



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR OCTOBER 2016

National Communications Authority

JANUARY 16, 2017

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Abbreviations

NCA National Communications Authority

BWA Broadband Wireless Access

TELECOM SUBSCRIPTIONS FOR OCTOBER 2016

1. Introduction

This report highlights subscriptions within the telecommunication industry for October 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 October, 2016.

2. Mobile Voice Subscription for October 2016

At the end of October 2016, the total number of mobile voice subscriptions had increased from 37,239,720 as at the end of September to 37,369,666 as at the end of October 2016. This represents a percentage increase of 0.35%. The total penetration rate for the month under review was 133.55%.

MTN's voice subscriptions for the period was 18,280,956, representing a percentage increase of 1.28% from September 2016's figure of 18,050,144. MTN's market share for the month under review was 48.92%.

Vodafone on the other hand recorded mobile voice subscriptions of 8,170,504 as at the end of October 2016. This represents a percentage increase of 0.15% from September 2016's figure of 8,158,527. Vodafone's market share for October 2016 was 21.86%.

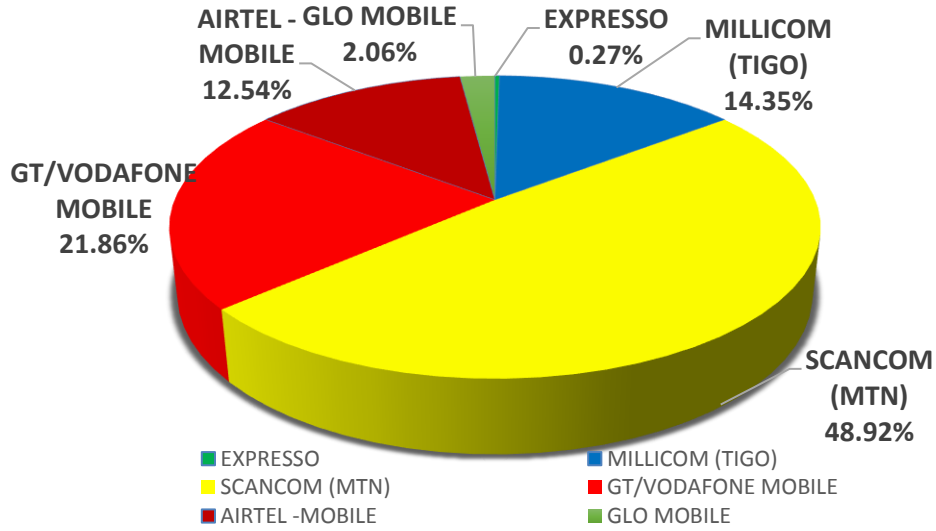
Tigo recorded a decrease in their mobile voice subscriptions as figures reduced from 5,402,668 as at the end of September 2016 to 5,362,642 as at the end of October 2016. This indicates a percentage decrease of 0.74%. Their market share for the month under review was 14.35%.

At the end of October 2016, Airtel's voice subscriptions decreased from 4,697,653 as at the end of September 2016 to 4,686,625. This represents a percentage decrease of 0.23%. Their total market share for the month under review was 12.54%.

