

QUARTERLY STATISTICAL BULLETIN ON COMMUNICATIONS IN GHANA

Volume 10 Issue 3

NATIONAL COMMUNICATIONS AUTHORITY

THIRD QUARTER

JULY - SEPTEMBER, 2025

Communications for Development

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LIST OF ABBREVIATIONS

BWA	Broadband Wireless Access
LTE	Long-Term Evolution
FM	Frequency Modulation
GB	Gigabytes
GH₵	Ghana Cedi
GHp	Ghana pesewas
MB	Megabytes
MNO	Mobile Network Operator
MoU	Minutes of Use
NCA	National Communications Authority
SMS	Short Message Service
TV	Television
TB	Terabytes

VISION AND MISSION

Vision

A world-class communications regulator that facilitates innovative, reliable, and sustainable communication solutions to meet stakeholders' expectations.

Mission

Moving from Good to a Great Regulator; An innovative, agile, professional, and proactive Regulator, adaptive to emerging changes in the communication and digital ecosystem and delivering optimally to all stakeholders.

Core Values

- Teamwork
- Accountability
- Consistency
- Trust
- Innovation
- Transparency

INTRODUCTION

The Quarterly Statistical Bulletin on Communications *serves as an authoritative reference document presenting disaggregated data, industry trends, and analytical insights into Ghana's communications sector. The primary objective of this publication is to facilitate transparent, informed, and constructive public discourse on sectoral policies among telecommunications analysts, consumers, academia, policymakers, investors, and other stakeholders, thereby supporting evidence-based decision-making.*

This bulletin is compiled from monthly data submissions provided by licensed operators and authorization holders.

The publication of this bulletin is in fulfillment of the National Communications Authority's statutory mandate under Section 26(2)(a) of the ***Electronic Communications Act, 2008 (Act 775)****, which enjoins the Authority "to publish the results of research that it carries out or that is carried out on its behalf on its website and in any other manner that it considers appropriate to bring such results to the attention of the public."*

DEFINITION OF TERMS

Average SMS per subscription - This metric is determined by dividing the total SMS count (OnNet and OffNet) for the quarter by the total average number of mobile subscriptions for that quarter.

Broadband Wireless Access (BWA) - Refers to mobile data subscriptions connected to high-speed internet access via fixed wireless technologies (LTE) that generated internet traffic (uploaded and/ or downloaded data) in the last ninety (90) days.

BWA Data Usage per Subscription - This is calculated by dividing the BWA's total traffic for the quarter by its total average subscriptions for that quarter.

Cellular network or mobile network – refers to a communication network where the last mile connection is wireless. The network is distributed over land areas called cells, each served by at least one fixed-location transceiver, known as a cell site or base station. This base station provides the cell with network coverage, which can be used for transmission of voice, data, and others.

Fixed Voice Subscriptions – This refers to the number of active public fixed telephony access lines provided at a fixed location, enabling two-way voice communication over PSTN, ISDN, fixed wireless, or fixed.

Fixed-Broadband Subscriptions – refers to fixed subscriptions to high-speed access to the public Internet (a TCP / IP connection), at downstream speeds equal to, or greater than 256Kbits/s. This includes cable modem, DSL, fibre-to-the home/building, other fixed (wired)-broadband subscriptions, satellite broadband and terrestrial fixed wireless broadband.

Fibre Broadband Subscriptions – refers to active fixed Internet subscriptions provided to end users using fire-optic access technologies (FTTH, FTTB, FTTP or FTTO), with downstream speeds equal to or greater than 256Kbit/s.

Minutes of Use per Subscription - It is calculated by dividing the total voice traffic in minutes for the quarter by the total average subscriptions for that quarter.

Machine-to-Machine Subscriptions - Refers to the number of mobile-cellular machine-to-machine subscriptions assigned for data exchange between devices (cars, smart meters, consumer electronics) that are not part of a consumer subscription.

Basic Phones - Refers to a voice-centric mobile device with limited data functionality, typically operating on 2G/3G networks and lacking sophisticated OS or app ecosystem. It primarily supports voice calls and SMS

Feature Phones - A class of mobile phones that support limited multimedia functions (camera, FM Radio, MMS) and may have basic limited internet access (WAP, GPRS) but not full web browsing. It often uses a proprietary OS.

Smartphones - A class of mobile phones with powerful computing capability, heterogenous connectivity and advanced operating system providing a platform for third-party applications

Mobile Voice Subscriptions – Refers to the number of active mobile voice subscriptions on mobile networks that generated voice traffic (outgoing and / or incoming calls) in the last ninety (90) days**.**

Mobile Data Subscriptions - refers to active mobile data subscriptions to GPRS, EDGE, UMTS and LTE that have generated internet traffic (uploaded and/ or downloaded data) within the last ninety (90) days.

Mobile Data Usage per Subscription - It is calculated by dividing the total volume of data traffic for the quarter by the total average mobile data subscriptions for that quarter.

Mobile Penetration or Teledensity – This represents the total number of mobile subscriptions per 100 inhabitants in a geographical area.

Net Addition – It refers to the difference between mobile voice/data subscriptions added to the network and mobile voice/data subscriptions churned from the network during the month.

On-Net traffic - refers to phone calls made to a recipient on the same network as the caller.

Off-Net traffic - refers to phone calls made to a recipient on a different network.

Quarter-on-quarter – This is a comparison of the quarter under review with the preceding quarter.

Q1 – First Quarter (January – March)

Q2 – Second Quarter (April – June)

Q3 – Third Quarter (July – September)

Q4 – Fourth Quarter (October – December)

Year-on-year – This compares the current period (month, quarter etc.) to the same period last year.

THE COMMUNICATIONS INDUSTRY AT A GLANCE[1]

Indicator/Period		Q2 2025 (Apr - Jun)	Q3 2025 (Jul - Sept)	Quarterly Variation (%)
MOBILE NETWORK SERVICES				
Subscription to Mobile Voice Services	Total Mobile Voice Subscriptions	41,078,883	42,179,045	2.68%
	Machine-to-Machine (M2M) Subscriptions	3,306,223	3,353,930	1.44%
Mobile Data Subscriptions	Total Mobile Data Subscriptions	27,247,268	28,033,573	2.89%
Mobile Data Traffic	Total Mobile Data Traffic (TB)	923.35	1,046.16	13.30%
Mobile Phone Devices	Basic Phones	6,595,737	5,961,603	-9.61%
	Feature Phones	10,328,864	11,501,039	11.35%
	Smartphones	24,188,976	25,399,355	5.00%
DOMESTIC MOBILE TRAFFIC				
Domestic Mobile Voice Traffic (Minutes)	On-Net Voice Traffic	25,943,641,908	26,122,036,725	0.69%
	Off-Net Voice Traffic	2,658,614,341	2,887,615,017	8.61%
	Mobile to Mobile Off-Net Traffic	2,649,268,014	2,872,493,952	8.43%
	Mobile to Fixed Off-Net Traffic	9,346,327	15,120,729	61.78%
Domestic Mobile SMS Traffic	SMS On-Net	2,102,646,295	2,450,423,603	16.54%
	SMS Off-Net	751,314,479	724,652,417	-3.55%
INTERNATIONAL MOBILE TRAFFIC				
International Mobile Voice Traffic (Minutes)	International Incoming Mobile Voice Traffic	40,574,561	36,763,322	-9.39%
	International Outgoing Mobile Voice Traffic	83,599,789	81,869,771	-2.07%
International SMS Traffic	International Incoming SMS	81,223,130	86,319,429	6.25%
	International Outgoing SMS	49,970,344	55,018,755	10.10%
ROAMING TRAFFIC				
Out-bound Roaming Traffic	Out-bound Roaming Voice Traffic (Minutes)	1,814,670	1,629,839	-10.19%
In-Bound Roaming Traffic	In-bound Roaming Incoming Voice Traffic (Minutes)	5,554	6,119	10.17%
	In-bound Roaming Outgoing Voice Traffic (Minutes)	19,518,676	17,623,709	-9.71%
	In-Bound Roaming Incoming SMS	143,499,810	176,786,607	23.20%
	In-bound Roaming Outgoing SMS	8,138,371	9,768,871	20.03%

1 The decimals may not be exact due to the rounding-off of the actual figures.

Indicator/Period		Q2 2025 (Apr – Jun)	Q3 2025 (Jul – Sept)	Quarterly Variation (%)
FIXED NETWORK SERVICES				
Fixed Voice Subscriptions	Total Fixed Line Subscriptions	267,332	266,760	-0.21%
Domestic Fixed Voice Traffic (Minutes)	Fixed-to-Mobile	5,870,022	6,176,378	6.22%
Fixed Data and Fibre Broadband Subscriptions and Traffic	Total Fixed Line Data Subscriptions	145,218	162,048	11.59%
	Fibre Broadband Subscriptions	236,479	250,569	5.96%
	Fibre Broadband Traffic (TB)	119,411	125,455	5.06%
BROADCASTING SERVICES				
Authorised TV Stations		182	176	-3.30%
Operational TV Stations		136	132	-2.94%
Licensed FM Stations		763	768	0.66%
Operational FM Stations		539	552	2.14%
CATEGORIES OF AUTHORISED FM STATIONS				
Commercial FM Stations		548	553	0.91%
Public FM Stations		31	31	0.00%
Public (Foreign) FM Stations		5	5	0.00%
Community FM Stations		155	155	0.00%
Campus FM Stations		24	24	0.00%
BROADBAND WIRELESS ACCESS SERVICES (BWAs)				
Broadband Wireless Access Subscriptions		1,454	1,454	0.00%
Broadband Wireless Access Data Traffic (TB)		115.11	127.11	10.43%
PENETRATION RATE (%)				
Mobile Voice Subscriptions		122.92	125.59	2.17%
Mobile Data Subscriptions		81.53	83.47	2.38%
Fixed Voice Subscriptions		0.80	0.79	-0.70%
Fixed Data Subscriptions		0.43	0.48	11.04%
Broadband Wireless Access (BWA) Subscriptions		0.004	0.004	0.00%

1.0 MOBILE NETWORK

There are three (3) Mobile Network Operators (MNOs) in Ghana namely AT, MTN and Telecel. This section will focus on the monthly data submitted from July-September 2025.

This section provides details on the performance of the MNOs in Ghana by focusing on Mobile Voice and Mobile Data Subscriptions, Net Additions to Mobile Voice and Mobile Data Subscriptions, Mobile Voice and Mobile Data Penetrations, Volumes of Mobile Voice and Mobile Data Traffic, Average Revenue per User and Short Messages Services.

1.1 Mobile Voice Subscriptions and Penetration Rate[2]

The total number of mobile voice subscriptions increased by 2.68% from 41.08 million in Q2 2025 to 42.18 million at the end of Q3 2025.

On a year-on-year basis, mobile voice subscriptions also increased from 38.47 million at the end of Q2 2024 to 42.18 million at the end of Q3 2025, representing a growth rate of 9.64%.

The penetration rate at the end of the quarter under review was 125.59% as compared to 122.92% recorded in Q2 2025, indicating an increase of 2.17% growth. (Figure 1) (Appendix A, Table 1)

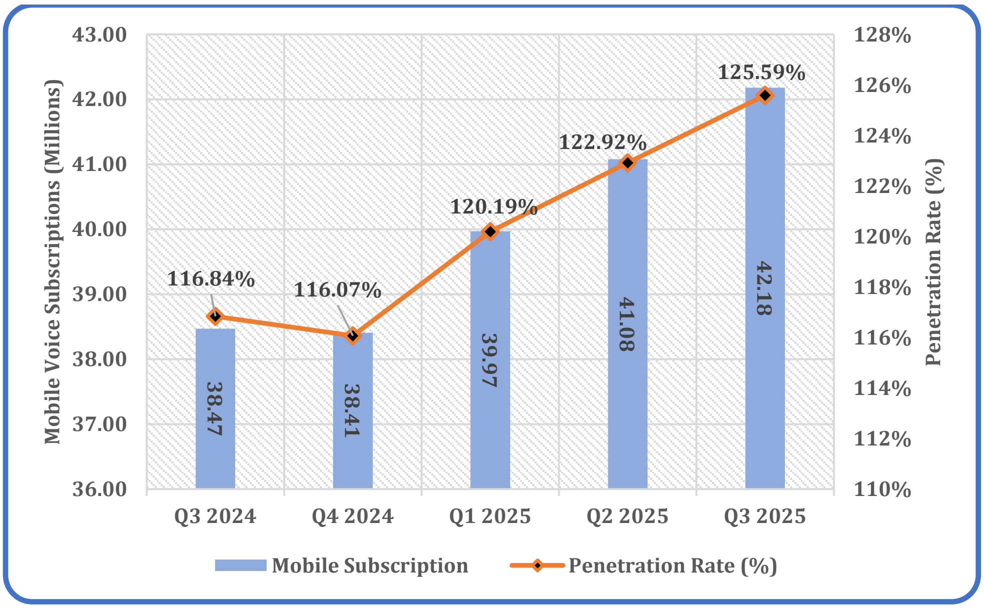

Figure 1: Mobile Voice Subscription and Penetration Rate

1.1.1 Mobile Voice Subscriptions and Market Share per Operator

At the end of Q3 2025, MTN maintained the largest market share of 73.25%, corresponding to 30.90 million subscriptions. Telecel followed with 8.12 million subscriptions representing a market share of 19.25%. AT accounted for 7.50% of the market with 3.16 million subscriptions. (Figure 2) (Appendix A, Table 2).

[2] The mobile penetration rate is estimated by dividing the total number of mobile subscribers by the total population.

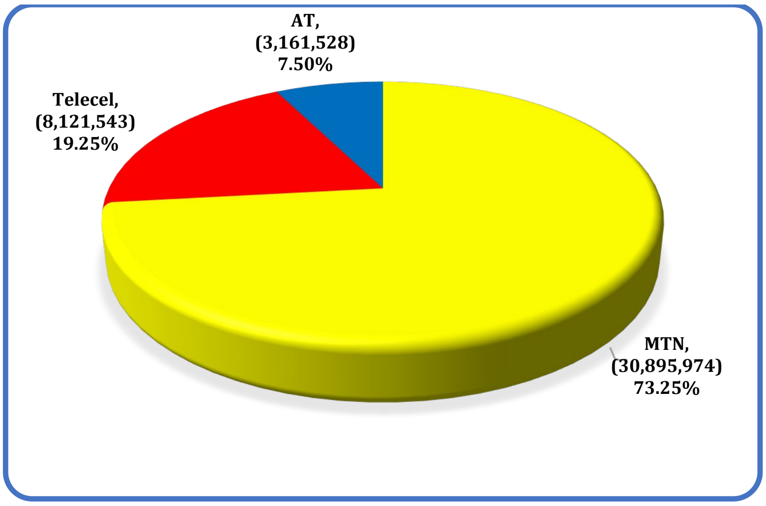

Figure 2: Market Share per Operator

1.1.2 Quarter-on-Quarter Market Share per Operator in Percentage

MTN's market share declined by 0.42%, from 73.67% in Q2 2025 to 73.25% at the end of Q3 2025. Telecel, on the other hand, experienced a growth of 0.69%, increasing from 18.57% in Q2 2025 to 19.25% in Q3 2025. AT's market share decreased by 0.26%, from 7.76% in Q2 2025 to 7.50% in Q3 2025. These shifts indicate a marginal change in market dynamics, with Telecel gaining a modest share largely at the expense of MTN and AT.

1.1.3 Prepaid and Postpaid Mobile Voice Subscriptions

At the end of Q3 2025, prepaid voice subscriptions stood at 41.68 million, accounting for 98.81% of the total market. Postpaid subscriptions amounted to 0.49 million, representing a market share of 1.19% (Figure 3; Appendix A, Table 3).

Prepaid voice subscriptions increased from 40.57 million at the end of Q2 2025 to 41.68 million at the end of Q3 2025, reflecting a growth rate of 2.72%. Conversely, postpaid voice subscriptions declined from 0.50 million in Q2 2025 to 0.49 million in Q3 2025, indicating a decrease of 0.97%. This trend underscores the continued dominance of prepaid services in the mobile voice market, reflecting consumer preference for flexible and cost-effective subscription options.

