



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR MARCH 2016

National Communications Authority

MARCH 30, 2016

Table of Contents

Introduction	4
Mobile Voice Subscription Trends for March 2016	4
Fixed Telephony	5
Mobile Data Figures for March 2016	5
Broadband Wireless Access (BWA) Operators	5
Cellular Mobile Operators	6

Abbreviations

NCA National Communications Authority

BWA Broadband Wireless Access

TELECOM SUBSCRIPTIONS FOR MARCH 2016

1. Introduction

This report highlights data trends in the telecommunication industry for March 2016. The report presents trends that have occurred in the country's 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 March 2016.

At the end of March 2016, the total number of mobile voice subscribers had increased from 35,802,135 at the end of February 2016 to 36,138,706 as at the end of March 2016. This represents a percentage increase of 0.94%. The total penetration rate for the month under review was 130.97%.

MTN's voice subscriber figures for the period was 17,004,445, representing a percentage increase of 1.29% from February 2016's figure of 16,787,446. MTN's market share for the month under review was 47.05%.

Vodafone's mobile voice subscribers increased from 7,859,486 at the end of February 2016 to 7,900,534 as at the end of March 2016. This represents a percentage increase of 0.52%. Vodafone's market share for March 2016 was 21.86%.

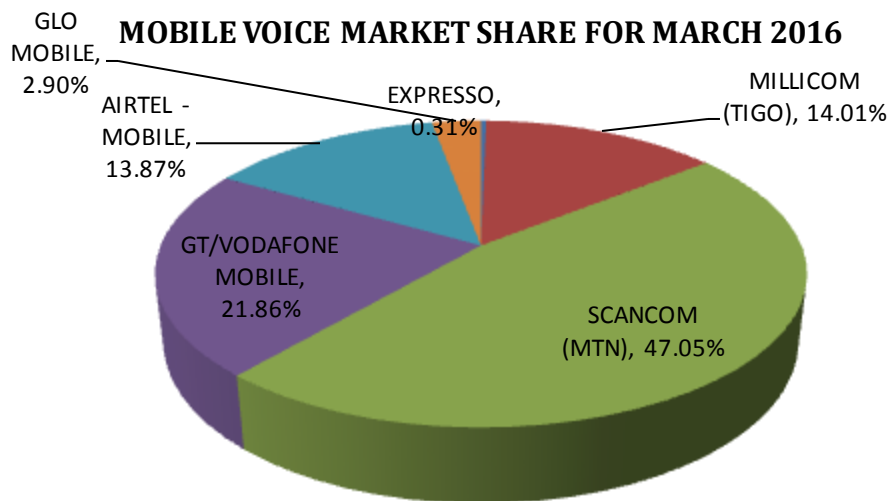
Tigo's voice subscribers increased from 5,026,237 as at the end of February 2016 to 5,062,304 as at the end of March 2016. This indicates a percentage increase of 0.72%. Their market share for the month under review was 14.01%.

Airtel's voice subscribers increased from 4,910,607 as at the end of February 2016 to 5,012,239 as at the end of March 2016. This represents a percentage increase of 2.07%. Their total market share for the month under review was 13.87%.

Glo's voice subscribers decreased from 1,103,301 as at the end of February 2016 to 1,048,635 at the end of March 2016. This reflects a percentage decrease 4.95% for the month. Their total market share for the month under review was 2.90%.

Expresso's voice subscriber figures decreased from 115,058 as at the end of February 2016 to 110,549 as at the end of March 2016. This represents a percentage decrease of 3.92%. Their total market share for the month under review was 0.31%.

2.1 Chart 1 – Mobile Voice Market Share for February 2016



3. **Fixed Telephony**

There are two (2) operators providing fixed line services to the public in Ghana. These operators are Vodafone Mobile and Airtel Ghana. As at March 2016, the total subscriptions for the fixed operators were 258,536 representing a percentage decrease of 4.50 from the previous month. Vodafone Ghana recorded a total subscriber base of 250,546 while Airtel ended the month with 7,990 subscribers.

4. **Mobile Data Figures for March 2016**

At the end of March 2016, the total subscribers of mobile data subscribers in the country were 18,813,686 with a total penetration rate for the month under review was 68.18%.

4.1 **Broadband Wireless Access (BWA) Operators**

As at the end of March 2016, the total number of subscribers for Broadband Wireless Access data was 101,851. Surfline's subscriber base was 73,789. Blu Ghana recorded a total subscriber figure of 1,396 and Broadband Home recorded a total of 26,666 subscribers.

4.2 Cellular Mobile Operators

MTN's mobile data subscribers for March 2016 were 9,066,405. Their market share for the month under review was 48.19%.

