



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR AUGUST 2022

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TELECOM SUBSCRIPTIONS FOR AUGUST 2022

1.0. Introduction

This report highlights voice and data trends that have occurred in the telecommunication industry as at the end of August 2022 with an estimated country population of 31,549,289. 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

Voice Service in Ghana has been classified into two (2). These are Mobile Voice and Fixed Voice being provided by Mobile Network Operators (MNOs) and Fixed Network Operators (FNOs). As at the end of August 2022, the total market for Voice Service was 41,054,567 with a penetration rate of 130.13%.

2.1. Mobile Voice Subscription

At the end of August 2022, the total number of voice subscriptions was 40,742,111. This represents a percentage decrease of 0.07% from July 2022's figure of 40,772,086. The total penetration rate for the month under review was 129.14%.

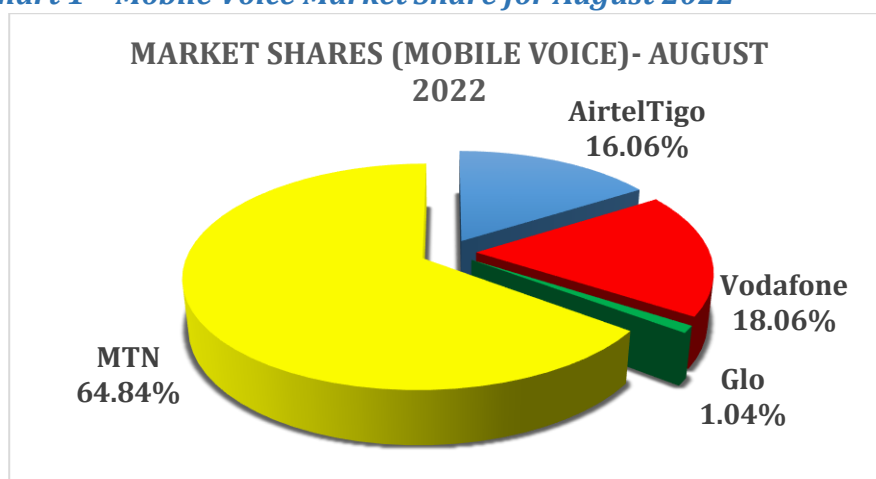
MTN's voice subscriptions for the period was 26,417,887 representing a percentage increase of 0.87% from July 2022's figure of 26,188,917. MTN's market share for the month under review was 64.84%.

Vodafone's mobile voice subscriptions increased from 7,311,811 as at the end of July 2022 to 7,357,959 as at the end of August 2022. This represents a percentage increase of 0.63%. Vodafone's market share for August 2022 was 18.06%.

AirtelTigo's voice subscriptions decreased from 6,706,032 as at the end of July 2022 to 6,543,937 as at the end of August 2022 indicating a percentage decrease of 2.42%. Their market share for the month under review was 16.06% as compared to 16.45% in July 2022.

Voice subscriptions of Glo decreased from 565,326 as at the end of July 2022 to 422,328 at the end of August 2022. With a percentage decrease of 25.29%, their total market share for the month under review was 1.04%.

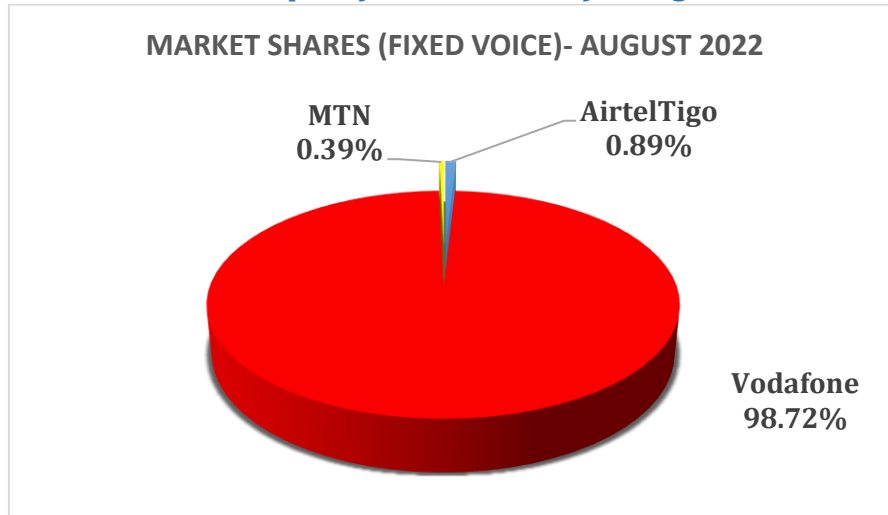
Chart 1 – Mobile Voice Market Share for August 2022



2.2. Fixed Telephony Subscriptions

There are three (3) Operators providing Fixed Line services in Ghana. These Operators are AirtelTigo, MTN and Vodafone. As at the end of August 2022, the total subscriptions for the Fixed Operators stood at 312,456, an increase of 8,338 subscriptions from the previous month's subscription of 304,118. Vodafone ended the month with 308,458 subscriptions; AirtelTigo recorded a total subscription of 2,795 with MTN recording 1,203 subscriptions.