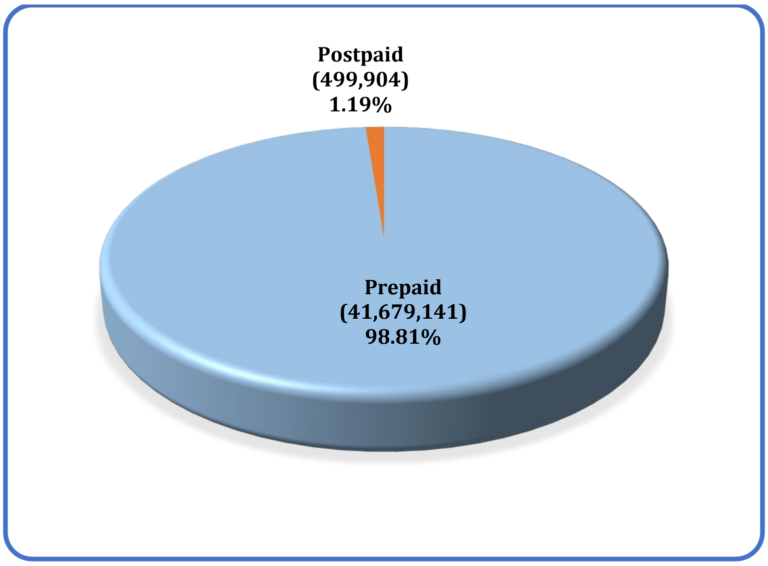

Figure 3: Prepaid and Postpaid Mobile Voice Subscriptions

1.2 Domestic Voice Traffic

1.2.1 On-Net Domestic Mobile Voice Traffic

On-Net Domestic Mobile Voice Traffic increased from 25.94 billion minutes in Q2 2025 to 26.12 billion minutes at the end of Q3 2025, representing a growth rate of 0.69%.

On a year -on-year basis, On-Net Domestic Mobile Voice Traffic rose from 25.91 billion minutes recorded in Q3 2024 to 26.12 billion minutes at the end of Q3 2025 representing an annual growth rate of 0.81%. (Figure 4) (Appendix A, Table 4). This indicates a relatively stable growth pattern in on-net voice usage, suggesting a maturing voice market with modest increases in domestic call volumes.

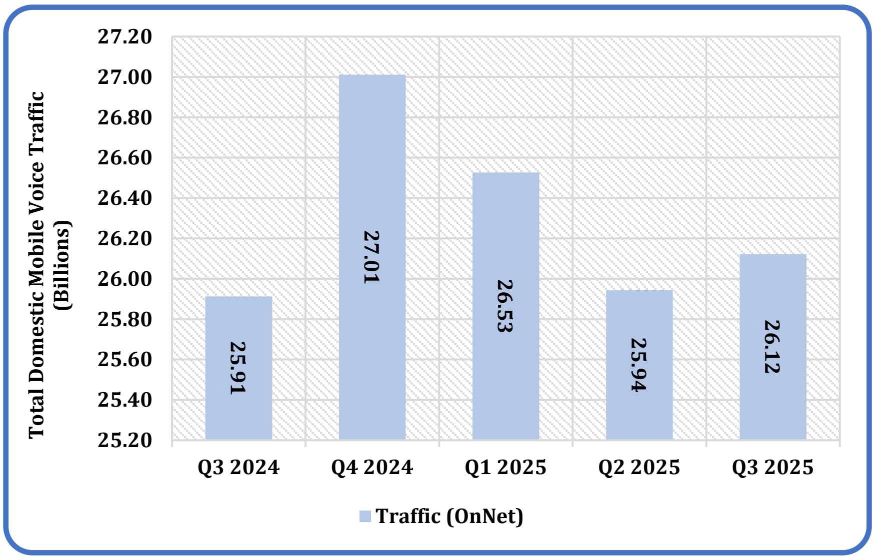

Figure 4: On-Net Domestic Mobile Voice Traffic

1.2.2 Off-Net Domestic Voice Traffic

Mobile-to-Mobile Off-Net Traffic increased from 2.65 billion minutes at the end of Q2 2025 to 2.87 billion at the end of Q3 2025, representing a growth rate of 8.43%.

On a year-on-year basis, Mobile-to-Mobile Off-Net Traffic rose from 2.06 billion minutes recorded at the end of Q3 2024 to 2.87 billion minutes at the end of Q3 2025, indicating a significant increase of 39.20%.

Quarter-on-Quarter Mobile-to-Fixed Off-Net Traffic increased substantially from 0.009 billion minutes in Q2 2025 to 0.015 billion minutes at the end of Q3 2025, reflecting a growth rate of 61.78%.

Year-on-Year Mobile-to-Fixed Off-Net Traffic also rose by 29.62% from 0.012 billion minutes at the end of Q3 2024 to 0.015 billion minutes at the end of Q3 2025. (Figure 5) (Appendix A, Table 5)

In the quarter under review, the total Off-Net Domestic Mobile Voice Traffic increased from 2.66 billion minutes at the end of Q2 2025 to 2.89 billion minutes at the end of Q3 2025, representing a growth rate of 8.61%.

Year-on-Year total Off-Net Domestic Mobile Voice Traffic grew by 39.15%, rising from 2.08 billion minutes in Q3 2024 to 2.89 billion minutes in Q3 2025. This upward trend suggests a sustained increase in cross-network communication, reflecting improving network interoperability and competitive calling rates among mobile network operators.

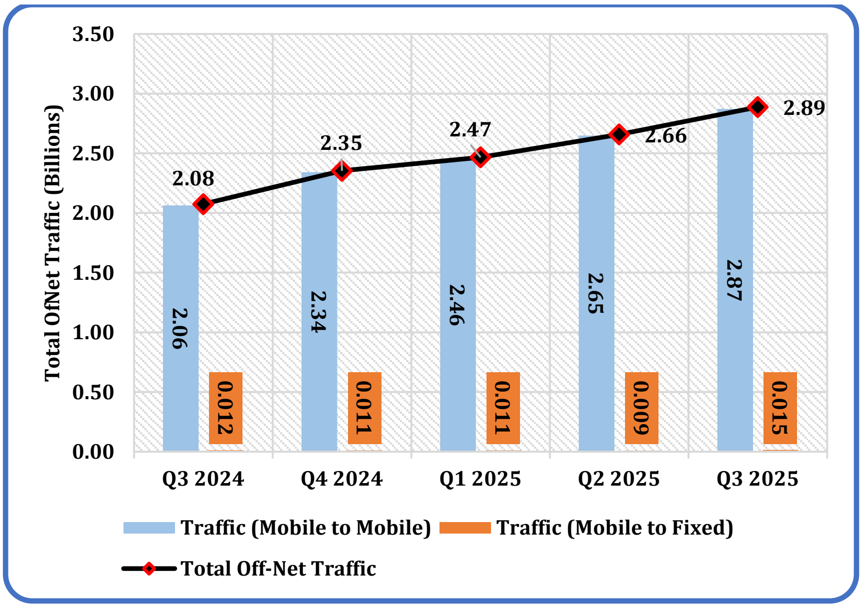

Figure 5: Off-Net Traffic Distribution between Mobile and Fixed Networks

1.2.3 Total Domestic Mobile Voice Traffic

Total Domestic Mobile Voice Traffic increased by 1.42%, rising from 28.60 billion minutes in Q2 2025 to 29.01 billion minutes in Q3 2025.

On a year-on-year basis, the total domestic mobile voice traffic grew from 27.99 billion minutes recorded at the end of Q3 2024 to 29.01 billion minutes at the end of Q3 2025, reflecting an appreciable growth rate of 3.65%. (Figure 6) (Appendix A, Table 5). This steady growth highlights the continued demand for domestic voice communication services, despite the gradual shift toward data-driven communication platforms

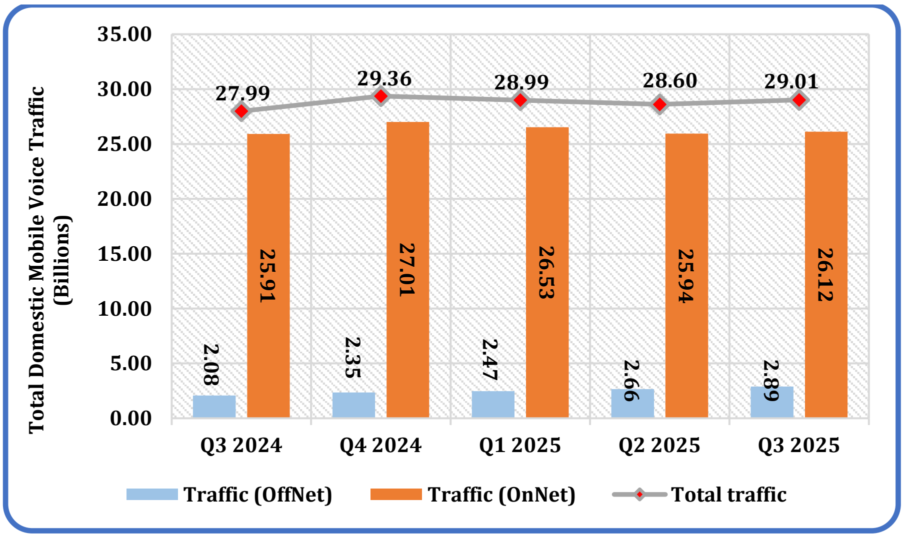

Figure 6: Total Domestic Mobile Voice Traffic in Billions of Minutes

1.2.4 Total Domestic Mobile Voice Traffic per Operator

At the end of Q3 2025, MTN recorded the highest volume of Mobile Voice traffic, totaling 26.77 billion minutes and representing a market share of 92.28%. Telecel followed with 2.17 billion minutes of Mobile Voice traffic, accounting for 7.46% with a market share. AT recorded the least Mobile Voice traffic of 0.07 billion minutes, corresponding to a market share of 0.25%. (Figure 7) (Appendix A, Table 6). This distribution highlights MTN's continued control in voice traffic generation, reflecting its extensive subscriber base and network coverage advantage within the domestic market."

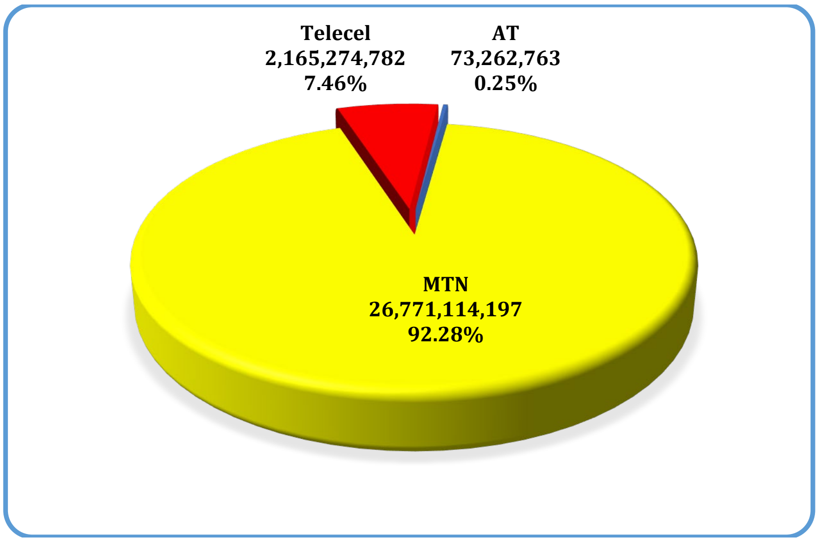

Figure 7: Total Domestic Mobile Voice Traffic per Operator

1.2.5 International Traffic

Inbound International Traffic declined by 9.39%, decreasing from 40.57 million minutes in Q2 2025 to 36.76 million minutes in Q3 2025.

On a year-on-year basis, however, Inbound International Traffic, increased marginally by 1.53%, rising from 36.21 million minutes recorded in Q3 2024 to 36.76 million minutes in the corresponding Q3 2025.

Quarter-on-Quarter Outbound International Traffic showed a decrease in growth by 2.07% from 83.60 million minutes in Q2 2025 to 81.87 million minutes in the quarter under review.

On a year-on-year basis, Outbound International Traffic however showed a 97.55% increase in growth from 41.44 million in Q3 2024 to 81.87 million in Q3 2025. (Figure 8) (Appendix A, Table 7). This trend suggests a sharp rebound in outbound international communication activities, possibly reflecting improved international connectivity and increased cross-border engagements."

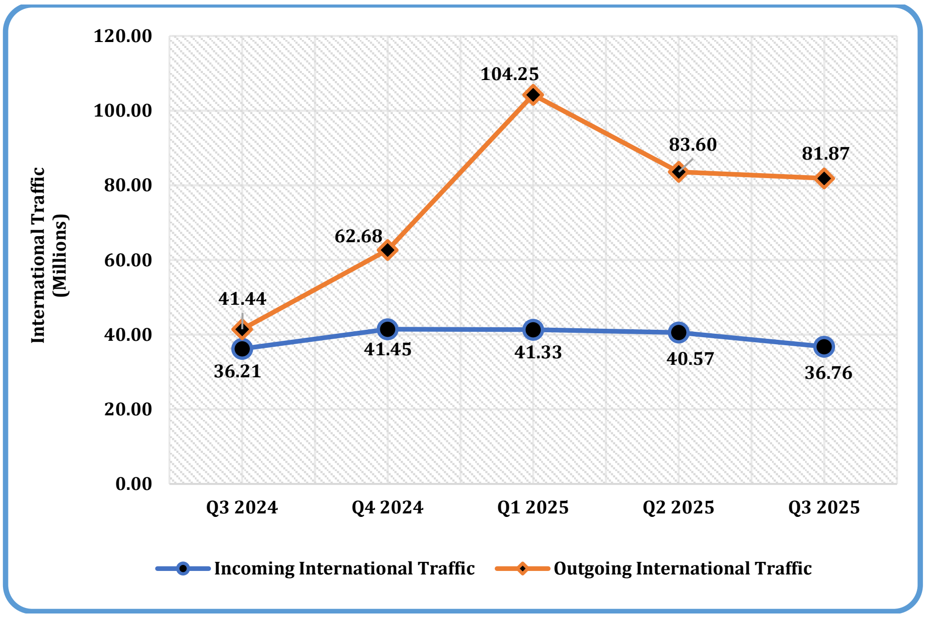

Figure 8: International Traffic in Millions of Minutes

1.2.6 Minutes of Use (MoU)

On a quarter-on-quarter basis, the average minutes of use (MoU) per subscription increased slightly from 703.24 minutes in Q2 2025 to 704.98 minutes at the end of Q3 2025. representing a growth rate of 0.25%

In comparison within the same period in 2024, the average Minutes of use (MoU) per subscription declined from 735.06 minutes to 704.98 minutes in Q3 2025, reflecting a year-on-year reduction in growth by 4.09%. (Figure 9) (Appendix A, Table 8). This downward year-on-year trend suggests a gradual decline in individual voice usage intensity, potentially influenced by the growing adoption of data-based communication services.

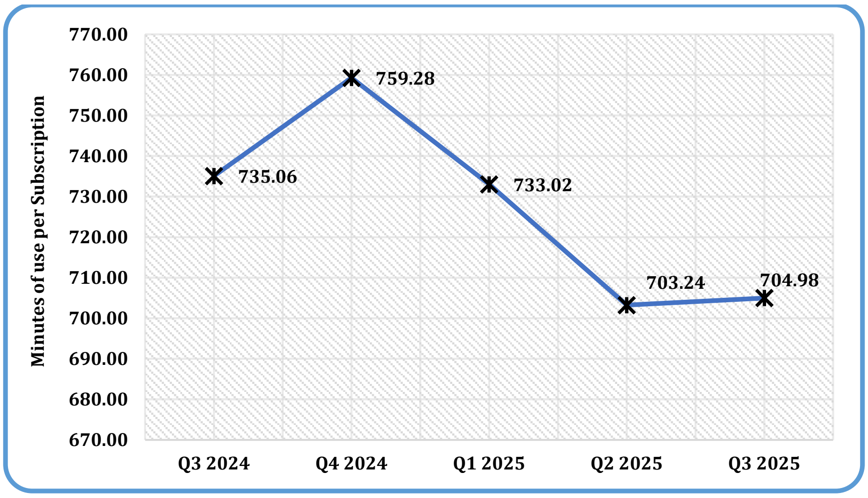

Figure 9: Mobile Voice Minutes of Use (MoU) per subscription

1.3 Short Message Services (SMS)

The total number of Short Message Services (SMS) sent at the end of Q3 2025 was 3.18 billion, representing an increase of 11.25% compared to 2.85 billion recorded in Q2 2025.

