



THE EVOLUTION OF NEWS & BUSINESSDAY'S DIGITAL JOURNEY

Echenim Chidimma
Head of Digital Subscription,
BusinessDay Media.

Before Newspapers,

News spread by word of mouth, town criers, and community gatherings. This means was slow, localized and often distorted.



Then came the Newspaper Revolution

Newspapers brought credibility, speed, and reach. Nigeria's early press shaped politics, independence, and business.



And Now, the Digital Era

News is now instant, global, and interactive. Mobile, social, and data-driven platforms now define how we consume stories.

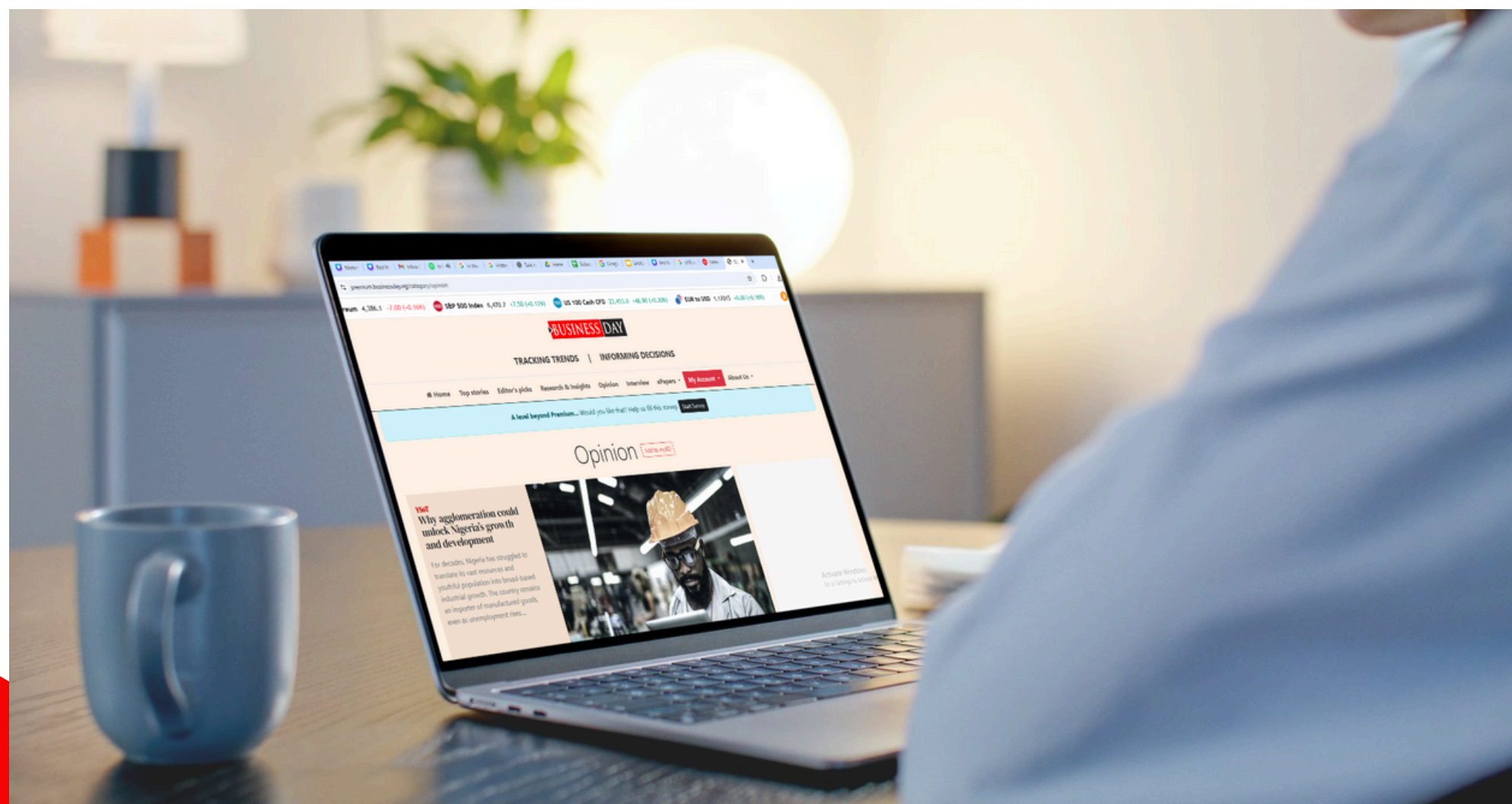


BusinessDay's Story..

We began as a trusted print publication in 2001, and in 2018, we went digital. Since then. we have evolved with technology through our website, premium service, and data-driven insights.