Chart 2 – Fixed Telephony Market Share for August 2022



3.0. Data Subscription Figures

In Ghana, Data Service is being provided by Mobile Network Operators (MNOs), Fixed Network Operators (FNOs) and Broadband Wireless Access Operators (BWAs). With an estimated population of 31,549,289, the total subscriptions of data in the country at the end of August 2022 was 24,302,254. The penetration rate for the period stood at 77.03%.

3.1. Mobile Network Operators (MNOs) Mobile Data Subscriptions

There are four (4) Operators providing Mobile Data service namely, AirtelTigo, Glo, MTN and Vodafone. At the end of August 2022, the total number of mobile data subscriptions was 24,156,611. The penetration rate for the period stood at 76.57%.

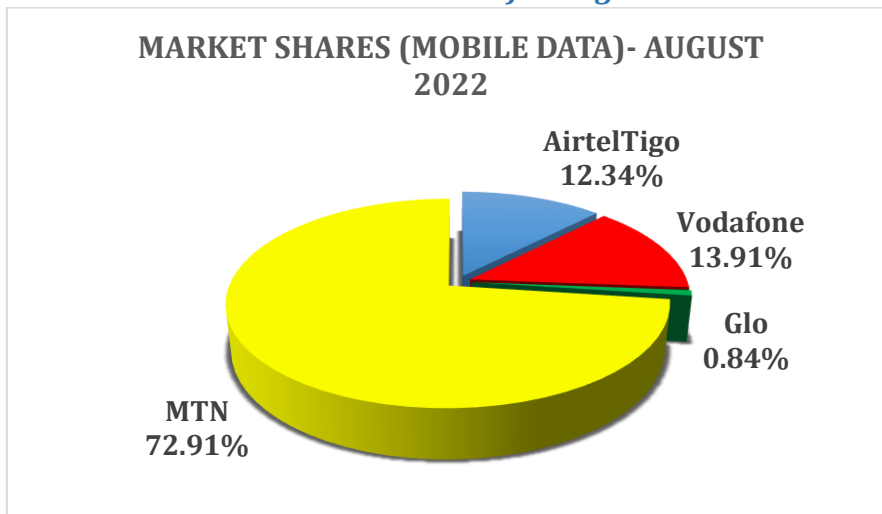
MTN ended the month of August with 17,613,524 mobile data subscriptions. Their market share for the month under review was 72.91%.

The total number of subscriptions for Vodafone's mobile data in August 2022 was 3,359,467. This is reflected in their market share of 13.91%.

AirtelTigo's mobile data subscriptions for August 2022 was 2,980,259. Their market share for the month was 12.34%.

Glo recorded data subscription figures of 203,361 at the end of August 2022. This reflects a market share of 0.84%.

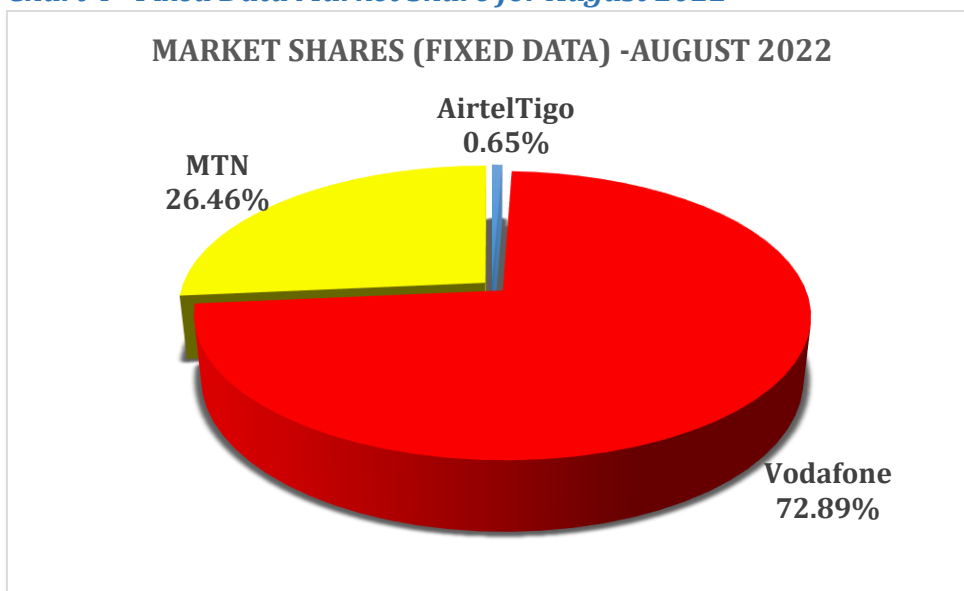
Chart 3 –Mobile Data Market Share for August 2022



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 August 2022, the total number of fixed data subscriptions was 97,702 with Vodafone recording 71,214. AirtelTigo and MTN ended the month with 633 and 25,855 subscriptions respectively.

