

## INDUSTRY MARKET STATISTICS

### DATA SUBSCRIPTION ANALYSIS FOR JANUARY 2022

MOBILE NETWORK DATA OPERATORS (MNOs)	Dec-21	Jan-22
Airtel Ghana Limited (AirtelTigo)	3,524,022	3,497,303
Ghana Telecommunications Company Limited (Vodafone Ghana)	3,346,148	3,299,077
Glo Mobile Ghana Limited (Glo)	384,456	371,952
Scancom PLC Ghana Limited (MTN Ghana)	16,159,901	16,514,507
<b>TOTAL MOBILE</b>	<b>23,414,527</b>	<b>23,682,839</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>2.12%</b>	<b>1.15%</b>
MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)	Dec-21	Jan-22
Airtel Ghana Limited (AirtelTigo)	-3.35%	-0.76%
Ghana Telecommunications Company Limited (Vodafone Ghana)	6.68%	-1.41%
Glo Mobile Ghana Limited (Glo)	2.91%	-3.25%
Scancom PLC Ghana Limited (MTN Ghana)	2.45%	2.19%
FIXED NETWORK DATA OPERATORS (FNOs)	Dec-21	Jan-22
Airtel Ghana Limited (AirtelTigo)	649	647
Ghana Telecommunications Company Limited (Vodafone Ghana)	67,086	67,138
Scancom PLC Ghana Limited (MTN Ghana)	45,987	24,968
<b>TOTAL FIXED</b>	<b>113,722</b>	<b>92,753</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>23.42%</b>	<b>-18.44%</b>
MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)	Dec-21	Jan-22
Airtel Ghana Limited (AirtelTigo)	-2.84%	-0.31%
Ghana Telecommunications Company Limited (Vodafone Ghana)	0.69%	0.08%
Scancom PLC Ghana Limited (MTN Ghana)	85.09%	-45.71%
BROADBAND WIRELESS ACCESS OPERATORS (BWAs)	Dec-21	Jan-22
Blu Telecommunications Limited	NIL	NIL
Broadband Home	996	848
Busy Internet Ghana Limited (Busy)	5,489	5,393
Surflin Communications Limited (Surflin)	41,123	40,347
Telesol Ghana Limited (Telesol)	3,106	3,181

<b>TOTAL BWA</b>	<b>50,714</b>	<b>49,769</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>-1.86%</b>	<b>-1.86%</b>
<b>MONTH ON MONTH GROWTH PER OPERATOR(BWA)</b>	<b>Dec-21</b>	<b>Jan-22</b>
Blu Telecommunications Limited	NIL	NIL
Broadband Home	-4.14%	-14.86%
Busy Internet Ghana Limited (Busy)	-8.23%	-1.75%
Surfline Communications Limited (Surfline)	-1.15%	-1.89%
Telesol Ghana Limited (Telesol)	1.84%	2.41%
<b>TOTAL MARKET</b>		
MNOs	23,414,527	23,682,839
FNOs	113,722	92,753
BWAs	50,714	49,769
<b>TOTAL DATA SUBSCRIPTION</b>	<b>23,578,963</b>	<b>23,825,361</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>2.19%</b>	<b>1.04%</b>
<b>POPULATION</b>	<b>30,792,608</b>	<b>30,792,608</b>
<b>GROWTH RATE</b>		
<b>PENETRATION</b>	<b>Dec-21</b>	<b>Jan-22</b>
MNOs	76.04%	76.91%
FNOs	0.37%	0.30%
BWAs	0.16%	0.16%
<b>TOTAL PENETRATION</b>	<b>76.57%</b>	<b>77.37%</b>
<b>MARKET SHARE</b>		
MNOs	99.30%	99.40%
FNOs	0.48%	0.39%
BWAs	0.22%	0.21%
<b>MARKET SHARE FOR MNO DATA OPERATORS</b>	<b>Dec-21</b>	<b>Jan-22</b>
Airtel Ghana Limited (AirtelTigo)	15.05%	14.77%
Ghana Telecommunications Company Limited (Vodafone Ghana)	14.29%	13.93%
Glo Mobile Ghana Limited (Glo)	1.64%	1.57%
Scancom PLC Ghana Limited (MTN Ghana)	69.02%	69.73%

<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>
<b>MARKET SHARE PER FIXED OPERATORS</b>	<b>Dec-21</b>	<b>Jan-22</b>
Airtel Ghana Limited (AirtelTigo)	0.57%	0.70%
Ghana Telecommunications Company Limited (Vodafone Ghana)	58.99%	72.38%
Scancom PLC Ghana Limited (MTN Ghana)	40.44%	26.92%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>
<b>MARKET SHARE PER BWA OPERATORS</b>	<b>Dec-21</b>	<b>Jan-22</b>
Blu Telecommunications Limited	NIL	NIL
Broadband Home	1.96%	1.70%
Busy Internet Ghana Limited (Busy)	10.82%	10.84%
Surflin Communications Limited (Surflin)	81.09%	81.07%
Telesol Ghana Limited (Telesol)	6.12%	6.39%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>

**Note**

*The NIL indicates that no data has been received from these companies*

*This data does not include ISPs*

*Effective September, 2021 the Population being used is the provisional results from the GSS Population Census*