

**GOODWILL MESSAGE BY THE EXECUTIVE VICE CHAIRMAN,
NIGERIAN COMMUNICATIONS COMMISSION (NCC), AT THE 4TH
EDITION OF THE CONSUMERS VALUE AWARDS, ORGANISED BY
BRANDXCHANGE LIMITED ON WEDNESDAY, NOVEMBER 26, 2025,
AT IJAKADI HALL, RADISSON BLU, IKEJA, LAGOS**

Protocol

It is my pleasure, on behalf of the Board, Management and Staff of the Nigerian Communications Commission, to extend warm greetings to the Organisers, Distinguished Awardees, Partners, Industry Leaders, and the entire BrandXchange Community gathered for this 4th Edition of the Consumers Value Awards.

I wish to commend **BrandXchange Limited** for sustaining this credible, consumer-focused platform that amplifies consumer voices, promotes transparency, and advocates firmly for the rights of Nigerian consumers. Over the years, the Organisation has earned public trust by embracing accountability, showcasing authentic consumer feedback, and fostering a culture where brands are encouraged to compete on integrity, service quality, and value delivery.

The **Consumers Value Awards** has become a respected national barometer for measuring excellence. With over 200 brands and government agencies listed for consumer votes in 2025 through your live online portal, this initiative continues to reinforce the importance of regulators and government agencies with strong consumer-protection mandates in shaping market behaviour. This inclusiveness and transparency deserve commendation.

We are particularly honoured that the **Nigerian Communications Commission** has been voted the **2nd Best Government Agency in the Best Complaint Resolution Service category**, securing **44% of nationwide consumer votes**. This recognition is deeply appreciated and reflects the confidence that Nigerian consumers have in our regulatory interventions, our complaint-resolution mechanisms, and our unwavering focus on protecting telecom consumers.

The theme for this year's edition, **"Beyond Prices: Consumer Trust, Digital Experience & Brand Accountability"**, is both timely and strategic. As Nigeria's Communications Sector evolves into a fully digital ecosystem, the issues of **trust, transparency, data privacy, service excellence, and credible digital experiences** have become central to consumer satisfaction.

As a Commission, we have adopted a regulatory approach that emphasizes transparency through the proactive disclosure of industry-related information. Our goal is to entrench accountability, empower consumers to make better choices, and foster a more competitive telecoms sector that delivers the highest quality of service to Nigerians.

Earlier in May, we mandated network operators to inform consumers of any planned or unplanned major service outages on their networks through appropriate media channels. Operators are required to state the cause of the disruption, the areas affected, and the estimated time for service restoration. Where such an outage lasts beyond 24 hours, operators providing last-mile services are obligated to offer proportional compensation in line with the Commission's Consumer Code of Practice Regulations.

Our commitment to transparency and consumer empowerment is further demonstrated in the launch of the National Coverage Maps, which allow users to visualise network coverage, speed performance, and service availability across the country. Developed in partnership with Ookla, a global leader in network intelligence and performance measurement, this initiative has also produced the first set of Industry Performance Reports. These reports benchmark network performance, coverage, and service quality across operators and regions, while offering insights into urban and rural speeds, network capacity, 5G opportunities, and device performance. The reports will be published quarterly.

Our overarching objective is to increase transparency, empower consumers, and provide operators and policymakers with data-driven guidance to enhance service delivery. The platform enables consumers to compare coverage and make informed decisions, while operators can leverage the insights to optimise network quality and reduce latency.

Today's occasion gives us yet another opportunity to reaffirm our commitment to strengthening consumer-protection frameworks and ensuring that telecommunications service providers uphold fair, transparent, and responsible practices. We will continue to implement regulations that deepen digital trust through improved Quality of Service (QoS), data protection, and responsible network management—alongside enhanced consumer education and engagement—to ensure Nigerians can participate confidently and safely in the digital economy.

Tonight, we celebrate not just brands, but the values that elevate consumer welfare and drive national development. I congratulate all nominees and awardees for their dedication to improving consumer experience. Your commitment supports a healthier marketplace and contributes to the growth of Nigeria's digital economy.

On behalf of the Nigerian Communications Commission, I assure you that we remain steadfast in our support for initiatives that place consumers at the centre of service delivery. We commend BrandXchange for yet another successful event and for recognising the efforts of organisations that prioritise consumer value.

We wish everyone a memorable evening and continued success in advancing consumer rights and brand accountability in Nigeria.

Thank you and God bless.

Dr. Aminu Maida
Executive Vice Chairman/CEO
Nigerian Communications Commission