



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR SEPTEMBER 2016

National Communications Authority

NOVEMBER 7, 2016

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Abbreviations

NCA National Communications Authority

BWA Broadband Wireless Access

TELECOM SUBSCRIPTIONS FOR SEPTEMBER 2016

1. Introduction

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

2. Mobile Voice Subscription for September 2016

At the end of September 2016, the total number of mobile voice subscriptions had increased from 36,912,019 as at the end of August to 37,239,720 as at the end of September 2016. This represents a percentage increase of 0.89%. The total penetration rate for the month under review was 133.35%.

MTN's voice subscriptions for the period was 18,050,144, representing a percentage increase of 0.89% from August 2016's figure of 17,890,958. MTN's market share for the month under review was 48.47%.

Vodafone's mobile voice subscriptions decreased from 8,223,957 at the end of August 2016 to 8,158,527 as at the end of September 2016. This represents a percentage decrease of 0.80%. Vodafone's market share for September 2016 was 21.91%.

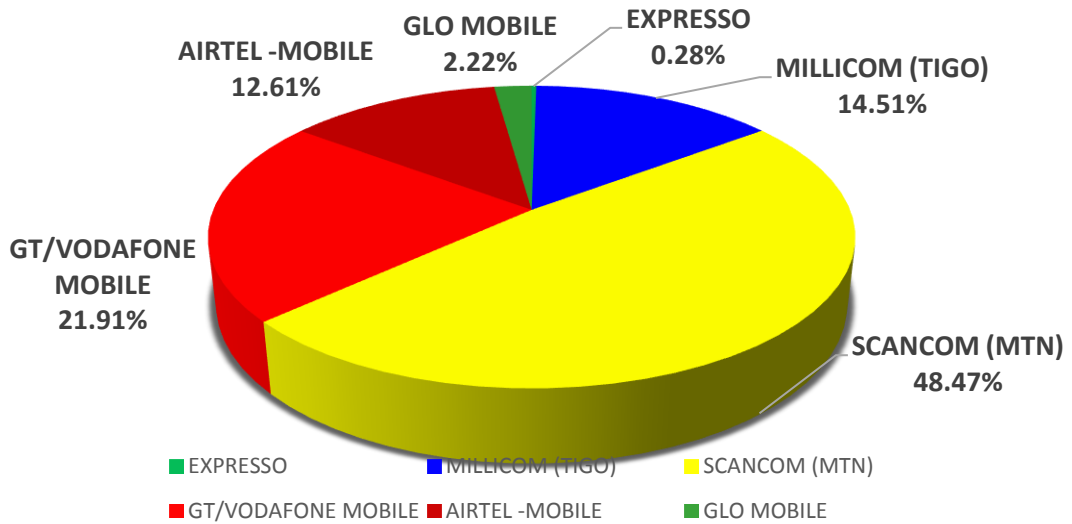
Tigo's voice subscriptions increased from 5,225,021 as at the end of August 2016 to 5,402,668 as at the end of September 2016. This indicates a percentage increase of 3.40%. Their market share for the month under review was 14.51%.

Airtel's voice subscriptions increased from 4,642,569 as at the end of August 2016 to 4,697,653 as at the end of September 2016. This represents a percentage increase of 1.19%. Their total market share for the month under review was 12.61%.

