



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR NOVEMBER 2016

National Communications Authority

FEBRUARY 3, 2017

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Abbreviations

NCA National Communications Authority

BWA Broadband Wireless Access

TELECOM SUBSCRIPTIONS FOR NOVEMBER 2016

1. Introduction

This report highlights subscriptions within the telecommunication industry for November 2016. The report also presents trends that have occurred in the country's mobile voice subscriptions, fixed telephony trends, mobile data and Broadband Wireless Access (BWA) from January to November, 2016.

2. Mobile Voice Subscription for November 2016

The total number of mobile voice subscriptions increased from 37,369,666 as at the end of October to 37,932,440 as at the end of November 2016. This represents a percentage increase of 1.51%. The total penetration rate for the month under review was 135.29%.

MTN's voice subscriptions for the period was 18,766,106, representing a percentage increase of 2.65% from October 2016's figure of 18,280,956. MTN's market share for the month under review was 49.47%.

Vodafone recorded an increase in their mobile voice subscription of 8,304,783 as at the end of November 2016. This represents a percentage increase of 1.64% from October 2016's figure of 8,170,504. Vodafone's market share for November 2016 was 21.89%.

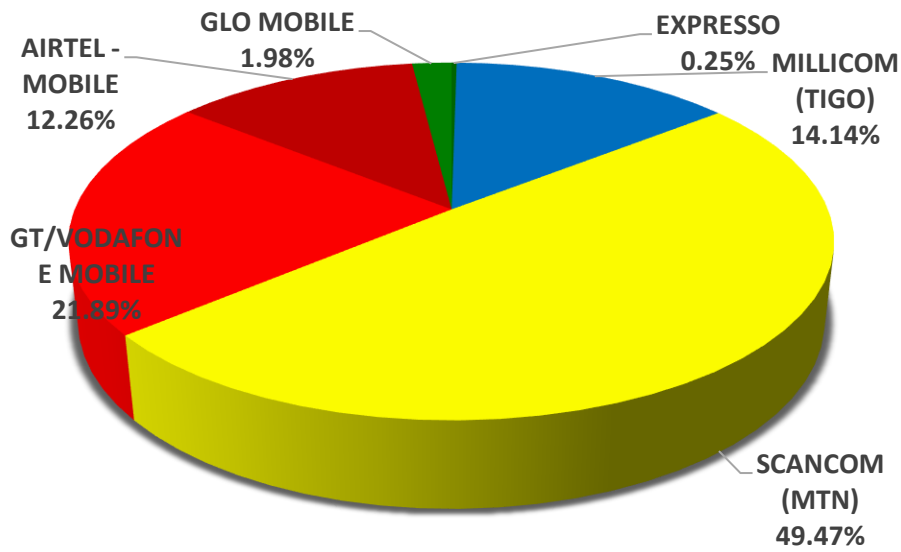
Tigo's mobile voice subscriptions increased from 5,362,642 as at the end of October 2016 to 5,365,318 at the end of November 2016. This indicates a percentage increase of 0.05%. Their market share for the month under review was 14.14%.

At the end of November 2016, Airtel's voice subscriptions decreased from 4,686,625 as at the end of the previous month to 4,649,934. This represents a percentage decrease of 0.78%. Their total market share for the month under review was 12.26%.

