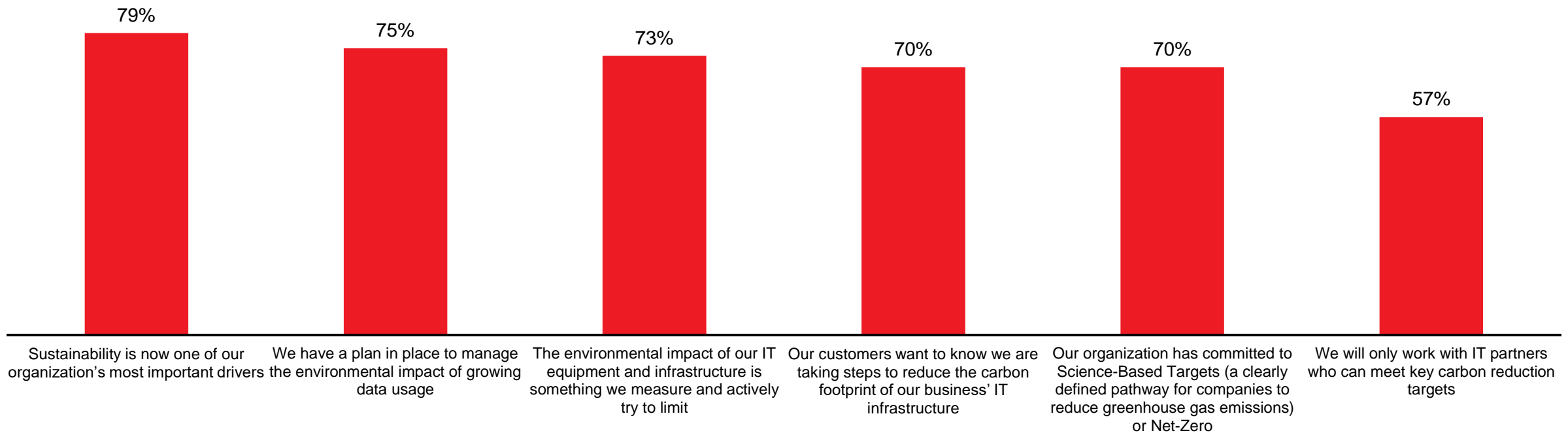Nigeria: n=100

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Findings
Sustainability

Considering the environmental impact of IT infrastructure

Almost four out of five Nigerian IT decision-makers say that sustainability is now one of their organization's most important drivers. Around three-quarters say they have a plan in place to manage the environmental impact of growing data usage, but all categories preform receive at least fifty percent agreement.

Thinking now about the environmental impact of your IT infrastructure – to what extent do you agree or disagree with each of the following?
Total of "agree" (7, 8, 9, 10) on a 0-10 scale

| 79% | 75% | 73% | 70% | 70% | 57% |

| Sustainability is now one of our organization's most important drivers | We have a plan in place to manage the environmental impact of growing data usage | The environmental impact of our IT equipment and infrastructure is something we measure and actively try to limit | Our customers want to know we are taking steps to reduce the carbon footprint of our business' IT infrastructure | Our organization has committed to Science-Based Targets (a clearly defined pathway for companies to reduce greenhouse gas emissions) or Net-Zero | We will only work with IT partners who can meet key carbon reduction targets |

■ Nigeria

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The sustainability imperative and challenge