On a year-on-year basis, total SMS Counts rose significantly from 0.91 billion messages in Q3 2024 to 3.18 billion messages at the end of Q3 2025, reflecting a substantial growth rate 250.66%. (Figure 10) (Appendix A, Table 9). This notable increase could be attributed to a resurgence in text messaging activity, potentially driven by promotional campaigns, mobile-based authentication services, and other value-added applications."

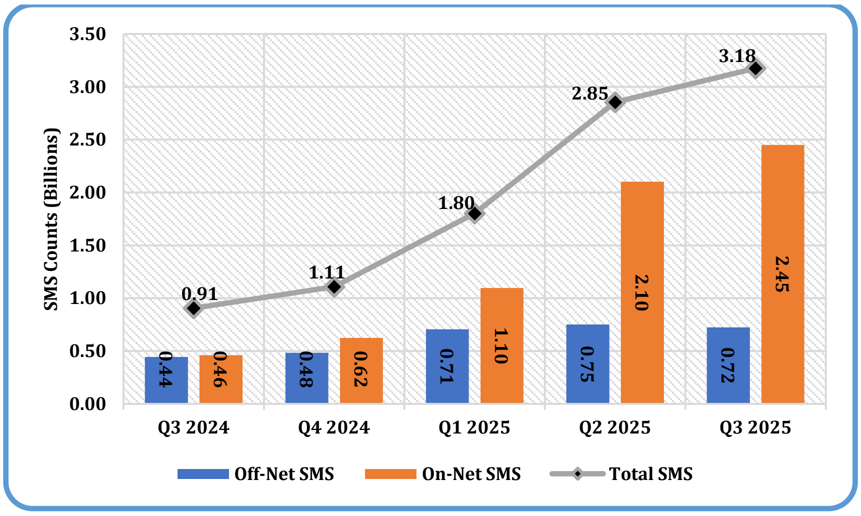

Figure 10: Total Number of SMS in Billions

1.3.1 SMS Counts per Operator

At the end of Q3 2025, MTN accounted for the highest volume of SMS traffic, recording 2.39 billion messages and representing 75.34% of the total SMS count. Telecel followed with 0.77 billion messages, corresponding to a market share of 24.22%, while AT recorded the least volume of SMS traffic at 0.013 billion messages, representing 0.44% of the total market (Figure 11; Appendix A, Table 10). This distribution indicates MTN's continued prominence in the SMS segment, supported by its extensive subscriber base and strong network coverage

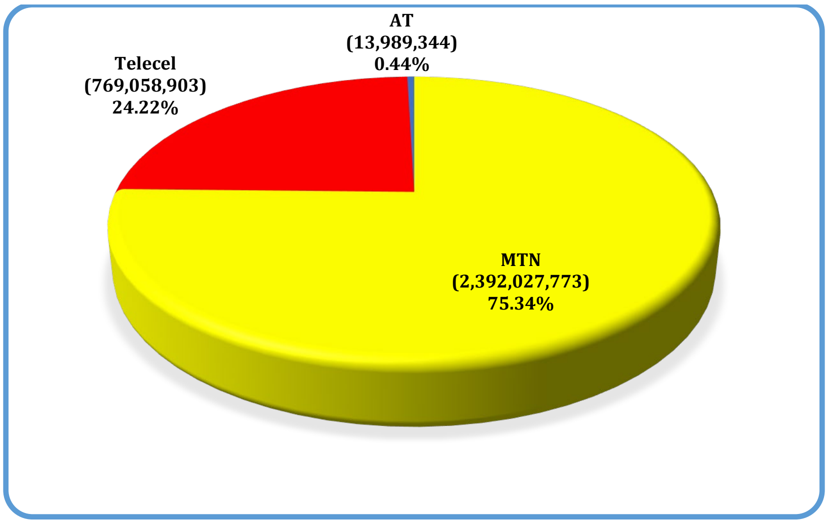

Figure 11: SMS Counts Market Share per Operator

1.3.2 SMS per Subscription

On a quarter-on-quarter basis, the average number of SMS messages sent per subscription increased from 70 at the end of the Q2 2025 to 77 at the end of Q3 2025, representing a growth rate of 9.97% (Figure 12; Appendix A, Table 11). This increase reflects a moderate rise in messaging activity per user, which may be attributed to enhanced promotional campaigns, growing adoption of mobile-based notifications, and the continued relevance of SMS in mobile communication despite the dominance of data-driven messaging platforms

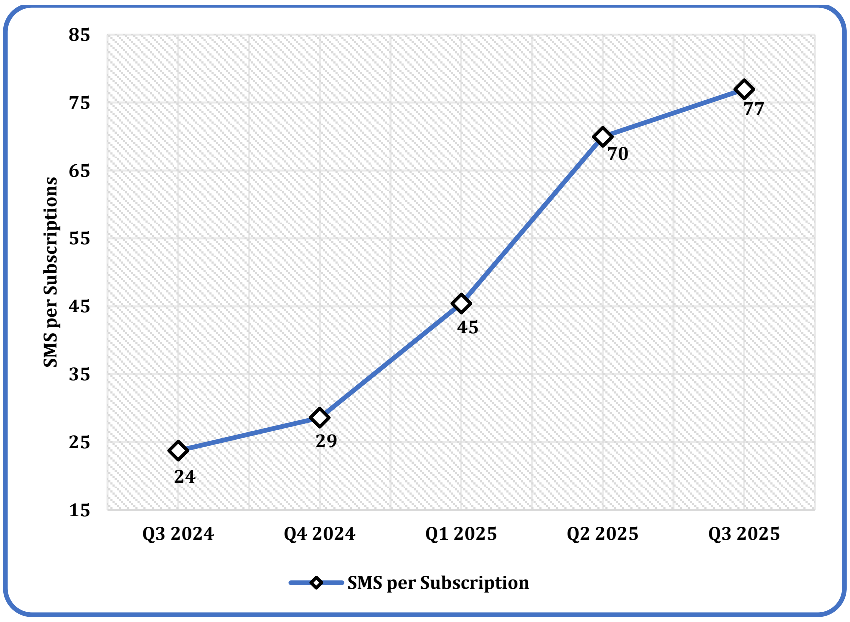

Figure 12: SMS per Subscription

1.4 Mobile Data Subscriptions and Penetration Rate (%)

At the end of Q3 2025, mobile data subscriptions increased by 2.89%, rising from 27.25 million recorded at the end of Q2 2025 to 28.03 million.

On a year-on-year basis, mobile data subscriptions grew by 9.67%, increasing from 25.56 million at the end of Q3 2024 to 28.03 million at the end of Q3 2025. The penetration rate for mobile data subscriptions stood at 83.47% as of the end of Q3 2025 (Figure 13; Appendix A, Table 12). This consistent growth underscores the sustained demand for mobile broadband services, driven by expanding smartphone usage and increased adoption of digital services across the country.

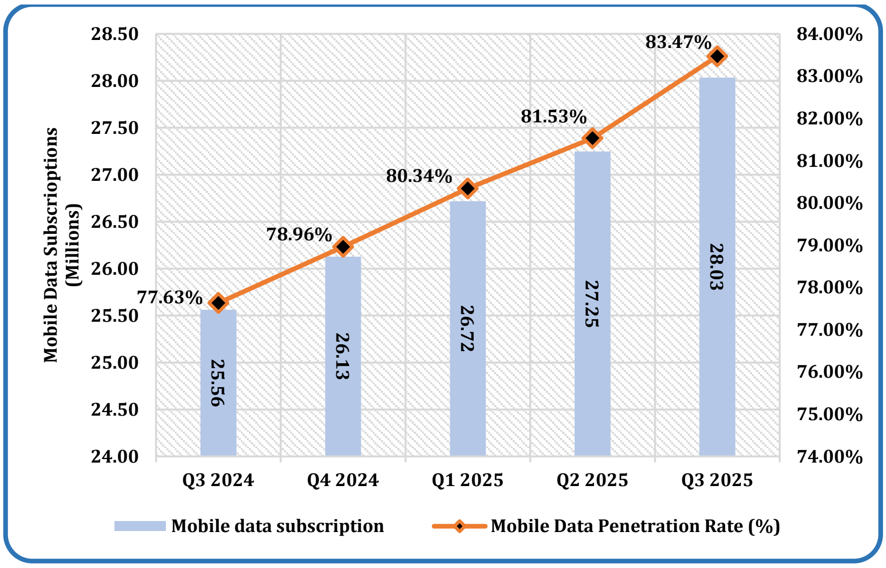

Figure 13: Mobile Data Subscriptions in Millions and Penetration Rate (%)

1.4.1 Machine-to-Machine Subscriptions

Machine-to-Machine (M2M) mobile subscriptions increased to 3.35 million at Q3 2025 from 3.31 million recorded at the end of Q2 2025, representing a growth rate of 1.44%.

On a year-on-year basis, M2M subscriptions rose significantly by 55.45%, increasing from 2.16 million at the Q3 2024 to 3.35 million in the corresponding quarter of 2025 (Figure 14; Appendix A, Table 13). This strong year-on-year growth reflects the rising adoption of Internet of Things (IoT) solutions across various sectors, including financial services, logistics, and utilities.

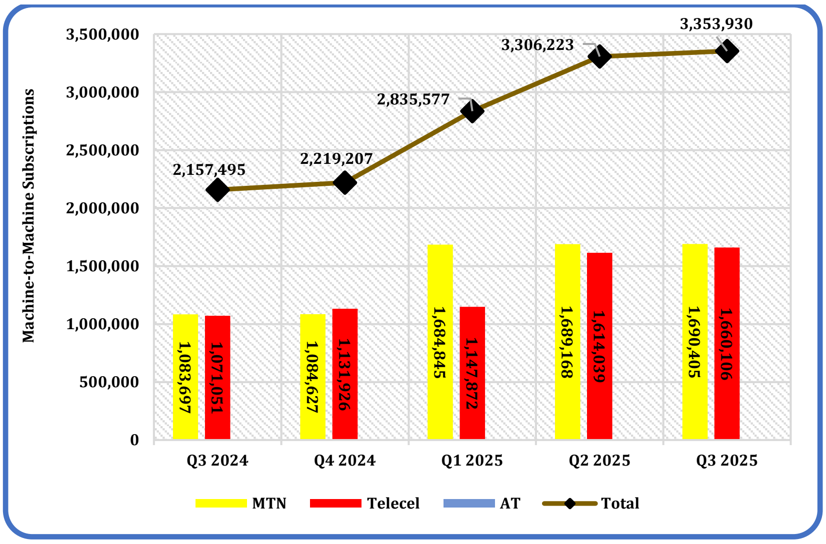

Figure 14: Machine-to-Machine (M2M) Subscriptions

1.4.2 Mobile Data Prepaid and Postpaid Subscriptions

At the end of Q3 2025, mobile data prepaid subscriptions increased from 27.00 million recorded in Q2 2025 to 27.76 million, representing 99.02% of total mobile data subscriptions.

Mobile data postpaid subscriptions also rose from 249,613 at the end of Q2 2025 to 274,825 at the end of Q3 2025, accounting for 0.98% of total mobile data subscriptions (Figure 15; Appendix A, Table 14). The continued dominance of prepaid subscriptions reflects consumers' preference for flexible and cost-controlled data usage options

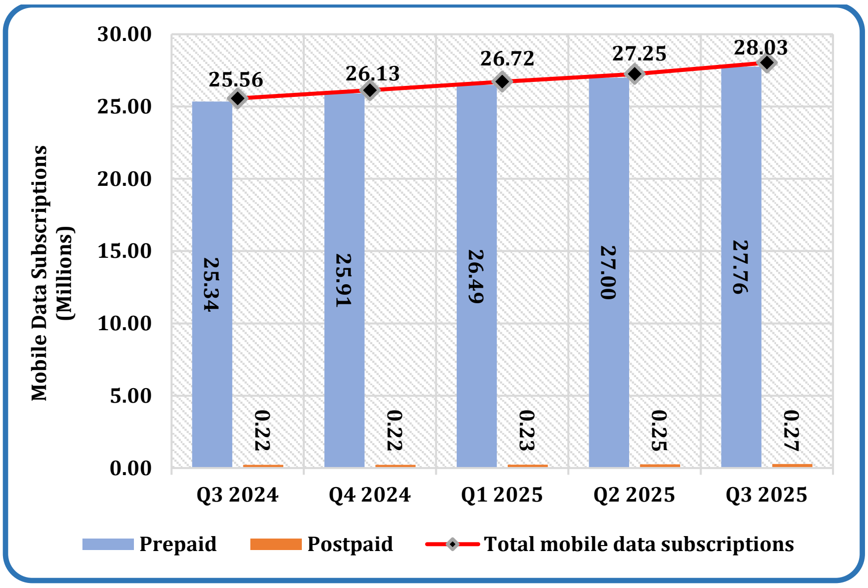

Figure 15: Mobile Data Prepaid and Postpaid Subscriptions

1.4.3 Mobile Data Subscription per Operator

As of the end of Q3 2025, MTN recorded 21.96 million mobile data subscriptions, representing 78.33% of the total market share. Telecel followed with 4.52 million subscriptions, accounting for 16.12% of the market, while AT recorded 1.56 million subscriptions, corresponding to a 5.56% market share (Figure 16; Appendix A, Table 15). This distribution highlights MTN's continued prominence in the mobile data segment, supported by its extensive 4G network coverage and strong customer base, while Telecel and AT maintained moderate shares within the growing data services market.

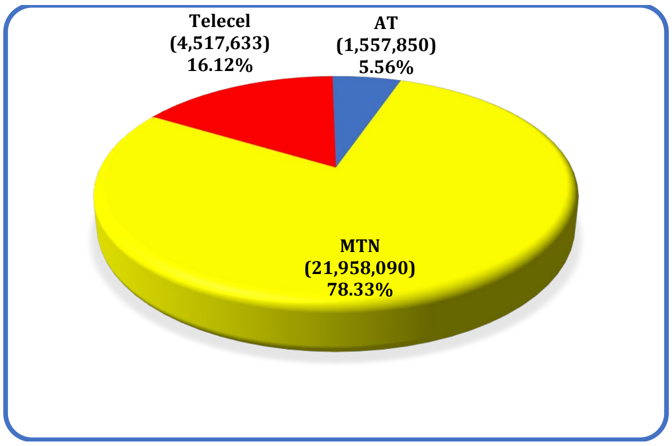

Figure 16: Mobile Data Market Share per Operator

1.4.4 Mobile Data Traffic

At the end of Q3 2025, total mobile data traffic generated by the operators amounted to 1,046,162 TB, representing a growth rate of 13.30% compared to 923,347 TB recorded at the end of Q2 2025.

On a year-on-year basis, mobile data traffic increased significantly by 58.15%, rising from 661,511 TB in Q3 2024 to 1,046,162 TB in the corresponding period of 2025 (Figure 17; Appendix A, Table 16). This substantial growth highlights the sustained surge in data consumption, driven by increased smartphone penetration, expanded 4G coverage, and the growing reliance on digital platforms for communication, entertainment, and business activities.

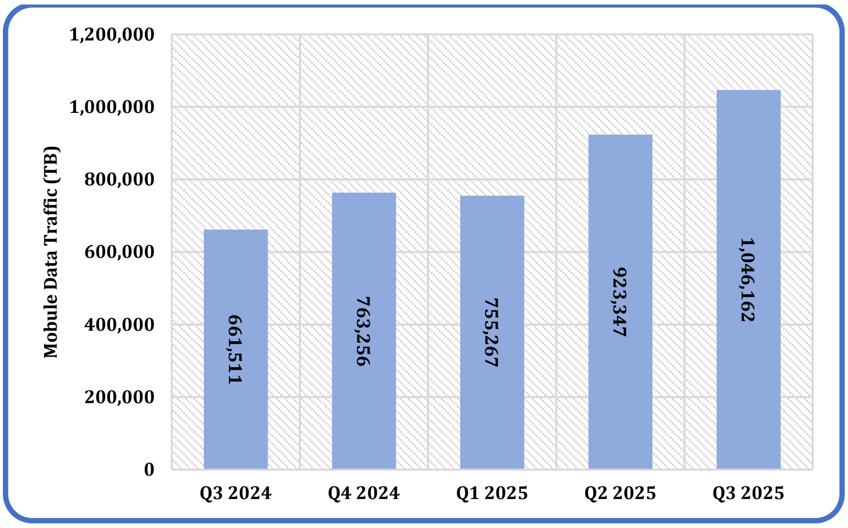

Figure 17: Mobile Data Traffic in Terabytes (TB)

1.4.5 Mobile Data Usage per Subscription [3]

At the end of the Q3 2025, average mobile data usage per subscription increased from 0.0343 terabytes (TB) recorded at the end Q2 2025 to 0.0378 TB, representing a growth rate of 10.19%.

