QUARTERLY STATISTICAL BULLETIN ON COMMUNICATIONS IN GHANA

Volume 10 Issue 4

NATIONAL COMMUNICATIONS AUTHORITY

FOURTH QUARTER

OCTOBER - DECEMBER, 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

Tag Line/Slogan – Communications for Development

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 (On Net and Off Net) 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.

Satellite Broadband Subscriptions - refers to the number of satellite Internet subscriptions with an advertised download speed of at least 256 kbit/s. It refers to the retail subscription technology and not to the backbone technology.

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 personal (human) 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. Such phones often use 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 telecommunications traffic (calls, SMS) that originates and terminates on the same network operated by the same service provider.

Off Net traffic – refers to telecommunications traffic (calls, SMS) that originates on one network and terminates on a different network operated by another service provider, requiring interconnection between the two networks

In-Bound Roaming Traffic- refers to the traffic generated by subscribers of foreign mobile networks while they are temporarily located within a country and using the services of a visited mobile network in that country.

Out-Bound Roaming Traffic- refers to the traffic generated by subscribers of a domestic mobile network while they are temporarily located outside their home country and using the services of a foreign (visited) mobile network

In-bound Roaming Incoming –refers to incoming traffic (calls, SMS, or data sessions) received by roaming subscribers of foreign mobile networks while they are temporarily located in a country and served by a visited domestic mobile network.

In-bound Roaming Outgoing- refers to outgoing traffic (calls, SMS, or data usage) originated by roaming subscribers of foreign mobile networks while they are temporarily located in a country and using the services of a visited domestic mobile 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		Q3 2025 (Jul - Sept)	Q4 2025 (Oct – Dec)	Quarterly Variation (%)
MOBILE NETWORK SERVICES				
Subscription to Mobile Voice Services	Total Mobile Voice Subscriptions	42,179,045	42,871,955	1.64%
	Machine-to-Machine (M2M) Subscriptions	3,353,930	3,542,055	5.61%
Mobile Data Subscriptions	Total Mobile Data Subscriptions	28,033,573	28,698,390	2.37%
Mobile Data Traffic	Total Mobile Data Traffic (TB)	1,046,162	1,101,301	5.27%
Mobile Phone Devices	Basic Phones	5,961,603	9,150,523	53.49%
	Feature Phones	11,501,039	10,585,002	-7.96%
	Smartphones	25,399,355	26,873,338	5.80%
DOMESTIC MOBILE TRAFFIC				
Domestic Mobile Voice Traffic (Minutes)	On-Net Voice Traffic	26,122,036,725	27,216,445,349	4.19%
	Off-Net Voice Traffic	3,220,835,231	3,224,362,449	0.11%
	Mobile to Mobile Off-Net Traffic	3,205,714,502	3,212,140,964	0.20%
	Mobile to Fixed Off-Net Traffic	15,120,729	12,221,485	-19.17%
Domestic Mobile SMS Traffic	SMS On-Net	2,450,423,603	2,871,511,540	17.18%
	SMS Off-Net	724,652,417	799,707,735	10.36%
INTERNATIONAL MOBILE TRAFFIC				
International Mobile Voice Traffic (Minutes)	International Incoming Mobile Voice Traffic	36,763,322	34,401,459	-6.42%
	International Outgoing Mobile Voice Traffic	81,869,771	76,532,386	-6.52%
International SMS Traffic	International Incoming SMS	86,319,429	91,506,448	6.01%
	International Outgoing SMS	55,018,755	51,960,923	-5.56%
ROAMING TRAFFIC				
Out-bound Roaming Traffic	Out-bound Roaming Voice Traffic (Minutes)	1,629,839	1,952,819	19.82%
In-Bound Roaming Traffic	In-bound Roaming Incoming Voice Traffic (Minutes)	6,119	3,574	-41.59%
	In-bound Roaming Outgoing Voice Traffic (Minutes)	17,623,709	24,797,850	40.71%
	In-Bound Roaming Incoming SMS	176,786,607	182,054,705	2.98%
	In-bound Roaming Outgoing SMS	9,768,871	7,805,739	-20.10%

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

Indicator/Period		Q3 2025 (Jul – Sept)	Q4 2025 (Oct – Dec)	Quarterly Variation (%)
FIXED NETWORK SERVICES				
Fixed Voice Subscriptions	Total Fixed Line Subscriptions	266,760	265,236	-0.57%
Domestic Fixed Voice Traffic (Minutes)	Fixed-to-Mobile	6,176,378	6,041,489	-2.18%
Fixed Data and Broadband Subscriptions and Traffic	Total Fixed Line Data Subscriptions	162,048	175,458	8.28%
	Fixed Broadband Subscriptions	250,569	261,938	4.54%
	Fixed Broadband Traffic (TB)	125,455	130,209	3.79%
BROADCASTING SERVICES				
Authorised TV Stations		176	178	1.14%
Operational TV Stations		132	132	0.00%
Licensed FM Stations		768	784	2.08%
Operational FM Stations		552	563	1.99%
CATEGORIES OF AUTHORISED FM STATIONS				
Commercial FM Stations		553	565	2.17%
Public FM Stations		31	31	0.00%
Public (Foreign) FM Stations		5	5	0.00%
Community FM Stations		155	159	2.58%
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)		127.11	110.05	-13.42%
PENETRATION RATE (%)				
Mobile Voice Subscriptions		125.59	127.03	1.44
Mobile Data Subscriptions		83.47	85.03	1.56
Fixed Voice Subscriptions		0.79	0.79	0
Fixed Data Subscriptions		0.48	0.52	0.04
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 focuses on data for the period October - December 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 Penetration Rates, 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 1.64% from 42.18 million in Q3 2025 to 42.87 million at the end of Q4 2025.

On a year-on-year basis, mobile voice subscriptions also increased from 38.41 million at the end of Q4 2024 to 42.87 million at the end of Q4 2025, representing a growth rate of 11.62%.

The penetration rate at the end of the quarter under review was 127.03% as compared to 125.59% recorded in Q3 2025, indicating an increase of 1.44% growth. (Figure 1) (Appendix A, Table 1)

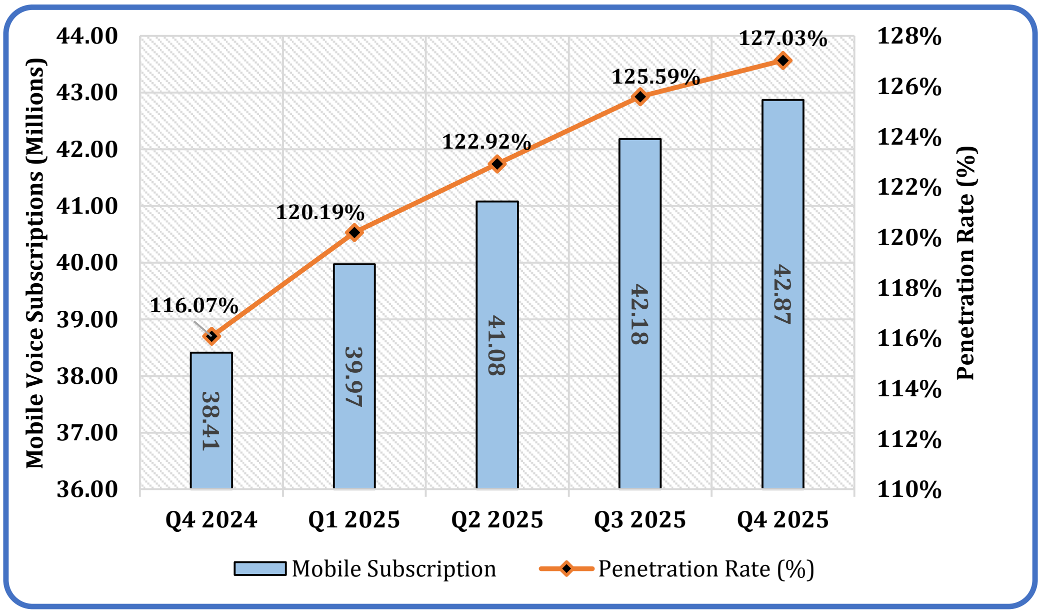

Figure 1: Mobile Voice Subscription and Penetration Rate

1.1.1 Mobile Voice Subscriptions and Market Share per Operator

At the end of Q4 2025, MTN maintained the largest market share of 72.92%, corresponding to 31.26 million subscriptions. Telecel followed with 8.65million subscriptions representing a market share of 20.17%. AT accounted for 6.91% of the market with 2.96 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.

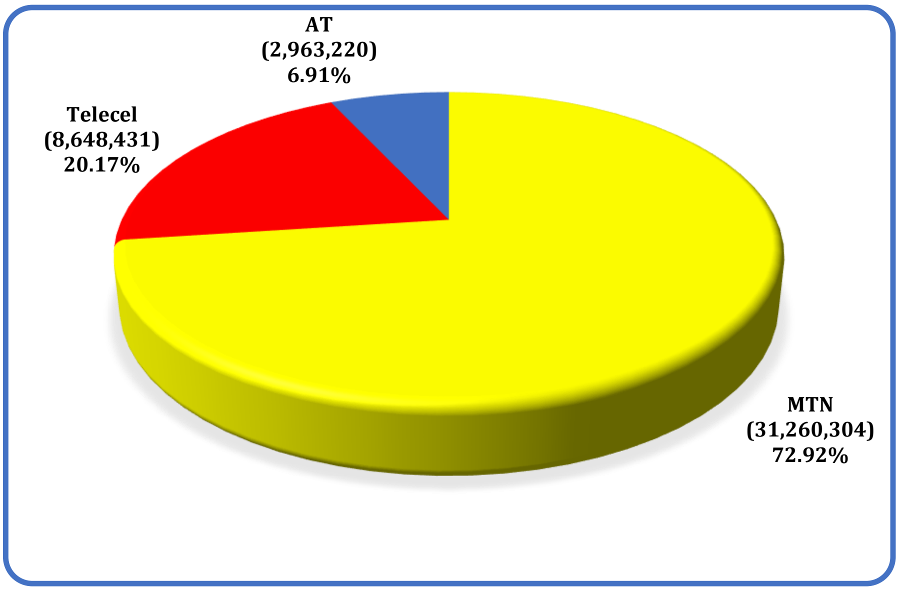

Figure 2: Market Share per Operator

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

MTN's market share declined by 0.33%, from 73.52% in Q3 2025 to 72.92% at the end of Q4 2025. Telecel, on the other hand, experienced a growth of 0.92%, increasing from 19.25% in Q3 2025 to 20.17% in Q4 2025. AT's market shares also decreased by 0.58%, from 7.50% in Q3 2025 to 6.91% in Q4 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 Q4 2025, prepaid voice subscriptions stood at 42.38 million, accounting for 98.84% of the total market. Postpaid subscriptions amounted to 0.497 million, representing a market share of 1.16% (Figure 3; Appendix A, Table 3).

Prepaid voice subscriptions increased from 41.68 million at the end of Q3 2025 to 42.38 million at the end of Q4 2025, reflecting a growth rate of 1.67%. Conversely, postpaid voice subscriptions declined from 0.499 million in Q3 2025 to 0.497 million in Q4 2025, indicating a decrease of 0.64%. This trend underscores the continued dominance of prepaid services in the mobile voice market as per (Figure 3) (Appendix A, Table 3).

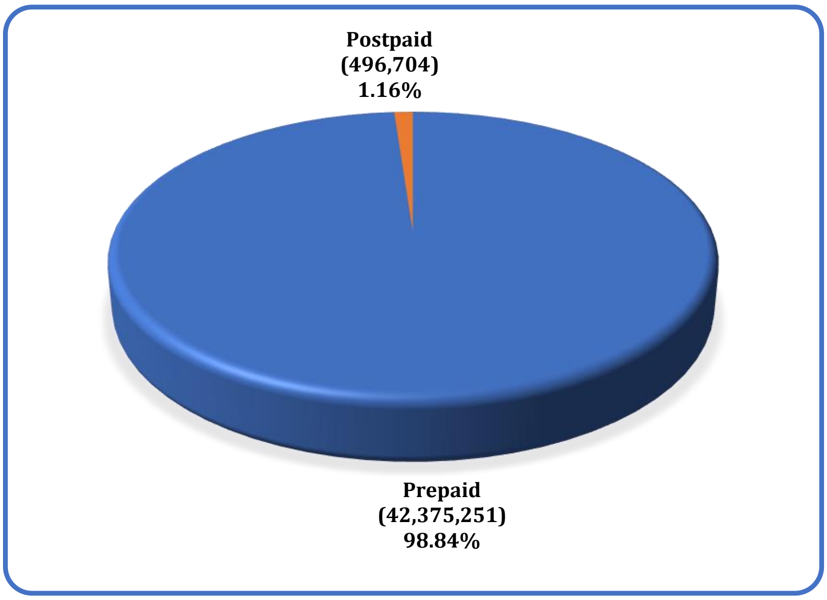

Figure 3: Prepaid and Postpaid Mobile Voice Subscriptions

1.2 Domestic Voice Traffic

1.2.1 On-Net Domestic Mobile Voice Traffic

On-Net Domestic Mobile Voice Traffic increased from 26.12 billion minutes in Q3 2025 to 27.22 billion minutes at the end of Q4 2025, representing a growth rate of 4.19%.

On a year -on-year basis, On-Net Domestic Mobile Voice Traffic rose from 27.01 billion minutes recorded in Q4 2024 to 27.22 billion minutes at the end of Q4 2025 representing an annual growth rate of 0.76%. (Figure 4) (Appendix A, Table 4). This indicates a relatively stable growth pattern in on-net voice usage.

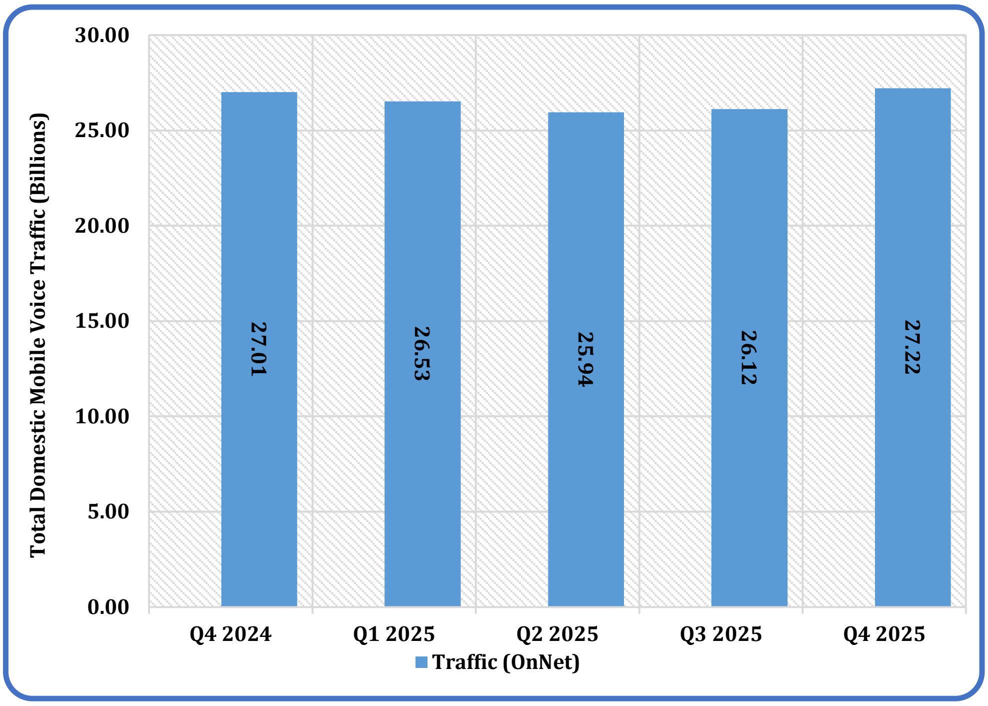

Figure 4: On-Net Domestic Mobile Voice Traffic

1.2.2 Off-Net Domestic Voice Traffic

Mobile-to-Mobile Off-Net Traffic increased marginally from 3.20 billion minutes at the end of Q3 2025 to 3.21 billion at the end of Q4 2025, representing a growth rate of 0.20%.