Over seventy percent of Nigerian IT decision-makers consider reducing environmental impact to be a priority. A little over half consider challenges in meeting environmental sustainability targets to be a threat to their organization.
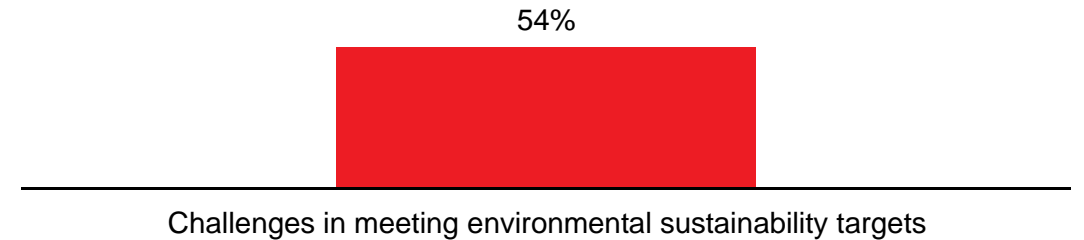
How much of a priority is each of the following for your organization's technology strategy?
Total of "priority" (7, 8, 9, 10) on a 0-10 scale
Respondents who selected "Reducing environmental impact" for Q1
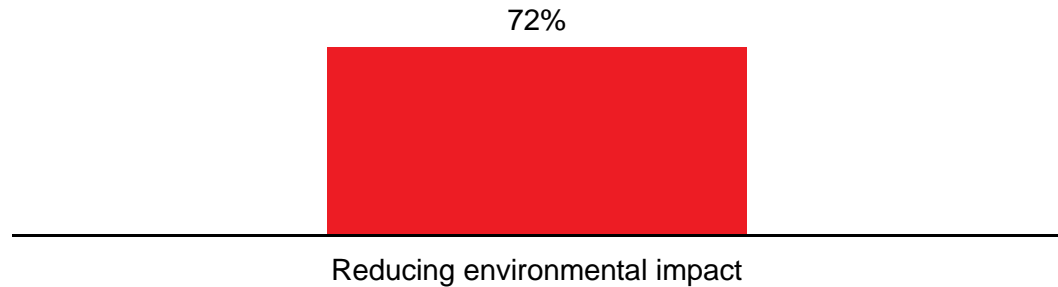
How much of a threat do you consider each of the following to be to your organization?
Total of "a threat" (7, 8, 9, 10) on a 0-10 scale
Respondents who selected "Challenges in meeting environmental sustainability targets" for Q2

72%

Reducing environmental impact

54%

Challenges in meeting environmental sustainability targets

■ Nigeria

Q1: How much of a priority is each of the following for your organization's technology strategy?
Nigeria: n=100

Q2: How much of a threat do you consider each of the following to be to your organization?
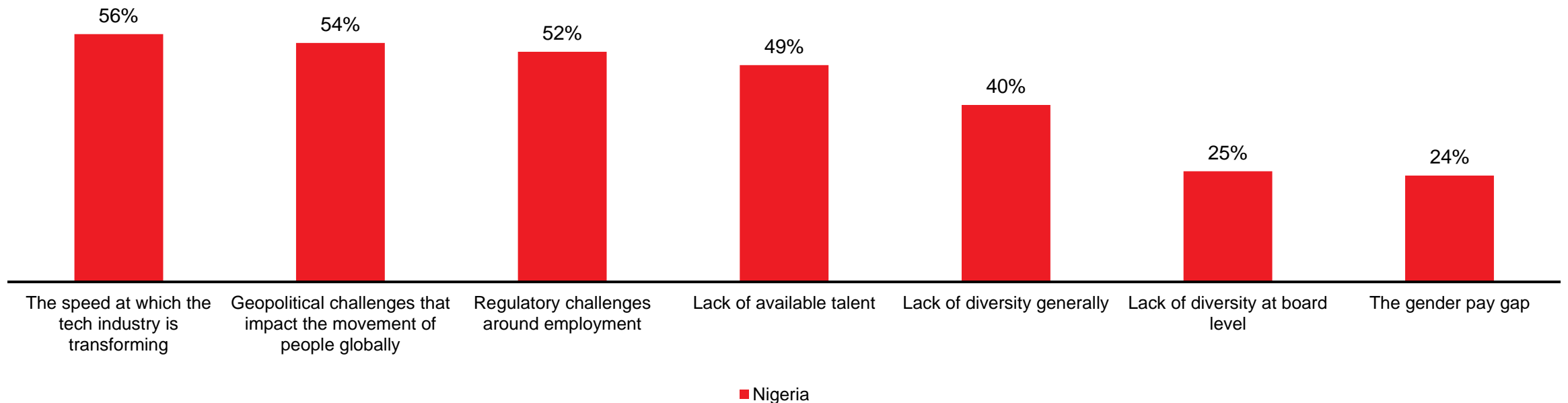Nigeria: n=100

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Findings
Tech Talent

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Growing skills challenges for tech

The speed at which the tech industry is transforming, the geopolitical challenges that impact the movement of people globally, and the regulatory challenges around employment are seen as the biggest skills challenges facing the tech sector as a whole among Nigerian IT decision-makers.