On a year-on-year basis, average data usage per subscription rose significantly by 44.43%, increasing from 0.0262 TB in Q3 2024 to 0.0378 TB in the corresponding quarter of 2025 (Figure 18; Appendix A, Table 17). This notable increase indicates growing data consumption patterns among users, largely driven by the proliferation of data-intensive applications, increased streaming activity, and the expanding adoption of digital services.

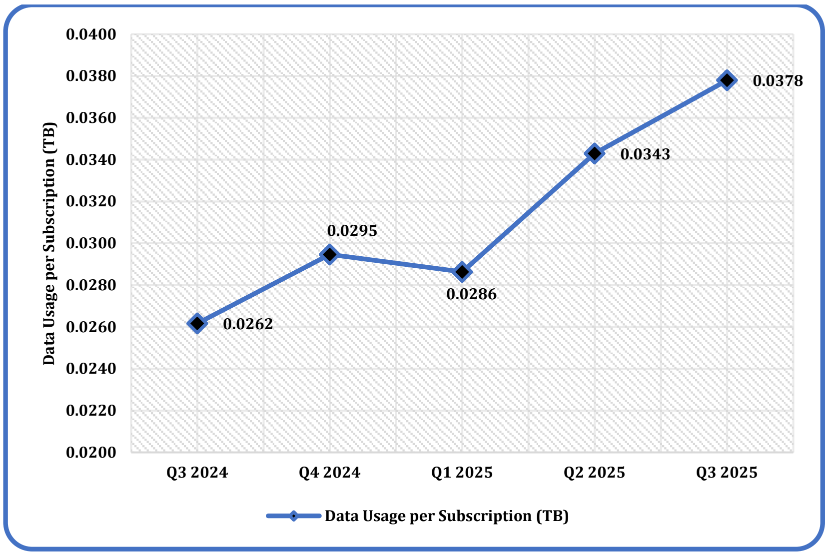

Figure 18: Mobile Data Usage per Subscription (TB)

1.4.6 Mobile Data Traffic per Operator

MTN generated the highest volume of mobile data traffic 898,936 terabytes (TB) and representing a market share of 85.93%. Telecel followed with a traffic volume of 125,515 terabytes (TB) corresponding to a market share of 12.00%, while AT recorded 21,711 TB, accounting for 2.08% of the total mobile traffic. (Figure 19) (Appendix A, Table

3 Mobile data usage per subscription is calculated by dividing the total volume of data traffic for the quarter by the total average mobile data subscription for that quarter.

18). This distribution underscores MTN's continued leadership in mobile data services, supported by its extensive subscriber base, while Telecel and AT maintained smaller but growing shares within the data market.

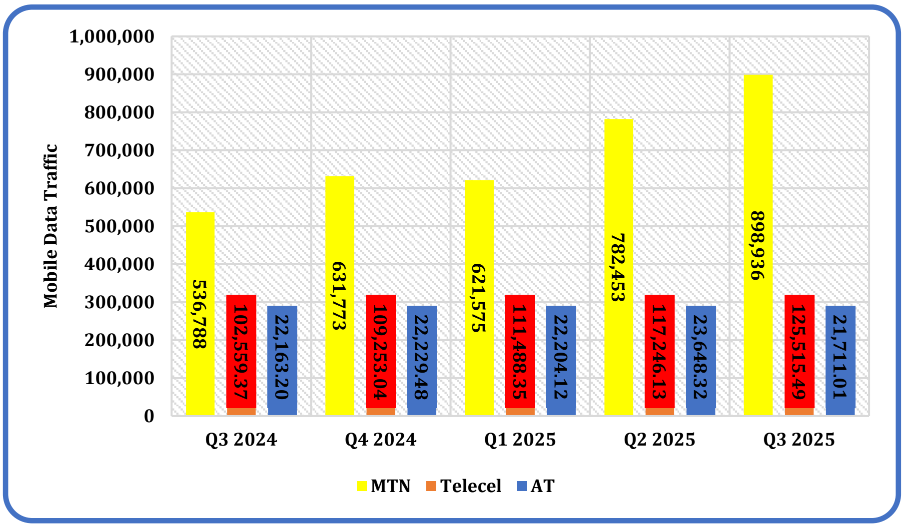

Figure 19: Mobile Internet Traffic (TB) per Operator

1.5 Mobile Telecommunications Service Tariffs

On a quarter-on-quarter basis, the average default tariff for off-net mobile voice services was GHS 0.14 per minute at the end of Q3 2025. Similarly, the average default tariff for on-net mobile voice services remained at GHS 0.14 per minute. The average default tariffs for both off-net and on-net SMS were GHS 0.06 per message, while the average default data tariff for the period under review stood at GHS 0.14 per megabyte (MB) (Figure 20; Appendix A, Table 19). These stable tariff levels reflect a competitive pricing environment within the mobile communications market

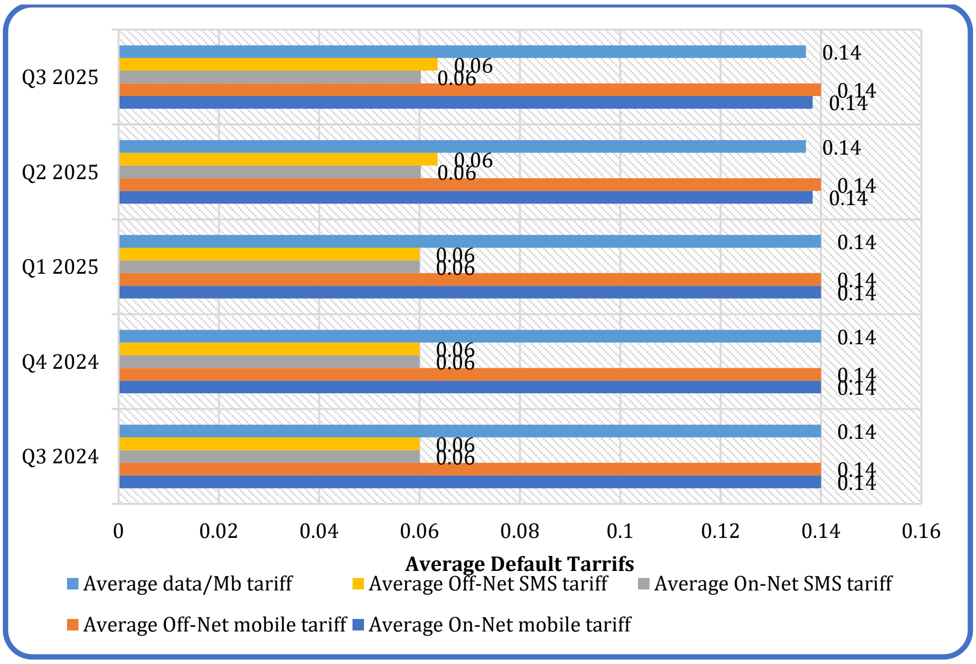

Figure 20: Average Mobile Tariffs per Service

1.6 Devices and Terminals

1.6.1 Devices per MNOs

At the end of Q3 2025, a total of 42.86 million devices were connected to MTN and AT networks (excluding Telecel), representing an increase of 4.25% (equivalent to 1.75 million additional devices) compared to 41.11 million recorded in Q2 2025.

Of the total devices connected, 40.33 million were on MTN's network, accounting for 94.09% of all active connections, while 2.53 million devices were connected to AT's network, representing 5.91% of the total. (Telecel did not submit data for this indicator during the reporting period.)

On a year-on-year basis, the number of active devices connected to mobile networks increased by 16.34%, rising from 36.84 million in Q3 2024 to 42.86 million in the corresponding quarter of 2025 (Figure 21; Appendix A, Table 20). This growth reflects the continued expansion of mobile connectivity, driven by the increasing adoption of smartphones and internet-enabled devices nationwide

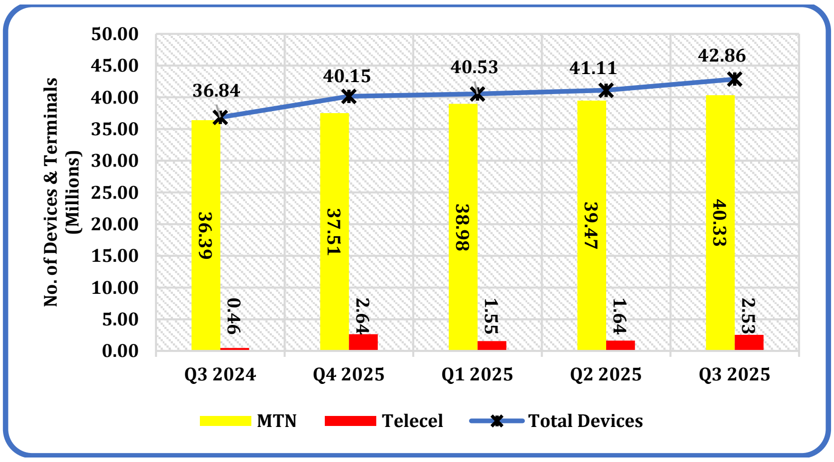

Figure 21: Devices per MNOs

1.6.2 Devices per Types

At the end of the third quarter of 2025, 42.86 million devices were connected to mobile networks. Of this number, 59.26% (25.40 million) were smartphones, 26.83% (11.50 million) were feature phones, and 13.91% (5.96 million) were basic phones. This distribution highlights the increasing dominance of smartphones in the device ecosystem, reflecting the growing preference for internet-enabled devices that support broadband and data-driven services. (Figure 22; Appendix A, Table 21).

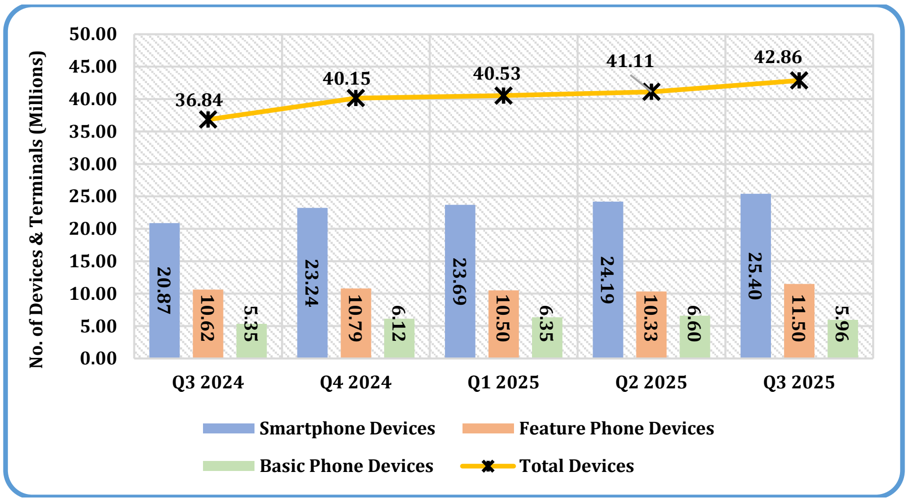

Figure 22: Devices per Types

2.0 BROADBAND WIRELESS ACCESS (BWA)

As at the end of Q3 2025, Telesol is the only entity operating as a Broadband Wireless Access service provider and thus submitted data for this report.

2.1 BWA Subscriptions and Penetration Rate

BWA subscriptions in the country remained the same at 1,454 subscriptions at the end of Q3 2025, as previously recorded at the end of Q2 2025.

On a year-on-year basis, BWA subscriptions increased by 1.61% from 1,431 in Q3 2024 to 1,454 at the end of Q3 2025. The penetration rate for Broadband Wireless Access was 0.004% at the end of Q3 2025. (Figure 23) (Appendix A, Table 22).

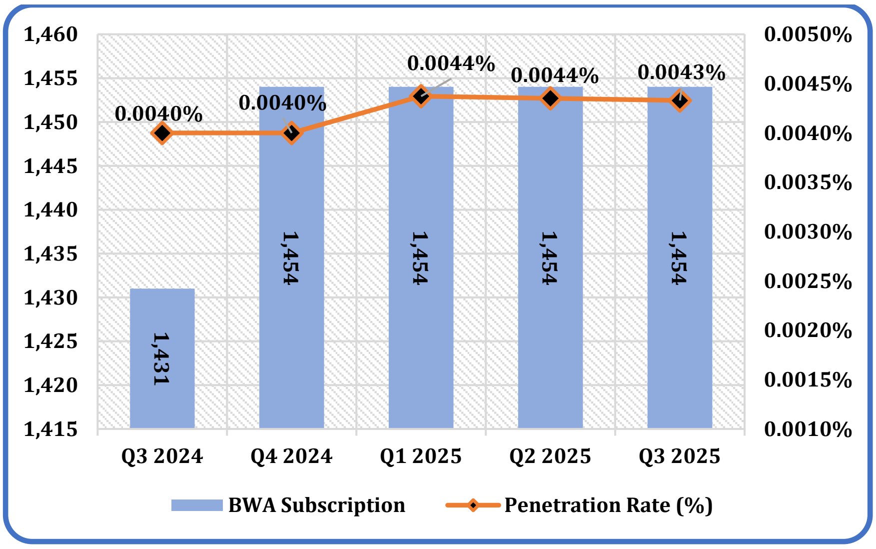

Figure 23: BWA Subscription and Penetration Rate

2.2 Broadband Wireless Access (BWA) Volume of Data Traffic

The total volume of data traffic generated by Broadband Wireless Access (BWAs) operators increased from 115.11 TB at the end of Q2 2025 to 127.11 TB, representing a quarter-on-quarter growth rate of 10.43%.

On a year-on-year basis, however, data traffic generated by the BWA operator(s) declined by 37.61%, decreasing from 203.76 TB at the end of Q3 2024 to 127.11 TB at the end of Q3 2025. (Figure 24) (Appendix A, Table 23). This decline in annual traffic may be attributed to the migration of customers toward mobile broadband services, which continue to dominate the data market due to wider coverage and affordability.

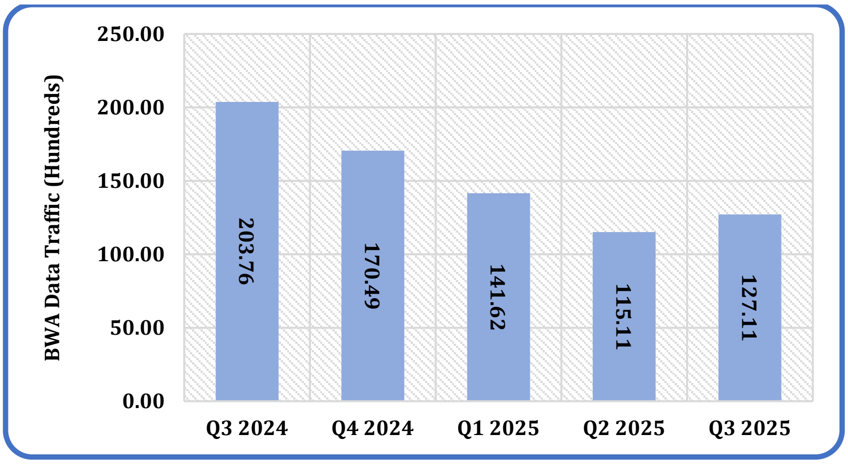

Figure 24: BWA Data Traffic (TB)

2.3 Data Usage per BWA Subscription[4]

Average data usage per Broadband Wireless Access (BWA) subscription increased from 0.079 TB in Q2 2025 to 0.087 TB at the end of Q3 2025, representing a growth rate of 10.43%.