Chart 4 –Fixed Data Market Share for August 2022



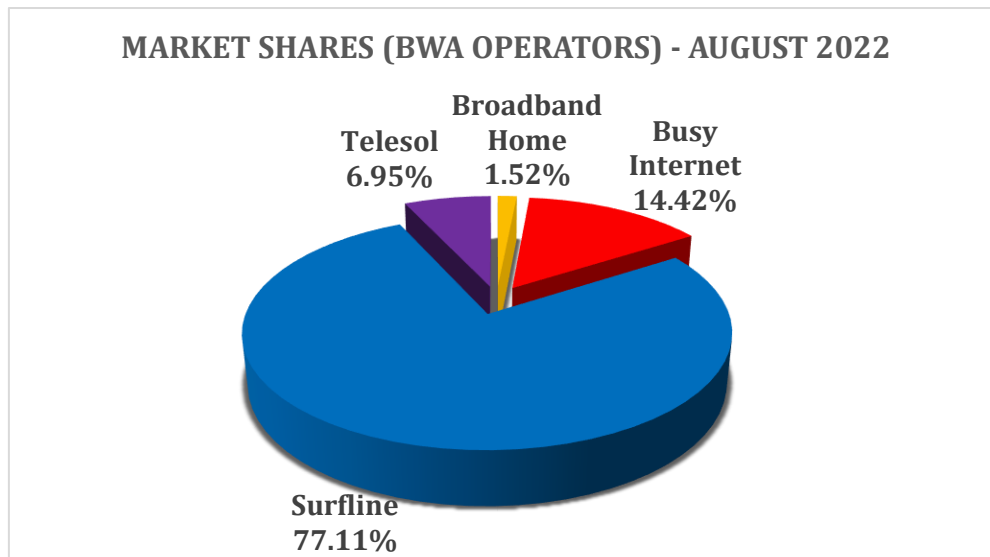
3.3. Broadband Wireless Access (BWA) Subscriptions

Broadband Wireless 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 47,941 as at the end of August 2022. Surfline recorded subscriptions of 36,965 whilst Broadband Home ended the month with 731

subscriptions. Telesol and Busy Internet recorded 3,330 and 6,915 subscriptions respectively.

Chart 5 -BWA Data Market Share for August 2022

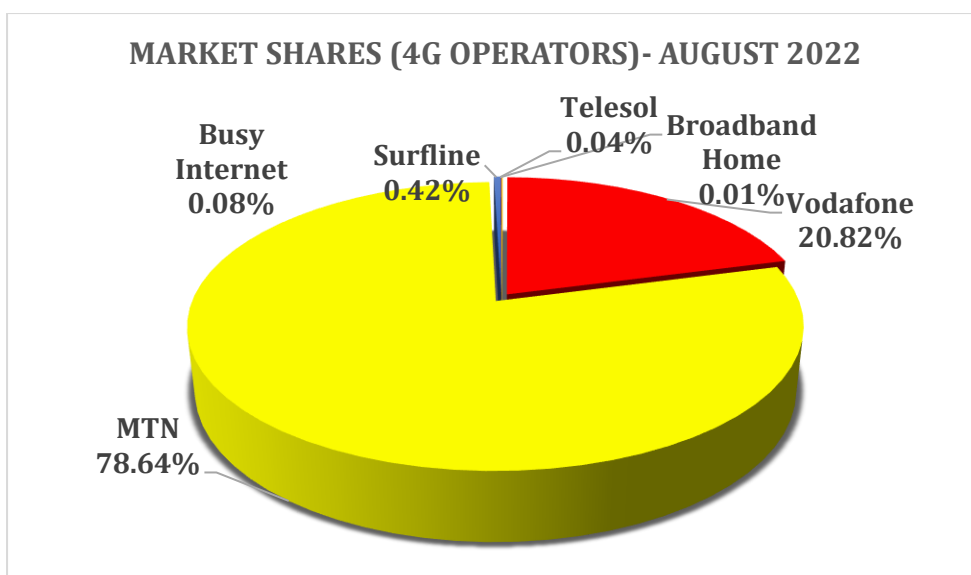


3.4. 4G Data

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 August 2022, the total number of 4G data subscriptions was 8,888,789 with MTN and Vodafone recording 6,989,803 and 1,851,045 respectively.

Surflin ended the month with 36,965 subscriptions while subscriptions for Busy Internet, Telesol and Broadband Home stood at 6,915, 3,330 and 731 respectively.

Chart 6- 4G Operators' Market Share for August 2022



Issued by:

National Communications Authority

No. 6 Airport City, Accra

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

E-mail: info@nca.org.gh

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