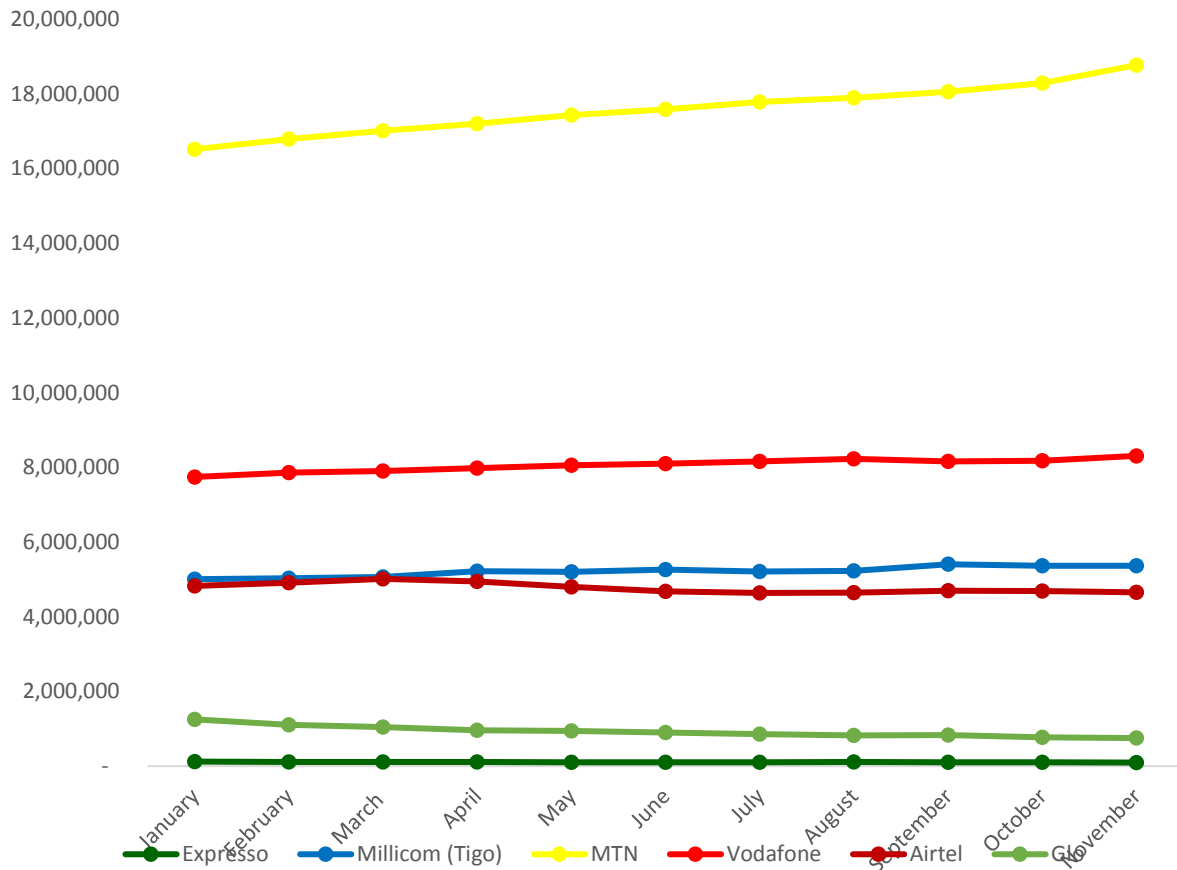
Glo recorded a decrease in their mobile voice subscriptions as figures decreased from 769,450 as at the end of previous month to 750,751 at the end of November 2016. This represents a percentage decrease of 2.43%. Their total market share for the month under review was 1.98%.

Expresso's mobile voice subscriptions decreased from 99,489 as at the end of October 2016 to 95,548 as at the end of November 2016. This represents a percentage decrease of 3.96%. Their total market share for the month under review was 0.25%.

2.1 Chart 1 – Mobile Voice Market Share for November 2016



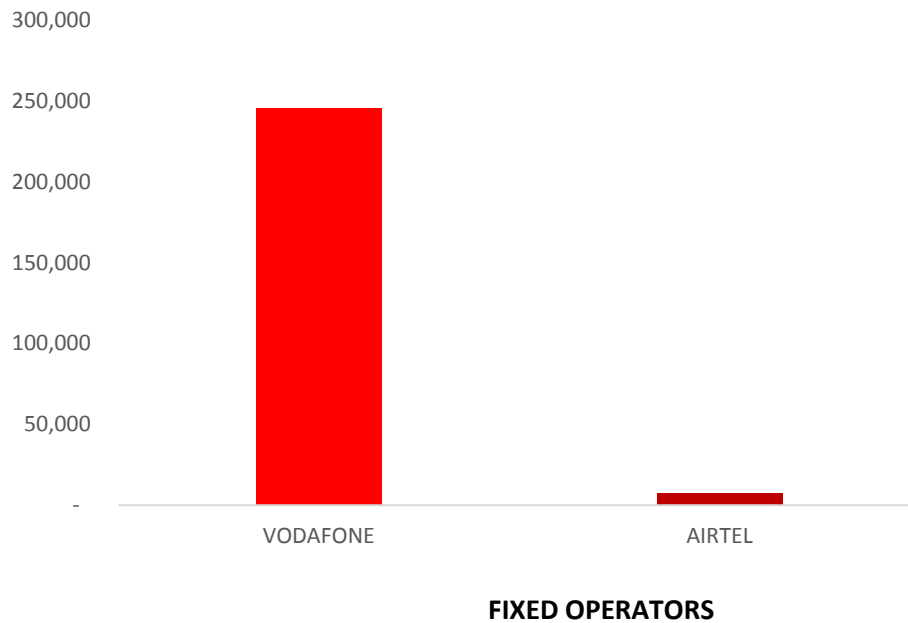
2.2 Chart 2 – Mobile Voice Subscriptions Trends from January to November 2016



3. Fixed Telephony

Two (2) operators provide fixed line services to the public in Ghana. These operators are Vodafone and Airtel. As at November 2016, the total subscription for the fixed operators was 252,872 representing a percentage decrease of 0.39% from the previous month. Vodafone recorded a total subscription of 245,550 while Airtel ended the month with 7,322 subscriptions.