On a year-on-year basis, however, average data usage per subscription declined by 37.61%, decreasing from 0.140 TB in Q3 2024 to 0.087 TB at the end of Q3 2025 (Figure 25; Appendix A, Table 24). This downward annual trend reflects the gradual shift of high-volume data users from BWA platforms to mobile broadband networks, which offer greater accessibility and wider coverage

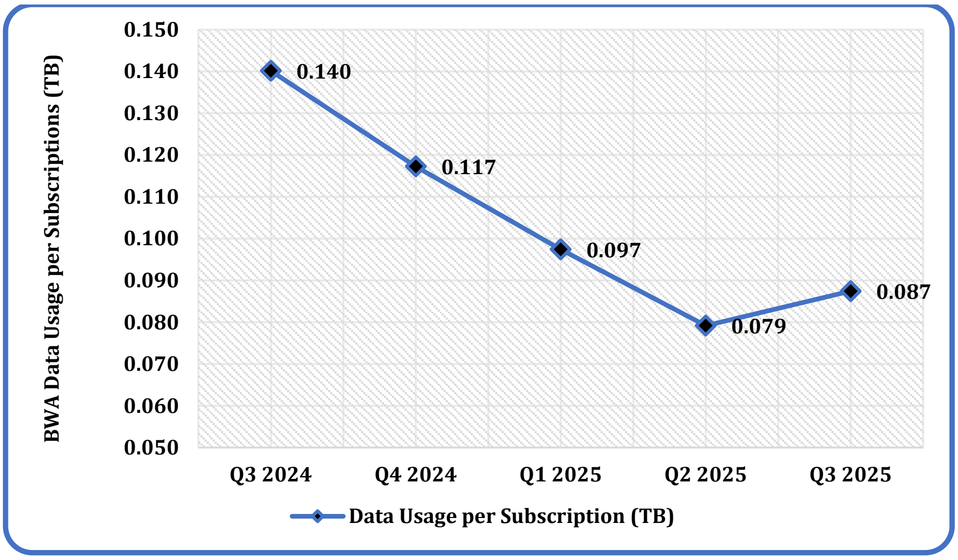

Figure 25: Data Usage per BWA Subscription (TB)

3.0 FIXED NETWORK

This section analyses the Fixed Telephone industry in Ghana. There are three (3) operators, namely Telecel, AT and MTN, that provide this service.

3.1 Fixed Voice Subscriptions and Penetration Rate

At the end of the third quarter of 2025, total fixed voice subscriptions declined marginally by 0.21%, decreasing from 267,332 recorded in the second quarter of 2025 to 266,760. The penetration rate for fixed voice services stood at 0.79% as of the end of the review period.

On a year-on-year basis, fixed voice subscriptions decreased from 316,154 in the third quarter of 2024 to 266,760 in the third quarter of 2025, representing a negative growth rate of 15.62% (Figure 26; Appendix A, Table 25). This continued decline reflects the gradual transition from traditional fixed-line communication to mobile and broadband-based voice services

4BWA data per subscriptions is calculated by dividing the total volume of BWA's traffic for the quarter by the total average of BWA subscriptions for that quarter.

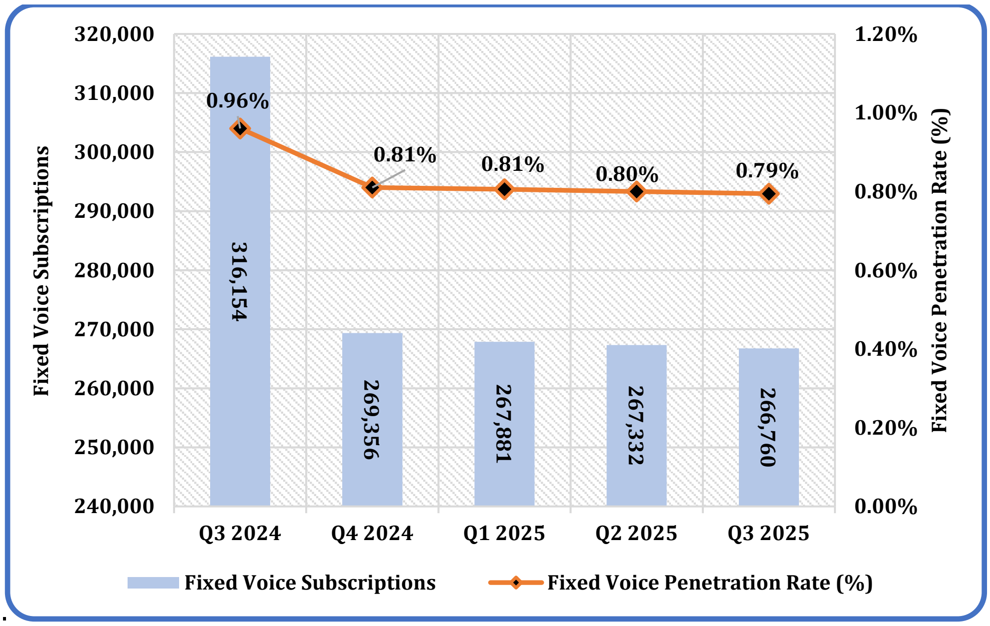

Figure 26: Fixed Network Voice Subscription and Penetration Rate

3.2 Fixed Voice Traffic

Total Fixed Voice Traffic recorded an increase of 6.22% from 6.75 million minutes in Q2 2025 to 7.17 million minutes in Q3 2025.
Year-on-Year Total Fixed Voice Traffic however decreased marginally by 0.97%%, from 7.24 million minutes in Q3 2024 to 7.17 million minutes in Q3 2025. (Figure 27) (Appendix A, Table 26).

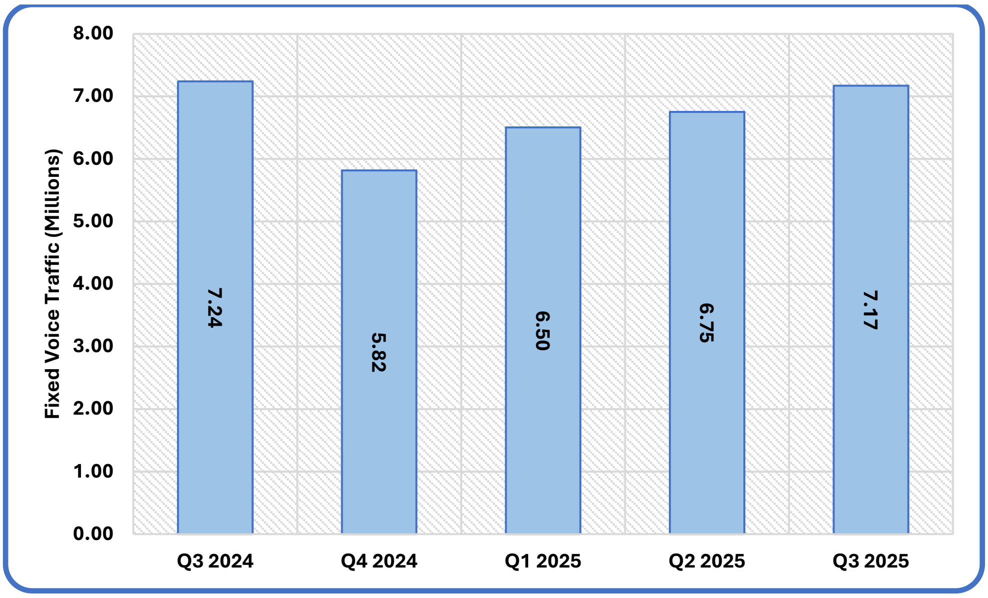

Figure 27: Total Fixed Voice Traffic

3.3 Fixed Voice Minute of Use[5]

Fixed Voice Traffic per subscription increased by 5.25% from 25.25 minutes in Q2 2025 to 5.25 minutes at the end of Q3 2025.

Year-on-Year minutes of use per subscription also grew by 16.07% from 22.90 minutes in Q3 2024 to 26.58 minutes at the end of Q3 2025 (Figure 28) (Appendix A, Table 27).

5 Fixed Network Minutes of use per subscriptions is calculated by dividing the total volume of traffic for the quarter by the total average fixed subscriptions for that quarter.

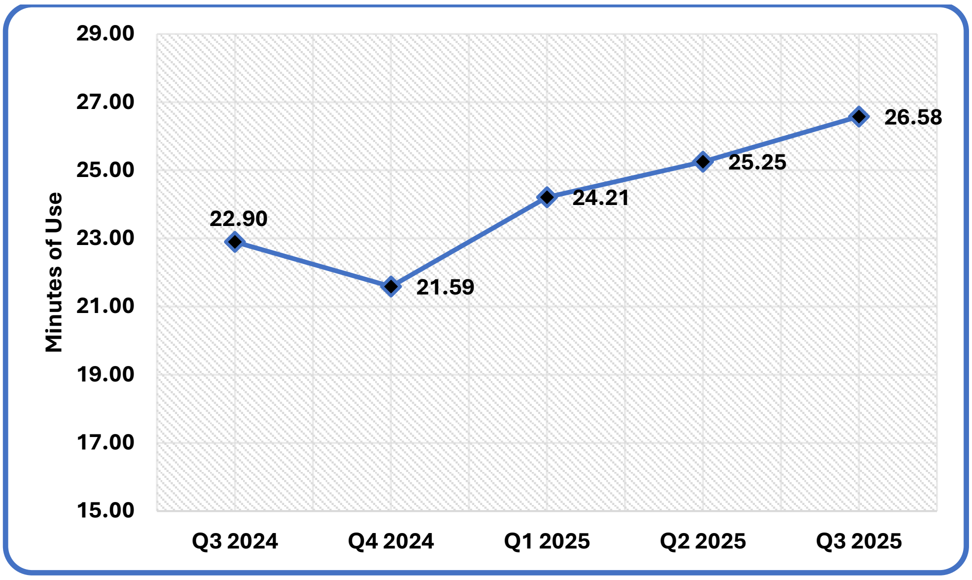

Figure 28: Fixed Network Minute of Use

3.4 Fixed Line Data Subscriptions and Penetration Rate

Fixed line data subscriptions increased from 145,218 recorded in Q2 2025 to 162,048 at the end of Q3 2025, representing a growth rate of 11.59%.

On a year-on-year basis, fixed data subscriptions rose by 31.80%, increasing from 122,950 in the third quarter of 2024 to 162,048 at the end of the third quarter of 2025. The fixed data penetration rate stood at 0.48% during the review period (Figure 29; Appendix A, Table 28).

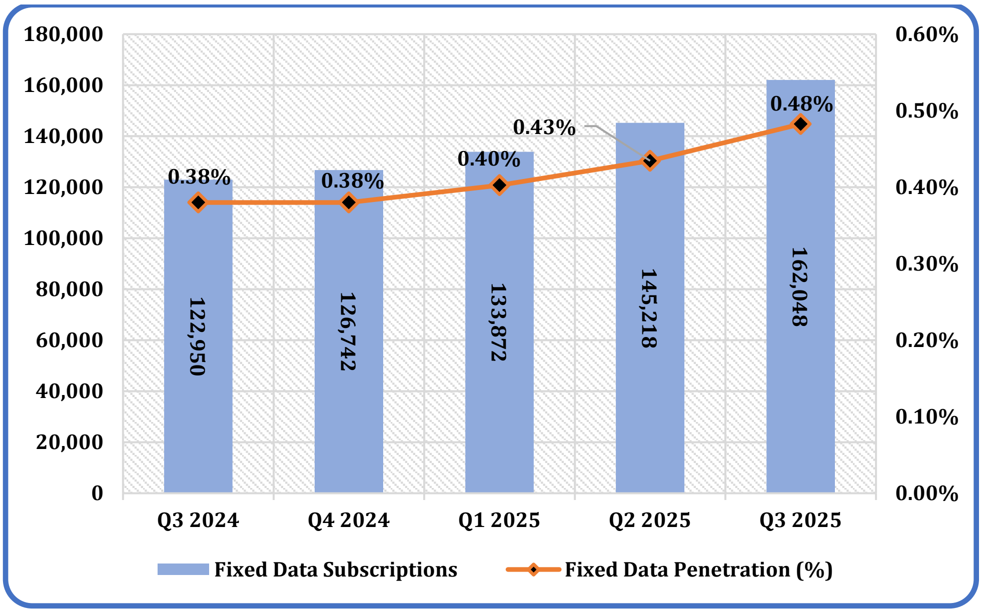

Figure 29: Fixed Data Subscriptions and Penetration Rate

3.5 Fixed Data Subscriptions per Operator

At the end of Q3 2025, Telecel recorded 91,217 fixed data subscriptions, representing 56.29% of the total market share, up from 88,438 subscriptions in the previous quarter. MTN followed with 70,481 fixed data subscriptions, accounting for 43.49% of the market, compared to 56,402 subscriptions in Q2 2025. AT, on the other hand, recorded 350 fixed data subscriptions at the end of Q3 2025, representing 0.22% of the total market, down slightly from 378 in the preceding quarter (Figure 30; Appendix A, Table 29). This distribution indicates Telecel's continued leadership in the fixed data segment, while MTN showed notable quarter-on-quarter growth.

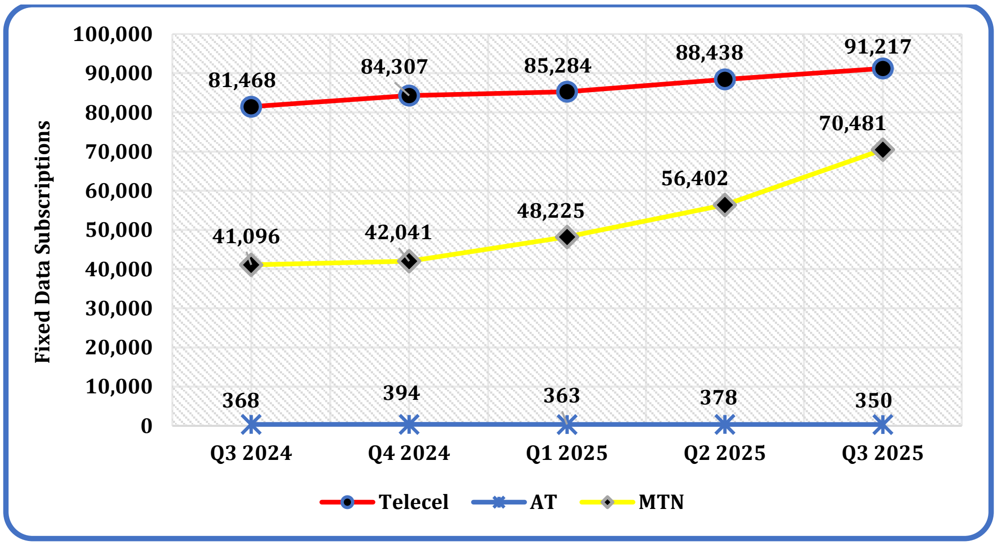

Figure 30: Fixed Data Subscription per Operator

3.6 Fibre Broadband Subscriptions

During Q3 2025, the total Fibre Broadband subscriptions in the country increased by 5.96%, rising from 236,479 recorded at the end of Q2 2025 to 250,569.

On a year-on-year basis, Fibre Broadband subscriptions grew by 15.93%, increasing from 216,142 at the end of Q3 2024 to 250,569 at the end of Q3 2025 (Figure 31; Appendix A, Table 30). This consistent growth reflects the expanding adoption of high-speed internet connectivity, driven by increased demand for digital services, remote work solutions, and streaming applications

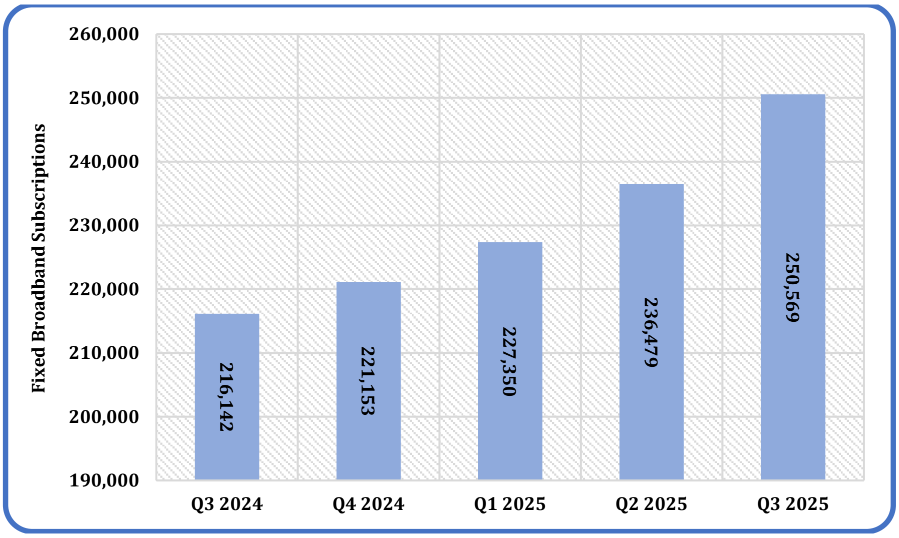

Figure 31: Fibre Broadband Subscription

3.6.1 Fibre Broadband Subscriptions per Operator

At the end of Q3 2025, MTN recorded a Fibre Broadband subscription base of 161,763, representing a market share of 64.56%, compared to 150,471 subscriptions in the previous quarter. Telecel accounted for 88,806 Fibre Broadband subscriptions during the same period, corresponding to a market share of 35.44%.