On a year-on-year basis, Mobile-to-Mobile Off-Net Traffic rose from 2.34 billion minutes recorded at the end of Q4 2024 to 3.21 billion minutes at the end of Q4 2025, indicating a significant increase of 37.14%.

Quarter-on-Quarter Mobile-to-Fixed Off-Net Traffic decreased from 0.015 billion minutes in Q3 2025 to 0.012 billion minutes at the end of Q4 2025, reflecting a decline of 19.17%.

Year-on-Year Mobile-to-Fixed Off-Net Traffic however increased by 7.93% from 0.011 billion minutes at the end of Q4 2024 to 0.012 billion minutes at the end of Q4 2025. (Figure 5) (Appendix A, Table 5)

In the quarter under review, the total Off-Net Domestic Mobile Voice Traffic increased marginally from 3.220 billion minutes at the end of Q3 2025 to 3.224 billion minutes at the end of Q4 2025, representing a growth rate of 0.11%.

Year-on-Year total Off-Net Domestic Mobile Voice Traffic grew by 37.00%, rising from 2.35 billion minutes in Q4 2024 to 3.22 billion minutes in Q4 2025. This upward trend suggests a sustained increase in cross-network communication.

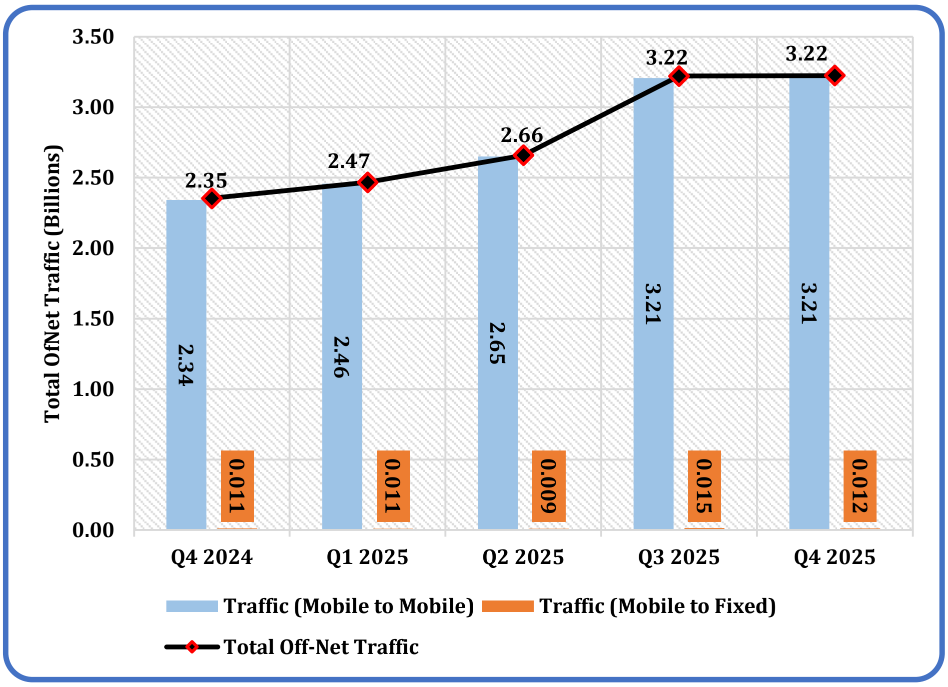

Figure 5: Off-Net Traffic Distribution between Mobile and Fixed Networks

1.2.3 Total Domestic Mobile Voice Traffic

Total Domestic Mobile Voice Traffic increased by 3.74%, rising from 29.34 billion minutes in Q3 2025 to 30.44 billion minutes in Q4 2025.

On a year-on-year basis, the total domestic mobile voice traffic grew from 29.36 billion minutes recorded at the end of Q4 2024 to 30.44 billion minutes at the end of Q4 2025, reflecting an appreciable growth rate of 3.67%. (Figure 6) (Appendix A, Table 5). This steady growth highlights the continued demand for domestic voice communication services.

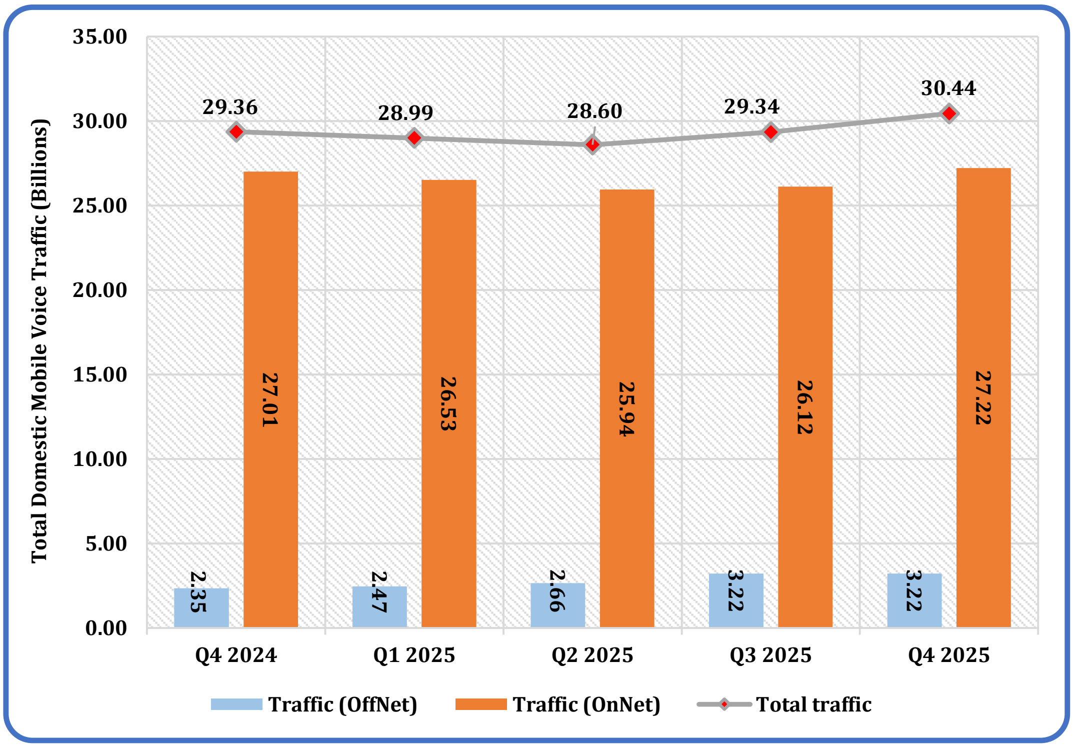

Figure 6: Total Domestic Mobile Voice Traffic in Billions of Minutes

1.2.4 Total Domestic Mobile Voice Traffic per Operator

At the end of Q4 2025, MTN recorded the highest volume of Mobile Voice traffic, totaling 27.88 billion minutes and representing a market share of 91.58%. Telecel followed with 2.22 billion minutes of Mobile Voice traffic, accounting for 7.30% of the total market share. AT recorded the least Mobile Voice traffic of 0.34 billion minutes, corresponding to a market share of 1.13%. (Figure 7) (Appendix A, Table 6). This distribution highlights MTN's continued control in voice traffic generation, reflecting its extensive subscriber base as per Appendix A, Table 2.

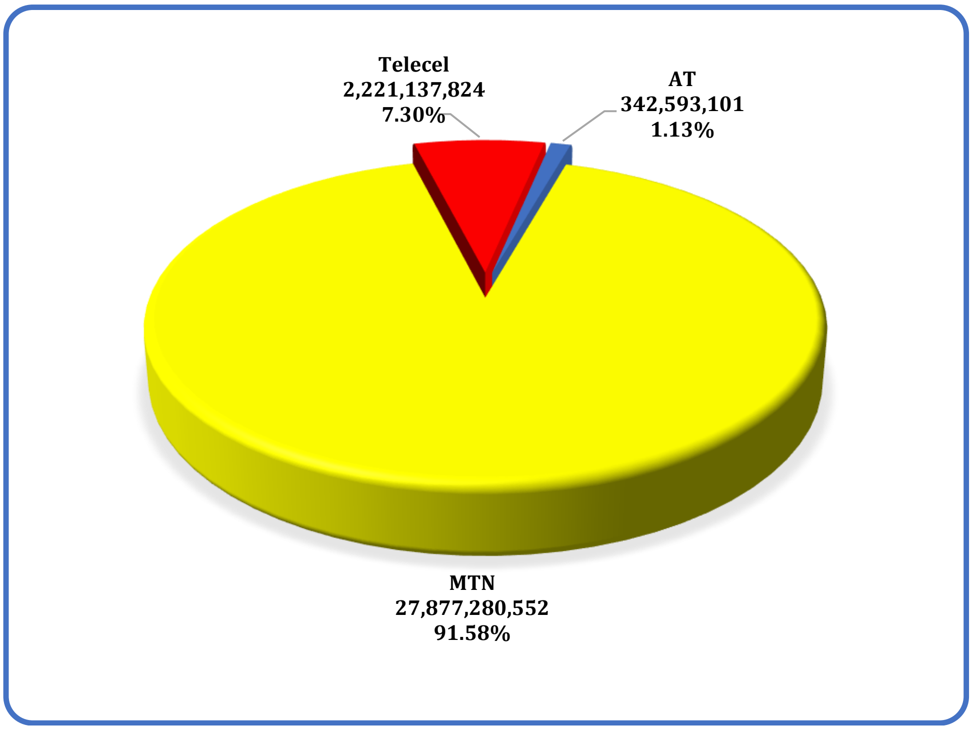

Figure 7: Total Domestic Mobile Voice Traffic per Operator

1.2.5 International Traffic

Inbound International Traffic declined by 6.42%, decreasing from 36.76 million minutes in Q3 2025 to 34.40 million minutes in Q4 2025.

On a year-on-year basis, however, Inbound International Traffic decreased significantly by 17.00%, from 41.45 million minutes recorded in Q4 2024 to 34.40 million minutes in the corresponding Q4 2025.

Quarter-on-Quarter Outbound International Traffic showed a decrease in growth by 6.52% from 81.87 million minutes in Q3 2025 to 76.53 million minutes in the quarter under review.

The annual Outbound International Traffic, however, showed a 22.11% increase in growth from 62.68 million in Q4 2024 to 76.53 million in Q4 2025. (Figure 8) (Appendix A, Table 7). This trend suggests a sharp rebound in outbound international communication.

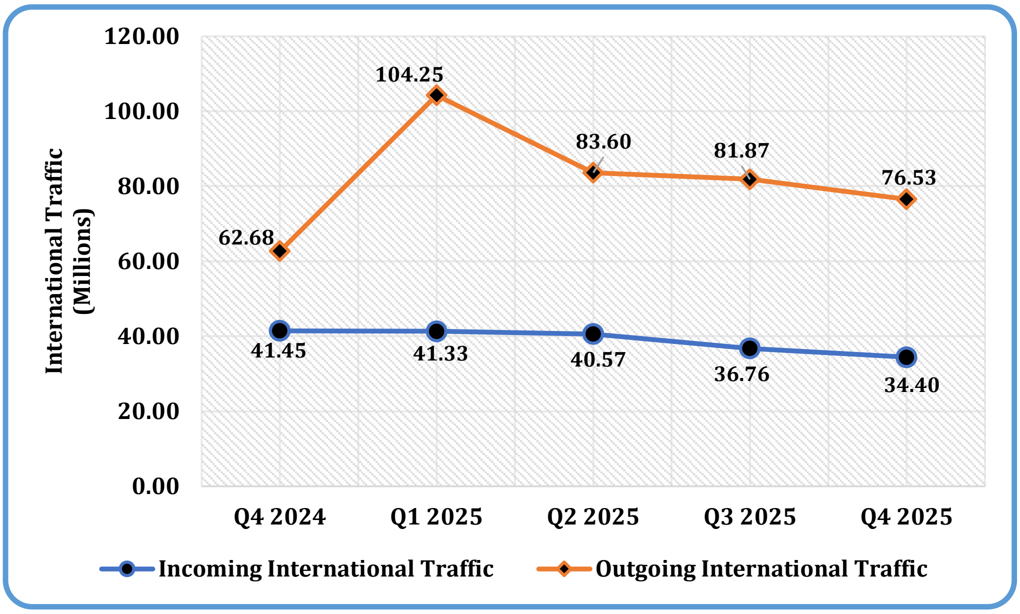

Figure 8: International Traffic in Millions of Minutes

1.2.6 Minutes of Use (MoU)

On a quarter-on-quarter basis, the average minutes of use (MoU) per subscription increased slightly from 713.06 minutes in Q3 2025 to 716.53 minutes at the end of Q4 2025, representing a growth rate of 0.49%

In comparison, within the same period in 2024, the average Minutes of use (MoU) per subscription declined from 759.28 minutes to 716.53 minutes in Q4 2025, reflecting a year-on-year reduction in growth by 5.63%. (Figure 9) (Appendix A, Table 8). This downward year-on-year trend suggests a gradual decline in individual voice usage intensity.

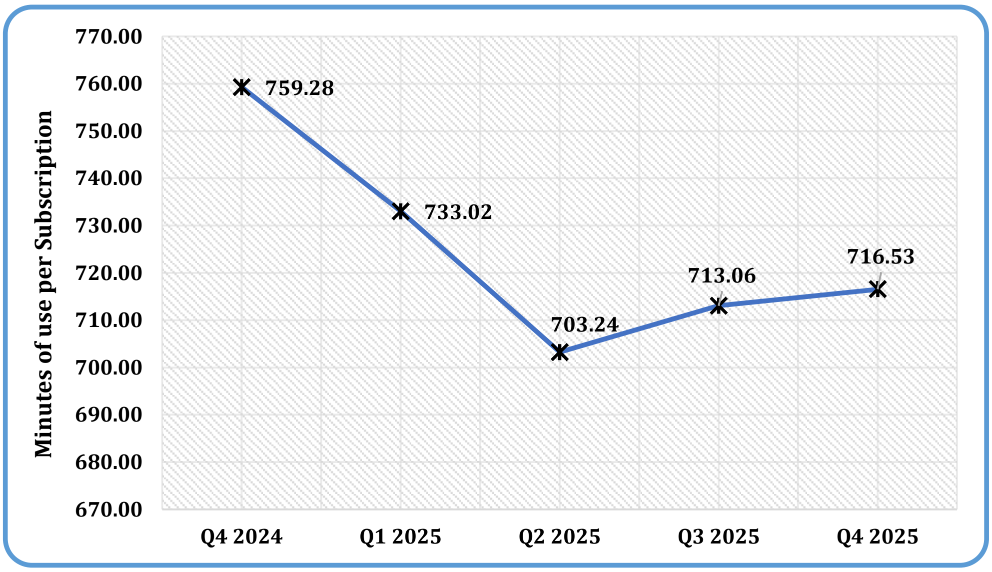

Figure 9: Mobile Voice Minutes of Use (MoU) per subscription

1.3 Short Message Services (SMS)

The total number of Short Message Services (SMS) sent at the end of Q4 2025 was 3.67 billion, representing an increase of 15.63% compared to 3.18 billion recorded in Q3 2025.

On a year-on-year basis, total SMS Counts rose significantly from 1.11 billion messages in Q4 2024 to 3.67 billion messages at the end of Q4 2025, reflecting a substantial growth rate 231.30%. (Figure 10) (Appendix A, Table 9).

