



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR APRIL 2016

National Communications Authority

JUNE 1, 2016

Table of Contents

Introduction	4
Mobile Voice Subscription Trends for April 2016.....	4
Fixed Telephony.....	6
Mobile Data Figures for April 2016.....	6
Broadband Wireless Access (BWA) Operators	6
Cellular Mobile Operators	8

Abbreviations

NCA National Communications Authority

BWA Broadband Wireless Access

TELECOM SUBSCRIPTIONS FOR APRIL 2016

1. Introduction

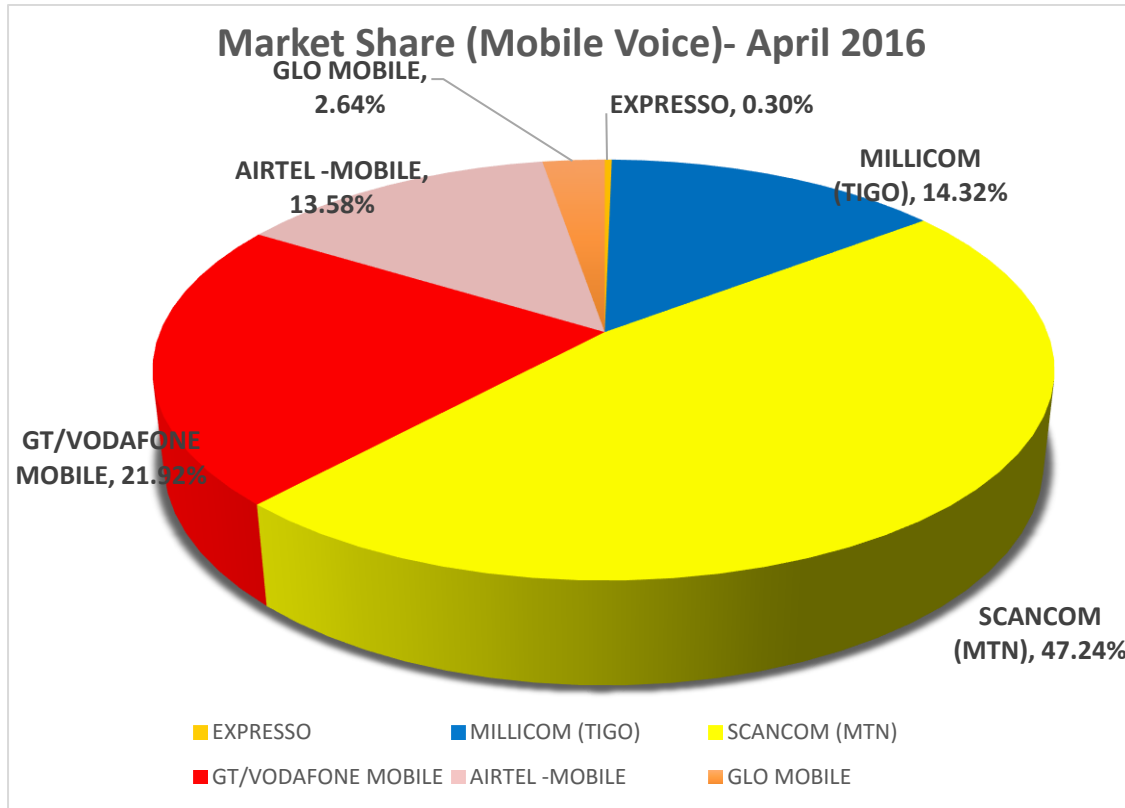
This report highlights trends in the telecommunication industry for April 2016 in the country's mobile voice subscriptions, fixed telephony, mobile data and Broadband Wireless Access (BWA) that have occurred during the month under review.