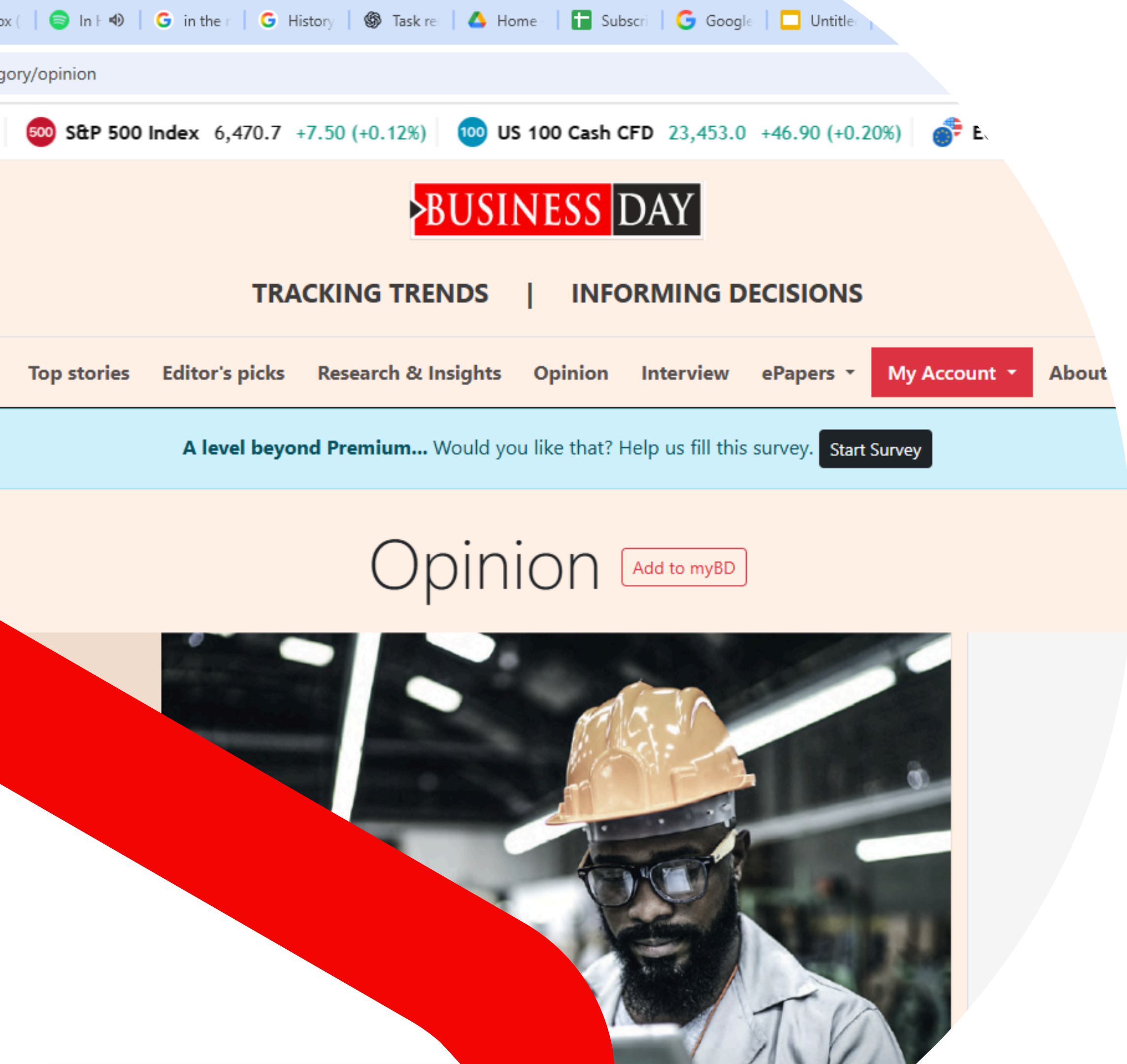
Now, we deliver real-time news, forecasts, and executive communities. BusinessDay has also created a balance of print tradition and digital innovation.





BusinessDay Premium

Imagine being able to sit in the front seat of Nigeria's economy getting news, analysis, and real-time insights as they happen. That's what our Premium website offers. It's not just about headlines; it's about clarity, strategy, and the edge you need to make decisions with confidence. This is how far we've gone with infusing technology into our products and it's only the beginning.