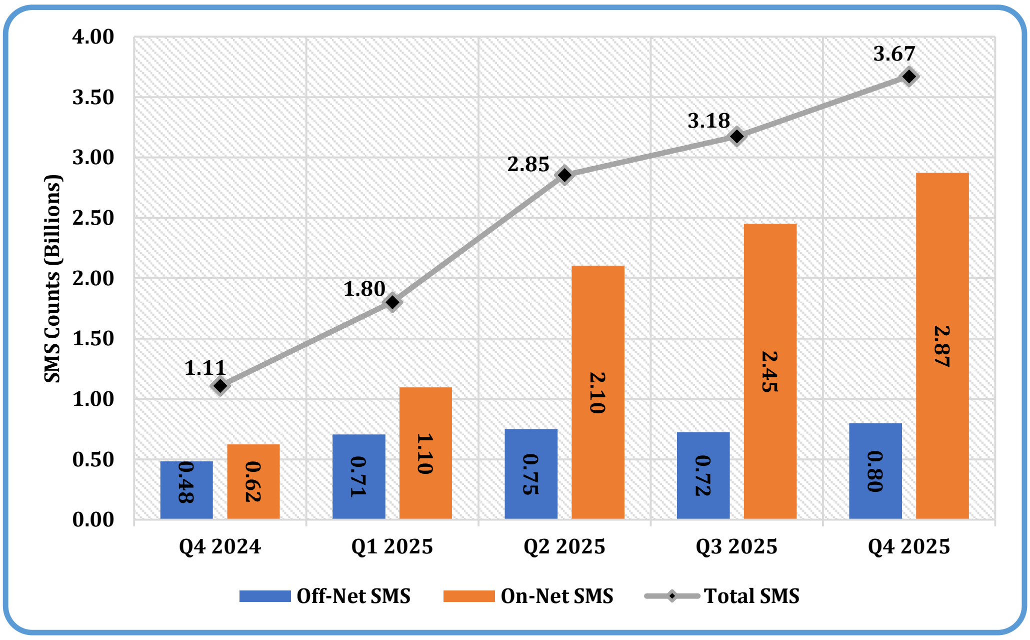

Figure 10: Total Number of SMS in Billions

1.3.1 SMS Counts per Operator

At the end of Q4 2025, MTN accounted for the highest volume of SMS traffic, recording 2.92 billion messages, and representing 79.65% of the total SMS count. Telecel followed with 0.74 billion messages, corresponding to a market share of 20.18%, while AT recorded the least volume of SMS traffic at 0.17 billion messages, representing 0.17% 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.

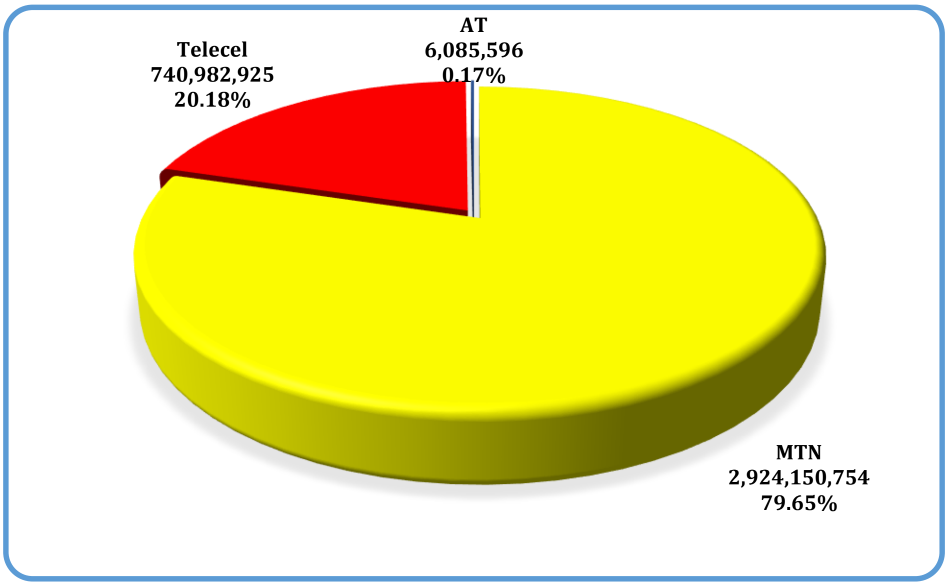

Figure 11: SMS Counts Market Share per Operator

1.3.2 SMS per Subscription

On a quarter-on-quarter basis, the average number of SMS messages sent per subscription increased from 77 at the end of the Q3 2025 to 86 at the end of Q4 2025, representing a growth rate of 12.03% (Figure 12; Appendix A, Table 11).

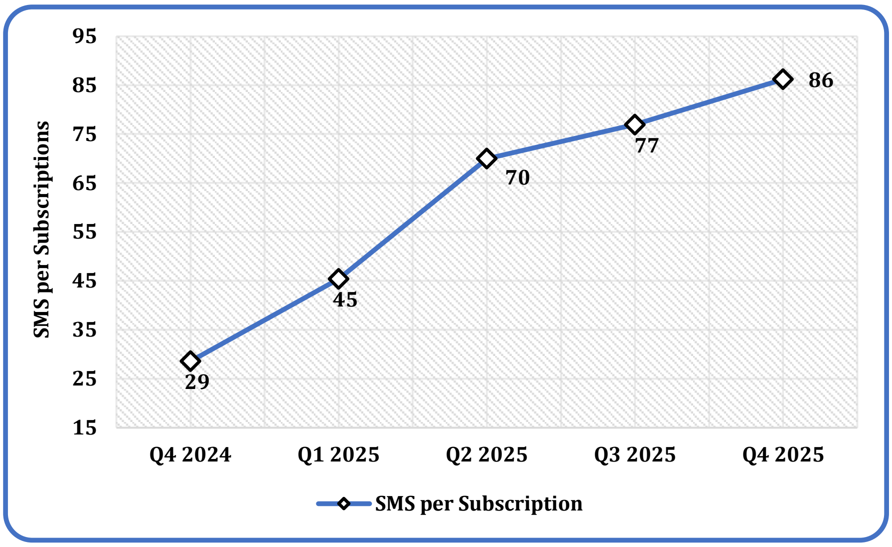

Figure 12: SMS per Subscription

1.4 Mobile Data Subscriptions and Penetration Rate (%)

At the end of Q4 2025, mobile data subscriptions increased by 2.37%, growing from 28.03 million recorded at the end of Q3 2025 to 28.70 million.

On a yearly basis, mobile data subscriptions grew by 9.84%, increasing from 26.13 million at the end of Q4 2024 to 28.70 million at the end of Q4 2025. The penetration rate for mobile data subscriptions stood at 85.03% as of the end of Q4 2025 (Figure 13; Appendix A, Table 12).

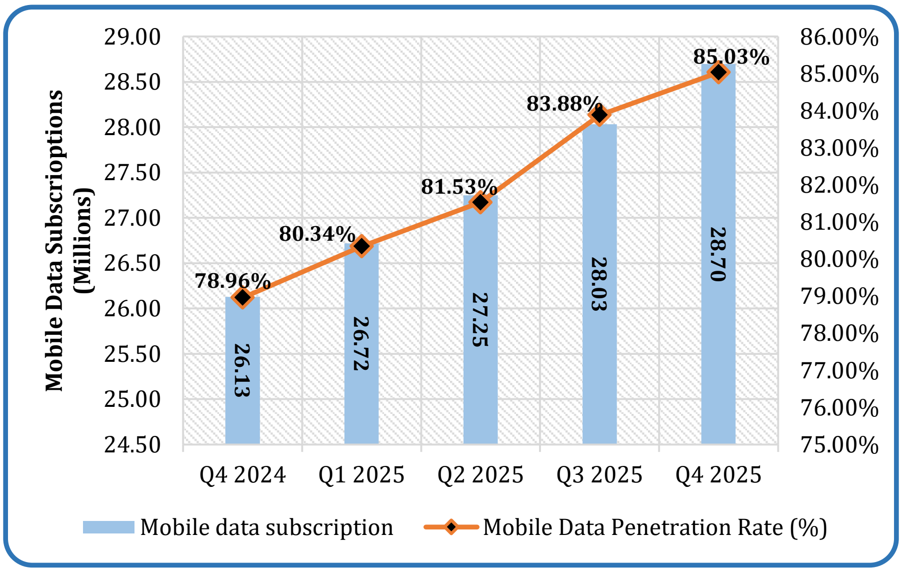

Figure 13: Mobile Data Subscriptions in Millions and Penetration Rate (%)

1.4.1 Machine-to-Machine Subscriptions

Machine-to-Machine (M2M) mobile subscriptions increased to 3.54 million at Q4 2025 from 3.35 million recorded at the end of Q3 2025, representing a growth rate of 5.61%.

On a year-on-year basis, M2M subscriptions rose significantly by 59.61%, increasing from 2.22 million at Q4 2024 to 3.54 million in the corresponding quarter of 2025 (Figure 14; Appendix A, Table 13).

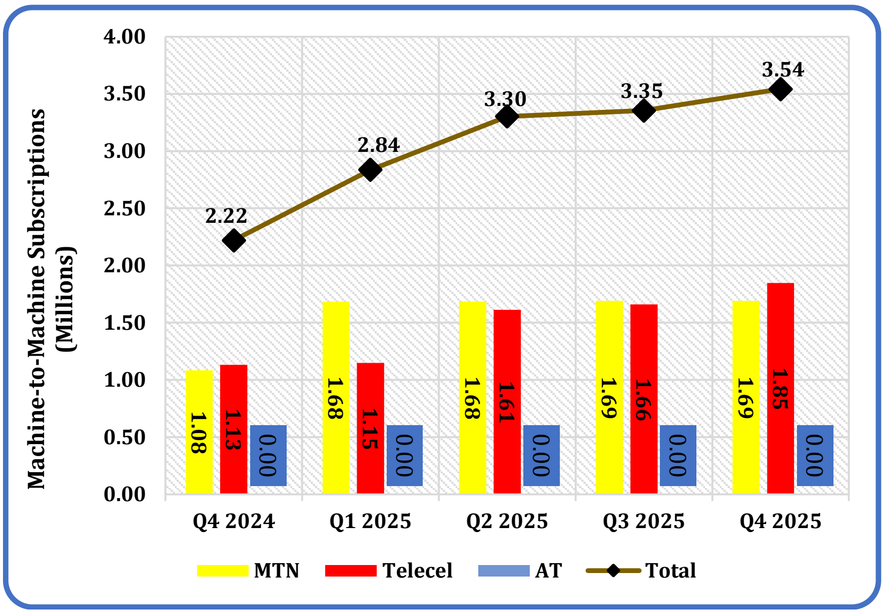

Figure 14: Machine-to-Machine (M2M) Subscriptions

1.4.2 Mobile Data Prepaid and Postpaid Subscriptions

At the end of Q4 2025, mobile data prepaid subscriptions increased from 27.76 million recorded in Q3 2025 to 28.45 million, representing 99.12% of total mobile data subscriptions.

Mobile data postpaid subscriptions however declined from 274,825 at the end of Q3 2025 to 252,307 at the end of Q4 2025, accounting for 0.88% of total mobile data subscriptions (Figure 15; Appendix A, Table 14).

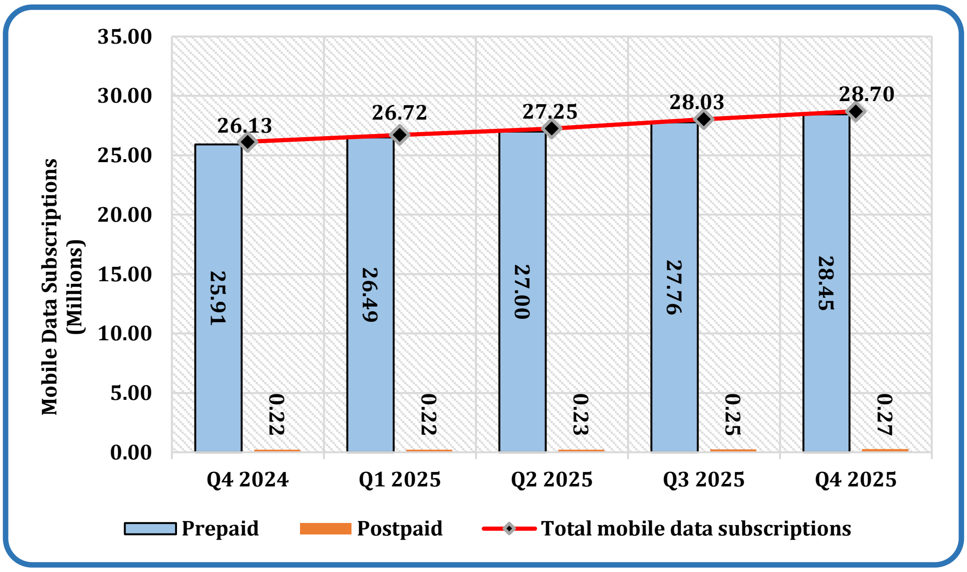

Figure 15: Mobile Data Prepaid and Postpaid Subscriptions

1.4.3 Mobile Data Subscription per Operator

As of the end of Q4 2025, MTN recorded 22.87 million mobile data subscriptions, representing 79.68% of the total market share. Telecel followed with 4.53 million subscriptions, accounting for 15.78% of the market, while AT recorded 1.30 million subscriptions, corresponding to a 4.54% 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.

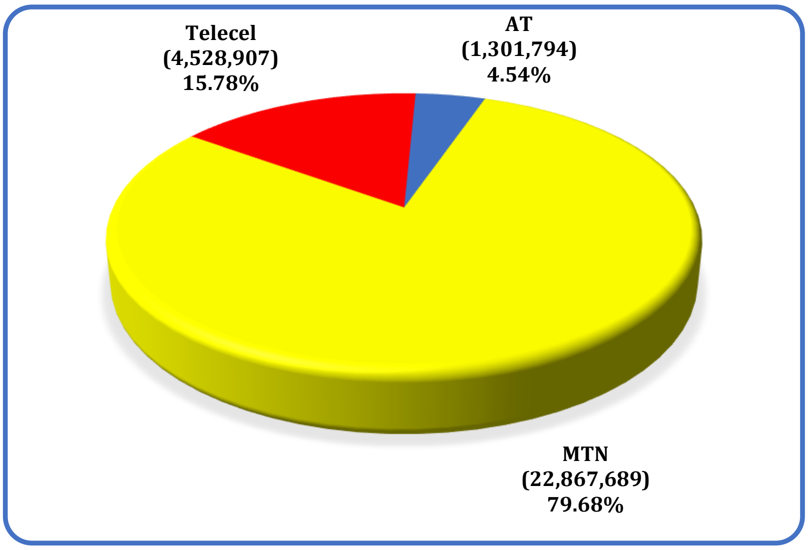

Figure 16: Mobile Data Market Share per Operator

1.4.4 Mobile Data Traffic

At the end of Q4 2025, total mobile data traffic generated by the operators amounted to 1,101,301 TB, representing a growth rate of 5.27% compared to 1,046,162 TB recorded at the end of Q3 2025.

On a year-on-year basis, mobile data traffic increased significantly by 44.29%, rising from 763,256 TB in Q4 2024 to 1,101,301 TB in the corresponding period of 2025 (Figure 17; Appendix A, Table 16). This substantial growth indicated the sustained surge in data consumption.

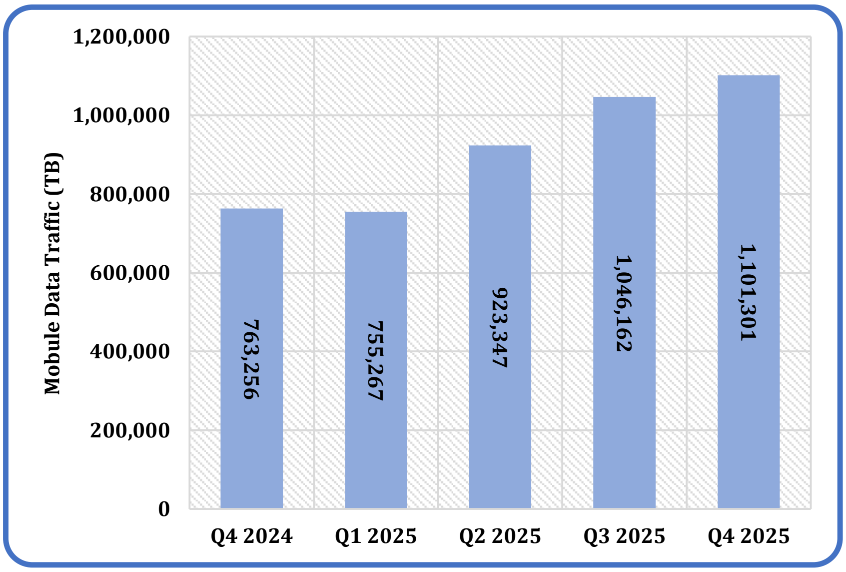

Figure 17: Mobile Data Traffic in Terabytes (TB)

1.4.5 Mobile Data Usage per Subscription [3]

At the end of the Q4 2025, average mobile data usage per subscription increased from 0.0378 (TB) recorded at the end Q3 2025 to 0.0388 TB, representing a growth rate of 2.68%.