2. Mobile Voice Subscription for April 2016.

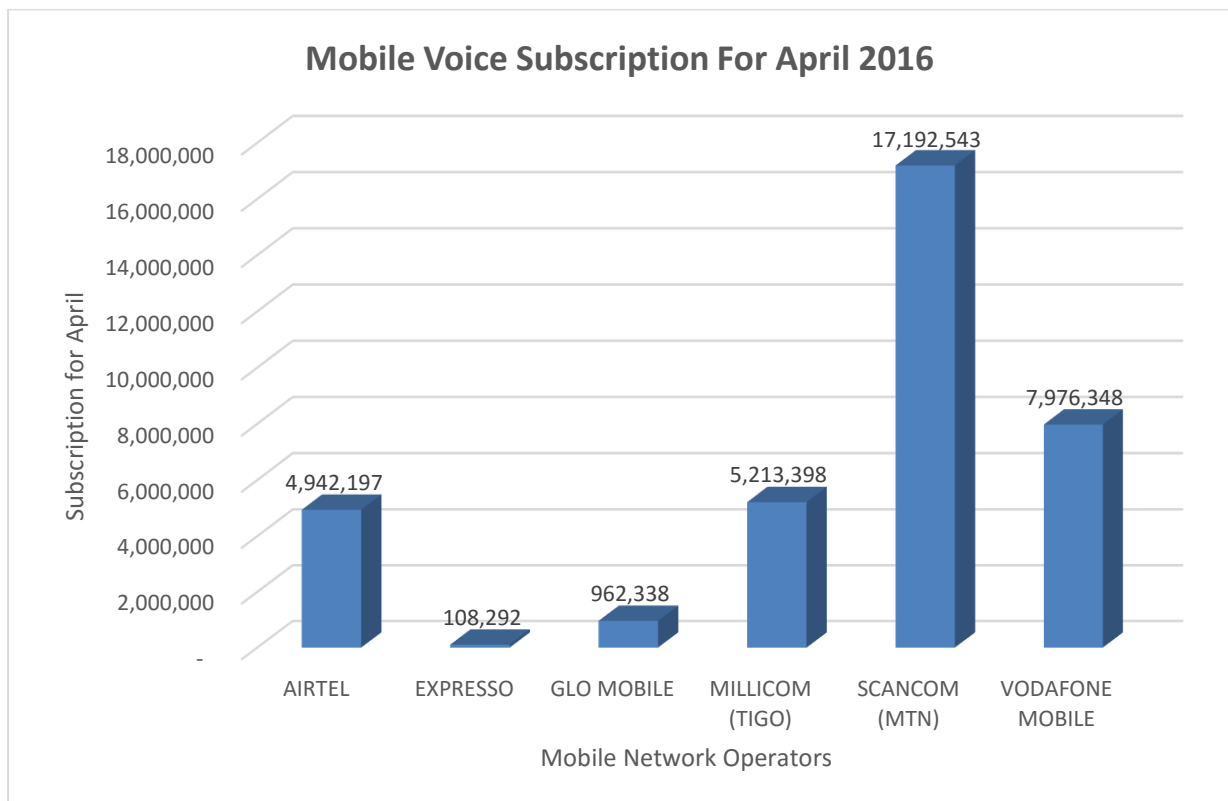
At the end of April 2016, the total number of mobile voice subscribers had increased from 36,138,706 at the end of March 2016 to 36,395,116 as at the end of April 2016. This represents a percentage increase of 0.71%. The total penetration rate for the month under review was 131.63%.

- MTN's voice subscriber figures for the period was 17,192,543, representing a percentage increase of 1.11% from March 2016's figure of 17,004,445. MTN's market share for the month under review was 47.24%.
- Vodafone's mobile voice subscribers increased from 7,900,534 at the end of March 2016 to 7,976,348 as at the end of April 2016. This represents a percentage increase of 0.96%. Vodafone's market share for April 2016 was 21.92%.
- Tigo's voice subscribers increased from 5,062,304 as at the end of March 2016 to 5,213,398 as at the end of April 2016. This indicates a percentage increase of 2.98%. Their market share for the month under review was 14.32%.
- Airtel's voice subscribers decreased from 5,012,239 as at the end of March 2016 to 4,942,197 as at the end of April 2016. This represents a percentage decrease of 1.40%. Their total market share for the month under review was 13.58%.
- Glo's voice subscribers decreased from 1,048,635 as at the end of March 2016 to 962,338 at the end of April 2016. This reflects a percentage decrease of 8.23% for the month. Their total market share for the month under review was 2.64%.
- Espresso's voice subscriber figures decreased from 110,549 as at the end of March 2016 to 108,292 as at the end of April 2016. This represents a percentage decrease of 2.04%. Their total market share for the month under review was 0.30%.

