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# **INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR MAY 2016**

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National Communications Authority

*JULY 28, 2016*

## Contents

<b>1. Introduction.....</b>	<b>Page 4</b>
<b>2. Mobile Voice Subscription Trends For May 2016. ....</b>	<b>Page 4</b>
<b>3. Fixed Telephony .....</b>	<b>Page 5</b>
<b>4. Mobile Data Figures For May 2016.....</b>	<b>Page 6</b>
<b>5. Mobile Data Subscriptions.....</b>	<b>Page 6</b>
<b>6. Broadband Wireless Access (BWA).....</b>	<b>Page 7</b>

NCA National Communications Authority

BWA Broadband Wireless Access

## **TELECOM SUBSCRIPTIONS FOR MAY 2016**

### **1. Introduction**

This report covers indicators within the telecommunication industry for May 2016. The report is divided into three sections highlighting figures for Mobile Voice, Fixed Telephony and Mobile Data subscriptions for the month under review.

### **2. Mobile Voice Subscription Trends for May 2016.**

At the end of May 2016, the total number of mobile voice subscribers had increased from 36,395,116 at the end of April 2016 to 36,534,611 as at the end of May 2016. The total penetration rate for the month under review was 131.87%.

MTN's voice subscriber figures for the period was 17,428,380 representing a percentage increase of 1.37% from April 2016's figure of 17,192,543. MTN's market share for the month under review was 47.70%.

Vodafone's mobile voice subscribers increased from 7,976,348 at the end of April 2016 to 8,054,346 as at the end of May 2016. This represents a percentage increase of 0.98%. Vodafone's market share for May 2016 was 22.05%.

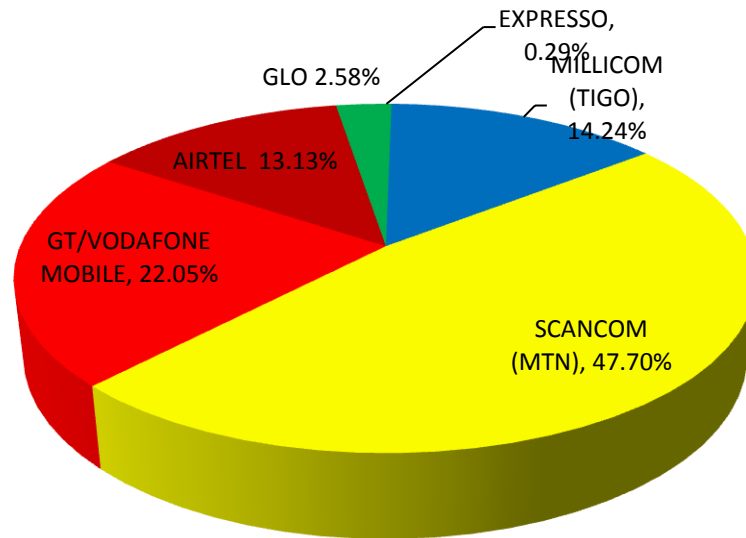
Tigo's voice subscribers decreased from 5,213,398 as at the end of April 2016 to 5,203,063 as at the end of May 2016. This indicates a percentage decrease of 0.20%. Their market share for the month under review was 14.24%.

Airtel's voice subscribers decreased from 4,942,197 as at the end of April 2016 to 4,798,480 as at the end of May 2016. This represents a percentage decrease of 2.91%. Their total market share for the month under review was 13.13%.

Glo's voice subscribers decreased from 962,338 as at the end of April 2016 to 944,260 at the end of May 2016. This reflects a percentage decrease of 1.88% for the month. Their total market share for the month under review was 2.58%.

Expresso's voice subscriber figures decreased from 108,292 as at the end of April 2016 to 106,082 as at the end of May 2016. This represents a percentage decrease of 2.04%. Their total market share for the month under review was 0.29%.