On a year-on-year basis, average data usage per subscription rose significantly by 31.72%, increasing from 0.0295 TB in Q4 2024 to 0.0388 TB in the corresponding quarter of 2025 (Figure 18; Appendix A, Table 17).

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.

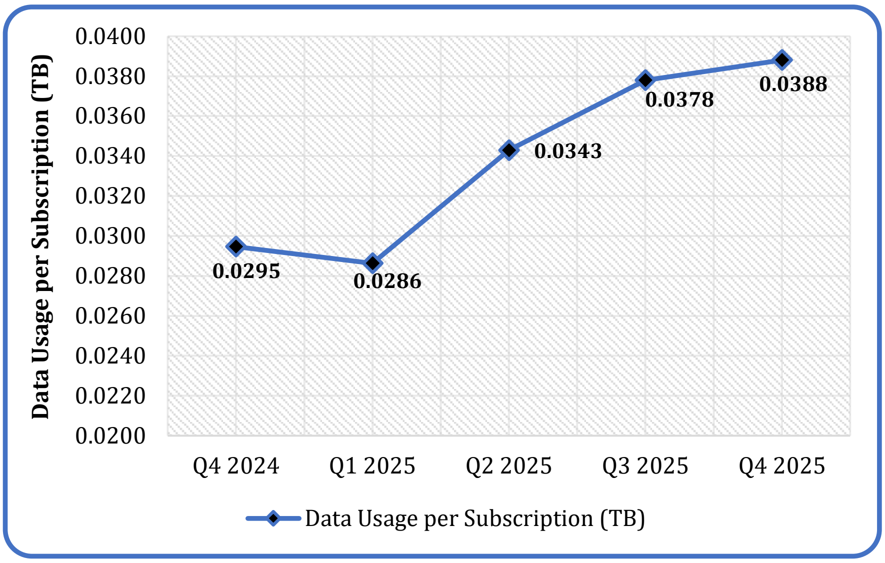

Figure 18: Mobile Data Usage per Subscription (TB)

1.4.6 Mobile Data Traffic per Operator

MTN generated the highest volume of mobile data traffic 954,746 (TB) and represented a market share of 86.69%. Telecel followed with a traffic volume of 130,994 (TB) corresponding to a market share of 11.89%, while AT recorded 15,561(TB), accounting for 1.41% of the total mobile traffic. (Figure 19) (Appendix A, Table 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.

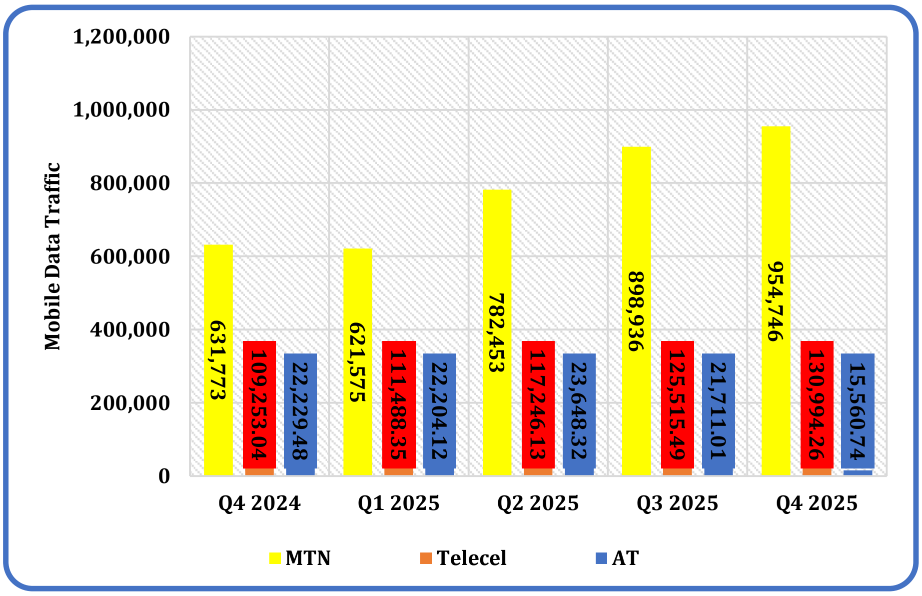

Figure 19: Mobile Internet Traffic (TB) per Operator

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 Q4 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).

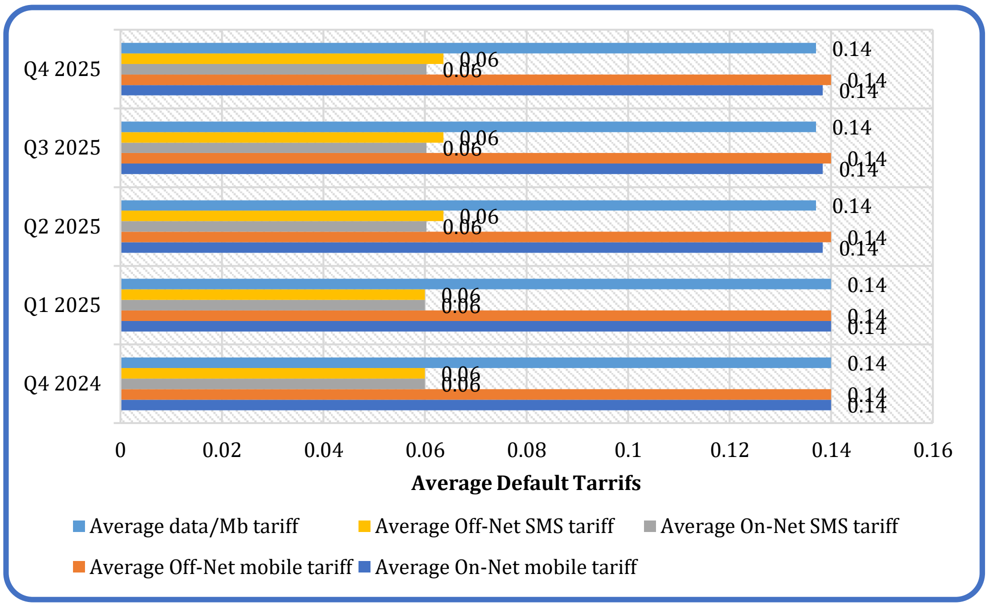

Figure 20: Average Mobile Tariffs per Service

1.6 Devices and Terminals

1.6.1 Devices per MNOs

At the end of Q4 2025, a total of 46.61 million devices were connected to MTN and AT networks (excluding Telecel), representing an increase of 8.74% (equivalent to 3.75 million additional devices) compared to 42.86 million recorded in Q3 2025.

Of the total devices connected, 43.91 million were on MTN's network, accounting for 94.21% of all active connections, while 2.70 million devices were connected to AT's network, representing 5.79% 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 16.08%, rising from 40.15 million in Q4 2024 to 46.61 million in the corresponding quarter of 2025 (Figure 21; Appendix A, Table 20).

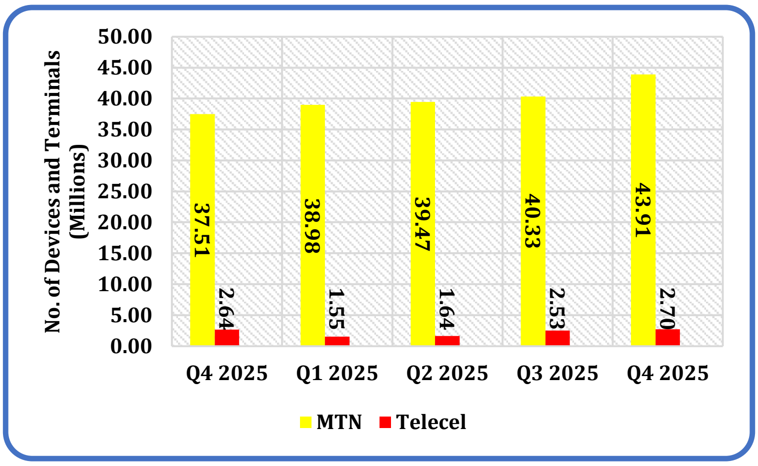

Figure 21: Devices per MNOs

1.6.2 Devices per Types

At the end of Q4 2025, a total of 46.61 million devices were connected to mobile networks. Of this number, 57.66% (26.87 million) were smartphones, 22.71% (10.59 million) were feature phones, and 19.63% (9.15 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).

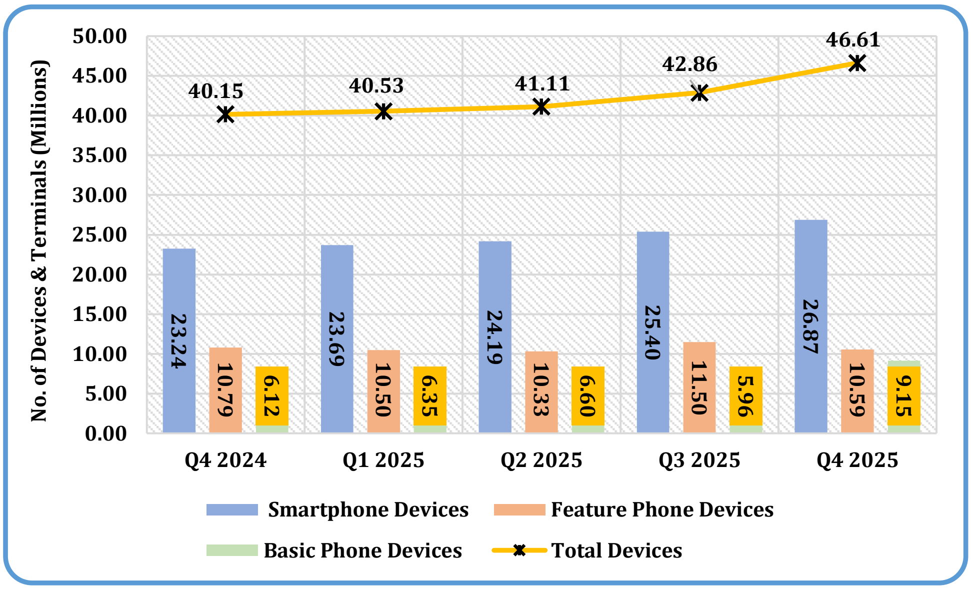

Figure 22: Devices per Types

2.0 BROADBAND WIRELESS ACCESS (BWA)

As at the end of Q4 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 Q4 2025, as previously recorded at the end of Q3 2025.

BWA subscriptions showed no growth over the twelve-month period, maintaining 1,454 subscribers from Q4 2024 to Q4 2025. As of the end of Q4 2025, BWA penetration stood at 0.004%. (Figure 23) (Appendix A, Table 22).

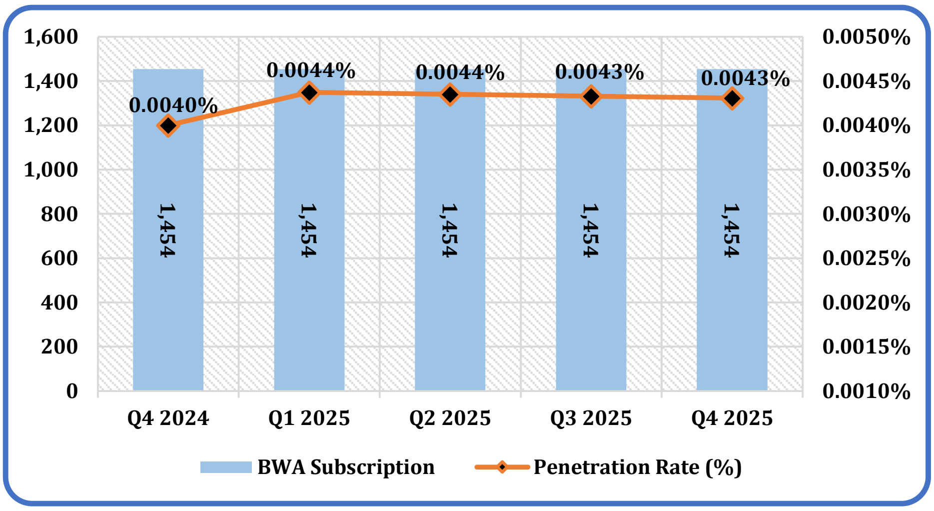

Figure 23: BWA Subscription and Penetration Rate

2.2 Broadband Wireless Access (BWA) Volume of Data Traffic

The total volume of data traffic generated by Broadband Wireless Access (BWAs) operators declined from 127.11 TB at the end of Q3 2025 to 110.05 TB, representing a quarter-on-quarter decrease in growth by 13.42%.

Data traffic generated by BWA operators decreased by 35.45% annually, dropping from 170.49 TB at the end of Q4 2024 to 110.05 TB in Q4 2025. (Figure 24) (Appendix A, Table 23).

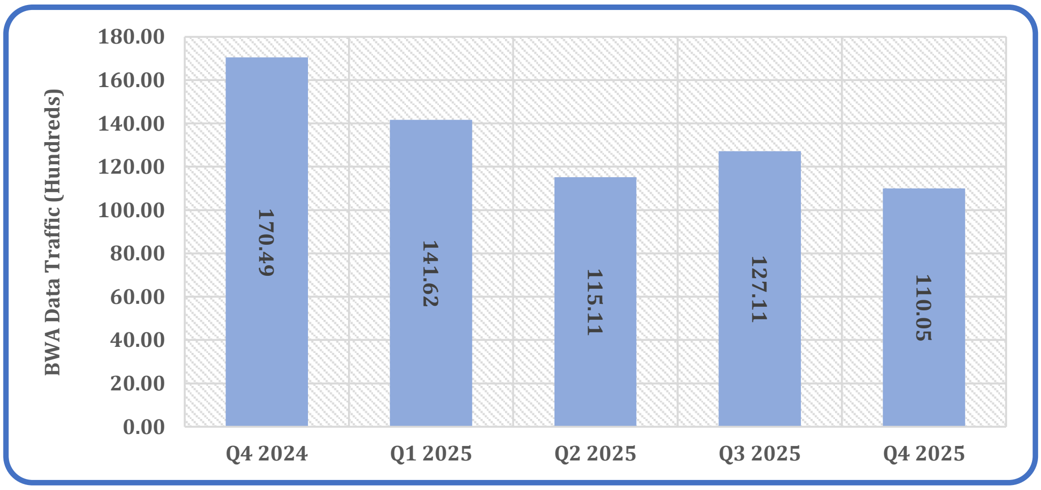

Figure 24: BWA Data Traffic (TB)

2.3 Data Usage per BWA Subscription[4]

Average data usage per Broadband Wireless Access (BWA) subscription decreased from 0.087 TB in Q3 2025 to 0.076 TB at the end of Q4 2025, representing a decline in growth by 13.42%.

Average data usage per BWA subscription declined by 35.45% year-on-year, from 0.117 TB in Q4 2024 to 0.076 TB in Q4 2025. (Figure 25; Appendix A, Table 24).