Of the following, what do you think is the biggest skills challenge facing the tech sector as a whole?
Total who ranked response option as first, second, or third

Challenge	Percentage
The speed at which the tech industry is transforming	56%
Geopolitical challenges that impact the movement of people globally	54%
Regulatory challenges around employment	52%
Lack of available talent	49%
Lack of diversity generally	40%
Lack of diversity at board level	25%
The gender pay gap	24%

■ Nigeria

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The biggest skills challenges for business

Nigerian IT decision-makers say that the volume of people applying for jobs with the wrong skillset, alongside pay and compensation are the greatest skills challenges facing their businesses.

Of the following, what do you think is the biggest skills challenge facing your business?
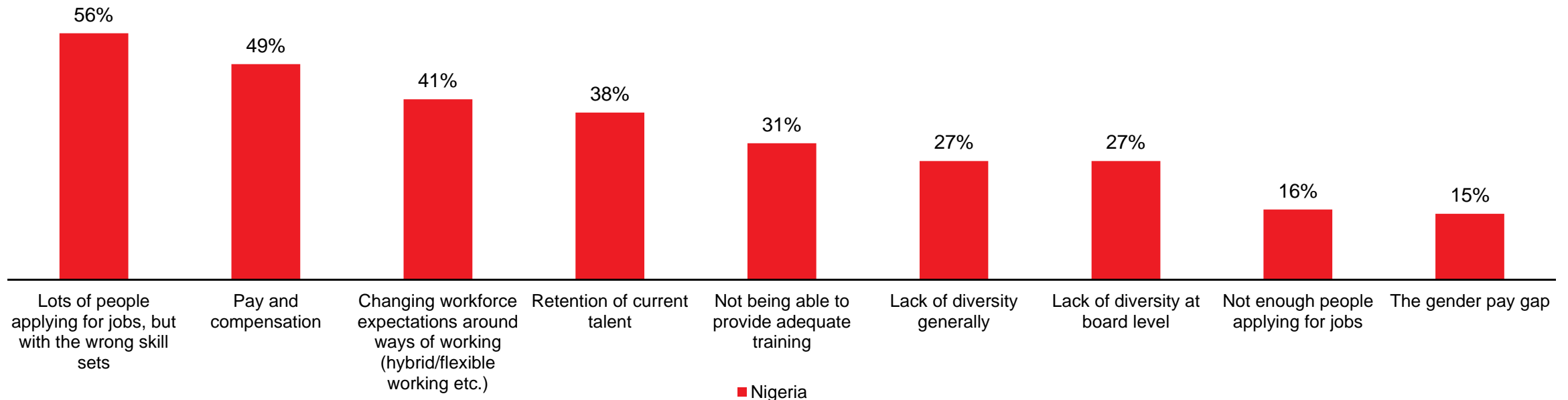*Total who ranked response option as first, second, or third*