2.1 Chart 1 – Mobile Voice Market Share for April 2016



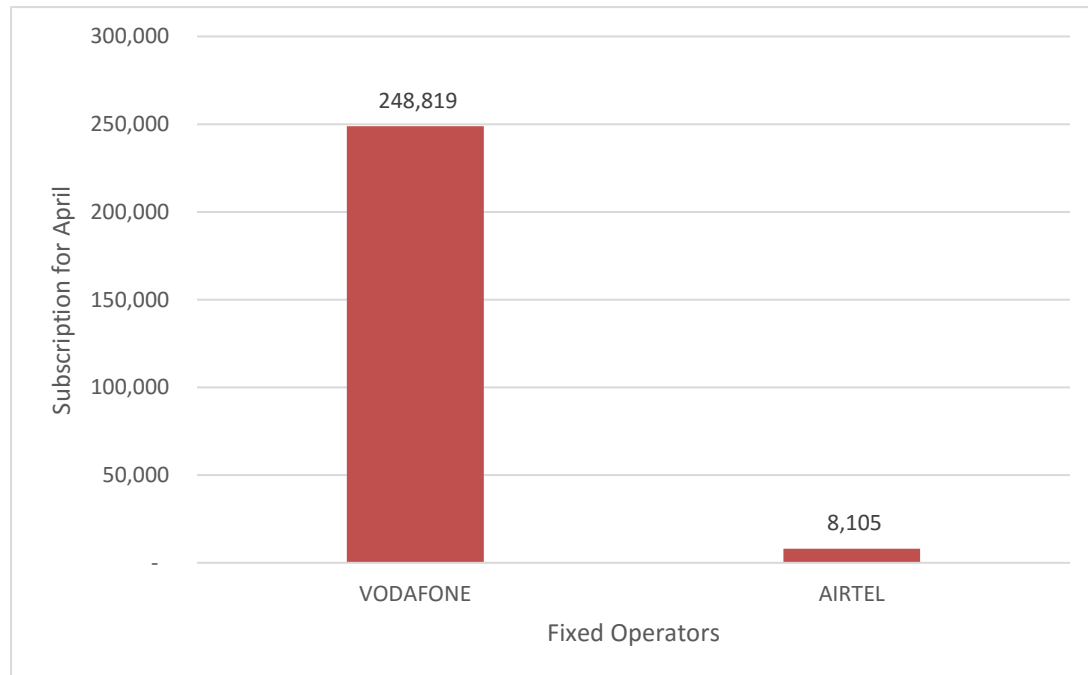
2.2 Chart 2 – Mobile Voice Subscription for April 2016



3. Fixed Voice Telephony

There are two (2) operators providing fixed line services in Ghana. These operators are Vodafone Ghana Limited and Airtel Ghana. As at the end of April 2016, the total subscriptions for the fixed operators were 256,924 representing a percentage decrease of 0.62% from the previous month. Vodafone Ghana recorded a total subscriber base of 248,819 while Airtel ended the month with 8,105 subscribers.

3.1 Chart 3 – Fixed Voice Telephony for April 2016



4 Mobile Data Figures for April 2016

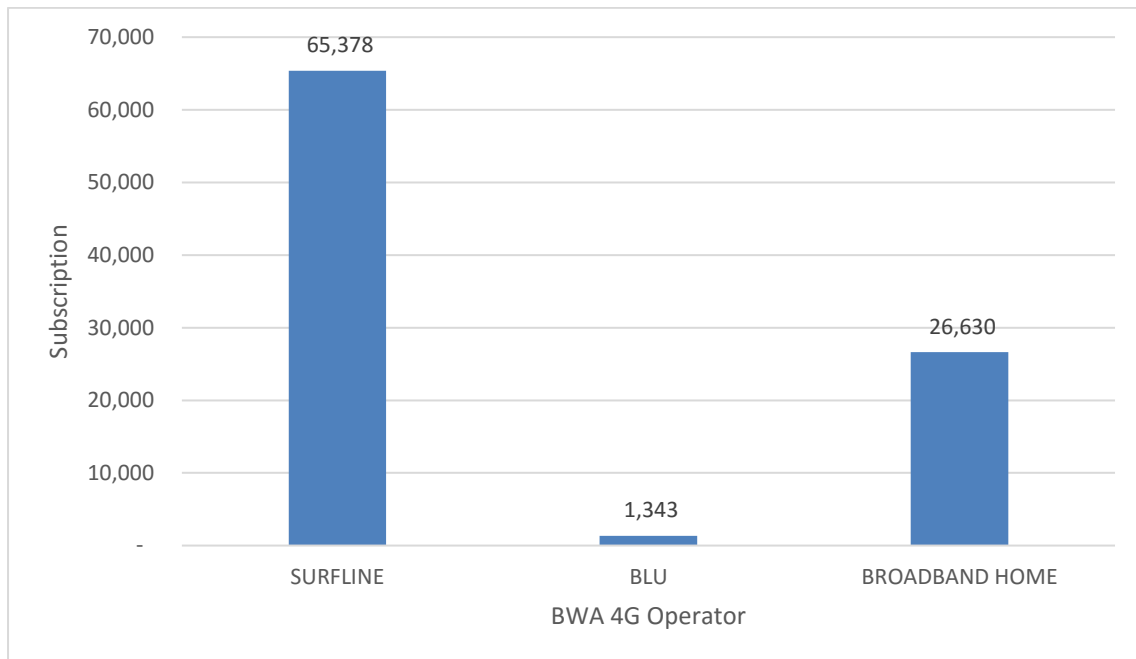
At the end of April 2016, total subscribers of mobile data in the country was 18,698,587 with a penetration rate of 67.63% for the month under review.