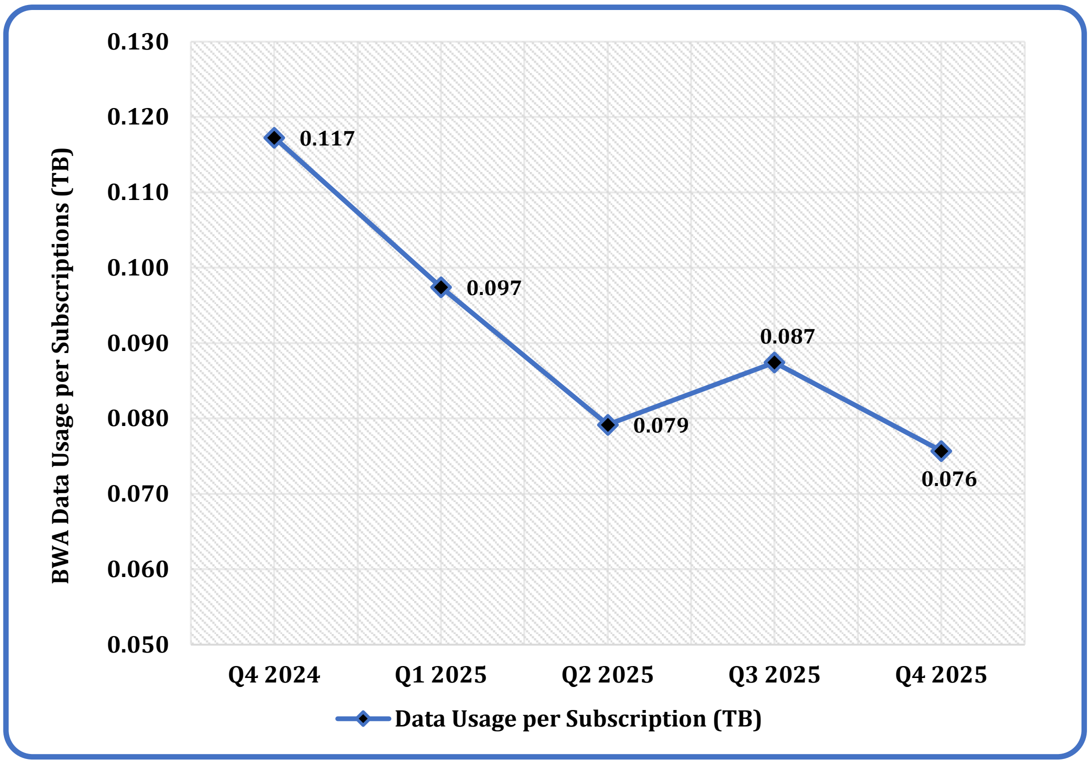

Figure 25: Data Usage per BWA Subscription (TB)

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.

3.0 FIXED NETWORK

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

3.1 Fixed Voice Subscriptions and Penetration Rate

At the end of the fourth quarter of 2025, total fixed voice subscriptions declined marginally by 0.57%, decreasing from 266,760 recorded in the third quarter of 2025 to 265,236. 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 269,356 in the fourth quarter of 2024 to 265,236 in the fourth quarter of 2025, representing a negative growth rate of 1.53% (Figure 26; Appendix A, Table 25).

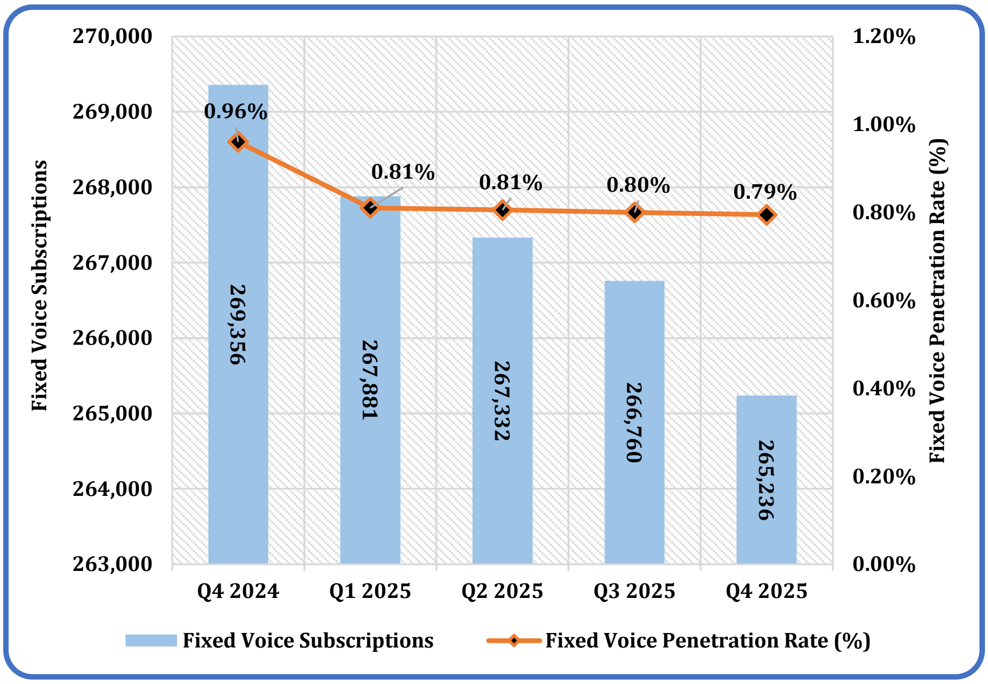

Figure 26: Fixed Network Voice Subscription and Penetration Rate

3.2 Fixed Voice Traffic

Total Fixed Voice Traffic recorded a decrease of 3.28% from 7.17 million minutes in Q3 2025 to 6.94 million minutes in Q4 2025.

Year-on-Year Total Fixed Voice Traffic however increased by 19.27% from 5.82 million minutes in Q4 2024 to 6.94 million minutes in Q4 2025. (Figure 27) (Appendix A, Table 26).

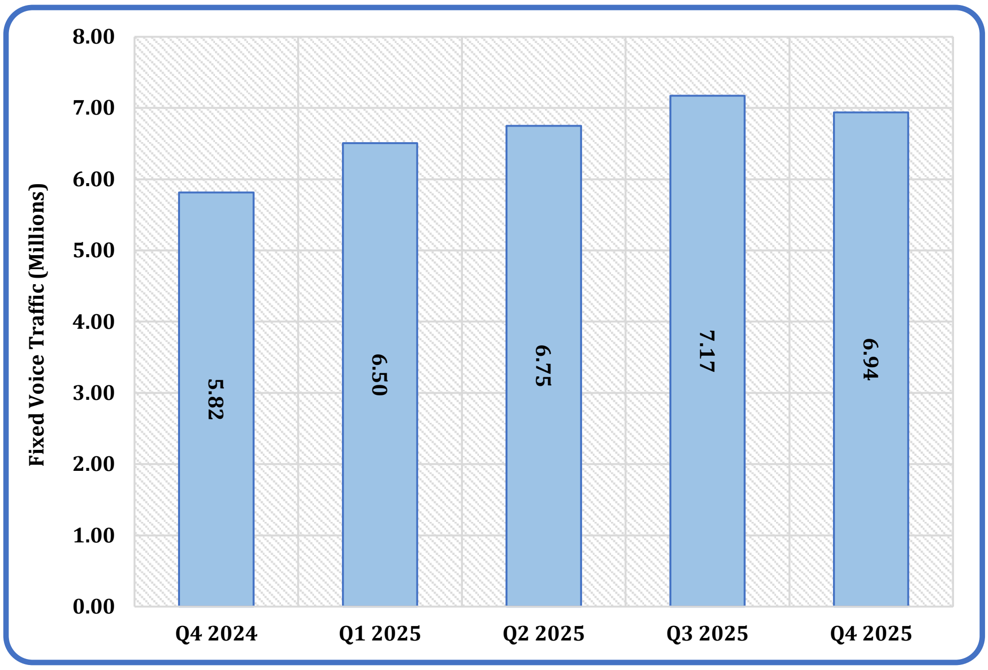

Figure 27: Total Fixed Voice Traffic

3.3 Fixed Voice Minutes of Use[5]

Fixed Voice Traffic per subscription decreased by 1.76% from 26.58 minutes in Q3 2025 to 26.11minutes at the end of Q4 2025.

Year-on-Year minutes of use per subscription also grew by 20.94% from 21.59 minutes in Q4 2024 to 26.11 minutes at the end of Q4 2025 (Figure 28) (Appendix A, Table 27).

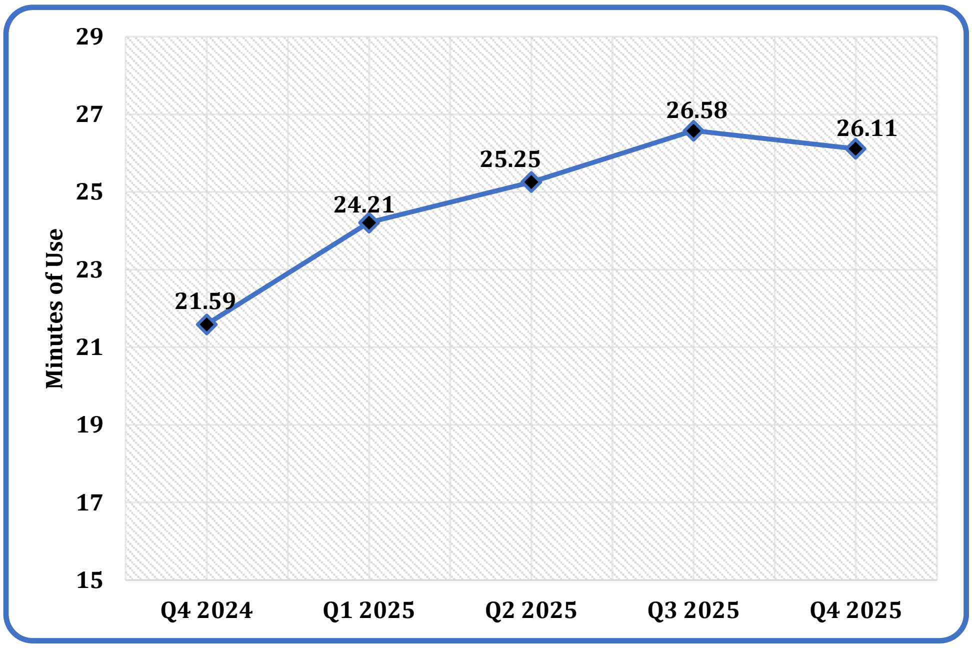

Figure 28: Fixed Network Minutes of Use

3.4 Fixed Line Data Subscriptions and Penetration Rate

Fixed line data subscriptions increased from 162,048 recorded in Q3 2025 to 175,458 at the end of Q4 2025, representing a growth rate of 8.28%.

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.

On a year-on-year basis, fixed data subscriptions rose by 38.44%, increasing from 126,742 in the fourth quarter of 2024 to 175,458 at the end of the fourth quarter of 2025. The fixed data penetration rate during the review period was 0.52% (Figure 29; Appendix A, Table 28).

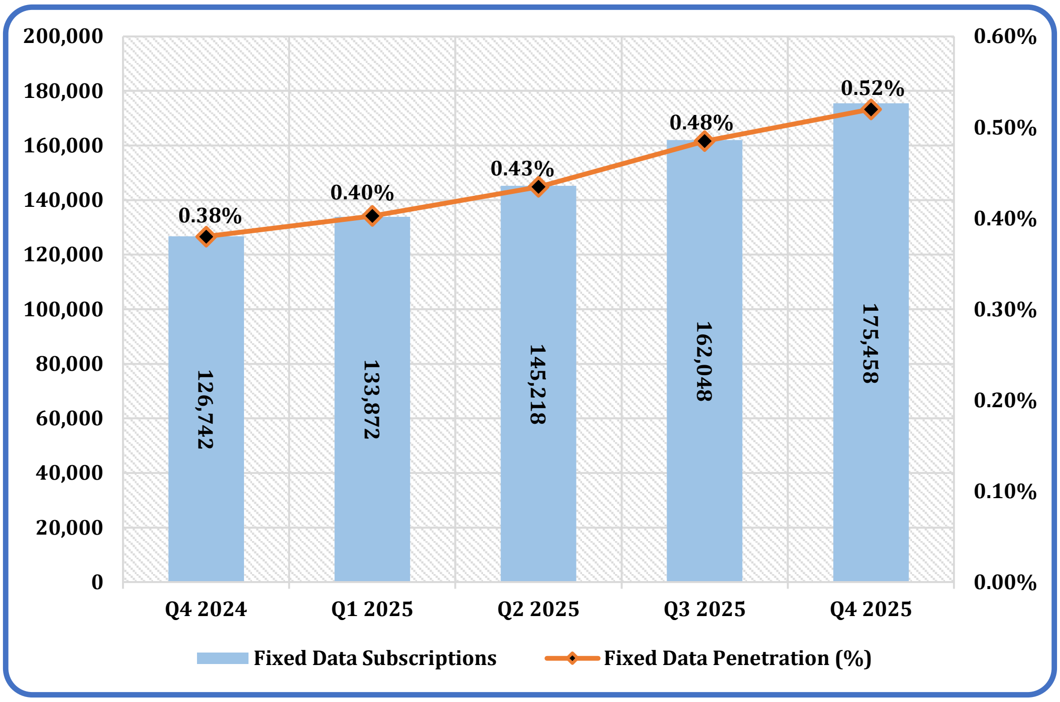

Figure 29: Fixed Data Subscriptions and Penetration Rate

3.5 Fixed Data Subscriptions per Operator

At the end of Q4 2025, Telecel recorded 92,515 fixed data subscriptions, representing 52.73% of the total market share, up from 91,217 subscriptions in the previous quarter. MTN followed with 82,600 fixed data subscriptions, accounting for 47.08% of the market, compared to 70,481 subscriptions in Q3 2025. AT, on the other hand, recorded 343 fixed data subscriptions at the end of Q4 2025, representing 0.20% of the total market, down slightly from 350 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.

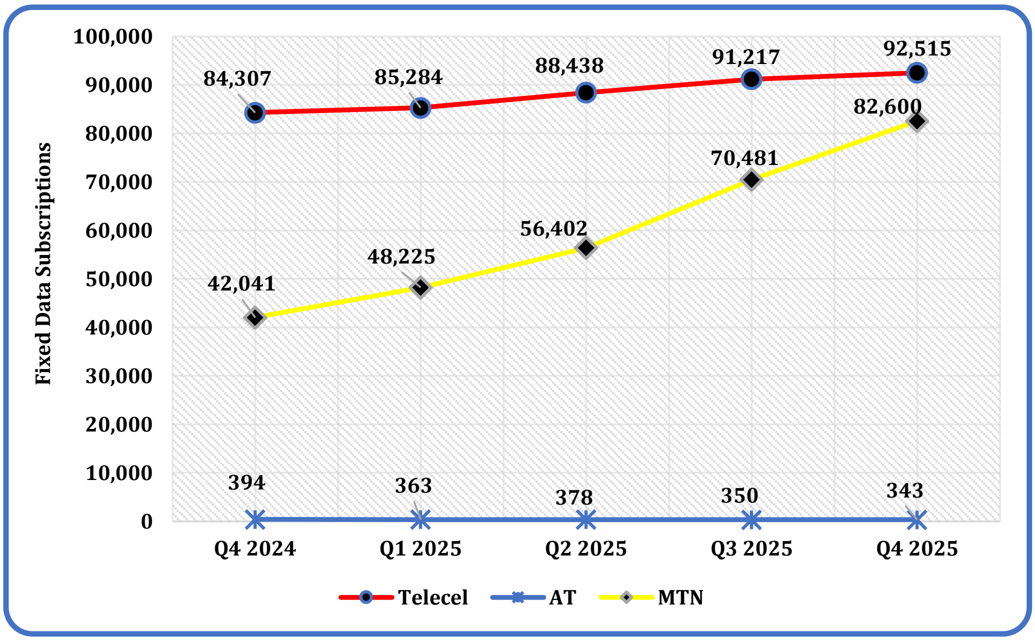

Figure 30: Fixed Data Subscription per Operator

3.6 Fiber Broadband Subscriptions

During Q4 2025, the total Fiber Broadband subscriptions in the country increased by 4.54%, rising from 250,569 recorded at the end of Q3 2025 to 261,938.

On a year-on-year basis, Fiber Broadband subscriptions grew by 18.44%, increasing from 221,153 at the end of Q4 2024 to 261,938 at the end of Q4 2025 (Figure 31; Appendix A, Table 30).

