

INDUSTRY MARKET STATISTICS

4G SUBSCRIPTION ANALYSIS FOR JANUARY-DECEMBER 2021

4G NETWORK OPERATORS	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Blu Telecommunications Limited	124	117	116	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	1,056	1,056	1,056	1,056	1,056	1,056	1,056	1,056	1,056	1,056	1,039	996
Busy Internet Ghana Limited (Busy)	6,591	6,630	6,693	6,643	6,515	6,310	4,505	6,165	6,094	6,055	5,981	5,489
Ghana Telecommunications Company Limited (Vodafone Ghana)	597,908	661,487	693,333	719,221	747,965	742,062	1,609,932	1,663,442	1,691,098	1,703,383	1,624,998	1,801,670
Scancom PLC Ghana Limited (MTN Ghana)	3,136,284	3,183,521	3,388,311	3,478,737	3,598,837	3,760,875	3,924,504	4,015,850	4,295,102	4,871,069	5,059,806	5,370,276
Surflin Communications Limited (Surflin)	41,387	42,750	43,511	43,777	43,512	43,462	43,479	43,415	42,848	42,035	41,603	41,123
Telesol Ghana Limited (Telesol)	1,721	1,725	NIL	1,721	2,395	2,435	2,915	2,915	3,045	3,045	3,050	3,050
TOTAL	3,785,071	3,897,286	4,133,020	4,251,155	4,400,280	4,556,200	5,586,391	5,732,843	6,039,243	6,626,643	6,736,477	7,222,604
MONTH ON MONTH GROWTH	-20.19%	2.96%	6.05%	2.86%	3.51%	3.54%	22.61%	2.62%	5.34%	9.73%	1.66%	7.22%
MONTH ON MONTH GROWTH PER OPERATOR	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Blu Telecommunications Limited	-24.39%	-5.65%	-0.85%	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00%	0.00%	-1.61%	-4.14%
Busy Internet Ghana Limited (Busy)	-4.13%	0.59%	0.95%	-0.75%	-1.93%	-3.15%	-28.61%	36.85%	-1.15%	-0.64%	-1.22%	-8.23%
Ghana Telecommunications Company Limited (Vodafone)	4.10%	10.63%	4.81%	3.73%	4.00%	-0.79%	116.95%	3.32%	1.66%	0.73%	-4.60%	10.87%
Scancom PLC Ghana Limited (MTN Ghana)	-23.84%	1.51%	6.43%	2.67%	3.45%	4.50%	4.35%	2.33%	6.95%	13.41%	3.87%	6.14%
Surflin Communications Limited (Surflin)	2.29%	3.29%	1.78%	0.61%	-0.61%	-0.11%	0.04%	-0.15%	-1.31%	-1.90%	-1.03%	-1.15%
Telesol Ghana Limited (Telesol)	-0.5%	0.2%	NIL	NIL	39.16%	1.67%	19.71%	0.00%	4.46%	0.00%	0.16%	0.00%
POPULATION	30,984,512	31,046,481	31,108,574	31,170,791	31,233,132	31,295,599	31,358,190	31,420,906	30,792,608	30,792,608	30,792,608	30,792,608
GROWTH RATE												
PENETRATION												
4G DATA	12.22%	12.55%	13.29%	13.64%	14.09%	14.56%	17.81%	18.25%	19.61%	21.52%	21.88%	23.46%
MARKET SHARE PER OPERATOR	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Blu Telecommunications Limited	0.00%	0.00%	0.00%	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Broadband Home	0.03%	0.03%	0.03%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%
Busy Internet Ghana Limited (Busy)	0.17%	0.17%	0.16%	0.16%	0.15%	0.14%	0.08%	0.11%	0.10%	0.09%	0.09%	0.08%
Ghana Telecommunications Company Limited (Vodafone Ghana)	15.80%	16.97%	16.78%	16.92%	17.00%	16.29%	28.82%	29.02%	28.00%	25.71%	24.12%	24.94%
Scancom PLC Ghana Limited (MTN Ghana)	82.86%	81.69%	81.98%	81.83%	81.79%	82.54%	70.25%	70.05%	71.12%	73.51%	75.11%	74.35%
Surflin Communications Limited (Surflin)	1.09%	1.10%	1.05%	1.03%	0.99%	0.95%	0.78%	0.76%	0.71%	0.63%	0.62%	0.57%
Telesol Ghana Limited (Telesol)	0.05%	0.04%	NIL	0.04%	0.05%	0.05%	0.05%	0.05%	0.05%	0.05%	0.05%	0.04%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Note
 The NIL indicates that no data has been received from these companies
 Effective September, 2021 the Population being used is the provisional results from the GSS Population Census