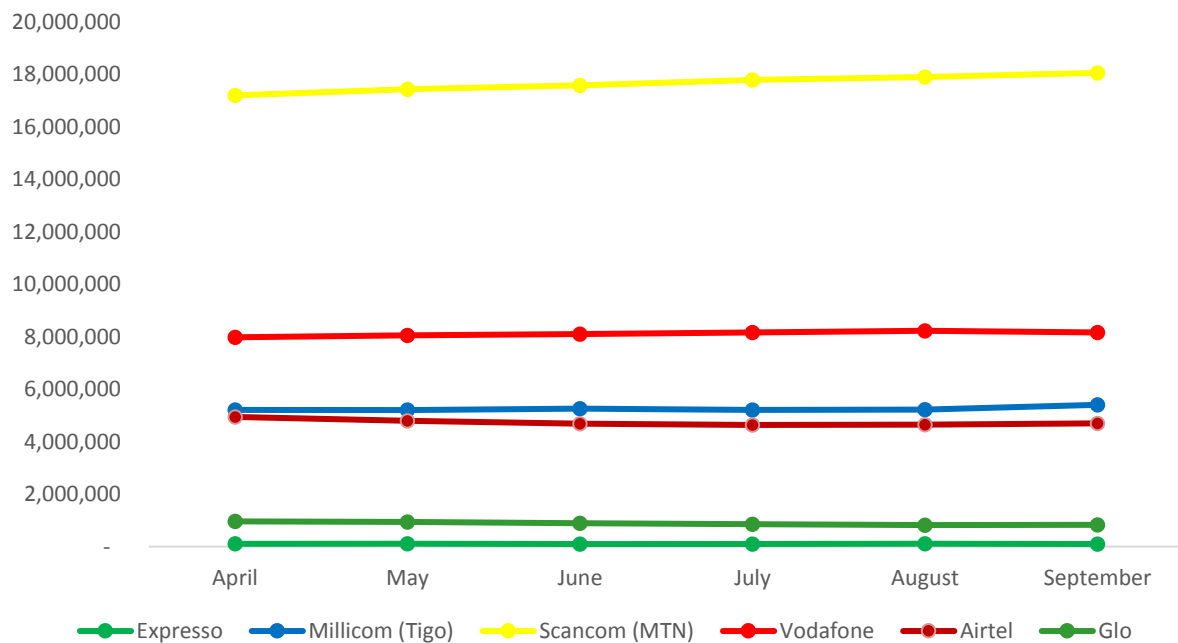
Glo's voice subscriptions increased from 822,539 as at the end of August 2016 to 828,162 at the end of September 2016. This reflects a percentage increase of 0.68% for the month. Their total market share for the month under review was 2.22%.

Expresso's voice subscriber figures decreased from 106,975 as at the end of August 2016 to 102,566 as at the end of September 2016. This represents a percentage decrease of 4.12%. Their total market share for the month under review was 0.28%.

2.1 Chart 1 – Mobile Voice Market Share for September 2016



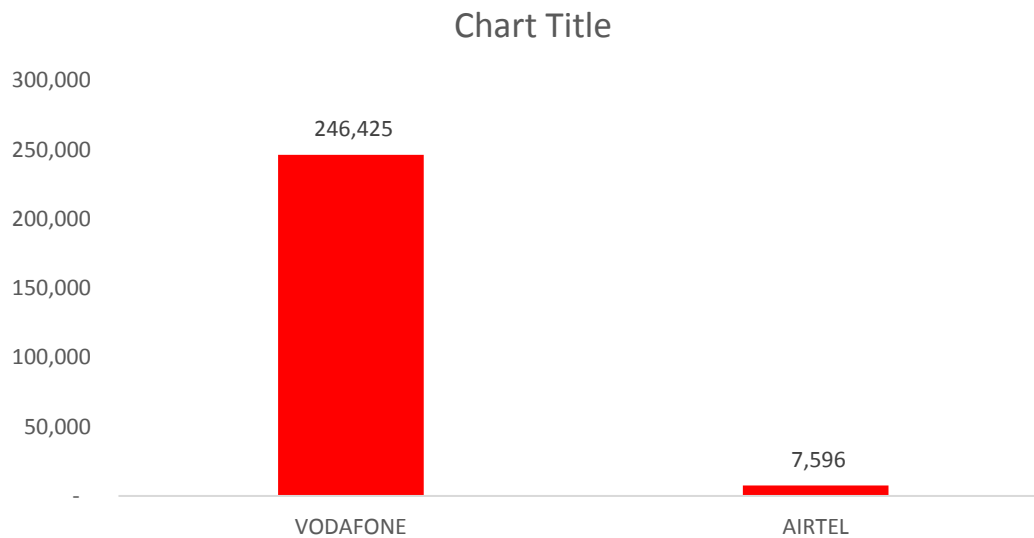
2.2 Chart 2 – Mobile Voice Subscriptions Trends from January to September 2016



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 August 2016, the total subscriptions for the fixed operators were 254,021 representing a percentage decrease of 1.06% from the previous month. Vodafone recorded a total subscriber base of 246,425 while Airtel ended the month with 7,596 subscriptions.

3.1 Chart 3 – Fixed Telephony Subscriptions for September 2016



4. Mobile Data Figures for September 2016

At the end of September 2016, the total subscriptions of mobile data subscriptions in the country were 19,331,239 with a penetration rate of 69.22%.

4.1 Cellular Mobile Data Operators

MTN's mobile data subscriptions for September 2016 were 9,745,986. Their market share for the month under review was 50.42%.