56%		
49%		
41%		
38%		
31%		
27%	27%	
16%	15%	

Lots of people applying for jobs, but with the wrong skill sets · Pay and compensation · Changing workforce expectations around ways of working (hybrid/flexible working etc.) · Retention of current talent · Not being able to provide adequate training · Lack of diversity generally · Lack of diversity at board level · Not enough people applying for jobs · The gender pay gap
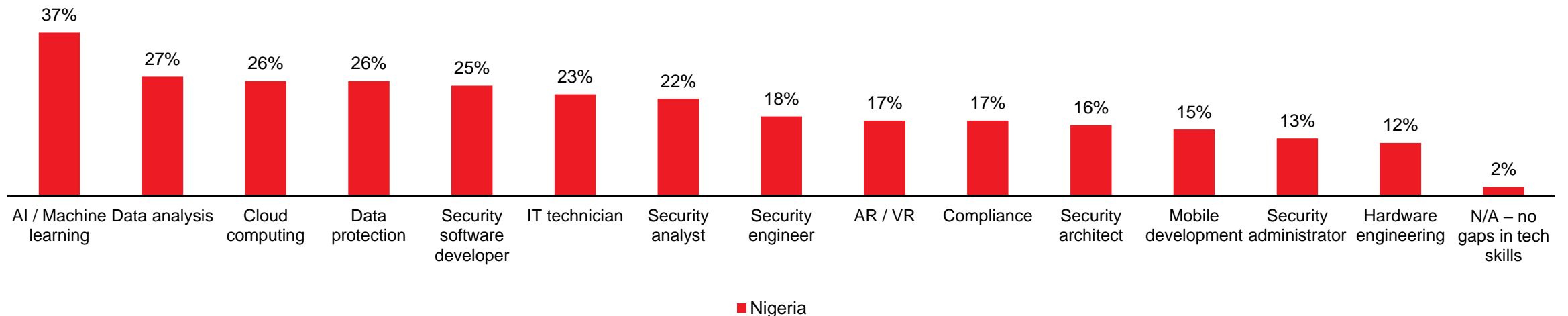
■ Nigeria

Q26: Of the following, what do you think is the biggest skills challenge facing your business?
Nigeria: n=100

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Investigating the tech skills gap

Today, Nigerian IT decision-makers consider AI/Machine learning to have the biggest skills gaps in their companies. Around a quarter consider data analysis, cloud computing, data protection, and security software development to also be the roles with the greatest skills gaps.

What are the gaps in tech skills in your company today?
Total who ranked response option as first, second, or third

Bar chart data:
- AI / Machine learning: 37%
- Data analysis: 27%
- Cloud computing: 26%
- Data protection: 26%
- Security software developer: 25%
- IT technician: 23%
- Security analyst: 22%
- Security engineer: 18%
- AR / VR: 17%
- Compliance: 17%
- Security architect: 16%
- Mobile development: 15%
- Security administrator: 13%
- Hardware engineering: 12%
- N/A – no gaps in tech skills: 2%

■ Nigeria

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Considering future tech skills

The positions with the most anticipated tech skills gaps in 2025 are those in AI/Machine learning, security software development, and cloud computing.

What do you anticipate will be the gaps in tech skills in your company in 2025?
Total who ranked response option as first, second, or third

37%	29%	26%	23%	22%	18%	17%	15%	14%	14%	13%	13%	11%	9%	13%
AI / Machine learning	Security software developer	Cloud computing	Data protection	AR / VR	Data analysis	Mobile development	Security administrator	IT technician	Compliance	Security architect	Security engineer	Hardware engineering	Security analyst	N/A – do not anticipate any gaps
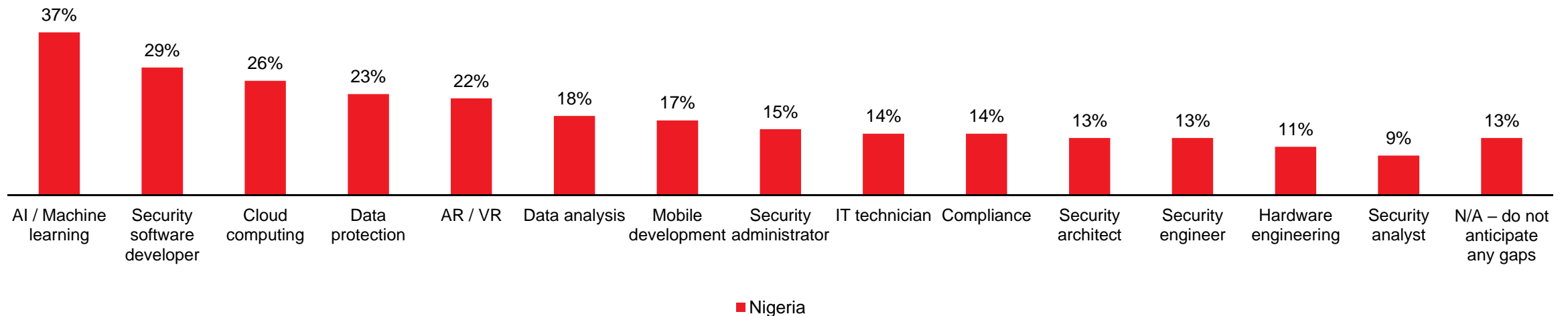
■ Nigeria

