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# **INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR MARCH 2022**

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## **TELECOM SUBSCRIPTIONS FOR MARCH 2022**

### **1.0. Introduction**

This report highlights voice and data trends that have occurred in the telecommunication industry as at the end of March 2022 with an estimated country population of 30,792,608. It presents information on Mobile Voice Telephony, Fixed Line as well as Mobile Data subscriptions for the month under review.

### **2.0. Voice Subscription Figures**

#### ***2.1. Mobile Voice Subscription***

At the end of March 2022, the total number of voice subscriptions was 41,481,767. This represents a percentage increase of 1.25% from February 2022's figure of 40,969,036. The total penetration rate for the month under review was 135.75%.

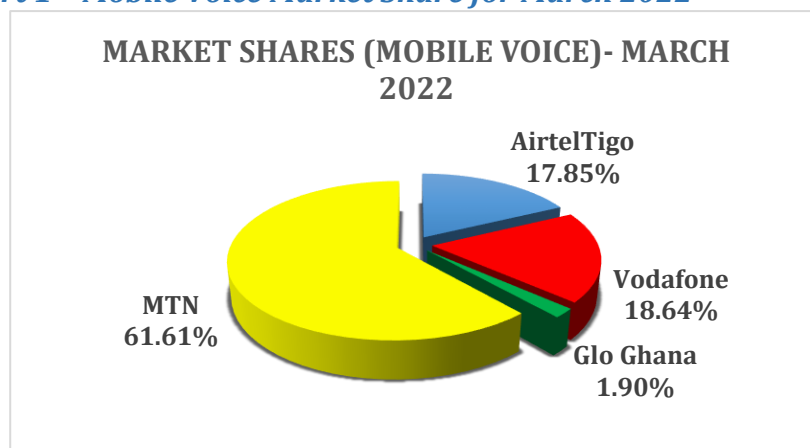
MTN's voice subscriptions for the period was 25,558,928 representing a percentage increase of 2.97% from February 2022's figure of 24,821,945. MTN's market share for the month under review was 61.61%.

Vodafone's mobile voice subscriptions decreased from 7,882,497 as at the end of February 2022 to 7,732,622 as at the end of March 2022. This represents a percentage decrease of 1.90%. Vodafone's market share for March 2022 was 18.64%.

AirtelTigo's voice subscriptions decreased from 7,480,962 as at the end of February 2022 to 7,403,254 as at the end of March 2022 indicating a percentage decrease of 1.04%. Their market share for the month under review was 17.85% as compared to 18.26% in February 2022.

Voice subscriptions of Glo increased from 783,632 as at the end of February 2022 to 786,963 at the end of March 2022. With a percentage decrease of 0.43%, their total market share for the month under review was 1.90%.

***Chart 1 – Mobile Voice Market Share for March 2022***

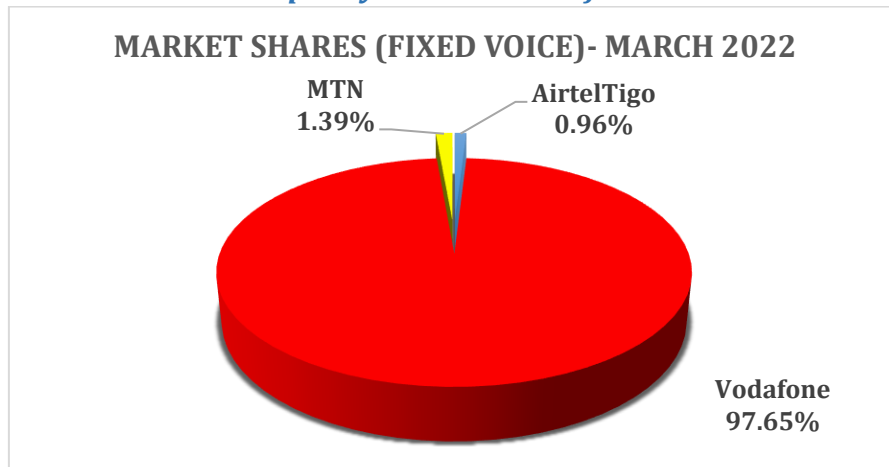


#### ***2.2. Fixed Telephony Subscriptions***

There are three (3) Operators providing Fixed Line services in Ghana. These Operators are Vodafone, AirtelTigo and MTN. As at the end of March 2022, the total subscriptions for the Fixed Operators stood at 320,516, a decrease of 1,862

subscriptions from the previous month's subscription of 322,378. Vodafone ended the month with 312,981 subscriptions; AirtelTigo recorded a total subscription of 3,088 with MTN recording 4,447 subscriptions.