The total number of subscriptions for Vodafone's mobile data in September was 3,314,912. This is reflected in their market share of 17.15%

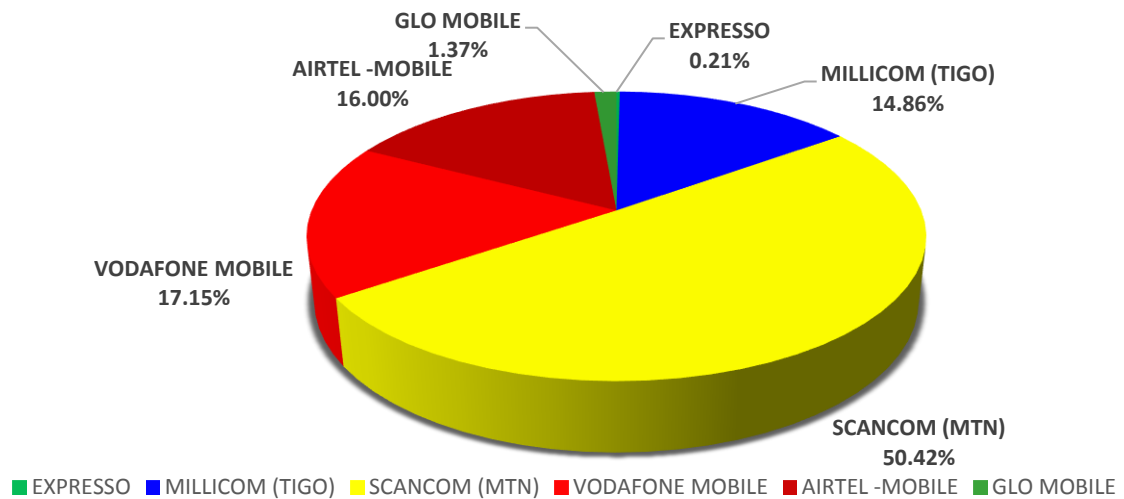
Airtel's mobile data subscriptions for September 2016 were 3,092,700. Their market share for the month was 16.00%.

Tigo's data subscriptions for September 2016 were 2,872,375. Tigo's market share for the month under review was 14.86%.

Glo recorded data subscriber figures of 265,085 at the end of September 2016. This reflects a market share of 1.37%.

Expresso’s mobile data subscriber figures as at the end of September 2016 were 40,181. This represents a market share of 0.21% for the month under review.

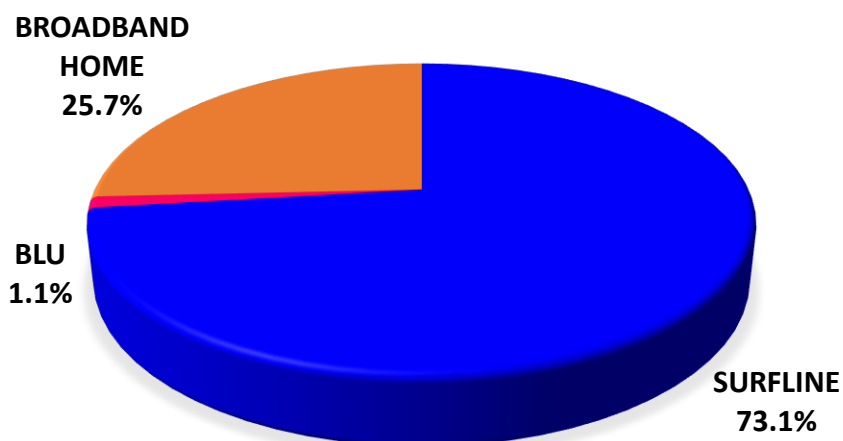
4.2 Chart 4 – Mobile Data Market Share for September 2016