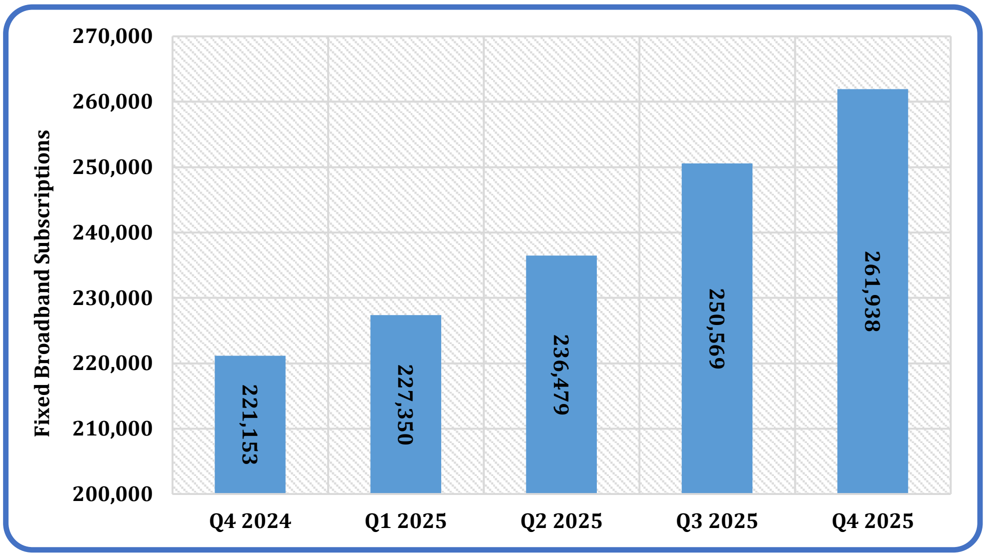

Figure 31: Fiber Broadband Subscription

3.6.1 Fiber Broadband Subscriptions per Operator

At the end of Q4 2025, MTN recorded a fiber broadband subscription base of 171,862 representing a market share of 65.61%, compared to 161,763 subscriptions in the previous quarter. Telecel accounted for 90,076 fiber broadband subscriptions during the same period, corresponding to a market share of 34.39%.

Quarter-on-quarter analysis shows that MTN's fiber broadband subscriptions increased by 6.24%, rising from 161,763 in Q3 2025 to 171,862 in Q4 2025, while Telecel's fiber subscriptions grew by 1.43%, from 88,806 to 90,076 over the same period.

On a year-on-year basis, fiber broadband subscriptions for MTN and Telecel increased by 23.40% and 10.00%, respectively (Figure 32; Appendix A, Table 31).

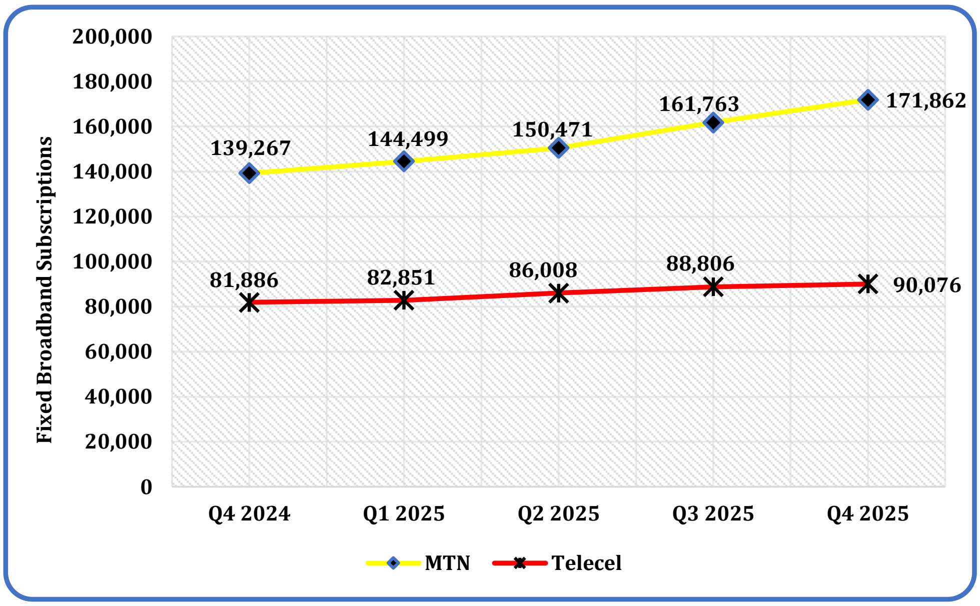

Figure 32: Fixed Broadband Subscription per Operator

3.6.2 Fiber Broadband Traffic

During Q4 2025, total fiber broadband traffic increased by 3.79%, rising from 125,455 (TB) in Q3 2025 to 130,209 TB in the reference period.

On a year-on-year basis, total fiber broadband traffic also recorded a growth rate of 13.56%, increasing from 114,657 TB in Q4 2024 to 130,209 TB at the end of Q4 2025.

Quarter-on-quarter analysis shows that MTN's fiber broadband traffic rose from 69,812 TB in Q3 2025 to 73,449 TB in Q4 2025, representing a growth rate of 5.21%. Similarly, Telecel's fiber broadband traffic increased by 2.01%, from 55,643 TB to 56,760 TB over the same period.

On a year-on-year basis, MTN's fiber broadband traffic grew by 20.79%, while Telecel's increased by 5.41% (Figure 33; Appendix A, Table 32).

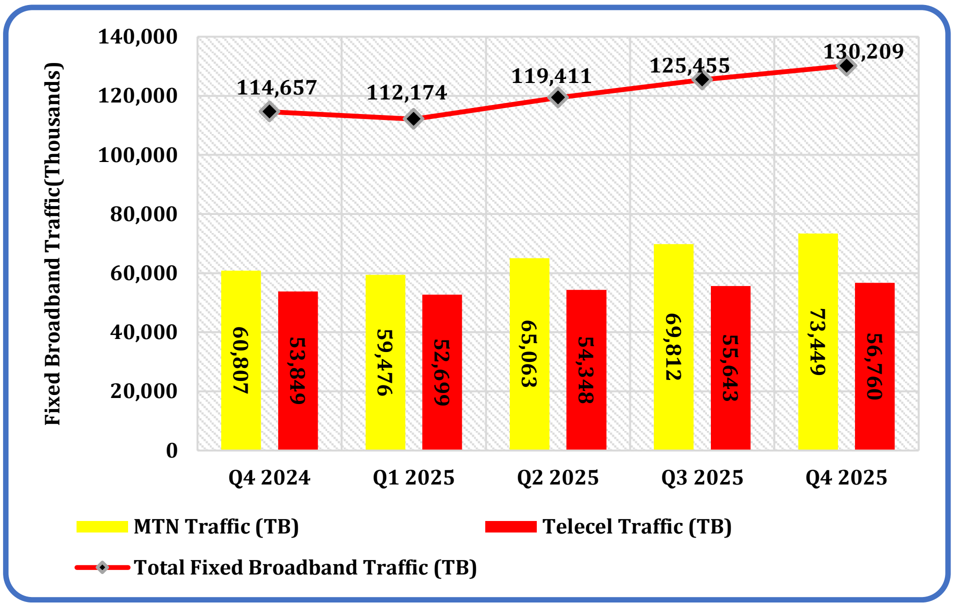

Figure 33: Fixed Broadband Traffic (TB)

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 Q4 2025, Starlink Ghana recorded a total satellite broadband subscription of 22,706 representing an increase of 38.16% from 16,435 in Q3 2025, (Figure 34; Appendix A, Table 33).

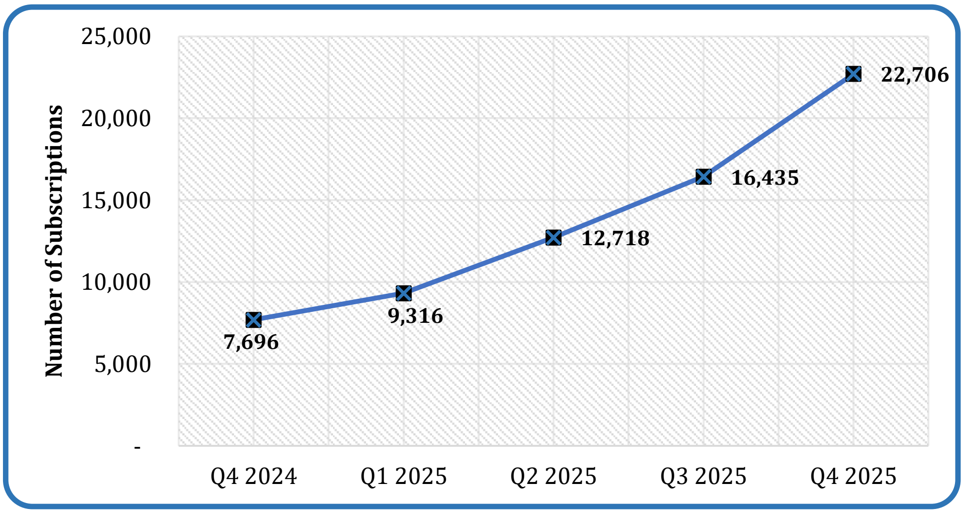

Figure 34: Starlink Total Subscriptions

3.7.1 Starlink Subscriptions per Price Plan

There were nine (9) different price plans available for Starlink subscribers in Ghana at the end of Q4 2025, namely:

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

During the quarter under review, 11,536 subscriptions were on the Residential plan, indicating a growth rate of 32.32% recorded from the previous quarter (Q3 2025), with a market share of 50.81%. This made the Residential Plan the most popular overall, holding almost half of the market share. The Residential Lite Plan recorded the highest growth rate (56.89%) from 6,161 subscriptions in Q3 2025 to 9,666 subscriptions at the end of Q4 2025. Enterprise Plan subscriptions increased by 1.82%, from 548 subscriptions in Q3 2025 to 558 at the end of Q4 2025, indicating potential price sensitivity or limited enterprise uptake, while the Priority Plan had a moderate steady growth of 8.28%.

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

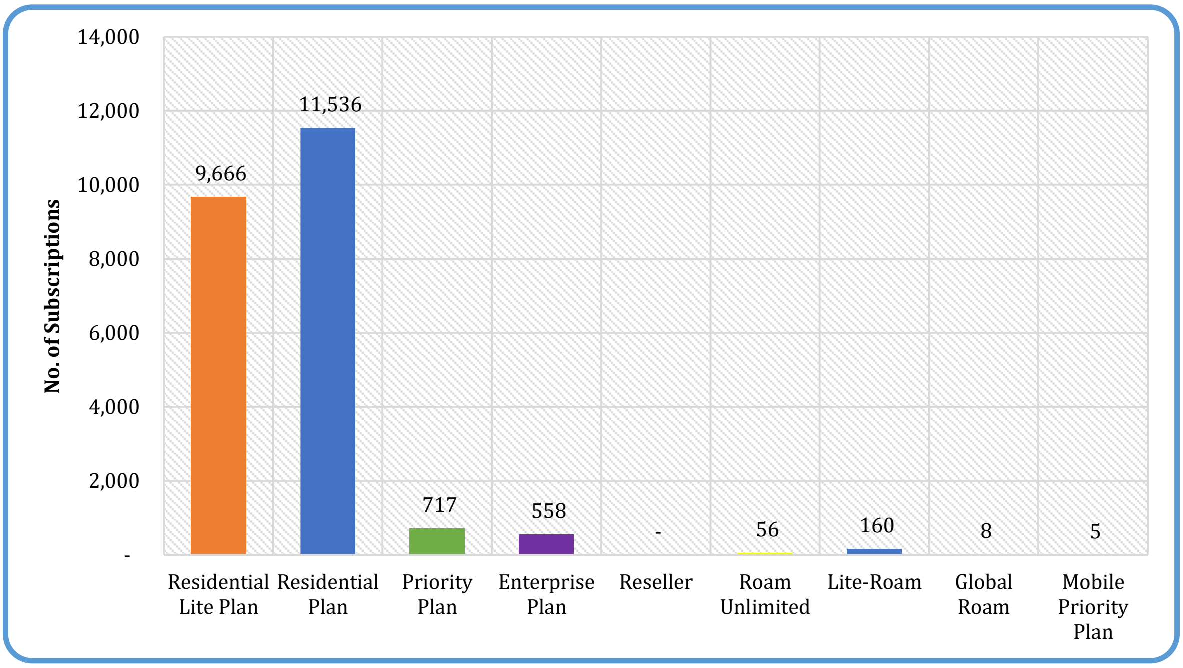

Figure 35: Starlink Subscriptions by Price Plan

3.7.2 Starlink Subscriptions per Regions

Most regions across the country recorded growth between Q3 2025 and Q4 2025 in terms of subscriptions, apart from Brong Ahafo and North East Regions. The Greater Accra recorded the highest number of subscriptions of 9,034 while North East Region lost all eight (8) subscriptions recorded in the previous quarter. The average regional growth rate was 29.84%, showing nationwide adoption is expanding. The fastest-growing region is Eastern, which saw a growth of 51.24% compared to the subscriptions of 765 in the previous quarter.

Regions like Eastern, Central, Greater Accra and Ahafo are leading the adoption, reflecting both population size and improved access. Smaller region (Upper East) 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).

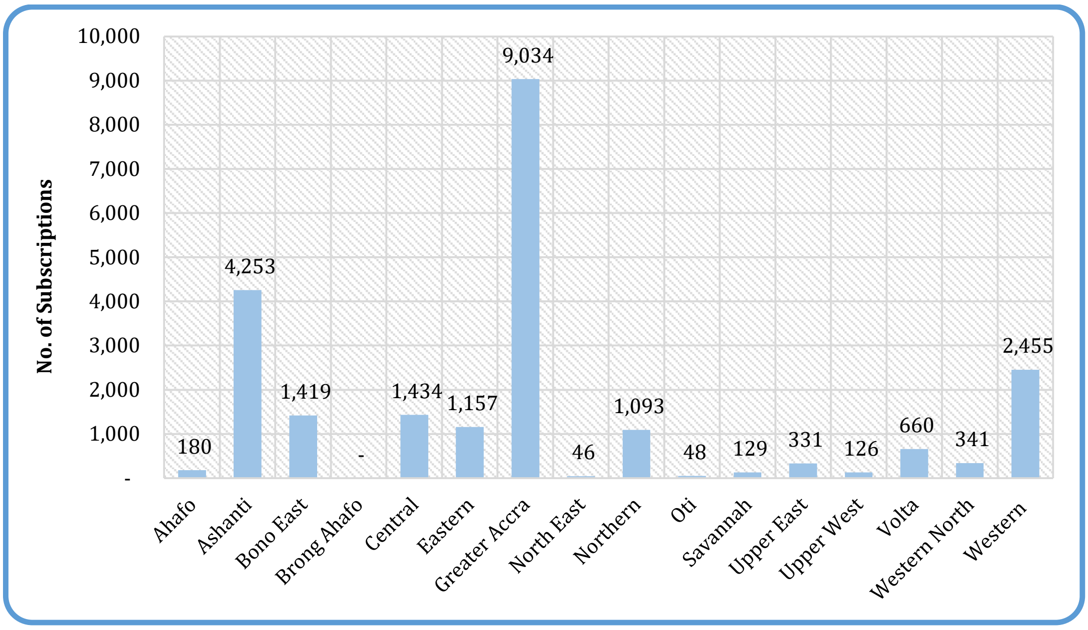

Figure 36: Starlink Subscriptions by Regions

4.0 BROADCASTING

4.1 Categories of FM Stations

FM Authorisations are classified into five categories based on purpose, namely:

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

Out of the total 784 FM stations authorised at the end of Q4 2025, 565 were Commercial, 159 were Community, 31 were Public, 24 were Campus and 5 were Public (Foreign) (Figure 37) (Appendix A, Table 36)

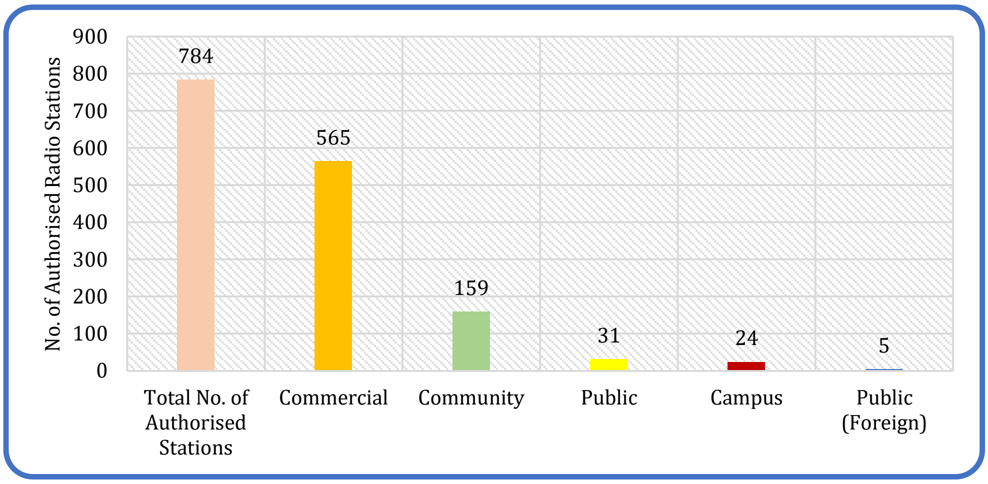

Figure 37: Category by Purpose of Authorised Radio Stations as at Q4 2025

4.2 Authorised Frequency Modulation (FM) Radio Stations

Total number of Authorised FM Stations in Ghana as at the end of Q4 2025 was 784 with 563 FM Stations in operation and 221 FM Stations yet to commence operations. The quarter under review recorded an increase of 11 FM Stations in operations as compared to Q3 2025.