**Chart 2 – Fixed Telephony Market Share for March 2022**



### 3.0. Data Subscription Figures

#### **3.1. Mobile Network Operators (MNOs) Mobile Data Subscriptions**

With an estimated population of 30,792,608, the total subscriptions of data in the country at the end of March 2022 was 23,692,581. The penetration rate for the period stood at 76.94%.

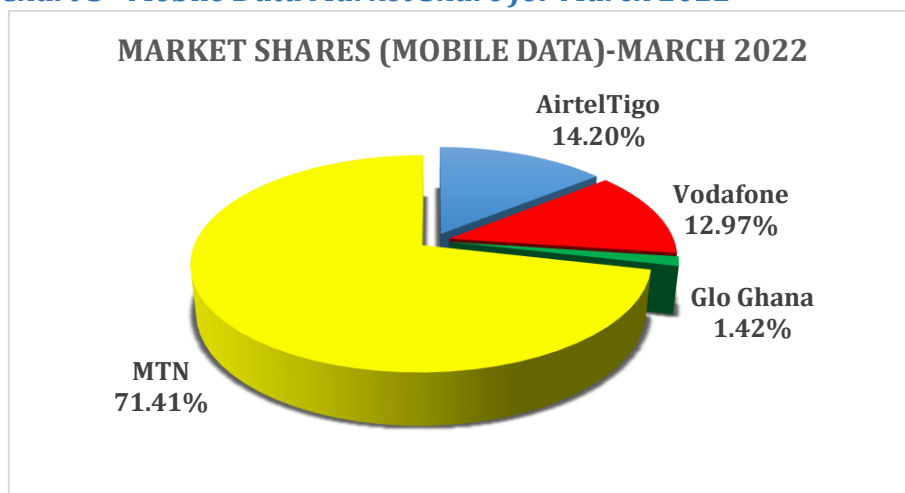
MTN ended the month of March with 16,919,512 mobile data subscriptions. Their market share for the month under review was 71.41%.

The total number of subscriptions for Vodafone's mobile data in March 2022 was 3,072,144. This is reflected in their market share of 12.97%.

AirtelTigo's mobile data subscriptions for March 2022 was 3,365,455. Their market share for the month was 14.20%.

Glo recorded data subscriber figures of 335,470 at the end of March 2022. This reflects a market share of 1.42%.

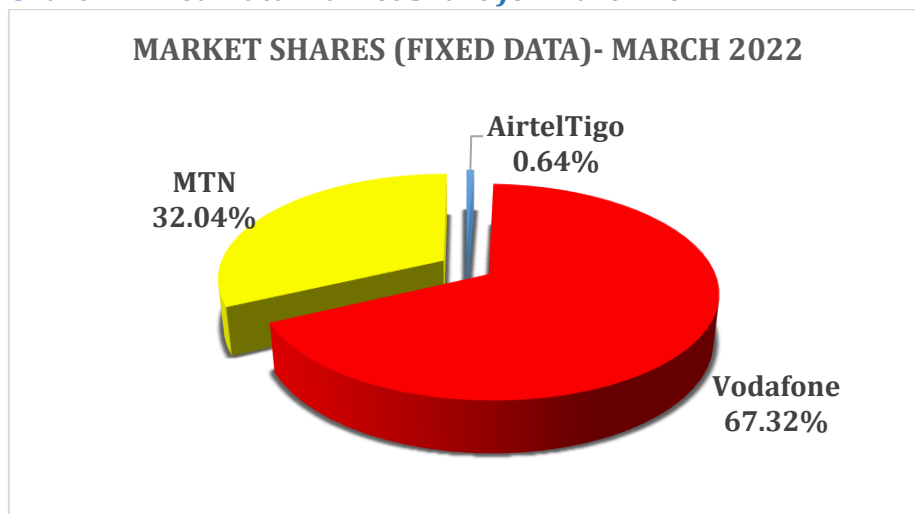
**Chart 3 –Mobile Data Market Share for March 2022**



**3.2. Fixed Network Data Subscriptions**

There are three (3) Operators providing fixed data services in Ghana. They are Vodafone, AirtelTigo and MTN. As at the end of March 2022, the total number of fixed data subscriptions was 102,745 with Vodafone recording 69,163. AirtelTigo and MTN ended the month with 659 and 32,923 subscriptions respectively.