Quarter-on-quarter analysis shows that MTN's Fibre Broadband subscriptions increased by 7.50%, rising from 150,471 in Q2 2025 to 161,763 in Q3 2025, while Telecel's subscriptions grew by 3.25%, from 86,008 to 88,806 over the same period.

On a year-on-year basis, Fibre Broadband subscriptions for MTN and Telecel increased by 18.06% and 12.23%, respectively (Figure 32; Appendix A, Table 31). This upward trend reflects the growing demand for reliable high-speed internet services, particularly among households and businesses adopting digital and remote working solutions

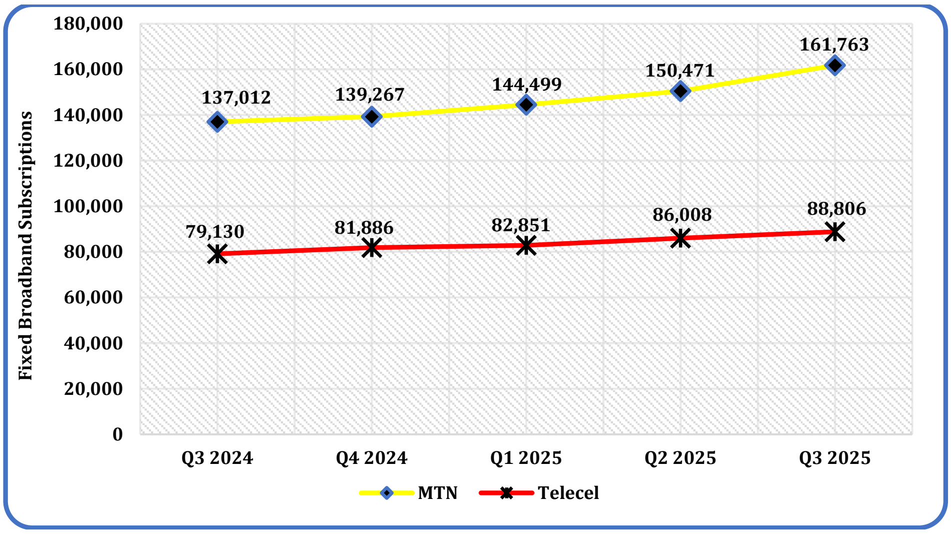

Figure 32: Fibre Broadband Subscription per Operator

3.6.2 Fibre Broadband Traffic

During Q3 2025, total Fibre Broadband traffic increased by 5.06%, rising from 119,411 terabytes (TB) in Q2 2025 to 125,455 TB in the reference period.

On a year-on-year basis, total Fibre Broadband traffic also recorded a growth rate of 12.84%, increasing from 111,177 TB in Q3 2024 to 125,455 TB at the end of Q3 2025.

Quarter-on-quarter analysis shows that MTN's Fibre Broadband traffic rose from 65,063 TB in Q2 2025 to 69,812 TB in Q3 2025, representing a growth rate of 7.30%. Similarly, Telecel's Fibre Broadband traffic increased by 2.38%, from 54,348 TB to 55,643 TB over the same period.

On a year-on-year basis, MTN's Fibre Broadband traffic grew by 18.39%, while Telecel's increased by 6.57% (Figure 33; Appendix A, Table 32). This consistent growth in Fibre Broadband traffic underscores the rising demand for high-speed internet connectivity, driven by increased adoption of streaming services, remote work, and digital business operations

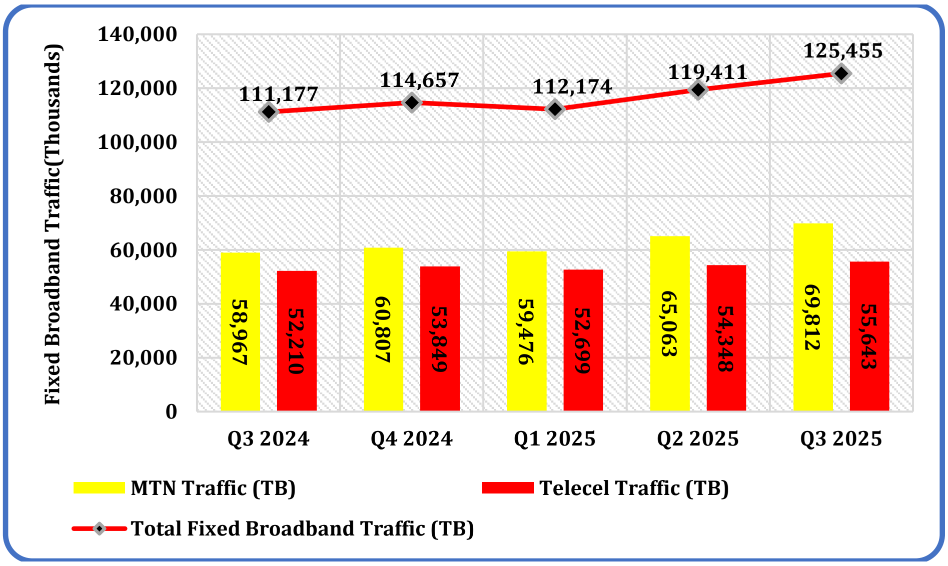

Figure 33: Fibre Broadband Traffic (TB)

3.7 Satellite Broadband Subscriptions

Starlink Ghana operates on Low Earth Orbit (LEO) satellites to provide high-speed internet connectivity in the country, and provided data for this section of the report. As at the end of Q3 2025, Starlink Ghana recorded a total satellite broadband subscription of 16,435 representing an increase of 29.23% from 12,718 in Q2 2025, (Figure 34; Appendix A, Table 33).

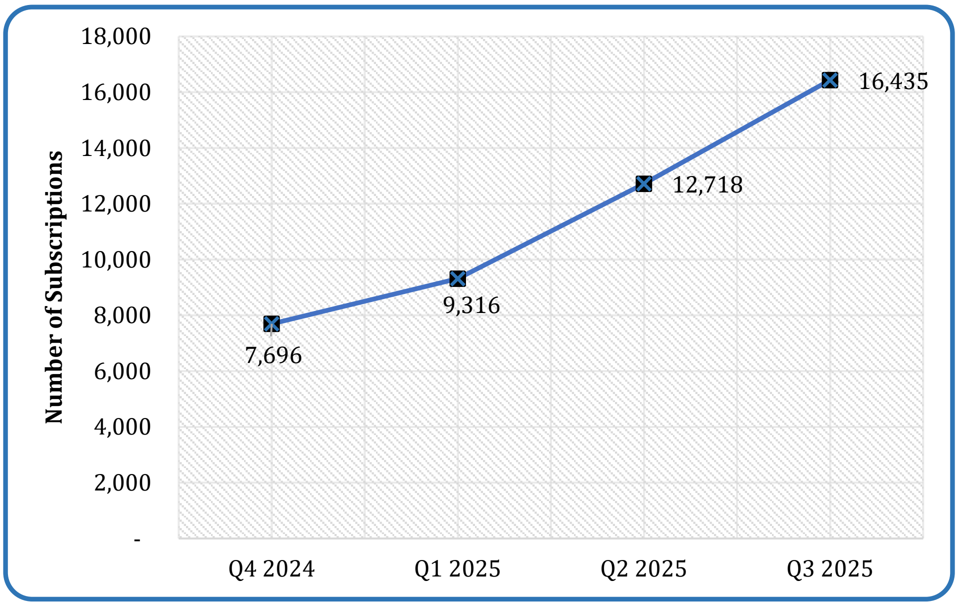

Figure 34: Starlink Total Subscriptions

3.7.1 Starlink Subscriptions per Price Plan

There were eight (8) different price plans available for Starlink subscribers in Ghana namely at the end of Q3 2025, namely:

i. Residential Lite plan
ii. Residential Plan
iii. Priority Plan
iv. Enterprise Plan
v. Roam Unlimited
vi. Lite Roam
vii. Global Roam
viii. Mobile Priority

During the quarter under review, 8,718 subscriptions were on the Residential plan, indicating a growth rate of 20.60% recorded from the previous quarter (Q2 2025), with a market share of 53.05%. This made the Residential Plan the most popular overall, holding more than half of the market share. Residential Lite Plan recorded the highest growth rate (62.43%) from 3,793 subscriptions in Q2 2025 to 6,161 subscriptions at the end of Q3 2025. Enterprise Plan subscriptions fell by 16.08%, from 653 subscriptions in Q2 2025 to 548 at the end of Q3 2025, indicating potential price sensitivity or limited enterprise uptake, whiles the Priority Plan had a moderate steady growth of 8.28%.

The quarter under review showed that, Starlink's market in Ghana is becoming more increasingly consumer-focused with a strong uptake of residential packages, especially the affordable lite version. (Figure 35; Appendix A, Table 34).

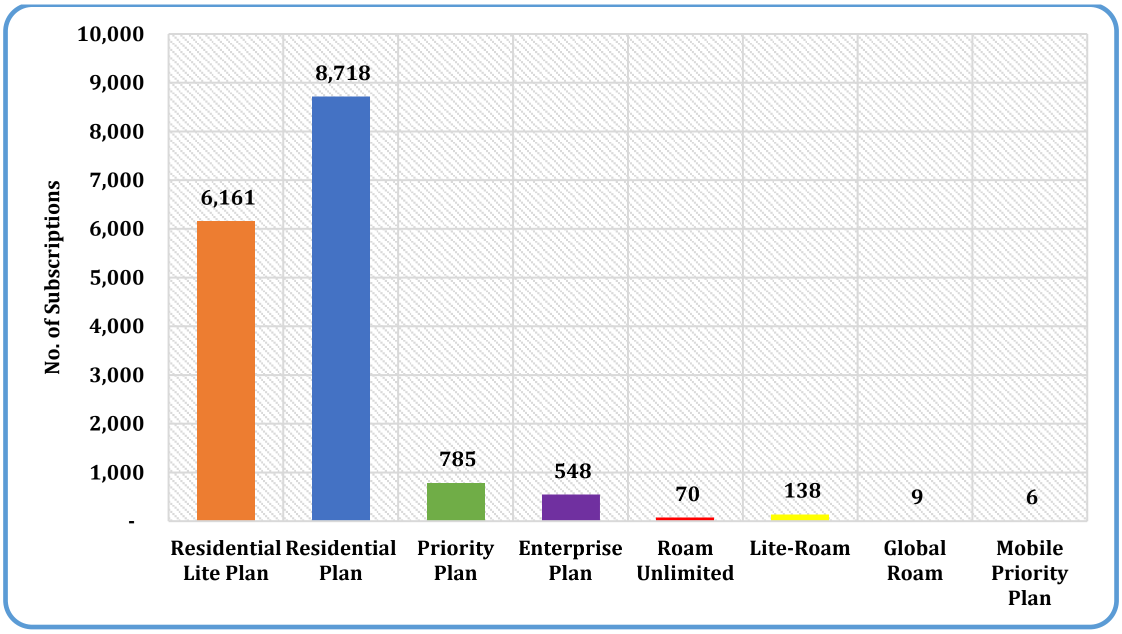

Figure 35: Starlink Subscriptions by Price Plan

3.7.2 Starlink Subscriptions per Regions

Most regions across the country recorded growth between Q2 2025 and Q3 2025 in terms of subscriptions, apart from the Oti and the Brong Ahafo Regions. The Greater Accra recorded the highest subscriptions of 6,381 while Ahafo Region lost the two subscriptions recorded in the previous quarter. The average regional growth rate was 20.34%, showing nationwide adoption is expanding. The fastest-growing region is Western North, which saw a growth of 65.99% compared to the subscriptions of 147 in the previous quarter. This may be due to new connectivity deployments or demand from rural / underserved areas.

Regions like Ashanti, Greater Accra and Western are leading the adoption, reflecting both population size and improved access. Smaller or rural regions (Oti, Savanna and Upper West) also show progress, though from a smaller subscription base. The growth is balanced, suggesting Starlink is expanding beyond major cities in the Country. (Figure 36; Appendix A, Table 35).

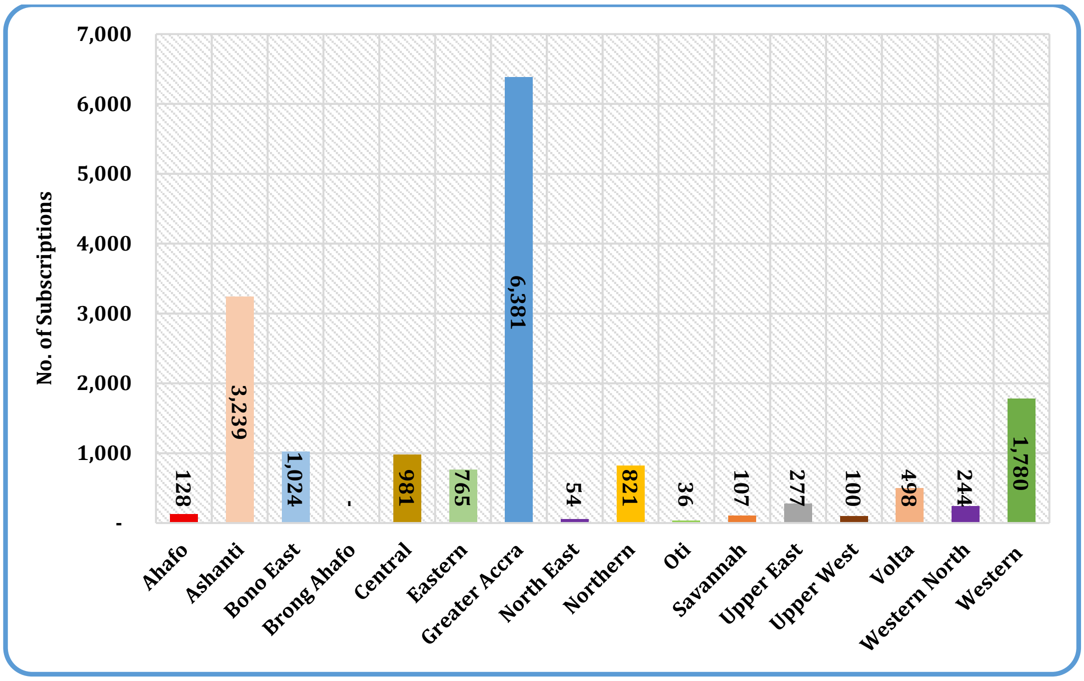

Figure 36: Starlink Subscriptions by Regions

4.0 BROADCASTING

4.1 Categories of FM Stations

There are 5 categories of FM Authorization based on purposes, namely:

- Commercial
- Community
- Campus
- Public and
- Public (Foreign)

Out of the total 768 FM stations authorised at the end of Q3 2025, 553 were Commercial, 155 were Community, 31 were Public, 24 were Campus and 5 were Public (Foreign) (Figure 37) (Appendix A, Table 36)

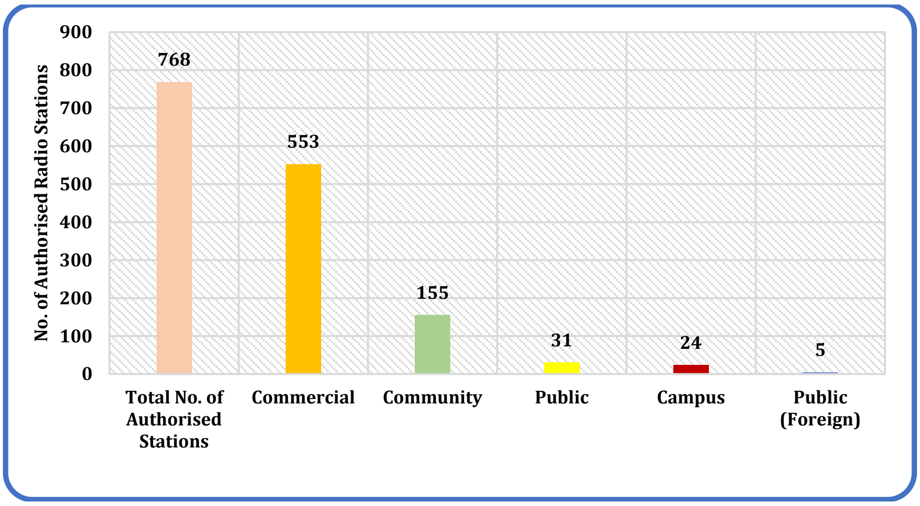

Figure 37: Category by Purpose of Authorised Radio Stations as at Q3 2025

4.2 Authorised Frequency Modulation (FM) Radio Stations

Total number of Authorised FM Stations in Ghana as at the end of Q3 2025 was 768 with 553 FM Stations in operation and 215 FM Stations yet to begin operation. The quarter under review recorded an increase of 14 FM Stations in operations as compared to Q2 2025.