The Ashanti Region had the highest number of Authorised FM stations (117), representing 14.92% 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 1.66% of the total Authorised FM Stations in the country. (Figure 38) (Appendix A, Table 37).

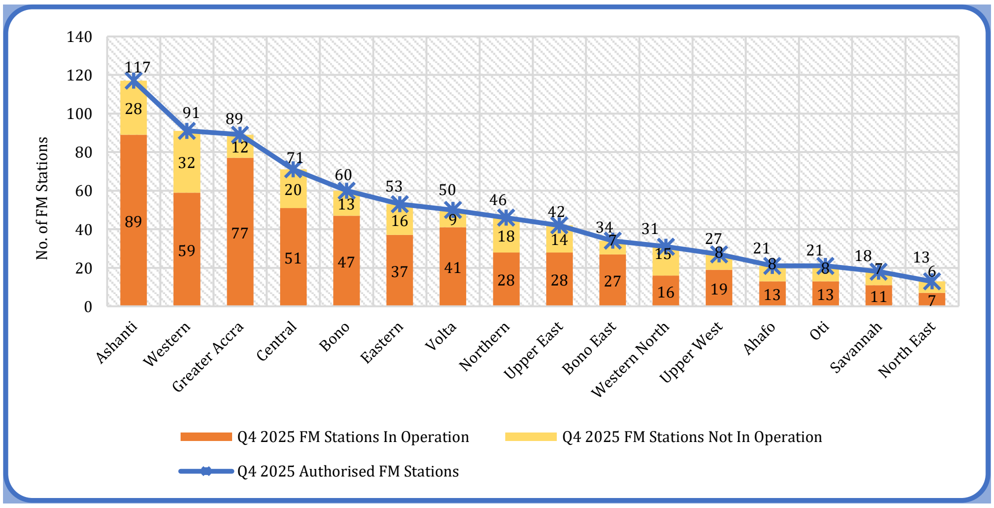

Figure 38: Regional Distribution of Authorised, On-air and Off-Air FM Stations as at the end of Q4 2025

4.3 Authorised Television Stations

The total number of Authorised TV Stations in Ghana at the end of Q4 2025 was 178, out of which 132 were operational during the quarter under review, representing 74.16% of the total number of Authorised TV Stations in the country. (Figure 39 & 40) (Appendix A, Table 38)

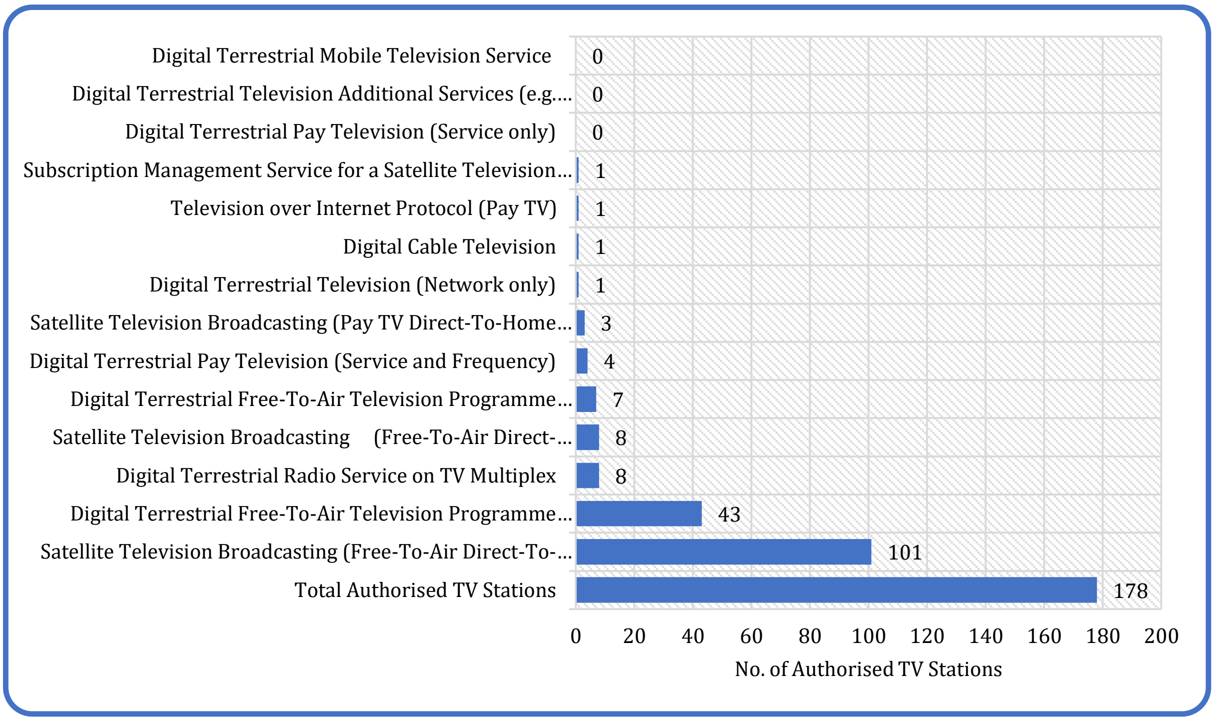

Figure 39: Authorised TV Stations as at Q4 2025

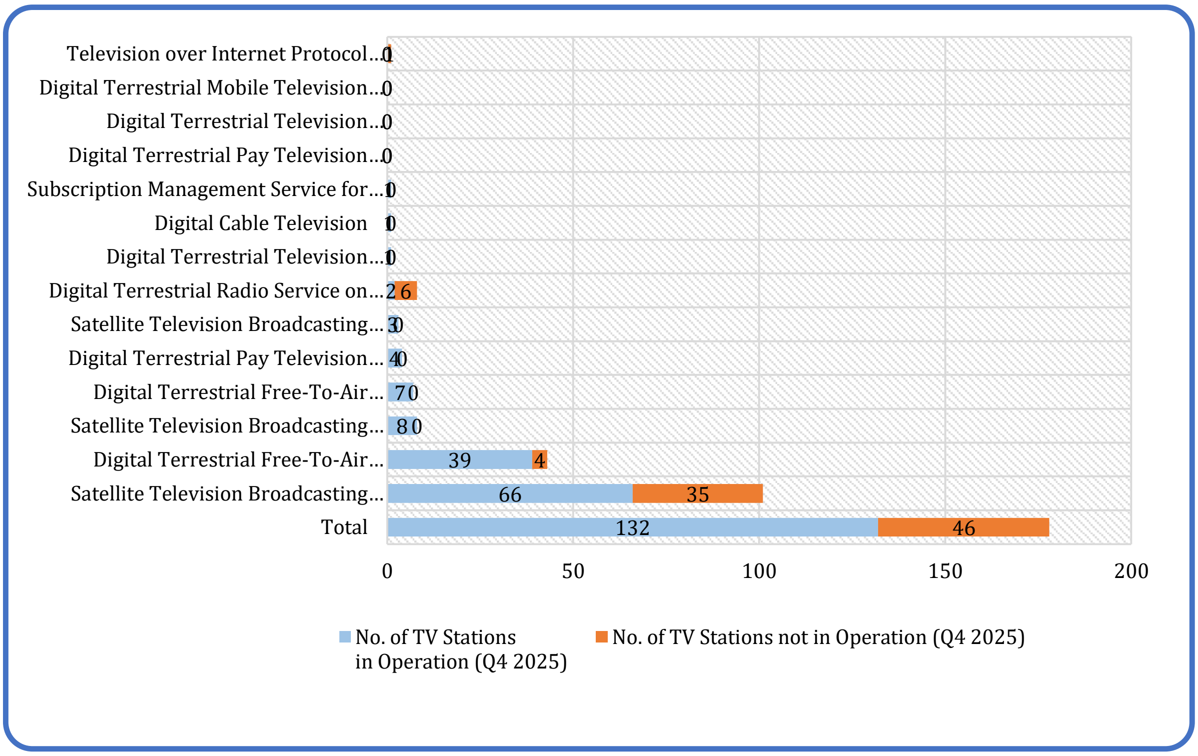

Figure 40: Distribution of Types of Services (On -Air and Off-Air TV Stations) as at the end of Q4 2025

5.0 CORRINGENDA AND NOTES TO Q4 2025

Note 1: Total Domestic Mobile Voice Traffic (Mobile-to-Mobile) for Q3 2025 was revised

Note 2: Total Off-Net Traffic for Q3 2025 was revised

Note 3: Total Domestic Mobile Voice Traffic (for AT) was revised for Q3 2025

Note 4: Total Domestic Mobile Voice Traffic for Q3 2025 was revised

Note 5: Total Mobile Voice Traffic (for Domestic and International) was revised for Q3 2025

Note 6: Minutes of Use (MoU) per subscriptions was revised for Q3 2025

Appendix A (List of Tables)

Table 1: Mobile Voice Subscriptions and Penetration Rate

Subscription	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Mobile Subscription	38,408,712	39,970,301	41,078,883	42,179,045	42,871,955
Mobile Subscription Growth Rate	-0.16%	4.07%	2.77%	2.68%	1.64%
Net additions	60,556	1,561,589	1,108,582	1,100,162	692,910
Population	33,089,811	33,254,867	33,419,924	33,584,990	33,750,036
Penetration Rate	**116.07%**	**120.19%**	**122.92%**	**125.59%**	**127.03%**

Table 2: Mobile Voice Subscriptions and Market Share per Operator

Mobile Network Operator		Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
MTN	Subscriptions	28,408,649	29,521,441	30,264,594	30,895,974	31,260,304
	Market Share	73.96%	73.86%	73.67%	73.25%	72.92%
Telecel	Subscriptions	6,968,464	7,296,855	7,628,251	8,121,543	8,648,431
	Market Share	18.14%	18.26%	18.57%	19.25%	20.17%
AT	Subscriptions	3,031,599	3,152,005	3,186,038	3,161,528	2,963,220
	Market Share	7.89%	7.89%	7.76%	7.50%	6.91%
Total Industry Subscription		**38,408,712**	**39,970,301**	**41,078,883**	**42,179,045**	**42,871,955**

Table 3: Prepaid and Postpaid Voice Subscriptions and Market Share

Subscription	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Prepaid	37,993,918	39,521,042	40,574,076	41,679,141	42,375,251
Market Share	98.92%	98.88%	98.77%	98.81%	98.84%
Postpaid	414,794	449,259	504,807	499,904	496,704
Market Share	1.08%	1.12%	1.23%	1.19%	1.16%
Total mobile subscription	**38,408,712**	**39,970,301**	**41,078,883**	**42,179,045**	**42,871,955**

Table 4: On-Net Voice Traffic in Minutes

Traffic	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Traffic (OnNet)	27,011,080,727	26,526,119,974	25,943,641,908	26,122,036,725	27,216,445,349
Q-o-Q (Traffic-OnNet)	4.24%	-1.80%	-2.20%	0.69%	4.19%
Y-o-Y (Traffic-OnNet)	11.52%	4.18%	0.27%	0.81%	0.76%

Table 5: Total Domestic Mobile Voice Traffic in Minutes

Breakdown of Off- Net Traffic	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Traffic (Mobile to Mobile)	2,342,153,840	2,456,182,273	2,649,268,014	3,205,714,502	3,212,140,964
Share (%)	99.52%	99.56%	99.65%	99.53%	99.62%
Growth (%)	13.51%	4.87%	7.86%	21.00%	0.20%
Traffic (Mobile to Fixed)	11,324,045	10,852,564	9,346,327	15,120,729	12,221,485
Share (%)	0.48%	0.44%	0.35%	0.47%	0.38%
Growth (%)	-0.03%	-4.16%	-13.88%	61.78%	-19.17%
Total Off-Net Traffic	**2,353,477,885**	**2,467,034,837**	**2,658,614,341**	**3,220,835,231**	**3,224,362,449**

Table 6: Total Domestic Mobile Voice Traffic per MNOs

Mobile Network Operator		Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
MTN	Traffic	27,556,750,526	27,084,292,538	26,525,831,998	26,771,114,196	27,877,280,552
	Market Share	93.84%	93.42%	92.74%	91.24%	91.58%
Telecel	Traffic	1,725,879,113	1,831,161,419	1,994,255,302	2,165,274,782	2,221,137,824
	Market Share	5.88%	6.32%	6.97%	7.38%	7.30%
AT	traffic	81,928,972	77,700,854	82,168,949	406,482,978	342,593,101
	Market Share	0.28%	0.27%	0.29%	1.39%	1.13%
Total Industry Traffic		**29,364,558,612**	**28,993,154,811**	**28,602,256,249**	**29,342,871,956**	**30,441,011,477**

Table 7: International Mobile Voice Traffic

Traffic Type	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Incoming Mobile Voice International Traffic	41,448,117	41,329,257	40,574,561	36,763,322	34,401,459
Growth Rate	14.46%	-0.29%	-1.83%	-9.39%	-6.42%
Outgoing Mobile Voice International Traffic	62,675,957	104,246,439	83,599,789	81,869,771	76,532,386
Growth Rate	51.23%	66.33%	-19.81%	-2.07%	-6.52%

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

Traffic	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Total mobile voice traffic (Domestic)	29,364,558,612	28,993,154,811	28,602,256,249	29,342,871,956	30,441,011,477
Outgoing International Traffic	62,675,957	104,246,439	83,599,789	81,869,771	76,532,386
Total Mobile Voice Traffic (Dom. & Int.)	**29,427,234,569**	**29,097,401,250**	**28,685,856,038**	**29,424,741,727**	**30,517,543,863**
Average Mobile voice subscription	38,756,657	39,695,383	40,791,195	41,265,451	42,590,561
Minutes of Use (MoU) per Subscription	759.28	733.02	703.24	713.06	716.53
MoU Q-o-Q growth rate	**3.30%**	**-3.46%**	**-4.06%**	**1.40%**	**0.49%**

Table 9: Total Number of Short Messages Services

SMS	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Off-Net SMS	483,899,004	705,902,360	751,314,479	724,652,417	799,707,735
On-Net SMS	624,216,669	1,095,930,867	2,102,646,295	2,450,423,603	2,871,511,540
Total SMS	**1,108,115,673**	**1,801,833,227**	**2,853,960,774**	**3,175,076,020**	**3,671,219,275**