The total number of subscribers for Vodafone's mobile data in March 2016 was 3,390,276. This is reflected in their market share of 18.02%

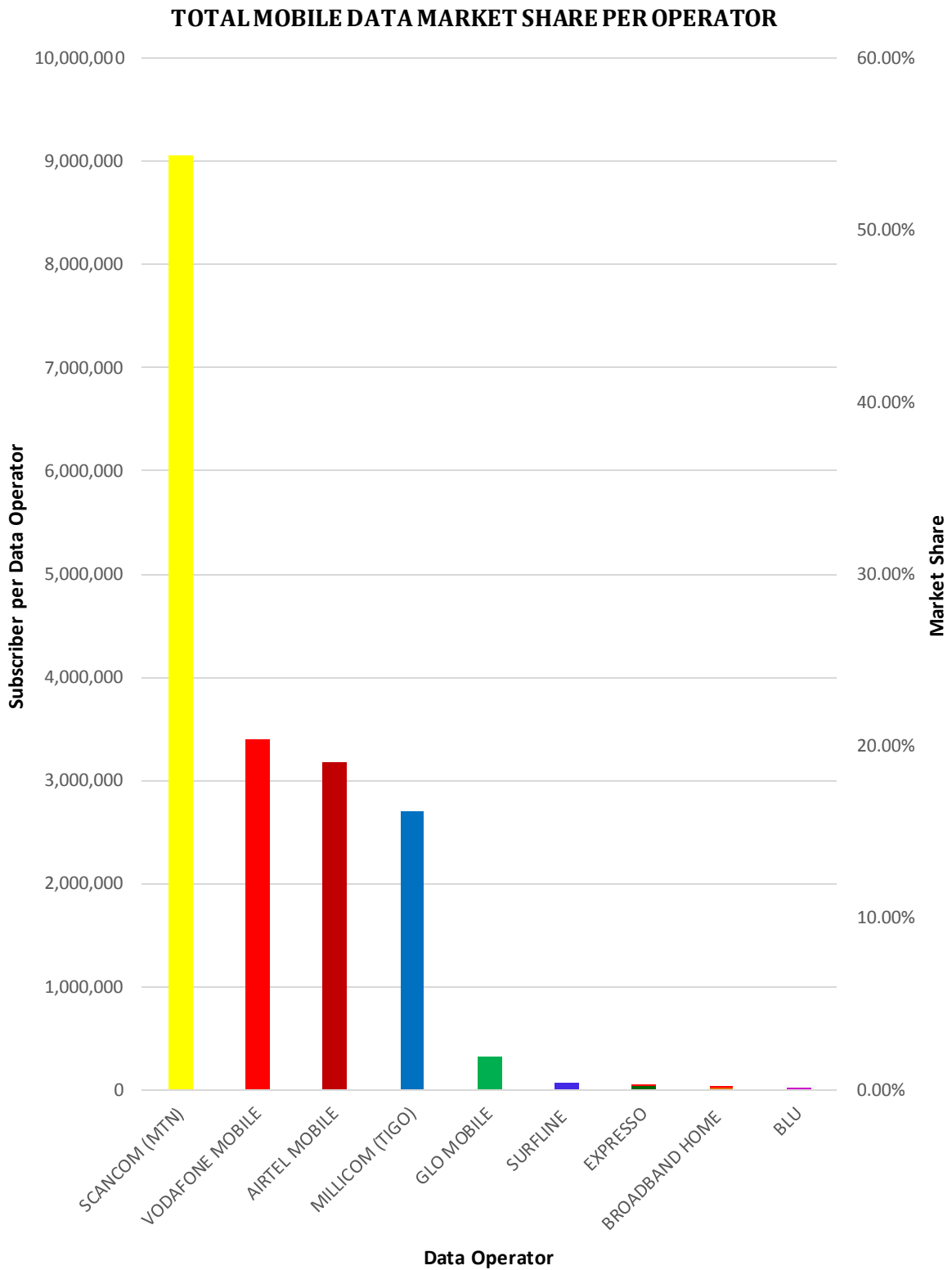
Airtel's mobile data subscribers for March 2016 were 3,177,620. Their market share for the month was 16.89%.

Tigo's data subscribers for March 2016 were 2,707,411. Tigo's market share for the month under review was 14.39%.

Glo recorded data subscriber figures of 325,987 at the end of March 2016. This reflects a market share of 1.73%.

Expresso's mobile data subscriber figures as at the end of March 2016 were 44,136. This represents a market share of 0.23% for the month under review.

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



Issued by the National Communications Authority,

No. 6 Airport City, Accra.

Tel: (0)30 – 2776621/2771701 or 050-145-1522/3.

E-mail: info@nca.org.gh

Date – Monday, 16th May, 2016