Q21: What do you anticipate will be the gaps in tech skills in your company in 2025?
Nigeria: n=100

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Reskilling workers

In Nigeria, nine-in-10 IT decision-makers plan to run programs to reskill their workers into tech-focused roles in some way, most commonly reskilling workers from the IT sector and other related industries.
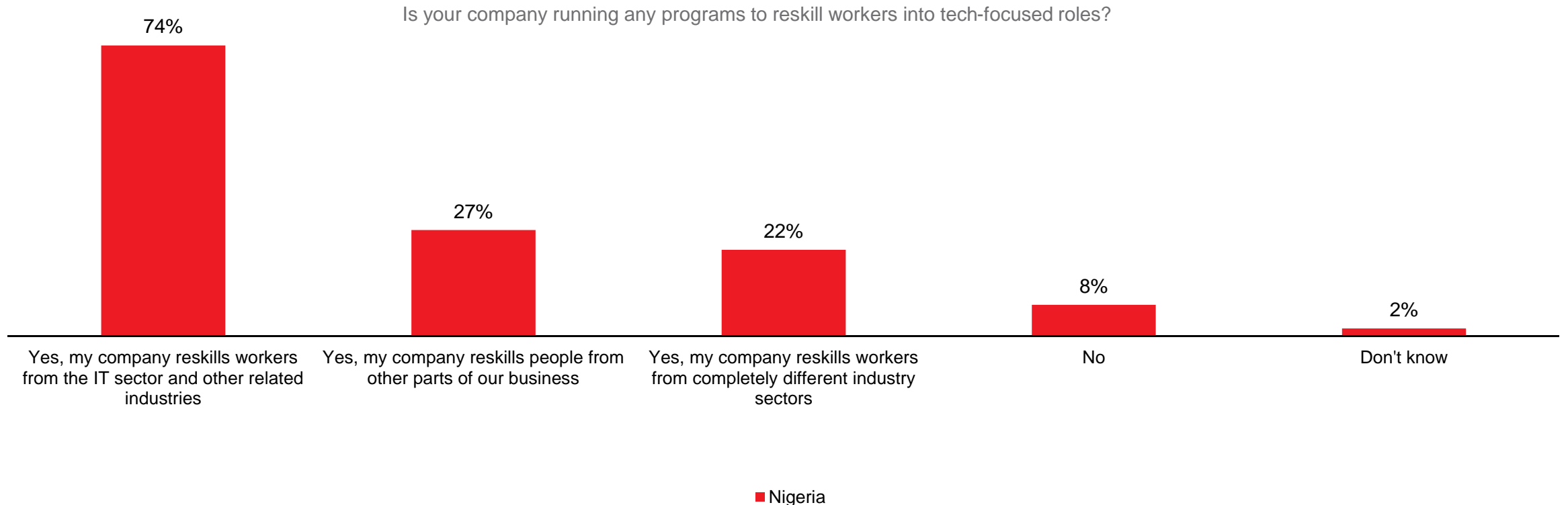
Is your company running any programs to reskill workers into tech-focused roles?

74%

27%

22%

8%

2%

Yes, my company reskills workers from the IT sector and other related industries

Yes, my company reskills people from other parts of our business

Yes, my company reskills workers from completely different industry sectors

No

Don't know

■ Nigeria

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Identifying roles for reskilled workers

IT technicians and data analysis workers are among the most common roles being taken by workers reskilled from other sectors in Nigeria.