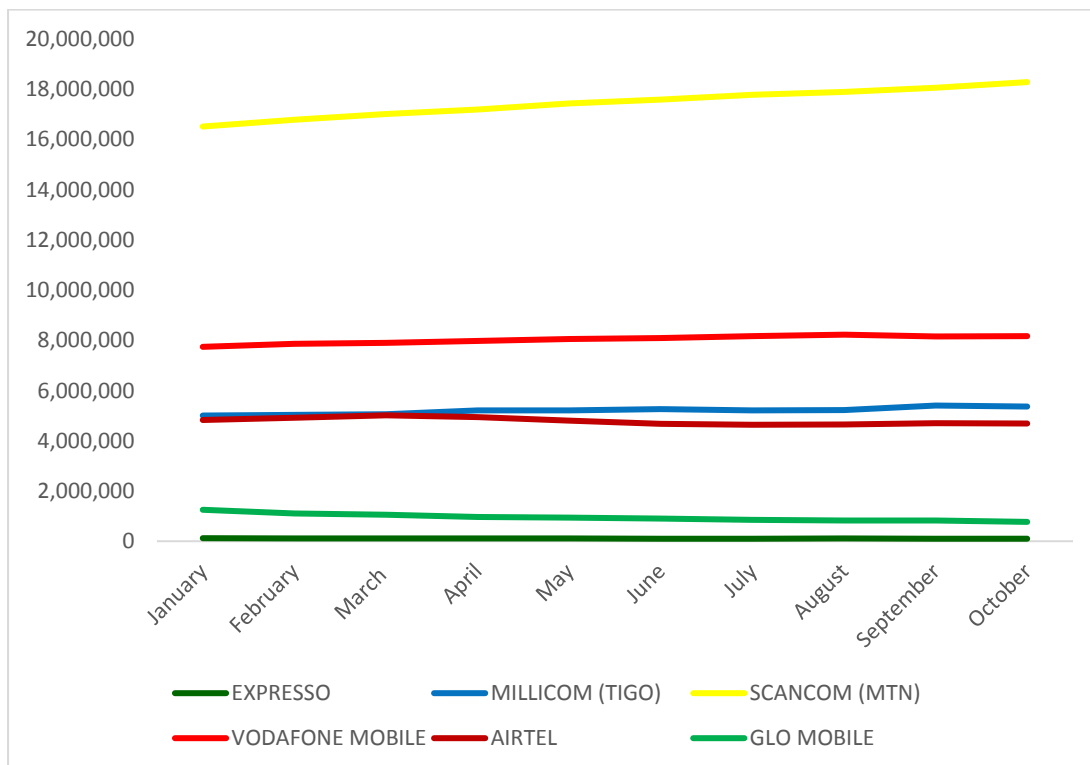
Glo's voice subscriptions decreased from 828,162 as at the end of September 2016 to 769,450 at the end of October 2016. This reflects a percentage decrease of 7.09% for the month. Their total market share for the month under review was 2.06%.

Expresso recorded a decrease in their mobile voice subscriptions as figures decreased from 102,566 as at the end of September 2016 to 99,489 as at the end of October 2016. This represents a percentage decrease of 3.00%. Their total market share for the month under review was 0.27%.

2.1 Chart 1 – Mobile Voice Market Share for October 2016



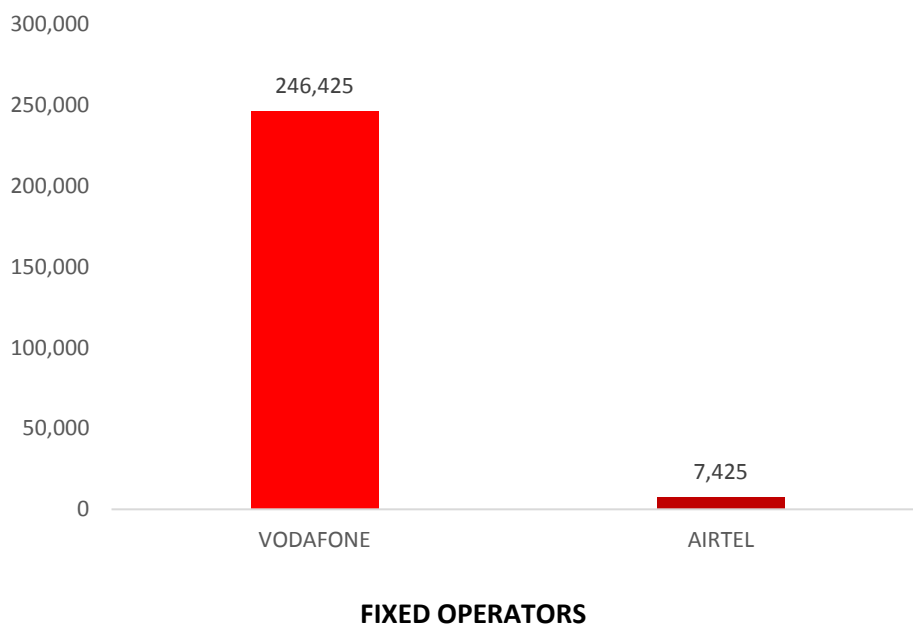
2.2 Chart 2 – Mobile Voice Subscriptions Trends from January to October 2016



3. Fixed Telephony

There are two (2) operators providing fixed line services to the public in Ghana. These operators are Vodafone and Airtel. As at October 2016, the total subscription for the fixed operators was 253,850 representing a percentage decrease of 0.07% from the previous month. Vodafone recorded a total subscription of 246,425 while Airtel ended the month with 7,425 subscriptions.

3.1 Chart 3 – Fixed Telephony Subscriptions for October 2016



4. Mobile Data Figures for October 2016

At the end of October 2016, the total subscription for mobile data in the country was 19,427,776 with a penetration rate of 69.43%.

4.1 Cellular Mobile Data Operators

MTN's mobile data subscriptions for October 2016 were 9,875,422. Their market share for the month under review was 50.83%.