Our Value Proposition

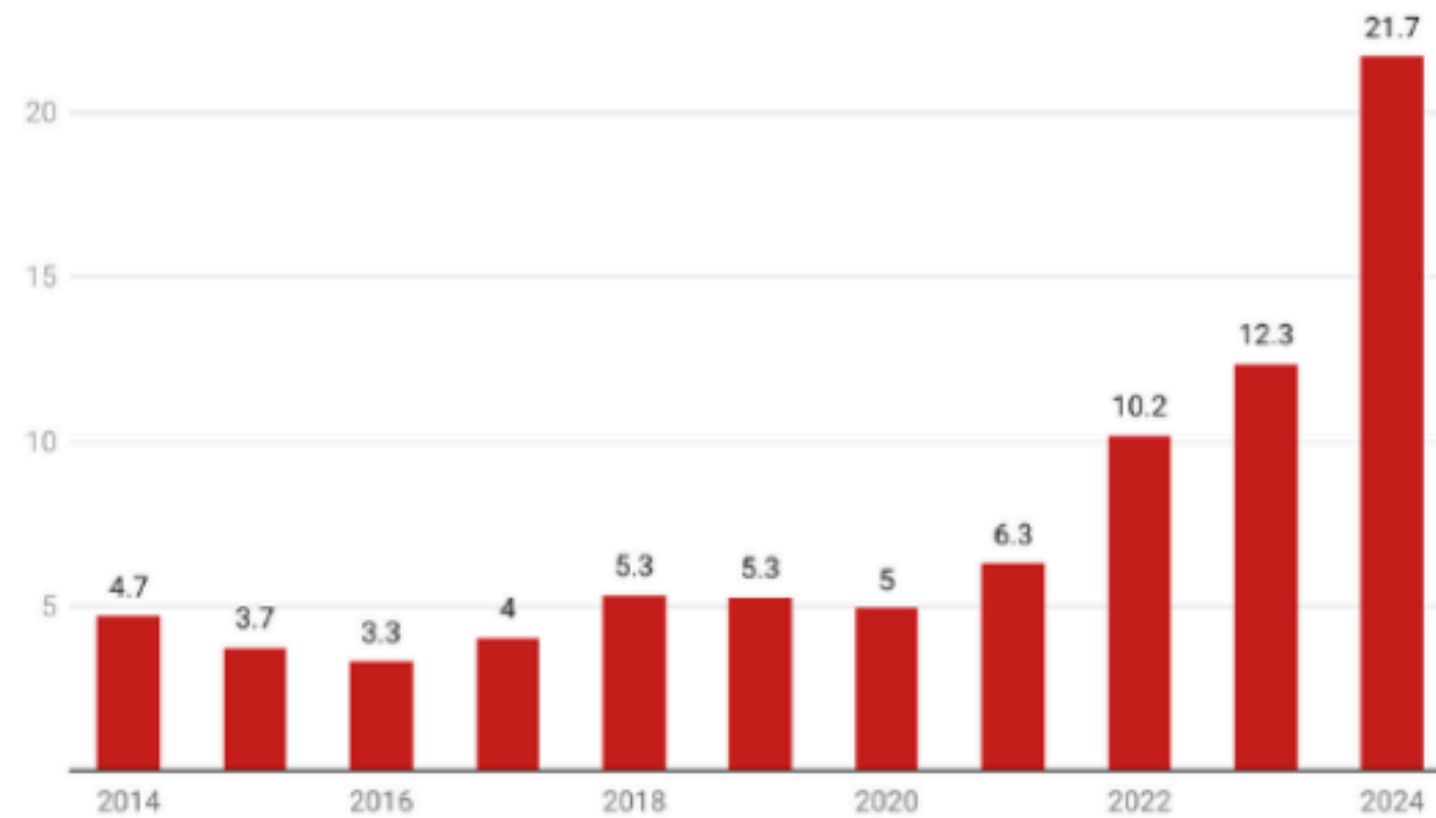
- Access to premium content
- Access to special news series report
- Think for Nigeria premium content and newsletters
- E-copy daily
- Early morning rundown and evening marketclose newsletters
- BD weekender
- BD week recap newsletters

A level beyond Premium... Would you like that? Help us fill this survey. [Start Survey](#)

Non-oil sector powers Nigeria's tax revenue to N17.4trn

Wasiu Alli | Top Stories | Aug 29, 2025

Nigeria on track to surpass 2025's tax revenue target as 7 months earnings hit N17.4trn (N'trn)



Nigeria targets N25.2trn in tax revenue for 2025

Chart: BusinessDay • Source: FIRS, Intelpoint, BusinessDay • Created with Datawrapper

Some of our key stories...

If you are looking on getting the whole story behind how the non-oil sector is powering Nigeria's tax revenue, our premium website harbours this story and more



...Constitutes 75% of tax revenues

...Surpass 2021 & 2022 combined tax earnings

A level beyond Premium... Would you like that? Help us fill this survey. [Start Survey](#)

Why Africa's bigger budgets aren't beating poverty

Oluwatobi Ojabello | Top Stories | Aug 27, 2025

Why Africa's bigger budgets aren't beating poverty



Bigger budgets



Not beating poverty



Some of our key stories...

Or are interested in the story about one of Africa's biggest enemy?

You can check it on our website and get all the information you need to stay informed and also guide your decision making.

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**Thank
You**