**Chart 4 –Fixed Data Market Share for March 2022**

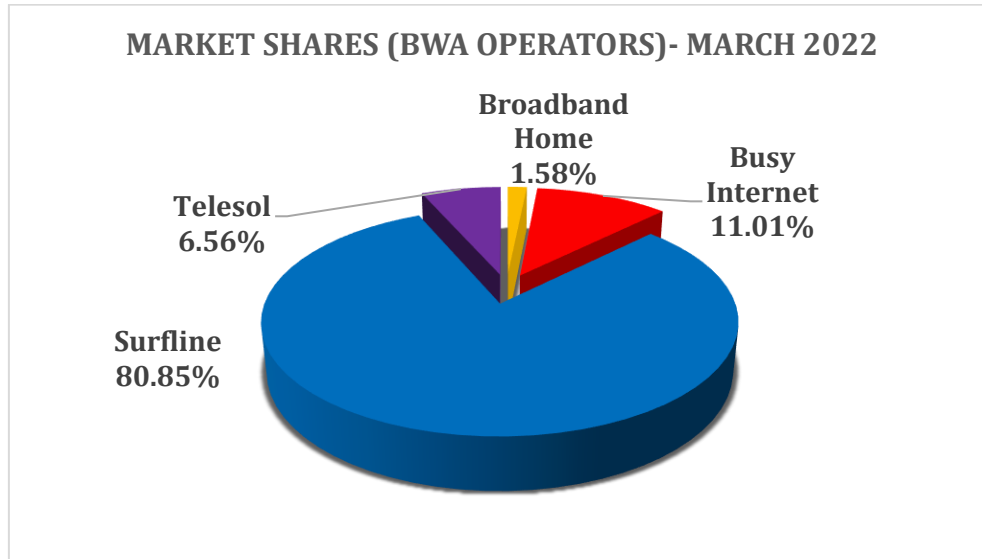


**3.3. Broadband Wireless Access (BWA) Subscriptions**

Broadband Data Access (BWA) Operators provide broadband data access through wireless media to consumer and business markets. In Ghana, there are four (4) BWA Operators namely Surfline, Broadband Home, Telesol and Busy Internet.

The total subscriptions for BWA stood at 48,901 as at the end of March 2022. Surfline recorded subscriptions of 39,538 whilst Broadband Home ended the month with 772 subscriptions. Telesol and Busy Internet recorded 3,208 and 5,383 subscriptions respectively.

**Chart 5 –BWA Data Market Share for March 2022**

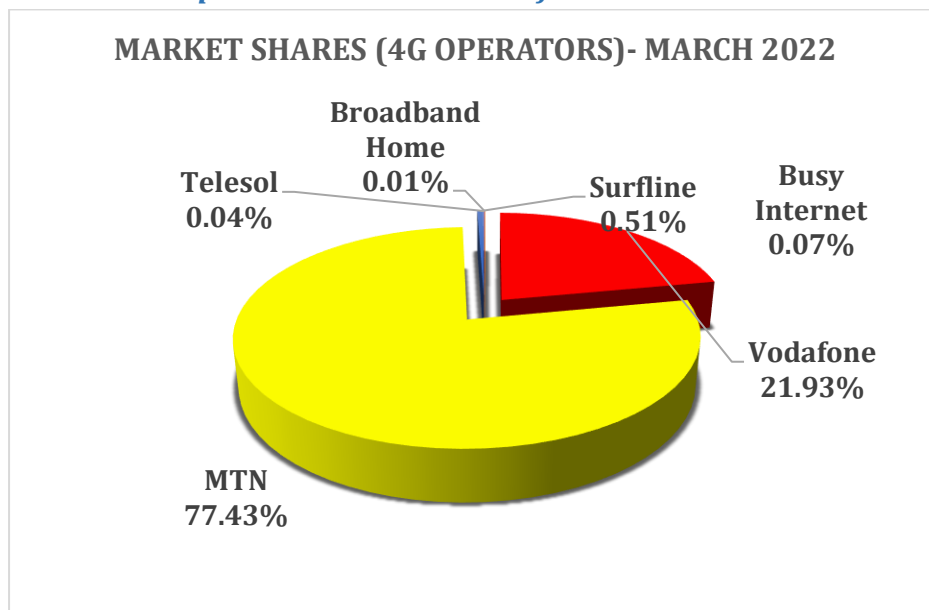


**3.4. 4G Data**

Currently, there are six (6) Operators providing 4G data services in Ghana. They are Vodafone, Surflin, MTN, Telesol, Broadband Home and Busy Internet. As at the end of March 2022, the total number of 4G data subscriptions was 7,684,555 with MTN and Vodafone recording 5,950,353 and 1,685,301 respectively.

Surflin ended the month with 39,538 subscriptions while subscriptions for Busy Internet, Telesol and Broadband Home stood at 5,383, 3,208 and 772 respectively.

**Chart 6- 4G Operators' Market Share for March 2022**



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