Vodafone mobile recorded 3,340,171 subscriptions in October 2016. This is reflected in their market share of 17.19%.

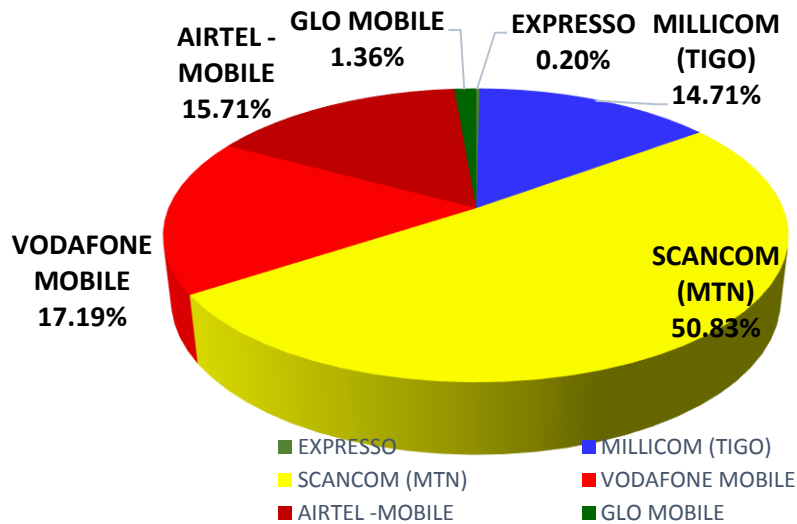
Airtel's mobile data subscriptions for October 2016 were 3,052,100. Their market share for the month under review was 15.71%.

Tigo's recorded mobile data subscriptions of 2,857,291 as at the end of October 2016. This represents a market share of 14.71%.

Glo's mobile data subscriptions for October 2016 were 263,817. This is reflected in a market share of 1.36%.

Expresso’s mobile data subscriptions as at the end of October 2016 were 38,975. This represents a market share of 0.20% for the month under review.

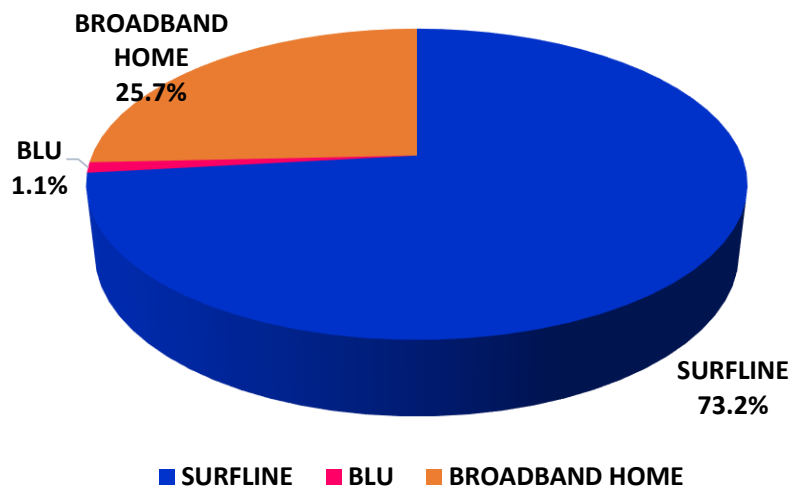
4.2 Chart 4 – Mobile Data Market Share for October 2016



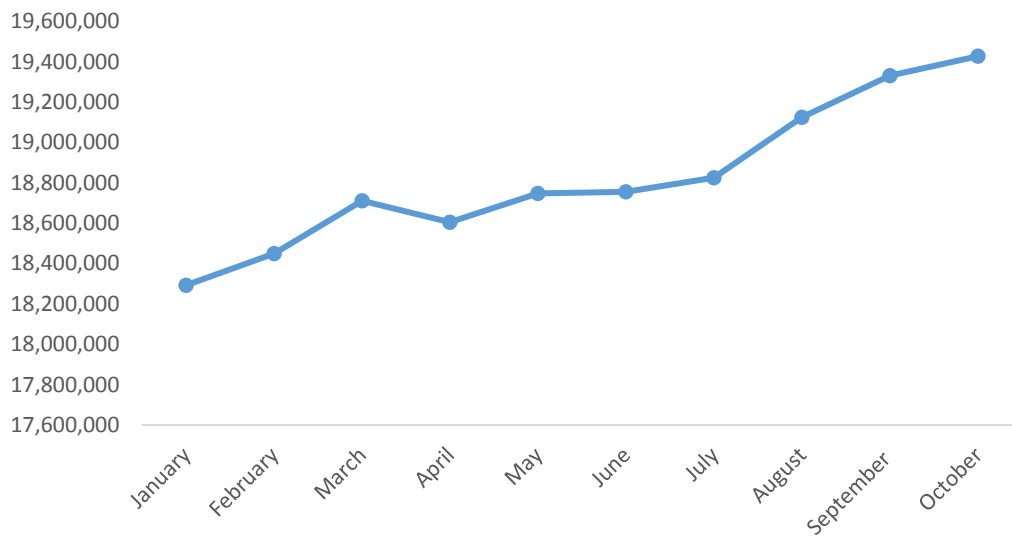
4.3 Broadband Wireless Access (BWA) Operators