4.1 Broadband Wireless Access (BWA) Subscription for April 2016

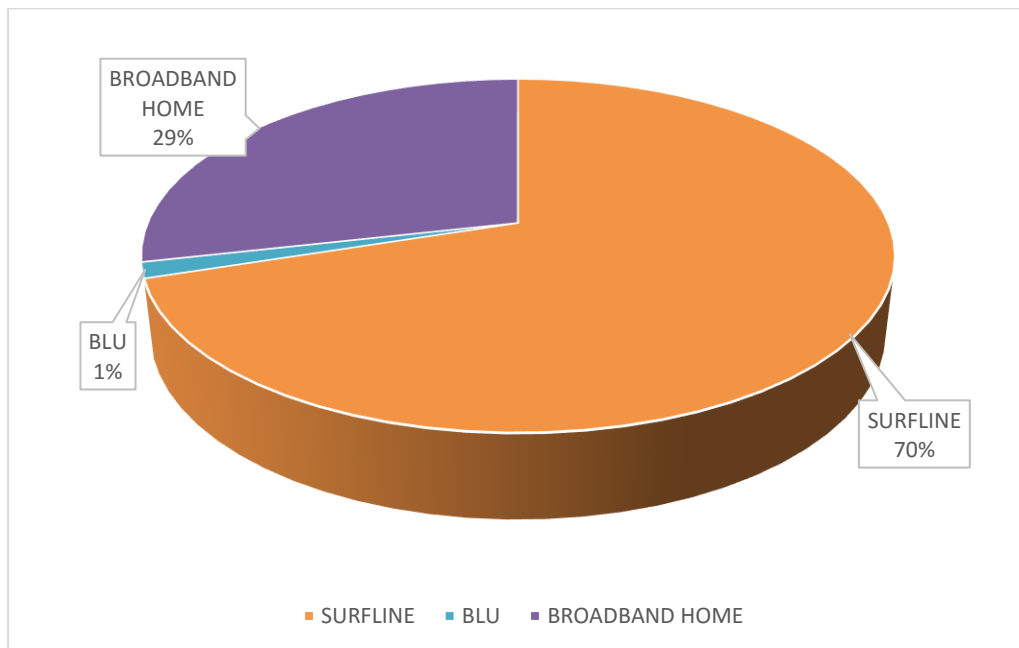
As at the end of April 2016, the total number of subscribers for Broadband Wireless Access data was 93,351 distributed as follows:

- Surflin’s subscriber base was 65,378.
- Blu Ghana’s subscriber figure was 1,343
- Broadband Home subscriber base was 26,630

4.1.1 Chart 4 – BWA Subscription for April 2016



4.1.2 Chart 5 – BWA Market Share for April 2016



4.2 Cellular Mobile Data Subscription

At the end of April 2016, total subscribers of cellular mobile data in the country was 18,605,236 with a penetration rate of 67.29% for the month under review.

MTN's mobile data subscribers for April 2016 was 9,163,083. Their market share for the month under review was 49.25%.