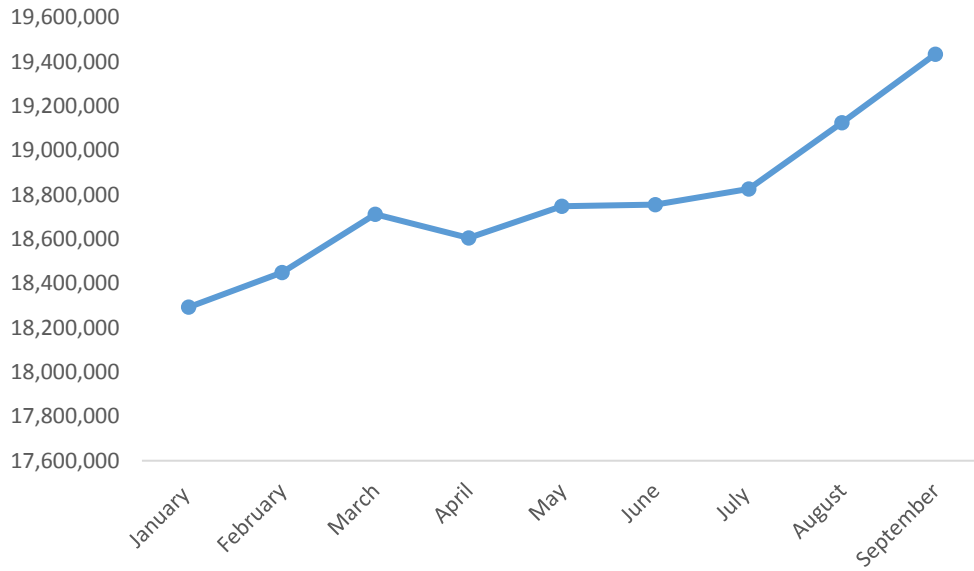
4.3 Broadband Wireless Access (BWA) Operators

As at the end of September 2016, the total number of subscriptions for Broadband Wireless Access data was 102,655. Surflin’s subscriber base was 75,065. Blu Ghana recorded a total subscriber figure of 1,167 and Broadband Home recorded a total of 26,423 subscriptions.

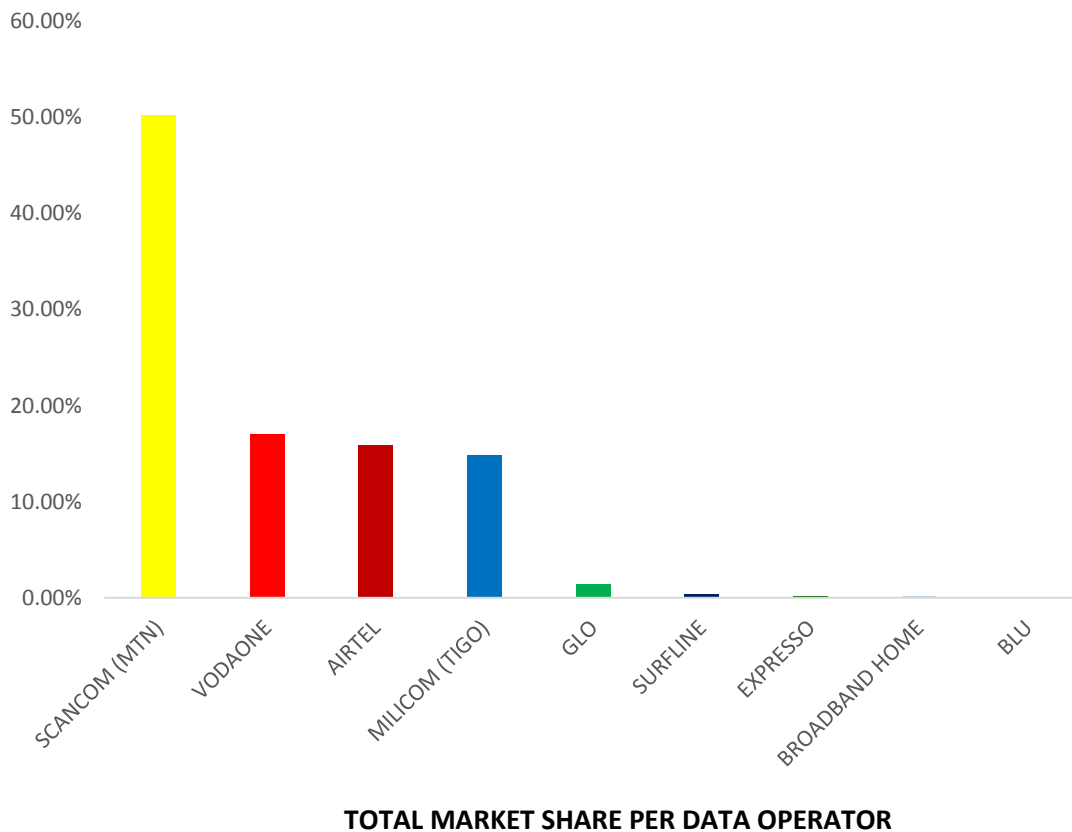
4.4 Chart 5 – Broadband Wireless Access (BWA) Market Share for August 2016



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



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



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