As at the end of October 2016, the total number of subscription for Broadband Wireless Access data was 104,179. Surfline’s subscriptions was 76,269. Blu Ghana recorded a total subscription of 1,132 and Broadband Home recorded a total of 26,778 subscriptions.

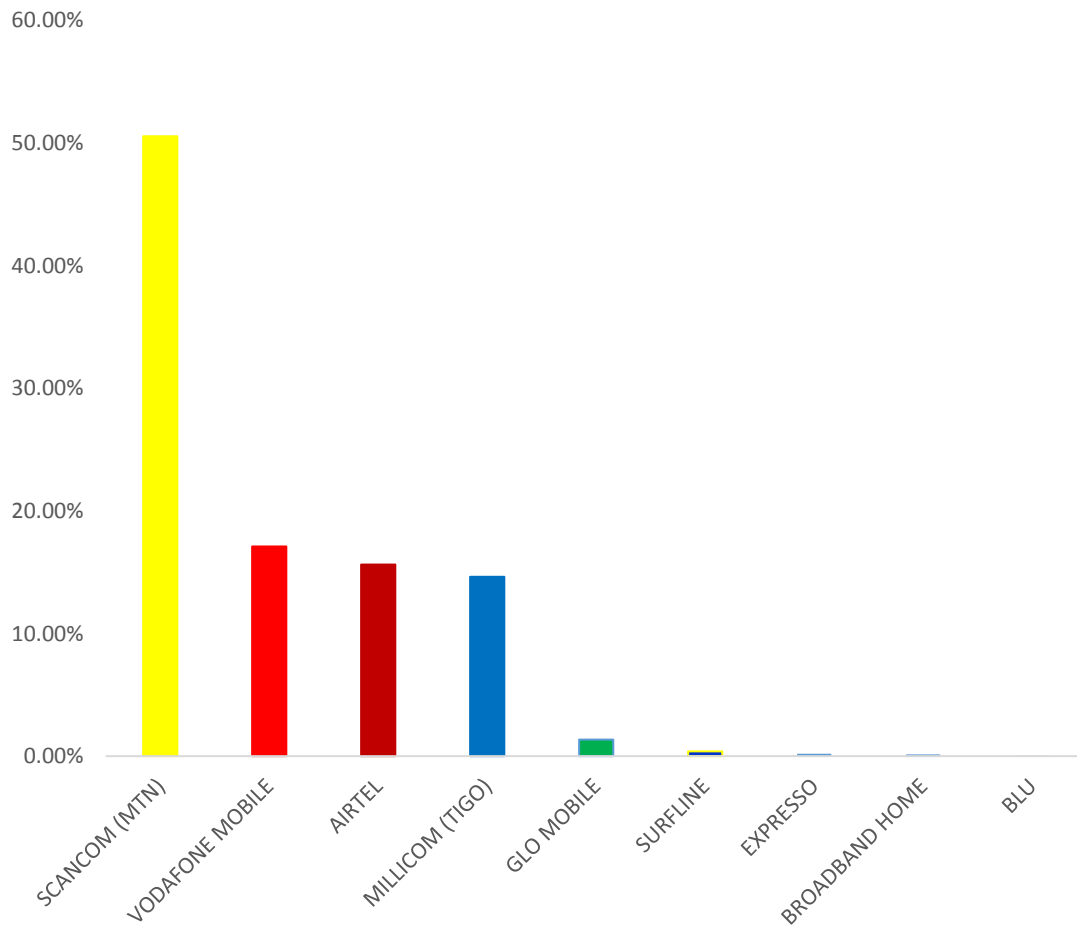
4.4 Chart 5 – Broadband Wireless Access (BWA) Market Share for October 2016



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



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



TOTAL MARKET SHARE PER DATA OPERATOR

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