The Ashanti Region had the highest number of Authorised FM stations (117), representing 15.23% of the total number of Authorised FM Stations in the country. The North-East Region had the least number of Authorised FM Stations (13), representing 1.69% of the total Authorised FM Stations in the country. (Figure 38) (Appendix A, Table 37).

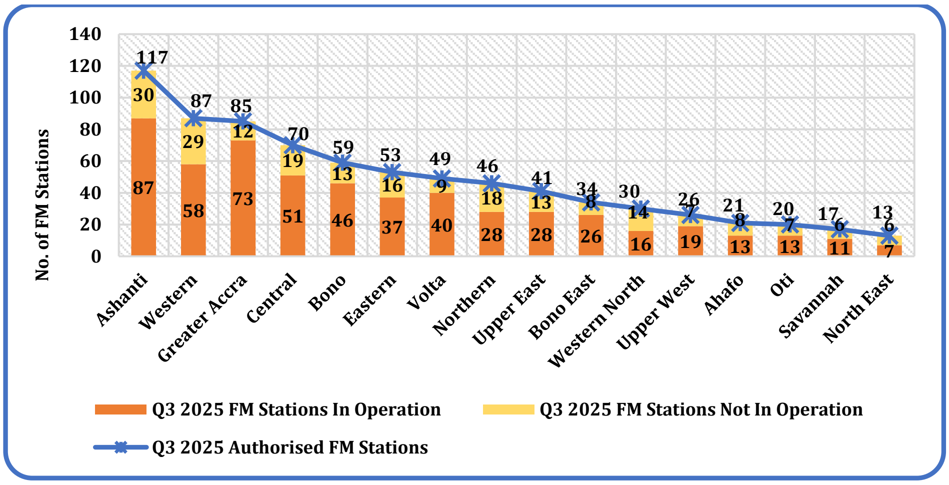

Figure 38: Regional Distribution of Authorised, On-air and Off-Air FM Stations as at the end of Q3 2025

4.3 Authorised Television Stations

The total number of Authorised TV Stations in Ghana at the end of Q3 2025 was 176, out of which 132 were operational during the quarter under review, representing 75.00% of the total number of Authorised TV Stations in the country. (Figure 39 & 40) (Appendix A, Table 38)

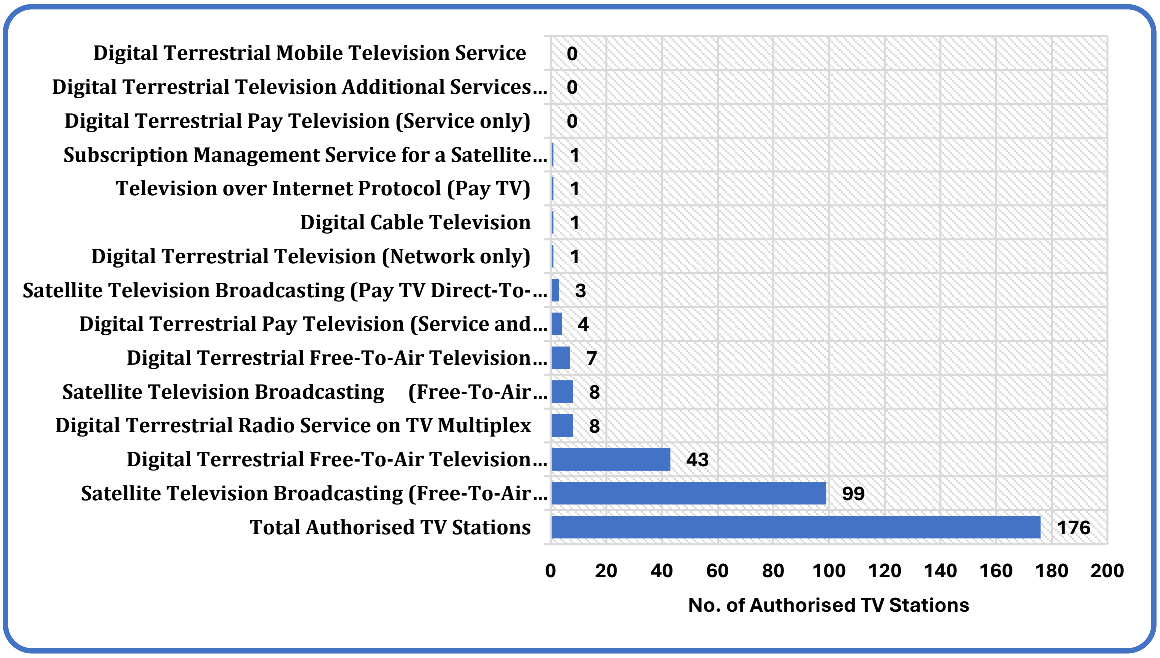

Figure 39: Authorised TV Stations as at Q3 2025

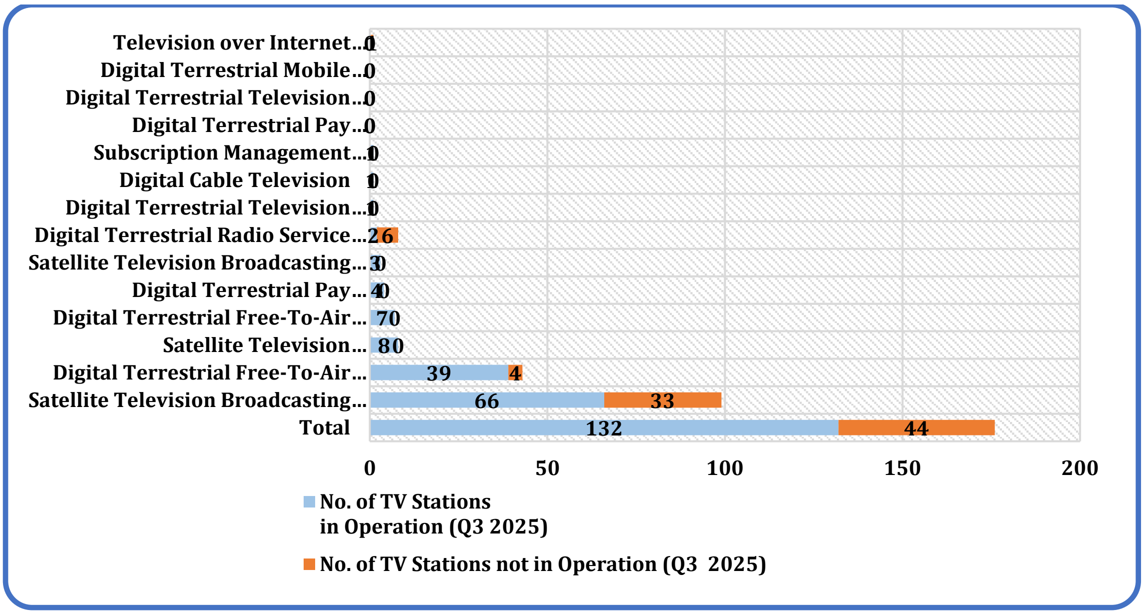

Figure 40: Distribution of Types of Services (On -Air and Off-Air TV Stations) as at the end of Q3 2025

5. CORRINGENDA AND NOTES TO Q3 2025

Note 1: Off-Net Fixed voice traffic for Q2 2025 was revised

Note 2: Minutes of Use per Subscriptions (MoU) was revised for Q2 2025

Appendix A (List of Tables)

Table 1: Mobile Voice Subscriptions and Penetration Rate

Subscription	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Mobile Subscription	38,469,268	38,408,712	39,970,301	41,078,883	42,179,045
Mobile Subscription Growth Rate (%)	2.44%	-0.16%	4.07%	2.77%	2.68%
Net additions	915,661	60,556	1,561,589	1,108,582	1,100,162
Population	32,924,755	33,089,811	33,254,867	33,419,924	33,584,990
Penetration Rate (%)	**116.84%**	**116.07%**	**120.19%**	**122.92%**	**125.59%**

Table 2: Mobile Voice Subscriptions and Market Share per Operator

Mobile Network Operator		Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
MTN	Subscriptions	28,885,932	28,408,649	29,521,441	30,264,594	30,895,974
	Market Share (%)	75.09%	73.96%	73.86%	73.67%	73.25%
Telecel	Subscriptions	6,678,979	6,968,464	7,296,855	7,628,251	8,121,543
	Market Share (%)	17.36%	18.14%	18.26%	18.57%	19.25%
AT	Subscriptions	2,904,357	3,031,599	3,152,005	3,186,038	3,161,528
	Market Share (%)	7.55%	7.89%	7.89%	7.76%	7.50%
Total Industry Subscription		**38,469,268**	**38,408,712**	**39,970,301**	**41,078,883**	42,179,045

Table 3: Prepaid and Postpaid Voice Subscriptions and Market Share

Subscription	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Prepaid	38,066,589	37,993,918	39,521,042	40,574,076	41,679,141
Market Share	98.95%	98.92%	98.88%	98.77%	98.81%
Postpaid	402,679	414,794	449,259	504,807	499,904
Market Share	1.05%	1.08%	1.12%	1.23%	1.19%
Total mobile subscription	**38,469,268**	**38,408,712**	**39,970,301**	**41,078,883**	**42,179,045**

Table 4: On-Net Voice Traffic in Minutes

Traffic	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Traffic (On Net)	25,912,381,839	27,011,080,727	26,526,119,974	25,943,641,908	26,122,036,725
Q-o-Q (Traffic-On Net)	0.03%	4.24%	-1.80%	-2.20%	0.69%
Y-o-Y (Traffic-On Net)		11.52%	4.18%	0.27%	0.81%

Table 5: Total Domestic Mobile Voice Traffic in Minutes

Traffic	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Traffic (Off-Net)	2,075,229,296	2,353,477,885	2,467,034,837	2,658,614,341	2,887,615,017
Share (%)	7.41%	8.01%	8.51%	9.30%	9.95%
Growth (%)	6.10%	13.41%	4.83%	7.77%	8.61%
Traffic (On-Net)	25,912,381,839	27,011,080,727	26,526,119,974	25,943,641,908	26,122,036,725
Share (%)	92.59%	91.99%	91.49%	90.70%	90.05%
Growth (%)	0.03%	4.24%	-1.80%	-2.20%	0.69%
Total traffic	**27,987,611,135**	**29,364,558,612**	**28,993,154,811**	**28,602,256,249**	**29,009,651,742**

Table 6: Total Domestic Mobile Voice per MNOs

Mobile Network Operator		Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
MTN	Subscriptions	26,298,014,150	27,556,750,526	27,084,292,538	26,525,831,998	26,771,114,197
	Market Share (%)	93.96%	93.84%	93.42%	92.74%	92.28%
Telecel	Subscriptions	1,600,581,872	1,725,879,113	1,831,161,419	1,994,255,302	2,165,274,782
	Market Share (%)	5.72%	5.88%	6.32%	6.97%	7.46%
AT	Subscriptions	89,015,113	81,928,972	77,700,854	82,168,949	73,262,763
	Market Share (%)	0.32%	0.28%	0.27%	0.29%	0.25%
Total Industry Subscription		**27,987,611,135**	**29,364,558,612**	**28,993,154,811**	**28,602,256,249**	**29,009,651,742**

Table 7: International Mobile Voice Traffic

Traffic	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Incoming Mobile Voice International Traffic	36,210,403	41,448,117	41,329,257	40,574,561	36,763,322
Growth (%)	4.50%	14.46%	-0.29%	-1.83%	-9.39%
Outgoing Mobile Voice International Traffic	41,443,043	62,675,957	104,246,439	83,599,789	81,869,771
Growth (%)	-28.35%	51.23%	66.33%	-19.81%	-2.07%

Table 8: Mobile Voice Traffic Minutes of Use (MoU) per Subscriptions

Traffic	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Total mobile voice traffic (Domestic)	27,987,611,135	29,364,558,612	28,993,154,811	28,602,256,249	29,009,651,742
Outgoing International Traffic	41,443,043	62,675,957	104,246,439	83,599,789	81,869,771
Total Mobile Voice Traffic (Dom. & Int.)	**28,029,054,178**	**29,427,234,569**	**29,097,401,250**	**28,685,856,038**	**29,091,521,512**
Average Mobile voice subscription	38,131,609	38,756,657	39,695,383	40,791,195	41,265,451
Minutes of Use (MoU) per Subscription	735.06	759.28	733.02	703.24	704.98
MoU Q-o-Q growth rate (%)	**-3.64%**	**3.30%**	**-3.46%**	**-4.06%**	**0.25%**

Table 9: Total Number of Short Messages Services

SMS	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Off-Net SMS	444,205,829	483,899,004	705,902,360	751,314,479	724,652,417
On-Net SMS	461,247,653	624,216,669	1,095,930,867	2,102,646,295	2,450,423,603
Total SMS	**905,453,482**	**1,108,115,673**	**1,801,833,227**	**2,853,960,774**	**3,175,076,020**

Table 10: Total Number of SMS per Mobile Network Operator in Millions

Mobile Operators	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Off-Net					
MTN	131,013,745	147,051,464	196,605,890	262,715,059	198,235,943
Telecel	304,699,538	326,253,888	496,971,653	474,197,149	513,453,157
AT	8,492,546	10,593,652	12,324,817	14,402,271	12,963,317
Total	**444,205,829**	**483,899,004**	**705,902,360**	**751,314,479**	**724,652,417**
On-Net					
MTN	286,723,061	410,713,203	870,788,155	1,859,365,347	2,193,791,830
Telecel	173,658,643	212,884,094	224,192,932	242,153,362	255,605,746
AT	865,949	619,372	949,780	1,127,586	1,026,027
Total	**461,247,653**	**624,216,669**	**1,095,930,867**	**2,102,646,295**	**2,450,423,603**
Total					
MTN	417,736,806	557,764,667	1,067,394,045	2,122,080,406	2,392,027,773
Telecel	478,358,181	539,137,982	721,164,585	716,350,511	769,058,903
AT	9,358,495	11,213,024	13,274,597	15,529,857	13,989,344
Total	**905,453,482**	**1,108,115,673**	**1,801,833,227**	**2,853,960,774**	**3,175,076,020**

Table 11: Average SMS per Subscription

SMS Subscriptions	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Total SMS	905,453,482	1,108,115,673	1,801,833,227	2,853,960,774	3,175,076,020
Average Mobile Subscription	38,131,609	38,756,657	39,695,383	40,791,195	41,265,451
SMS per Subscription	24	29	45	70	77

Table 12: Mobile Data Subscriptions and Penetration Rate

Subscription	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Mobile data subscription	25,560,884	26,127,592	26,717,143	27,247,268	28,033,573
Data Subscription Growth Rate (%)	3.45%	2.22%	2.26%	1.98%	2.89%
Net Additions	852,135	566,708	589,551	530,125	786,305
Net Additions Growth Rate (%)	139%	-33%	4.03%	-10.08%	48.32%
Population	32,924,755	33,089,811	33,254,867	33,419,924	33,584,990
Mobile Data Penetration Rate (%)	77.63%	78.96%	80.34%	81.53%	83.47%

