



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR FEBRUARY 2016

National Communications Authority

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Abbreviations

NCA National Communications Authority

BWA Broadband Wireless Access

TELECOM SUBSCRIPTIONS FOR FEBRUARY 2016

1. Introduction

As the telecommunication Industry becomes more dynamic, significant trends are noticed in the industry statistics. This report presents information on the telecom subscription trends for February 2016. It is divided into three sections featuring trends within Mobile Voice Subscriptions, Fixed Telephony Trends, Mobile Data and Broadband Wireless Access (BWA) changes that have occurred during the month under review.

2. Mobile Voice Subscription Trends For February 2016.

At the end of February 2016, the total number of mobile voice subscribers had increased from 35,451,444 at the end of January 2016 to 35,802,135. This represents a percentage increase of 0.99%. The total penetration rate for the month under review was 130.00%.

MTN's voice subscriber figures for the period was 16,787,446, representing a percentage increase of 1.67% from January 2016's figure of 16,511,670. MTN's market share for the month under review was 46.89%.

Vodafone's mobile voice subscribers increased from 7,740,240 at the end of January 2016 to 7,859,486 as at the end of February 2016. This represents a percentage increase of 1.54%. Vodafone's market share for February 2016 was 21.95%.

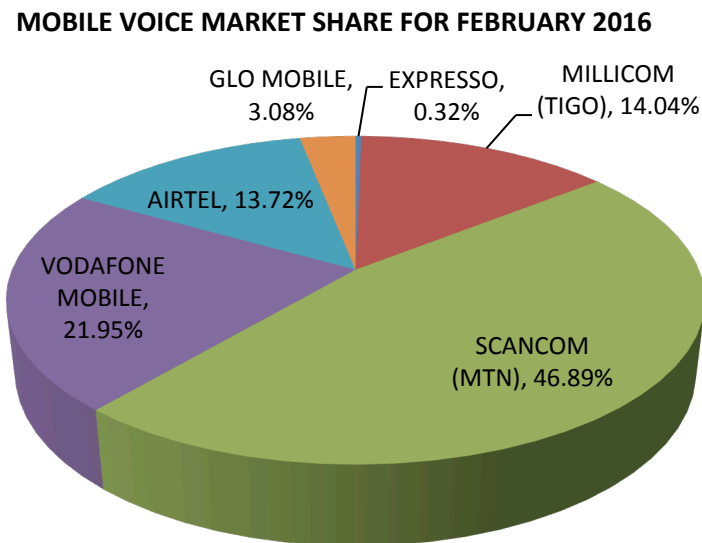
Tigo's voice subscribers increased from 5,004,386 as at the end of January 2016 to 5,026,237 as at the end of February 2016. This indicates a percentage increase of 0.44%. Their market share for the month under review was 14.04%.

Airtel's voice subscribers increased from 4,821,760 as at the end of January 2016 to 4,910,607 as at the end of January 2016. This represents a percentage increase of 1.84%. Their total market share for the month under review was 13.72%.

Glo's voice subscribers decreased from 1,252,275 as at the end of January 2016 to 1,103,301 at the end of February 2016. This reflects a percentage decrease 11.90% for the month. Their total market share for the month under review was 3.08%.

Espresso's voice subscriber figures decreased from 121,113 as at the end of January 2016 to 115,058 as at the end of February 2016. This represents a percentage decrease of 5.00%. Their total market share for the month under review was 0.32%.

2.1 Chart 1 – Mobile Voice Market Share for February 2016



3. Fixed Telephony

As at February 2016, there were two (2) operators providing fixed line services to the public in Ghana. These operators are Vodafone Mobile and Airtel Ghana. In February 2016, the total subscriptions for the fixed operators were 270,730. In general there has been a downward trend observed for fixed operators. A percentage decrease of 1.02% was recorded for the month under review. Vodafone Ghana recorded a total subscriber base of 262,680 while Airtel ended the month with 8,050 subscribers.

4. Mobile Data Figures For The Month Of February 2016

At the end of February 2016, the total subscribers of mobile data subscribers in the country were 18,550,103 with a total penetration rate for the month under review was 67.36%.

4.1 Broadband Wireless Access (BWA) Operators

As at the end of February 2016, the total number of subscribers for Broadband Wireless Access data was 100,980. Surfline's subscriber base was 72,881. Blu Ghana recorded a total subscriber figure of 1,433 and Broadband Home recorded a total of 26,666 subscribers.

4.2 Cellular Mobile Operators

MTN's mobile data subscribers for February 2016 were 8,940,472. Their market share for the month under review was 48.20%.