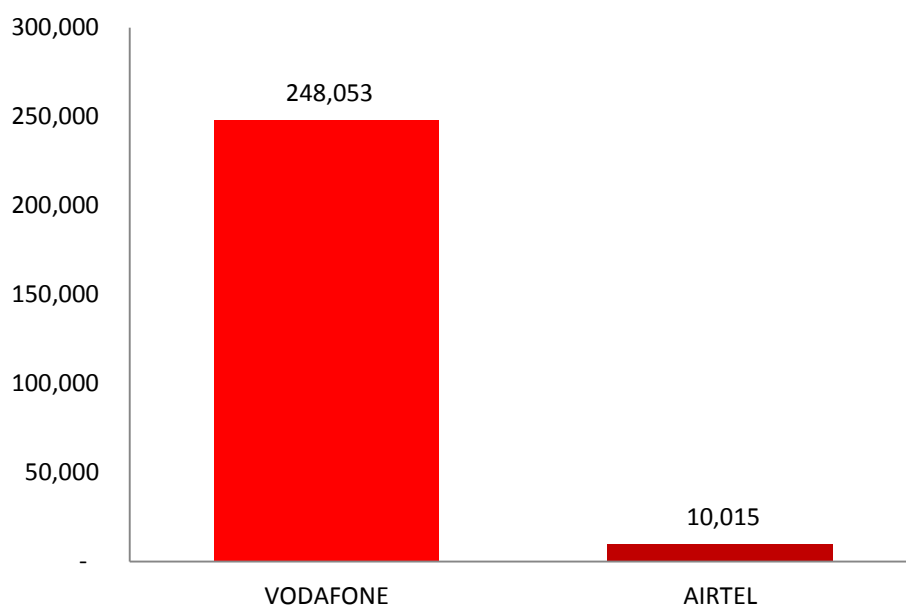
**2.1 Chart 1 – Mobile Voice Market Share for May 2016**



**3. Fixed Telephony**

The two (2) operators providing fixed line services to the public in Ghana are Vodafone Ghana and Airtel Ghana. As at May 2016, the total subscriptions for the fixed operators were 258,068 representing a percentage increase of 0.45% from April 2016. Vodafone Ghana ended the month with a total subscriber base of 248,053 while Airtel ended the month with 10,015 subscribers.

**3.1 Chart 2 – Mobile Voice Market Share for May 2016**



**FIXED TELEPHONY OPERATORS**

#### **4. Mobile Data Figures For May 2016**

At the end of May 2016, the total subscribers of mobile data subscribers in the country were 18,748,036 with a total penetration rate for the month under review was 67.67%.

##### **4.1 Mobile Data Subscriptions**

MTN's mobile data subscribers for May 2016 were 9,288,548. Their market share for the month under review was 49.54%.

The total number of subscribers for Vodafone's mobile data in May 2016 was 3,340,452. This is reflected in their market share of 17.82%.

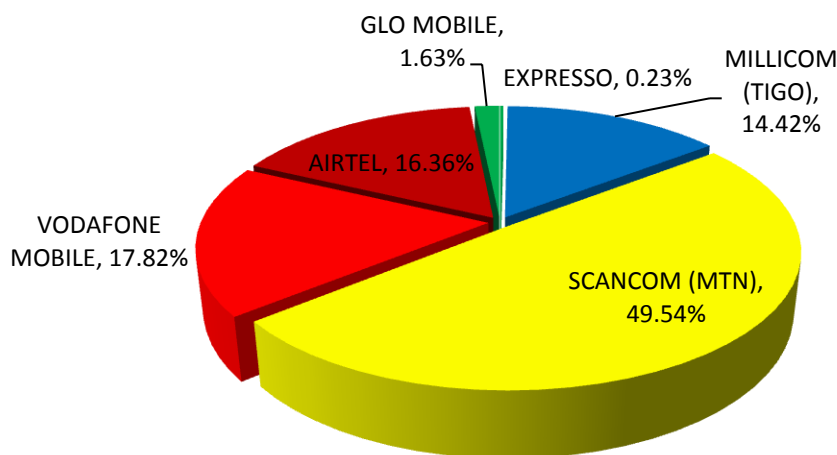
Airtel's mobile data subscribers for May 2016 were 3,067,502. Their market share for the month under review was 16.36%.

Tigo's data subscribers for May 2016 were 2,704,110. Tigo's market share for the month under review was 14.42%.

Glo recorded data subscriber figures of 305,035 at the end of May 2016. This reflects a market share of 1.63%.