Table 13: Machine-to-Machine Subscriptions

Mobile Network Operator	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
MTN	1,083,697	1,084,627	1,684,845	1,689,168	1,690,405
Telecel	1,071,051	1,131,926	1,147,872	1,614,039	1,660,106
AT	2,747	2,654	2,860	3,016	3,419
Total	**2,157,495**	**2,219,207**	**2,835,577**	**3,306,223**	**3,353,930**

Table 14: Mobile Data Subscriptions (Prepaid/Postpaid)

Mobile Data Subscriptions		Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Prepaid	Subscription	25,343,215	25,909,066	26,490,317	26,997,655	27,758,748
	Market Share	99.15%	99.16%	99.15%	99.08%	99.02%
Post-paid	Subscription	217,669	218,526	226,826	249,613	274,825
	Market Share	0.85%	0.84%	0.85%	0.92%	0.98%
Total mobile data subscriptions		**25,560,884**	**26,127,592**	**26,717,143**	**27,247,268**	**28,033,573**

Table 15: Mobile Data Subscriptions per Mobile Network Operator and Market Share

Mobile Network Operator	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
MTN	20,311,829	20,626,311	21,118,921	21,184,896	21,958,090
	79.46%	78.94%	79.05%	77.75%	78.33%
Telecel	3,645,955	3,892,046	3,983,835	4,434,780	4,517,633
	14.26%	14.90%	14.91%	16.28%	16.12%
AT	1,603,100	1,609,235	1,614,387	1,627,592	1,557,850
	6.27%	6.16%	6.04%	5.97%	5.56%
Total	**25,560,884**	**26,127,592**	**26,717,143**	**27,247,268**	**28,033,573**

Table 16: Mobile Data Traffic in Terabytes (TB)

Quarter	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Total Mobile data usage (TB)	661,511	763,256	755,267	923,347	1,046,162

Table 17: Mobile Data Usage per Subscription (TB)

Quarter	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Total Mobile data usage (MB)	661,511	763,256	755,267	923,347	1,046,162
Average Data Subscription	25,279,367	25,905,295	26,378,393	26,921,399	27,680,525
Data Usage per Subscription (TB)	**0.0262**	**0.0295**	**0.0286**	**0.0343**	**0.0378**

Table 18: Mobile Data Traffic per Operator (TB)

Mobile Operator	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
MTN	536,788	631,773	621,575	782,453	898,936
	81.15%	82.77%	82.30%	84.74%	85.93%
Telecel	102,559	109,253	111,488	117,246	125,515
	15.50%	14.31%	14.76%	12.70%	12.00%
AT	22,163	22,229	22,204	23,648	21,711
	3.35%	2.91%	2.94%	2.56%	2.08%
Total Industry Traffic (TB)	**661,511**	**763,256**	**755,267**	**923,347**	**1,046,162**

Table 19: Average Mobile Tariff per Service (GHS)

Tariff	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Average On-Net mobile tariff	0.14	0.14	0.14	0.14	0.14
Average Off-Net mobile tariff	0.14	0.14	0.14	0.14	0.14
Average On-Net SMS tariff	0.06	0.06	0.06	0.06	0.06
Average Off-Net SMS tariff	0.06	0.06	0.06	0.06	0.06
Average data/Mb tariff	0.14	0.14	0.14	0.14	0.14

Table 20: Devices per MNOs

No	MNO	Q3 2024	Q4 2025	Q1 2025	Q2 2025	Q3 2025
1	**MTN**	36,385,852	37,513,812	38,978,685	39,474,945	40,329,292
	Market Share (%)	*56.64%*	57.87%	96.17%	96.01%	94.09%
	Growth (%)	-2.78%	11.35%	3.90%	1.27%	2.16%
2	**AT**	455,289	2,639,221	1,550,783	1,638,632	2,532,705
	Market Share (%)	*28.84%*	26.88%	3.83%	3.99%	5.91%
	Growth (%)	-9.82%	1.59%	-41.24%	5.66%	54.56%
Total Devices		**36,841,141**	**40,153,033**	**40,529,468**	**41,113,577**	**42,861,997**

Table 21: Devices per Type

No	Category of Phones	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
1	Smartphone Devices	20,868,129	23,236,048	23,685,752	24,188,976	25,399,355
	Market Share (%)	*56.64%*	57.87%	58.44%	58.83%	59.26%
	Growth (%)	-2.78%	11.35%	1.94%	2.12%	5.00%
2	Feature Phone Devices	10,623,972	10,792,867	10,495,239	10,328,864	11,501,039
	Market Share (%)	*28.84%*	26.88%	25.90%	25.12%	26.83%
	Growth (%)	-9.82%	1.59%	-2.76%	-1.59%	11.35%
3	Basic Phone Devices	5,349,040	6,124,118	6,348,477	6,595,737	5,961,603
	Market Share (%)	*14.52%*	15.25%	15.66%	16.04%	13.91%
	Growth (%)	-6.88%	14.49%	3.66%	3.89%	-9.61%
Total		**36,841,141**	**40,153,033**	**40,529,468**	**41,113,577**	**42,861,997**

Table 22: BWA Data Subscriptions and Penetration Rate

BWA Operator	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Subscription	1,454	1,454	1,454	1,454	1,454
Growth rate (%)	1.61%	0.00%	0.00%	0.00%	0.00%
Net Additions	23	0	0	0	0
Population	32,924,755	33,089,811	33,254,867	33,419,924	33,584,990
Penetration Rate (%)	**0.004%**	**0.004%**	**0.0044%**	**0.0044%**	**0.0043%**

Table 23: Broadband Wireless Access Data Traffic

Quarter	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Industry Total (TB)	203.76	170.49	141.62	115.11	127.11

Table 24: Data Usage per BWA Subscriptions (TB)

Quarter	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Total Volume of Data Traffic (TB)	203.76	170.49	141.62	115.11	127.11
Average BWA Subscription	1454	1,454	1,454	1,454	1,454
Data Usage per Subscription (TB)	**0.140**	**0.117**	**0.097**	**0.079**	**0.087**

Table 25: Fixed Network Voice Subscriptions and penetration Rate (%)

Fixed Operator	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Telecel	302,890	261,553	260,250	259,442	258,552
	95.80%	97.10%	97.15%	97.05%	96.92%
AT	943	912	870	868	791
	0.30%	0.34%	0.32%	0.32%	0.30%
MTN	12,321	6,891	6,761	7,022	7,417
	3.90%	2.56%	2.52%	2.63%	2.78%
Total industry subscription	**316,154**	**269,356**	**267,881**	**267,332**	**266,760**
Population	32,924,755	33,089,811	33,254,867	33,419,924	33,584,990
Fixed Network Penetration Rate (%)	**0.96%**	**0.81%**	**0.81%**	**0.80%**	**0.79%**

Table 26: Fixed Network Voice Minutes of Use (Minutes)

Traffic	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
On-Net Fixed voice traffic	-	-	606,666	880,856	994,193
Off-Net fixed voice traffic	7,241,115	5,815,131	5,898,098	5,870,022	6,176,378
Total Fixed Voice Traffic	**7,241,115**	**5,815,131**	**6,504,764**	**6,750,878**	**7,170,571**

Table 27: Fixed Network Voice (Minute of Use per Subscriptions)

Fixed Network (MoU)	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Total Fixed Voice Traffic	7,241,115	5,815,131	6,504,764	**6,750,878**	**7,170,571**
Average Fixed Subscription	316,154	269,356	268,674	267,332	269,784

Minutes of Use per Subscription (MoU)	22.90	21.59	24.21	25.25	26.58
Growth Rate	**0.35%**	**-5.74%**	**12.14%**	**4.30%**	**5.25%**

Table 28: Fixed Line Data Subscriptions and Penetration Rate (%)

Fixed Network Operator	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Telecel	81,468	84,307	85,284	88,438	91,217
	66.26%	66.52%	63.71%	60.90%	56.29%
AT	386	394	363	378	350
	0.31%	0.31%	0.27%	0.26%	0.22%
MTN	41,096	42,041	48,225	56,402	70,481
	33.42%	33.17%	36.02%	38.84%	43.49%
Total Fixed data	**122,950**	**126,742**	**133,872**	**145,218**	**162,048**
Population	32,759,700	33,089,811	33,254,867	33,419,924	33,584,990
Fixed Data Penetration	**0.38%**	0.38%	0.40%	0.43%	0.48%

Table 29: Fixed Line Data Subscriptions per Network Operator

Fixed Network Operator	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Telecel	81,468	84,307	85,284	88,438	91,217
AT	368	394	363	378	350
MTN	41,096	42,041	48,225	56,402	70,481
Total fixed data subscription	**122,950**	**126,742**	**133,872**	**145,218**	**162,048**

Table 30: Fibre Broadband Subscriptions

Quarter	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Fibre Broadband Subscription	216,142	221,153	227,350	236,479	250,569

Table 31: Fibre Broadband Subscriptions per Operator

Fibre Broadband Operators	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
MTN	137,012	139,267	144,499	150,471	161,763
Telecel	79,130	81,886	82,851	86,008	88,806
Total	**216,142**	**221,153**	**227,350**	**236,479**	**250,569**

Table 32: Fibre Broadband Traffic

Fibre Broadband Operators	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
MTN (GB)	58,967	60,807	59,476	65,063	69,812
Telecel (GB)	52,210	53,849	52,699	54,348	55,643

Total Fibre Broadband Traffic (TB)	111,177	114,657	112,174	119,411	125,455

Table 33: Starlink Total Broadband Subscriptions

Quarter	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Starlink Total Subscriptions	**7,696**	**9,316**	**12,718**	**16,435**

Table 34: Starlink Subscriptions by Price Plan

No.	Starlink Current Price Plan	Q4 2024	Q1 2025	Q2 2025	Q3 2025
1	Residential Lite Plan	1,204	1,992	3,793	6,161
2	Residential Plan	5,202	5,660	7,229	8,718
3	Priority Plan	363	350	725	785
4	Enterprise Plan	620	800	653	548
5	Reseller	0	102	0	0
6	Roam Unlimited	193	152	109	70
7	Lite-Roam	0	85	166	138
8	Global Roam	88	47	28	9
9	Mobile Priority Plan	26	128	15	6
	Total	**7,696**	**9,316**	**12,718**	**16,435**

Table 35: Starlink Subscriptions by Regions

Region	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Ahafo	46	62	91	128
Ashanti	1,575	1,948	2,648	3,239
Bono East	595	710	824	1,024
Brong Ahafo	-	-	2	-
Central	456	546	731	981
Eastern	389	436	566	765
Greater Accra	2,995	3,495	4,672	6,381
North East	39	20	54	54
Northern	398	487	701	821
Oti	18	27	44	36
Savannah	35	40	65	107
Upper East	96	128	209	277
Upper West	33	66	79	100
Volta	233	293	455	498
Western North	510	94	147	244
Western	278	964	1,430	1,780
Total	**7,696**	**9,316**	**12,718**	**16,435**

Table 36: Regional Distribution of FM Stations by Purpose as at the end of Q3 2025

Name of Regions	Public	Public (Foreign)	Community	Campus	Commercial
Ashanti	2	1	28	5	81
Bono	1	0	5	3	50
Bono East	2	0	6	0	26
Ahafo	0	0	4	0	17
Central	2	0	19	4	45
Eastern	2	0	22	1	28
Greater Accra	2	3	17	2	61
Northern	3	0	8	1	34
Savannah	3	0	6	0	8
North East	1	0	3	0	9
Upper East	2	0	12	3	24
Upper West	2	0	10	2	12
Volta	3	0	4	1	41
Oti	1	0	3	0	16
Western	2	1	8	2	74
Western North	3	0	0	0	27
Total	**31**	**5**	**155**	**24**	**553**

Table 37: Regional Distribution of FM Stations as at the end of Q3 2025

Name Of Regions	Q3 2025 Authorised FM Stations	Q3 2025 FM Stations In Operation	Q3 2025 FM Stations not in Operation
Ashanti	117	87	30
Bono	59	46	13
Bono East	34	26	8
Ahafo	21	13	8
Central	70	51	19
Eastern	53	37	16
Greater Accra	85	73	12
Northern	46	28	18
Savannah	17	11	6
North East	13	7	6
Upper East	41	28	13
Upper West	26	19	7
Volta	49	40	9
Oti	20	13	7
Western	87	57	29

Western North	30	16	14
Total	768	**552**	**215**

Table 38: Authorised TV Stations as at the end of Q3 2025

Type of Television Service	Authorised TV Stations		No. of TV Stations in Operation (Q3 2025)	No. of TV Stations not in Operation (Q3 2025)
	End of Q2 2025	End of Q3 2025		
Digital Terrestrial Free-To-Air Television Programme Channel (Nationwide Coverage)	43	43	39	4
Digital Terrestrial Free-To-Air Television Programme Channel (Regional Coverage)	7	7	7	0
Digital Terrestrial Pay Television (Service only)	0	0	0	0
Digital Terrestrial Pay Television (Service and Network)	4	4	4	0
Digital Terrestrial Television (Network only)	1	1	1	0
Digital Terrestrial Radio Service on TV Multiplex	8	8	2	6
Satellite Television Broadcasting (Pay TV Direct-To-Home Bouquet)	3	3	3	0
Satellite Television Broadcasting (Free-To-Air Direct-To-Home Bouquet)	8	8	8	0
Satellite Television Broadcasting (Free-To-Air Direct-To-Home Single Channel)	105	99	66	33
Digital Terrestrial Television Additional Services (e.g., Teletext, etc.)	0	0	0	0
Digital Terrestrial Mobile Television Service	0	0	0	0
Digital Cable Television	1	1	1	0
Television over Internet Protocol (Pay TV)	1	1	0	1
Subscription Management Service for a Satellite Television Broadcasting (Pay TV Direct-To-Home Bouquet)	1	1	1	0
Total	**182**	**176**	**132**	**44**

Source: NCA, 2025

Disclaimer:
The National Communications Authority has been diligent to ensure the data in this bulletin are accurate. However, the Authority is not liable for inconsistencies, errors, and gaps in any data or information contained in this bulletin, which is dependent upon the various licensees data submissions to the Authority.

NCA CONTACTS AND PRESENCE COUNTRYWIDE

The Authority currently has eight (8) regional offices to support its operations. Their addresses are listed below

- ### Accra, Head Office

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P. O. Box CT 1568, Cantonments, Accra
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Fax: +233 (0) 302 763449
E-mail: info@nca.org.gh
Complaints: +233 (0) 30 701 1419
complaints@nca.org.gh
Website: www.nca.org.gh

- ### Kumasi Office

National Communications Authority,
Fuller Road, Danyame, Kumasi
P. O. Box KS 10768, Kumasi,
Ashanti Region, Ghana
Tel: + 233 (0) 32 202 0014 / 32 202 0018 / 32 202 0019
Fax: (+233) 32 002 0064
E-Mail: complaints.kumasi@nca.org.gh

- ### Bolgatanga Office

National Communications Authority,
Zorbisi Zaare Residential Area in Bolgatanga Municipality
Private Mail Bag, Bolgatanga,
Upper East Region
Tel: +233 (0) 3820 21141
E-mail: complaints.bolgatanga@nca.org.gh

- ### Sunyani Office

National Communications Authority,
House No 83, North Nkwabeng
P. O. Box SY125, Sunyani, Brong Ahafo Region
Tel: +233 (0) 3520 27564
E-Mail: complaints.sunyani@nca.org.gh

- ### Ho Office

National Communications Authority,
Plot No. 75, Stadium Road, Kabore Junction
P. O. Box HP1576, Ho, Volta Region
Tel: +233 (0) 3620 26339
E-Mail: complaints.ho@nca.org.gh

- ### Takoradi Office

National Communications Authority,
Bakado, 3kms away from the Prisons
(R.S.,K. Barnes Ct, Sekondi - Takoradi
P. O. Box SL 409, Sekondi,
Western Region, Ghana
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Fax: +233 (0) 31 202 8063
E-Mail: complaints.takoradi@nca.org.gh

- ### Koforidua Office

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- ### Tamale Office

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