The total number of subscribers for Vodafone's mobile data in February 2016 was 3,403,780. This is reflected in their market share of 18.35%

Airtel's mobile data subscribers for February 2016 were 2,978,334. Their market share for the month was 16.06%.

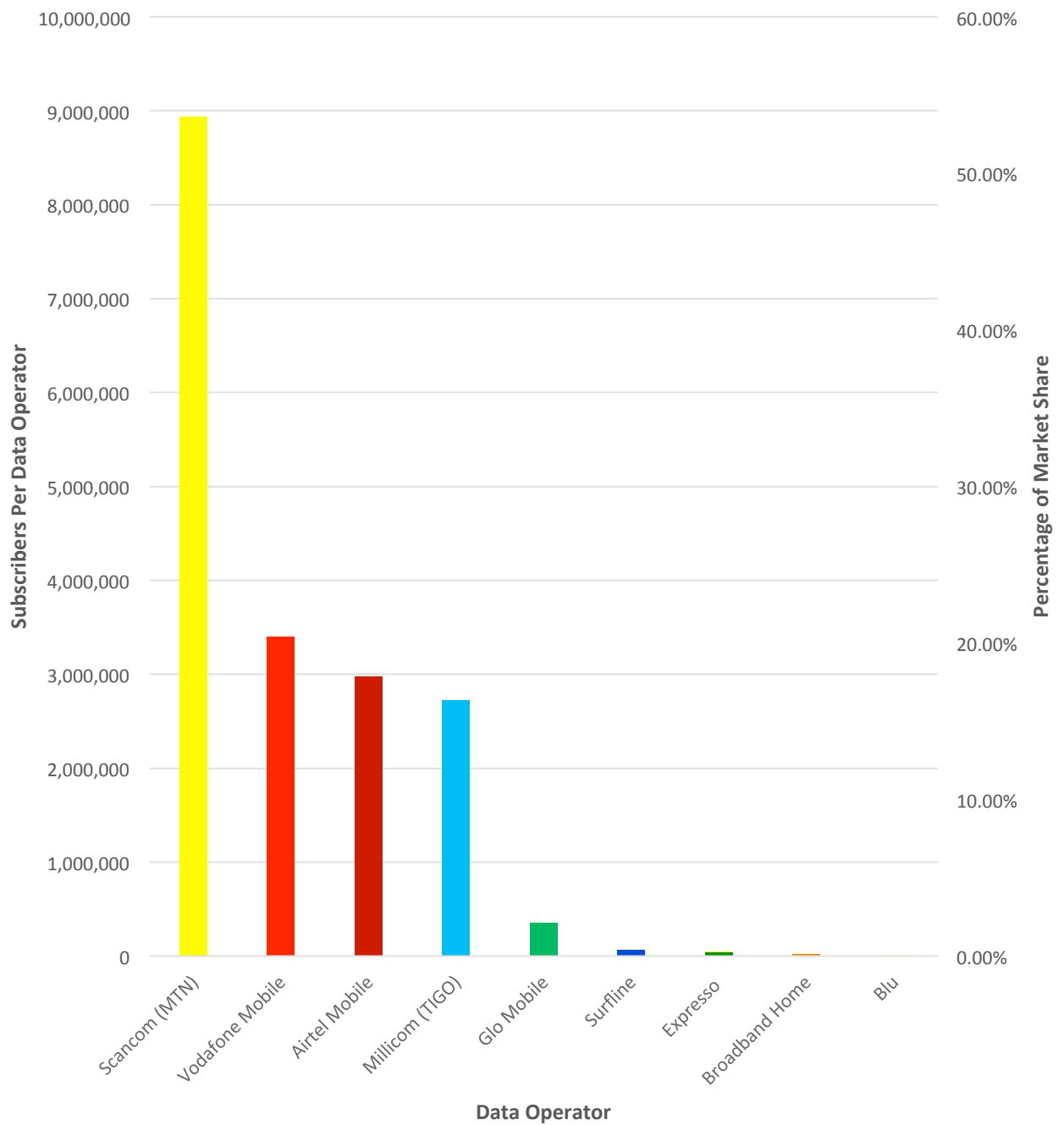
Tigo's data subscribers for February 2016 were 2,722,504. Tigo's market share for the month under review was 14.68%.

Glo recorded data subscriber figures of 358,996 at the end of February 2016. This reflects a market share of 1.94%.

Expresso's mobile data subscriber figures as at the end of February 2016 were 45,037. This represents a market share of 0.24% for the month under review.

4.3 Chart 2 – Total Mobile Data Market Share for February 2016

TOTAL MOBILE DATA MARKET SHARE PER DATA OPERATOR



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