3.1 Chart 3 – Fixed Telephony Subscriptions for November 2016



4. Mobile Data Figures for November 2016

At the end of November 2016, Ghana's total mobile data subscription was 19,364,442. A penetration rate of 69.06% was recorded for the month under review.

4.1 Cellular Mobile Data Operators

MTN's mobile data subscriptions for November 2016 were 9,981,935. Their market share for the month under review was 51.55%.

Vodafone mobile recorded 3,345,418 subscriptions in November 2016. This is reflected in their market share of 17.28%.

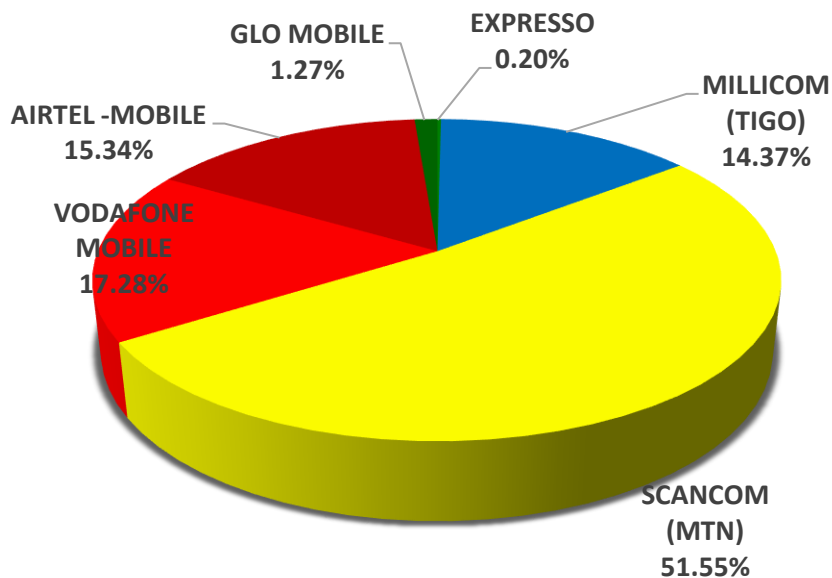
Airtel's mobile data subscriptions for November 2016 were 2,971,378. Their market share for the month under review was 15.34%.

Tigo's recorded mobile data subscriptions of 2,782,031 as at the end of November 2016. This represents a market share of 14.37%.

Glo's mobile data subscriptions for November 2016 were 245,874. This is reflected in a market share of 1.27%.

Expresso’s mobile data subscriptions as at the end of November 2016 were 37,806. This represents a market share of 0.20% for the month under review.

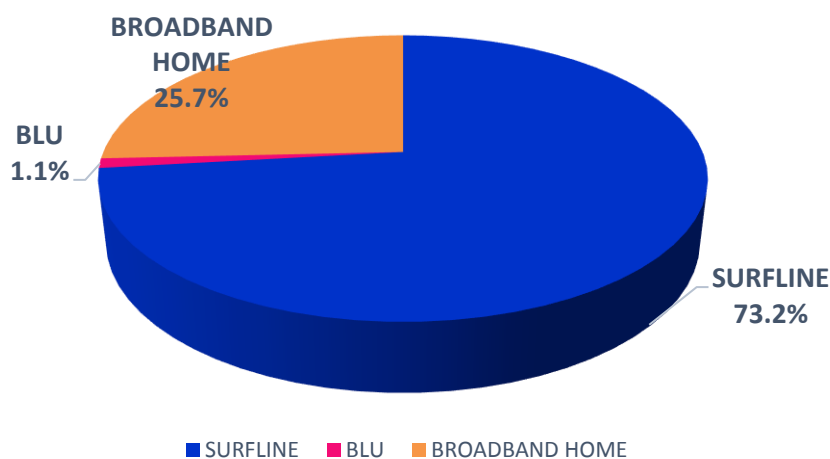
4.2 Chart 4 – Mobile Data Market Share for November 2016