The total number of subscribers for Vodafone's mobile data in April 2016 was 3,334,093. This is reflected in their market share of 17.92%

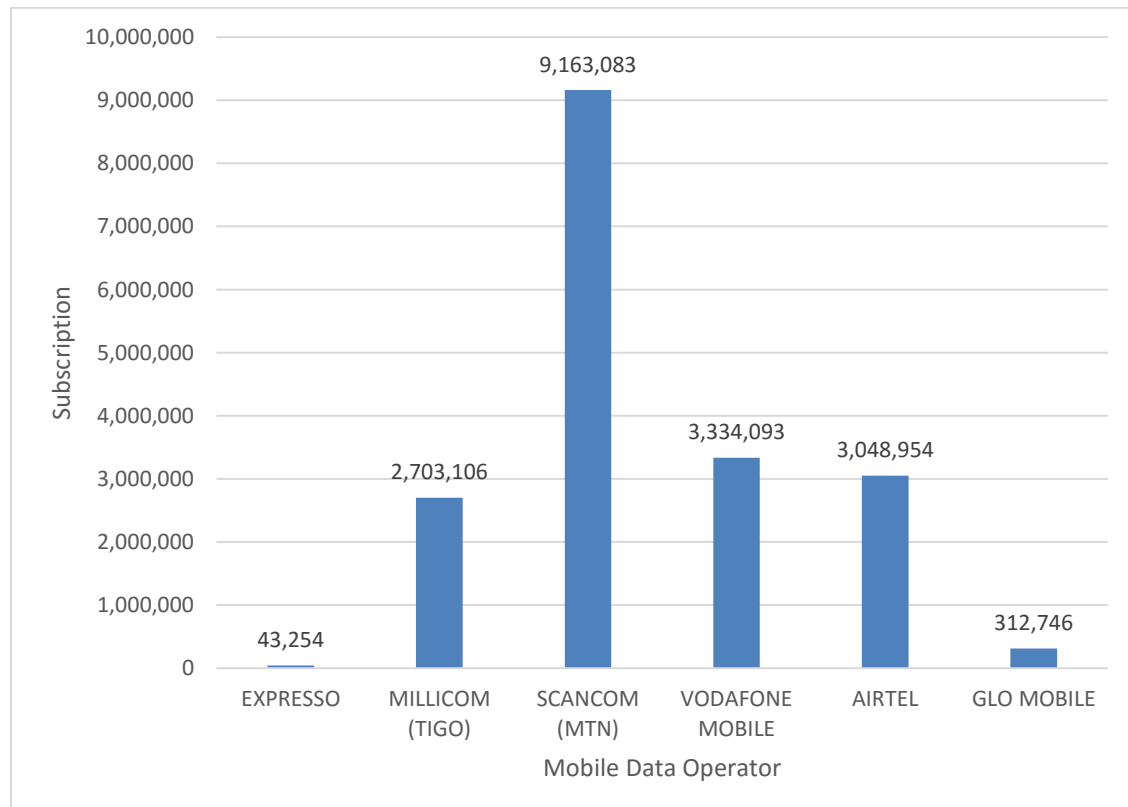
Airtel's mobile data subscribers for April 2016 were 3,048,954. Their market share for the month was 16.39%.

Tigo's data subscribers for April 2016 were 2,703,106. Tigo's market share for the month under review was 14.53%.