Which roles are usually being taken by workers reskilled from other sectors?
Sub-sample of respondents whose organization has a program(s) for reskilling workers

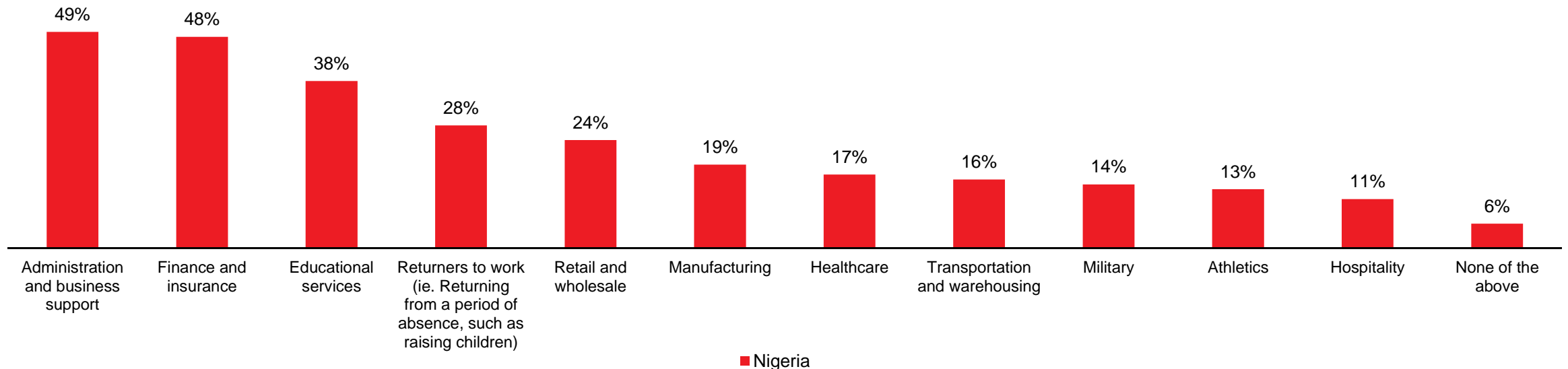|	
IT technician	49%
Data analysis	41%
Cloud computing	32%
Data protection	30%
AI / Machine learning	29%
Hardware engineering	29%
Mobile development	27%
Security software developer	26%
Security analyst	24%
Security administrator	24%
Security engineer	22%
Compliance	22%
Security architect	19%
AR / VR	9%
None of the above	0%
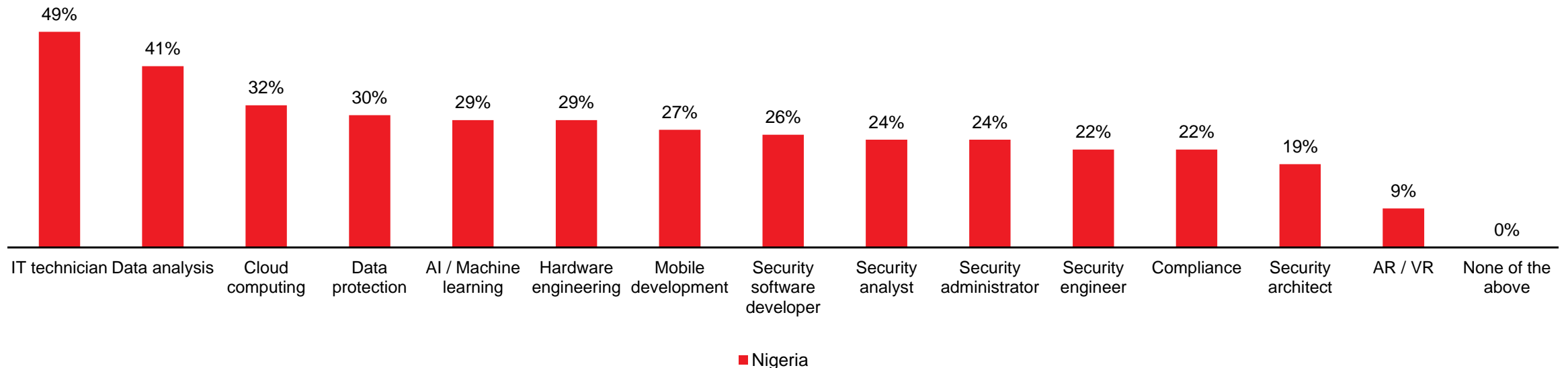
■ Nigeria

Q23: Which roles are usually being taken by workers reskilled from other sectors?
Nigeria: n=90

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Industry origins of reskilled workers

Reskilled workers most frequently transition from administration and business support roles, finance and insurance roles, and educational services.