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

Mobile Operators	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Off-Net					
MTN	147,051,464	196,605,890	262,715,059	198,235,943	317,586,977
Telecel	326,253,888	496,971,653	474,197,149	513,453,157	476,394,455
AT	10,593,652	12,324,817	14,402,271	12,963,317	5,726,303
Total	**483,899,004**	**705,902,360**	**751,314,479**	**724,652,417**	**799,707,735**
On-Net					
MTN	410,713,203	870,788,155	1,859,365,347	2,193,791,830	2,606,563,777
Telecel	212,884,094	224,192,932	242,153,362	255,605,746	264,588,470
AT	619,372	949,780	1,127,586	1,026,027	359,293
Total	**624,216,669**	**1,095,930,867**	**2,102,646,295**	**2,450,423,603**	**2,871,511,540**
Total					
MTN	557,764,667	1,067,394,045	2,122,080,406	2,392,027,773	2,924,150,754
Telecel	539,137,982	721,164,585	716,350,511	769,058,903	740,982,925
AT	11,213,024	13,274,597	15,529,857	13,989,344	6,085,596
Total	**1,108,115,673**	**1,801,833,227**	**2,853,960,774**	**3,175,076,020**	**3,671,219,275**

Table 11: Average SMS per Subscription

SMS Subscriptions	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Total SMS	1,108,115,673	1,801,833,227	2,853,960,774	3,175,076,020	3,671,219,275
Average Mobile Subscription	38,756,657	39,695,383	40,791,195	41,265,451	42,590,561
SMS per Subscription	29	45	70	77	86

Table 12: Mobile Data Subscriptions and Penetration Rate

Subscription	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Mobile data subscription	26,127,592	26,717,143	27,247,268	28,033,573	28,698,390
Data Subscription Growth Rate	2.22%	2.26%	1.98%	2.89%	2.37%
Net Additions	566,708	589,551	530,125	786,305	664,817
Net Additions Growth Rate	-33%	4.03%	-10.08%	48.32%	-15.45%
Population	33,089,811	33,254,867	33,419,924	33,584,990	33,750,036
Mobile Data Penetration Rate	78.96%	80.34%	81.53%	83.47%	85.03%

Table 13: Machine-to-Machine Subscriptions

Mobile Network Operator	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
MTN	1,084,627	1,684,845	1,689,168	1,690,405	1,691,740
Telecel	1,131,926	1,147,872	1,614,039	1,660,106	1,847,059
AT	2,654	2,860	3,016	3,419	3,256
Total	**2,219,207**	**2,835,577**	**3,306,223**	**3,353,930**	**3,542,055**

Table 14: Mobile Data Subscriptions (Prepaid/Postpaid)

Mobile Data Subscriptions		Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Prepaid	Subscription	25,909,066	26,490,317	26,997,655	27,758,748	28,446,083
	Market Share	99.16%	99.15%	99.08%	99.02%	99.12%
Post-paid	Subscription	218,526	226,826	249,613	274,825	252,307
	Market Share	0.84%	0.85%	0.92%	0.98%	0.88%
Total mobile data subscriptions		**26,127,592**	**26,717,143**	**27,247,268**	**28,033,573**	**28,698,390**

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

Mobile Network Operator	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
MTN	20,626,311	21,118,921	21,184,896	21,958,090	22,867,689
	78.94%	79.05%	77.75%	78.33%	79.68%
Telecel	3,892,046	3,983,835	4,434,780	4,517,633	4,528,907
	14.90%	14.91%	16.28%	16.12%	15.78%
AT	1,609,235	1,614,387	1,627,592	1,557,850	1,301,794
	6.16%	6.04%	5.97%	5.56%	4.54%
Total	**26,127,592**	**26,717,143**	**27,247,268**	**28,033,573**	**28,698,390**

Table 16: Mobile Data Traffic in Terabytes (TB)

Quarter	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Total Mobile data usage (TB)	763,256	755,267	923,347	1,046,162	1,101,301

Table 17: Mobile Data Usage per Subscription (TB)

Quarter	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Total Mobile data usage (MB)	763,256	755,267	923,347	1,046,162	1,101,301
Average Data Subscription	25,905,295	26,378,393	26,921,399	27,680,525	28,377,847
Data Usage per Subscription (TB)	**0.0295**	**0.0286**	**0.0343**	**0.0378**	**0.0388**

Table 18: Mobile Data Traffic per Operator (TB)

Mobile Operator	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
MTN	631,773	621,575	782,453	898,936	954,746
	82.77%	82.30%	84.74%	85.93%	86.69%
Telecel	109,253	111,488	117,246	125,515	130,994
	14.31%	14.76%	12.70%	12.00%	11.89%
AT	22,229	22,204	23,648	21,711	15,561
	2.91%	2.94%	2.56%	2.08%	1.41%
Total Industry Traffic (TB)	**763,256**	**755,267**	**923,347**	**1,046,162**	**1,101,301**

Table 19: Average Mobile Tariff per Service (GHS)

Tariff	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 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	Q4 2025	Q1 2025	Q2 2025	Q3 2025	Q4 2025
1	**MTN**	37,513,812	38,978,685	39,474,945	40,329,292	43,908,343
	Market Share	57.87%	96.17%	96.01%	94.09%	94.21%
	Growth	11.35%	3.90%	1.27%	2.16%	8.87%
2	**AT**	2,639,221	1,550,783	1,638,632	2,532,705	2,700,520
	Market Share	26.88%	3.83%	3.99%	5.91%	5.79%
	Growth	1.59%	-41.24%	5.66%	54.56%	6.63%
Total Devices		**40,153,033**	**40,529,468**	**41,113,577**	**42,861,997**	**46,608,863**

Table 21: Devices per Type

No	Category of Phones	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
1	Smartphone Devices	23,236,048	23,685,752	24,188,976	25,399,355	26,873,338
	Market Share	57.87%	58.44%	58.83%	59.26%	57.66%
	Growth	11.35%	1.94%	2.12%	5.00%	5.80%
2	Feature Phone Devices	10,792,867	10,495,239	10,328,864	11,501,039	10,585,002
	Market Share	26.88%	25.90%	25.12%	26.83%	22.71%
	Growth	1.59%	-2.76%	-1.59%	11.35%	-7.96%
3	Basic Phone Devices	6,124,118	6,348,477	6,595,737	5,961,603	9,150,523
	Market Share	15.25%	15.66%	16.04%	13.91%	19.63%
	Growth	14.49%	3.66%	3.89%	-9.61%	53.49%
Total		**40,153,033**	**40,529,468**	**41,113,577**	**42,861,997**	**46,608,863**

Table 22: BWA Data Subscriptions and Penetration Rate

BWA Operator	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Subscription	1,454	1,454	1,454	1,454	1,454
Growth rate	0.00%	0.00%	0.00%	0.00%	0.00%
Net Additions	0	0	0	0	0
Population	33,089,811	33,254,867	33,419,924	33,584,990	33,750,036
Penetration Rate	**0.004%**	**0.0044%**	**0.0044%**	**0.0043%**	**0.0043%**

Table 23: Broadband Wireless Access Data Traffic

Quarter	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Industry Total (TB)	170.49	141.62	115.11	127.11	110.05

Table 24: Data Usage per BWA Subscriptions (TB)

Quarter	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Total Volume of Data Traffic (TB)	170.49	141.62	115.11	127.11	110.05
Average BWA Subscription	1,454	1,454	1,454	1,454	1,454
Data Usage per Subscription (TB)	**0.117**	**0.097**	**0.079**	**0.087**	**0.076**

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

Fixed Operator	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Telecel	261,553	260,250	259,442	258,552	257,536
	97.10%	97.15%	97.05%	96.92%	97.10%
AT	912	870	868	791	773
	0.34%	0.32%	0.32%	0.30%	0.29%
MTN	6,891	6,761	7,022	7,417	6,927
	2.56%	2.52%	2.63%	2.78%	2.61%
Total industry subscription	**269,356**	**267,881**	**267,332**	**266,760**	**265,236**
Population	33,089,811	33,254,867	33,419,924	33,584,990	33,750,036
Fixed Network Penetration Rate	**0.81%**	**0.81%**	**0.80%**	**0.79%**	**0.79%**

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

Traffic	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
On-Net Fixed voice traffic	-	606,666	880,856	994,193	894,149
Off-Net fixed voice traffic	5,815,131	5,898,098	5,870,022	6,176,378	6,041,489
Total Fixed Voice Traffic	**5,815,131**	**6,504,764**	**6,750,878**	**7,170,571**	**6,935,638**

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

Fixed Network (MoU)	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Total Fixed Voice Traffic	5,815,131	6,504,764	**6,750,878**	**7,170,571**	6,935,638
Average Fixed Subscription	269,356	268,674	267,332	269,784	265,613
Minutes of Use per Subscription (MoU)	21.59	24.21	25.25	26.58	26.11
Growth Rate	**-5.74%**	**12.14%**	**4.30%**	**5.25%**	**-1.76%**

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

Fixed Network Operator	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Telecel	84,307	85,284	88,438	91,217	92,515
	66.52%	63.71%	60.90%	56.29%	52.73%
AT	394	363	378	350	343
	0.31%	0.27%	0.26%	0.22%	0.20%
MTN	42,041	48,225	56,402	70,481	82,600
	33.17%	36.02%	38.84%	43.49%	47.08%
Total Fixed data	**126,742**	**133,872**	**145,218**	**162,048**	**175,458**
Population	33,089,811	33,254,867	33,419,924	33,584,990	33,750,036
Fixed Data Penetration	0.38%	0.40%	0.43%	0.48%	0.52%

Table 29: Fixed Line Data Subscriptions per Network Operator

Fixed Network Operator	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Telecel	84,307	85,284	88,438	91,217	92,515
AT	394	363	378	350	343
MTN	42,041	48,225	56,402	70,481	82,600
Total Fixed Data Subscription	**126,742**	**133,872**	**145,218**	**162,048**	**175,458**

Table 30: Fibre Broadband Subscriptions

Quarter	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2024
Fibre Broadband Subscription	221,153	227,350	236,479	250,569	261,938

Table 31: Fibre Broadband Subscriptions per Operator

Fibre Broadband Operators	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2024
MTN	139,267	144,499	150,471	161,763	171,862
Telecel	81,886	82,851	86,008	88,806	90,076
Total	**221,153**	**227,350**	**236,479**	**250,569**	**261,938**

Table 32: Fibre Broadband Traffic

Fibre Broadband Operators	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
MTN (TB)	60,807	59,476	65,063	69,812	73,449
Telecel (TB)	53,849	52,699	54,348	55,643	56,760
Total Fibre Broadband Traffic (TB)	**114,657**	**112,174**	**119,411**	**125,455**	**130,209**

Table 33: Starlink Total Broadband Subscriptions

Quarter	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Starlink Total Subscriptions	**7,696**	**9,316**	**12,718**	**16,435**	**22,706**

Table 34: Starlink Subscriptions by Price Plan

No.	Starlink Current Price Plan	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
1	Residential Lite Plan	1,204	1,992	3,793	6,161	9,666
2	Residential Plan	5,202	5,660	7,229	8,718	11,536
3	Priority Plan	363	350	725	785	717
4	Enterprise Plan	620	800	653	548	558
5	Reseller	0	102	0	0	-
6	Roam Unlimited	193	152	109	70	56
7	Lite-Roam	0	85	166	138	160
8	Global Roam	88	47	28	9	8
9	Mobile Priority Plan	26	128	15	6	5
	Total	**7,696**	**9,316**	**12,718**	**16,435**	**22,706**

Table 35: Starlink Subscriptions by Regions

Region	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Ahafo	46	62	91	128	180
Ashanti	1,575	1,948	2,648	3,239	4,253
Bono East	595	710	824	1,024	1,419
Brong Ahafo	-	-	2	-	-
Central	456	546	731	981	1,434
Eastern	389	436	566	765	1,157
Greater Accra	2,995	3,495	4,672	6,381	9,034
North East	39	20	54	54	46
Northern	398	487	701	821	1,093
Oti	18	27	44	36	48
Savannah	35	40	65	107	129
Upper East	96	128	209	277	331
Upper West	33	66	79	100	126
Volta	233	293	455	498	660
Western North	510	94	147	244	341
Western	278	964	1,430	1,780	2,455
Total	**7,696**	**9,316**	**12,718**	**16,435**	**22,706**

Table 36: Regional Distribution of FM Stations by Purpose as at the end of Q4 2025

Name of Regions	Public	Public (Foreign)	Community	Campus	Commercial
Ashanti	2	1	28	5	81
Bono	1	0	6	3	50
Bono East	2	0	6	0	26
Ahafo	0	0	4	0	17
Central	2	0	19	4	46
Eastern	2	0	22	1	28
Greater Accra	2	3	17	2	65
Northern	3	0	8	1	34
Savannah	3	0	6	0	9
North East	1	0	3	0	9
Upper East	2	0	12	3	25
Upper West	2	0	11	2	12
Volta	3	0	5	1	41
Oti	1	0	4	0	16
Western	2	1	8	2	78
Western North	3	0	0	0	28
Total	**31**	**5**	**159**	**24**	**565**

Table 37: Regional Distribution of FM Stations as at the end of Q4 2025

Name Of Regions	Q4 2025 Authorised FM Stations	Q4 2025 FM Stations In Operation	Q4 2025 FM Stations not in Operation
Ashanti	117	89	28
Western	91	59	32
Greater Accra	89	77	12
Central	71	51	20
Bono	60	47	13
Eastern	53	37	16
Volta	50	41	9
Northern	46	28	18
Upper East	42	28	14
Bono East	34	27	7
Western North	31	16	15
Upper West	27	19	8
Ahafo	21	13	8
Oti	21	13	8
Savannah	18	11	7
North East	13	7	6
Total	**784**	**563**	**221**

Table 38: Authorised TV Stations as at the end of Q4 2025

Type of Television Service	Authorised TV Stations		No. of TV Stations in Operation (Q4 2025)	No. of TV Stations not in Operation (Q4 2025)
	End of Q3 2025	End of Q4 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)	99	101	66	35
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	**176**	**178**	**132**	**46**

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

National Communications Authority,
No. 6 Airport City
KIA, Accra, Floors 1-2, 4-9
GL-126-7029
P. O. Box CT 1568, Cantonments, Accra, Ghana
Tel: +233 (0)30 277 1701, +233 (0)30 277 6621,
+233 (0) 50 145 1522 - 3
Email: info@nca.org.gh
Website: www.nca.org.gh

- ### Kumasi Office

National Communications Authority,
Fuller Road, Danyame, Kumasi
AK-063-2250
P. O. Box KS 10768, Kumasi,
Ashanti Region
Tel: +233 (0)32 202 0014/ (0)32 202 0018
Email: complaints.kumasi@nca.org.gh

- ### Bolgatanga Office

National Communications Authority,
Zorbisi Zaare Residential Area in Bolgatanga Municipality
UB-0034-8536
Private Mail Bag, Bolgatanga,
Upper East Region
Tel: +233 (0)38 202 1141
Email: complaints.bolgatanga@nca.org.gh

- ### Sunyani Office

National Communications Authority,
House No. 83, North Nkwabeng
BS-0032-6614
P. O. Box SY125, Sunyani,
Bono Region
Tel: +233 (0)35 202 7564
Email: complaints.sunyani@nca.org.gh

- ### Ho Office

National Communications Authority,
Plot No. 75, Stadium Road, Kabore Junction, Ho
VH-0006-0554
P. O. Box HP1576, Ho,
Volta Region
Tel: +233 (0)36 202 6339
Email: complaints.ho@nca.org.gh

- ### Takoradi Office

National Communications Authority,
Bakado, 3km Away from the Prisons (R.S.K. Barnes Ct, Sekondi – Takoradi)
WS–014–8190
P. O. Box SL 409, Sekondi,
Western Region
Tel: +233 (0) 31 20 28069 / 31 20 28063
Email: complaints.takoradi@nca.org.gh

- ### Koforidua Office

National Communications Authority,
Plot No. 31, Sector 5,
Block C along the Galloway Road
EN-001-4621
Private Mail Bag, Koforidua,
Eastern Region
Tel: +233 (0)34 202 8380/ 34 202 8382
Email: complaints.koforidua@nca.org.gh

- ### Tamale Office

National Communications Authority,
Watherson Residential Area, Plot No. 3 & 4, Tamale
NT-0027-8191
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Tel: +233 (0)37 202 8105/ 37 202 0104
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