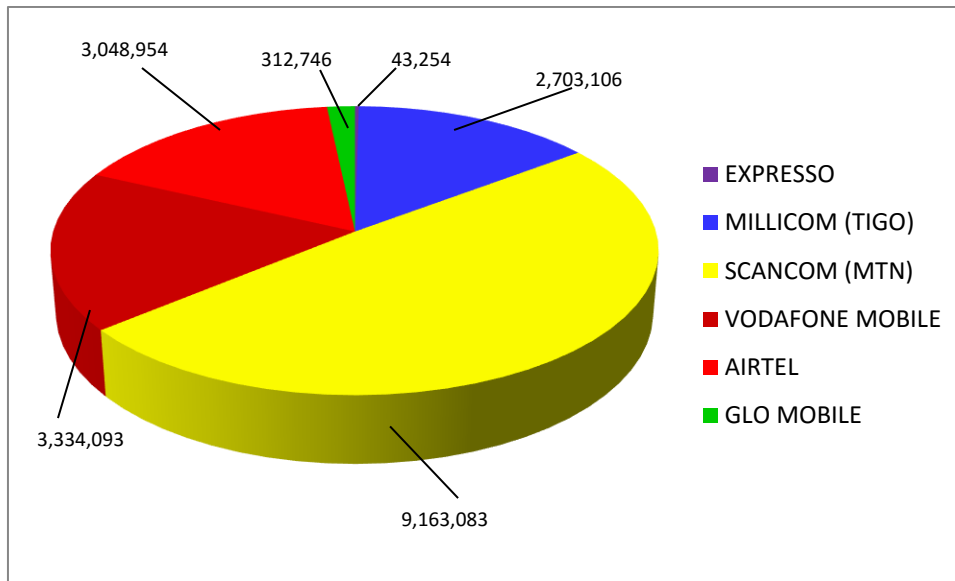
Glo recorded data subscriber figures of 312,746 at the end of April 2016. This reflects a market share of 1.68%.

Expresso's mobile data subscriber figures as at the end of April 2016 were 43,254. This represents a market share of 0.23% for the month under review.

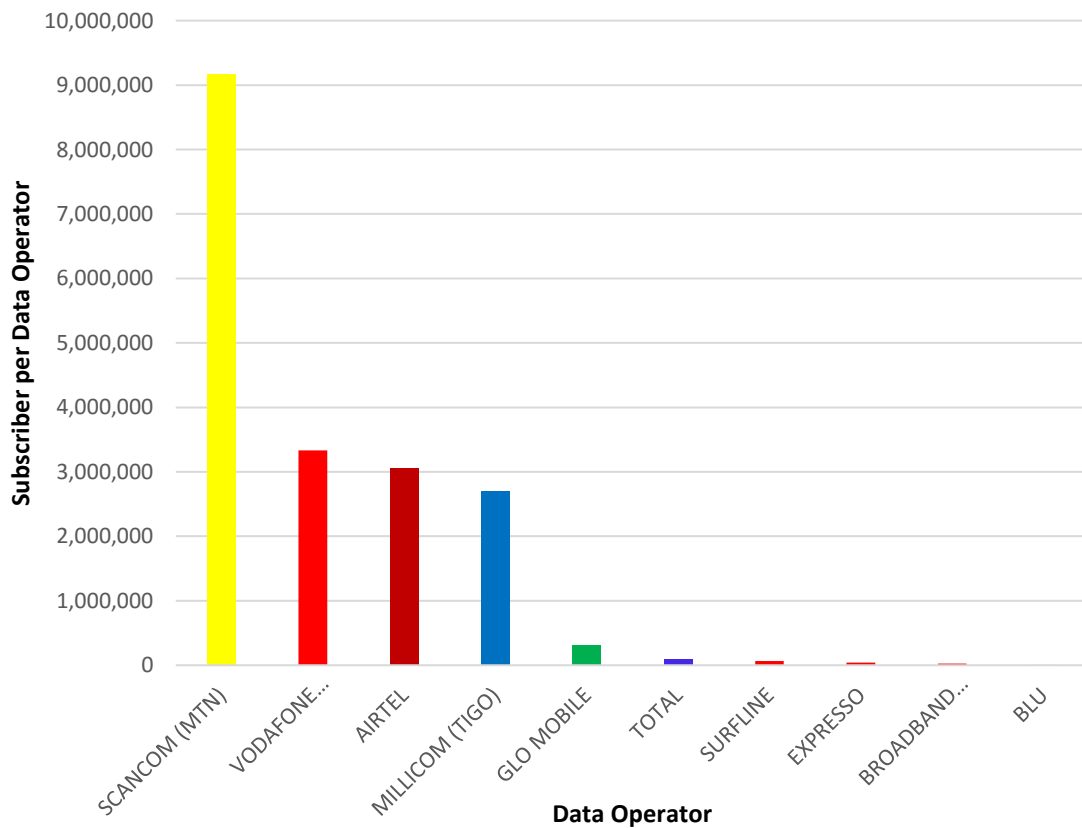
4.2.1 Chart 6 –Cellular Mobile Data Subscription for April 2016



4.2.2 Chart 7 – Cellular Mobile Data Market Share for April 2016



4.2.3 Chart 8– Total Mobile Data Market Share for March 2016



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