Expresso's mobile data subscriber figures as at the end of May 2016 were 42,389. This represents a market share of 0.23% for the month under review.

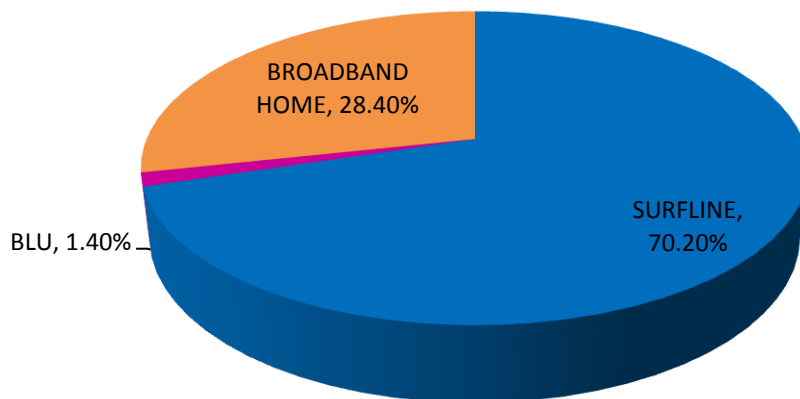
##### ***4.2 Chart 3 – Mobile Voice Market Share for May 2016***



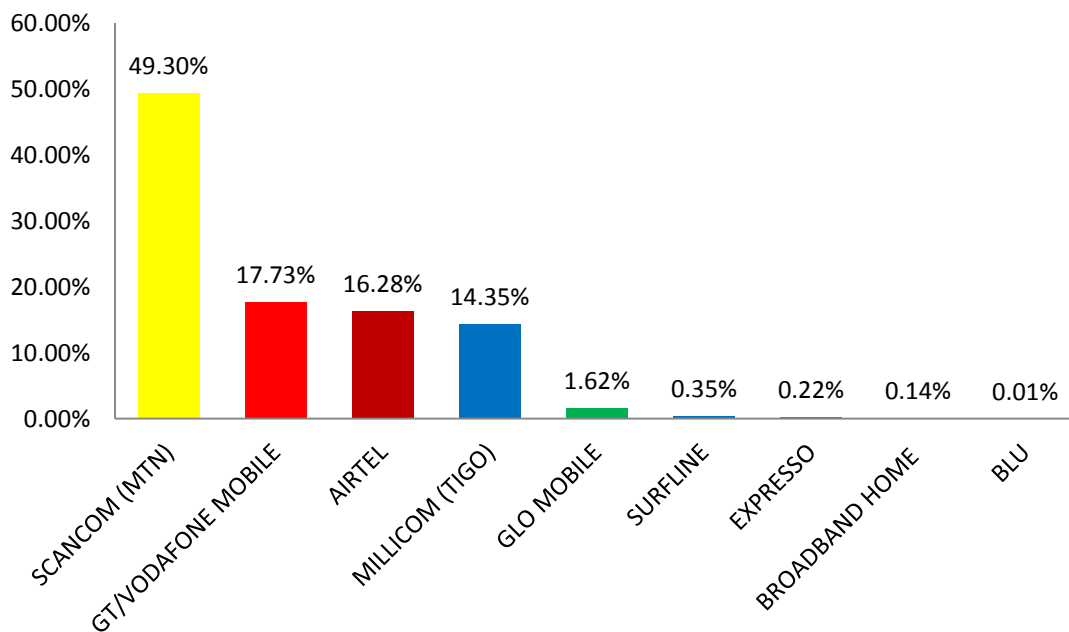
### 4.3 Broadband Wireless Access (BWA)

As at the end of May 2016, the total number of subscribers for Broadband Wireless Access data was 93,641. Surfline recorded a total of 65,757 subscribers for the month under review. Blu Ghana recorded a total subscriber figure of 1,299 and Broadband Home recorded a total of 26,585 subscribers.

4.4 Chart 4 – Broadband Wireless Access(BWA) Market Share for May 2016



4.5 Chart 5 – Total Mobile Data Market Share for May 2016



TOTAL MARKET SHARE PER DATA OPERATOR

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