Which industries do reskilled workers usually transition from?
Sub-sample of respondents whose organization has a program(s) for reskilling workers

Administration and business support	49%
Finance and insurance	48%
Educational services	38%
Returners to work (ie. Returning from a period of absence, such as raising children)	28%
Retail and wholesale	24%
Manufacturing	19%
Healthcare	17%
Transportation and warehousing	16%
Military	14%
Athletics	13%
Hospitality	11%
None of the above	6%

■ Nigeria

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Exploring higher education partnerships

Over half of Nigerian IT decision-makers say their companies partner with higher education institutions by taking on interns as a part of summer placement programs. They also cite running collaborative training programs, and partnering on degree apprenticeships as ways in which their organizations are bringing in tech talent.

How, if at all, does your company partner with higher education institutions to bring tech talent into the business?

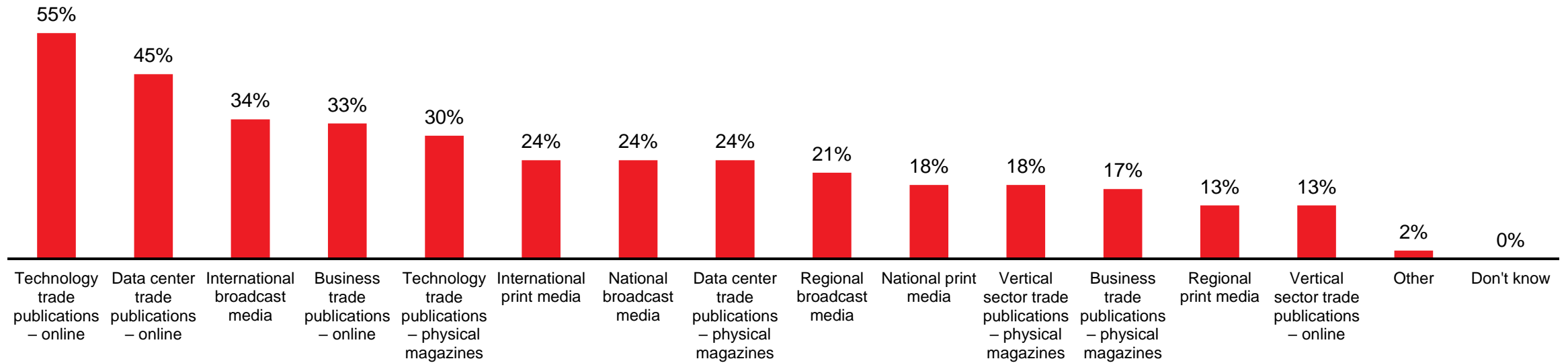| Category	Value
Take on interns as part of summer placement programs	56%
Run collaborative training programs with higher education institutions	46%
Partner on degree apprenticeships	37%
Offer grants to students who will join us after they graduate	35%
Take part in college/university careers fairs	30%
Outsource our company training programs to a higher education institution	30%
We don't partner with higher education institutions	12%

■ Nigeria

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Nigeria's most consulted media outlets

Online technology trade publications and online data center trade publications are among the most usually consulted for information relevant to respondents' organizations.