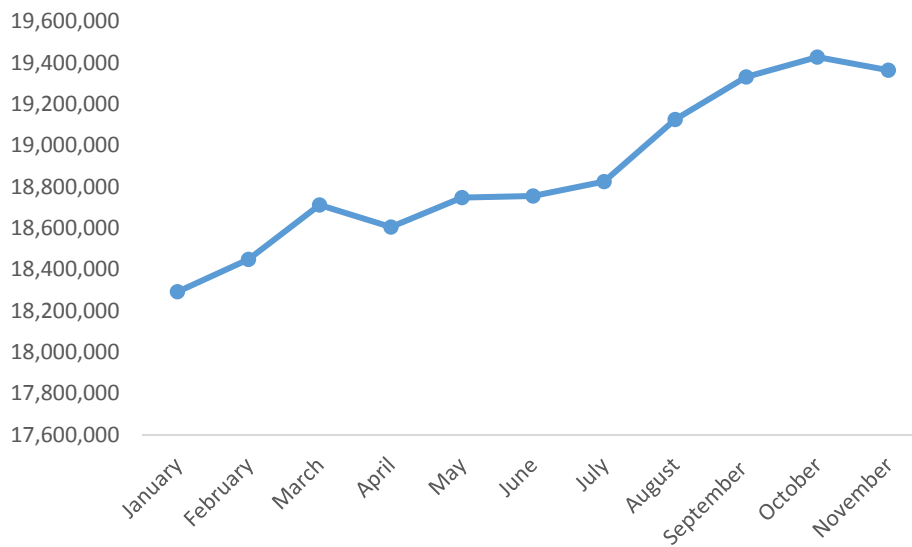
4.3 Broadband Wireless Access (BWA) Operators

As at the end of November 2016, the total number of subscription for Broadband Wireless Access data was 104,076. Surflin recorded subscriptions of 76,171. Blu Ghana recorded a total subscription of 1,127 and Broadband Home recorded a total of 26,778 subscriptions.

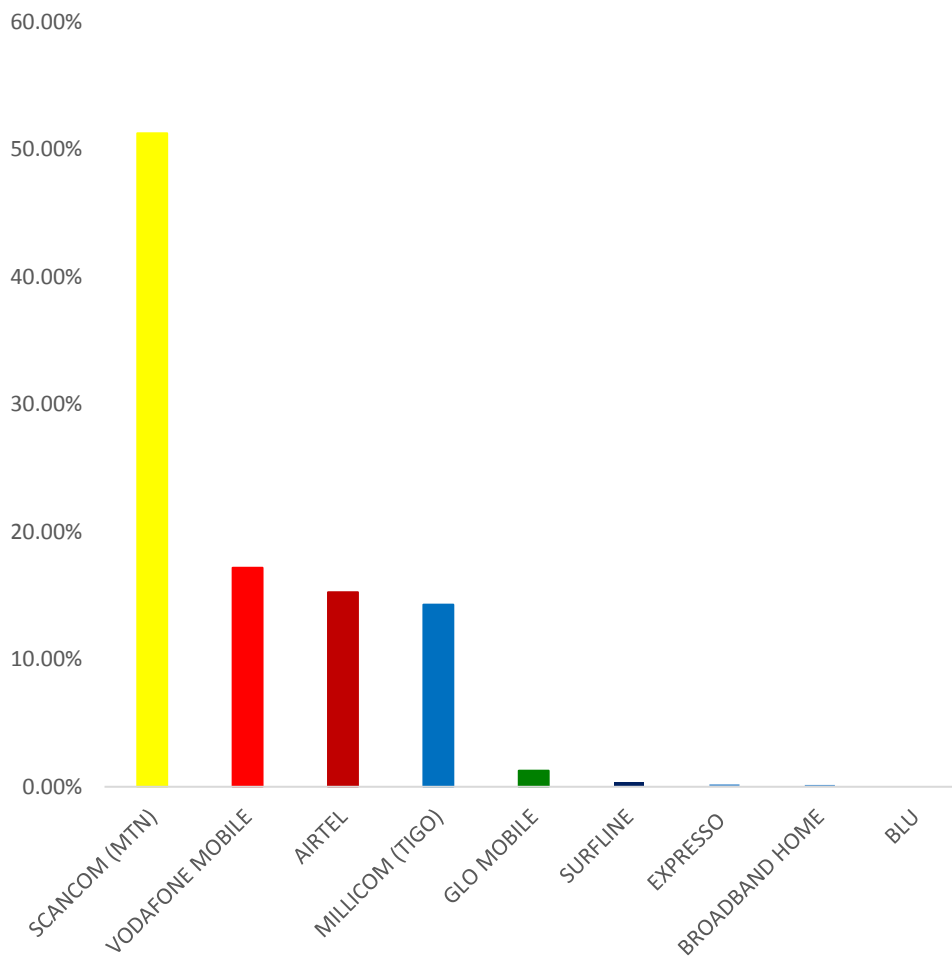
4.4 Chart 5 – Broadband Wireless Access (BWA) Market Share for November 2016



4.5 Chart 6 – Total Mobile Data Subscriptions Trends from January to November 2016



4.6 Chart 7 – Total Mobile Data Market Share for November 2016



TOTAL MARKET SHARE PER DATA OPERATOR

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