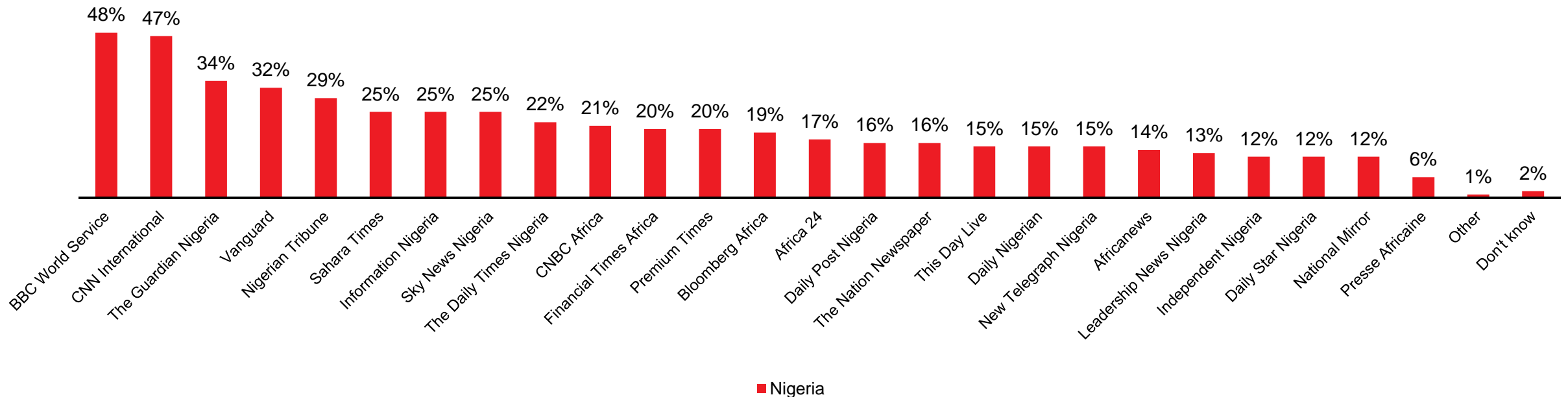Which media outlets would you usually consult for information most relevant for your organization?

55%	45%	34%	33%	30%	24%	24%	24%	21%	18%	18%	17%	13%	13%	2%	0%
Technology trade publications – online	Data center trade publications – online	International broadcast media	Business trade publications – online	Technology trade publications – physical magazines	International print media	National broadcast media	Data center trade publications – physical magazines	Regional broadcast media	National print media	Vertical sector trade publications – physical magazines	Business trade publications – physical magazines	Regional print media	Vertical sector trade publications – online	Other	Don't know

■ Nigeria

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Nigeria's most relevant media outlet

Among the most relevant media outlets according to Nigerian IT decision-makers are BBC World Service and CNN international.

Which specific media outlets do you consider most relevant for your organization?

Outlet	%
BBC World Service	48%
CNN International	47%
The Guardian Nigeria	34%
Vanguard	32%
Nigerian Tribune	29%
Sahara Times	25%
Information Nigeria	25%
Sky News Nigeria	25%
The Daily Times Nigeria	22%
CNBC Africa	21%
Financial Times Africa	20%
Premium Times	20%
Bloomberg Africa	19%
Africa 24	17%
Daily Post Nigeria	16%
The Nation Newspaper	16%
This Day Live	15%
Daily Nigerian	15%
New Telegraph Nigeria	15%
Africanews	14%
Leadership News Nigeria	13%
Independent Nigeria	12%
Daily Star Nigeria	12%
National Mirror	12%
Presse Africaine	6%
Other	1%
Don't know	2%

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Discover more insights

Equinix 2022 Global Tech Trends Survey Overview

Equinix.com/resources/infopapers/
equinix-tech-trends-survey

Platform Equinix Vision Paper: The Future of Digital Leadership

Equinix.com/resources/infopapers/
platform-equinix-vision-paper

Gartner: The Evolution of IT Infrastructure — Designing for the Unknown

Equinix.com/analyst-reports/
gartner-evolution-it-infrastructure

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Questions?

We hope you find these discoveries and insights as illuminating as we do, and we welcome the chance to discuss what they mean for your organization.

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The independent study, commissioned by Equinix, surveyed 2,900 IT decision-makers in diverse enterprises across the Americas (Brazil, Canada, Colombia, Mexico, U.S.), Asia-Pacific (Australia, China, Hong Kong, India, Japan, Singapore, South Africa) EMEA (Bulgaria, Finland, France, Germany, Ireland, Italy, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland, Turkey, UAE, U.K.) and Africa (Nigeria, South Africa). Respondents were selected for participation from Dynata's online panel. The survey was conducted online between 01 March 2022 and 29 March 2022.

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