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# **INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR APRIL 2017**

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National Communications Authority

*JULY 12, 2017*

## Table of Contents

<b>1. Introduction.....</b>	<b>4</b>
<b>2. Mobile Voice Subscription for April 2017.....</b>	<b>4</b>
<b>3. Fixed Telephony.....</b>	<b>6</b>
<b>4. Mobile Data Figures for April 2017.....</b>	<b>6</b>
<b>4.1 Cellular Mobile Data Operators .....</b>	<b>8</b>
<b>4.2 4G Operators .....</b>	<b>8</b>

## Abbreviations

NCA                      National Communications Authority

## **TELECOM SUBSCRIPTIONS FOR APRIL 2017**

### **1. Introduction**

This reports highlights data trends that have occurred in the telecommunication industry as at the end of April 2017. It presents information on Mobile voice telephony, fixed line, mobile data as well as 4G data for the month under review.

### **2. Mobile Voice Subscription for April 2017**

At the end of April 2017, the total number of mobile voice subscriptions was 35,984,280. This represents a percentage increase of 0.57% from March 2017's figure of 35,780,667. The total penetration rate for the month under review was 127.06%

MTN's voice subscriptions for the period was 16,969,311 representing a percentage increase of 1.07% from March 2017's figure of 16,789,161. MTN's market share for the month under review was 47.16%.

Vodafone's mobile voice subscriptions increased from 8,582,387 as at the end of March 2017 to 8,651,515 as at the end of April 2017. This represents a percentage increase of 0.81%. Vodafone's market share for April 2017 was 24.04%.

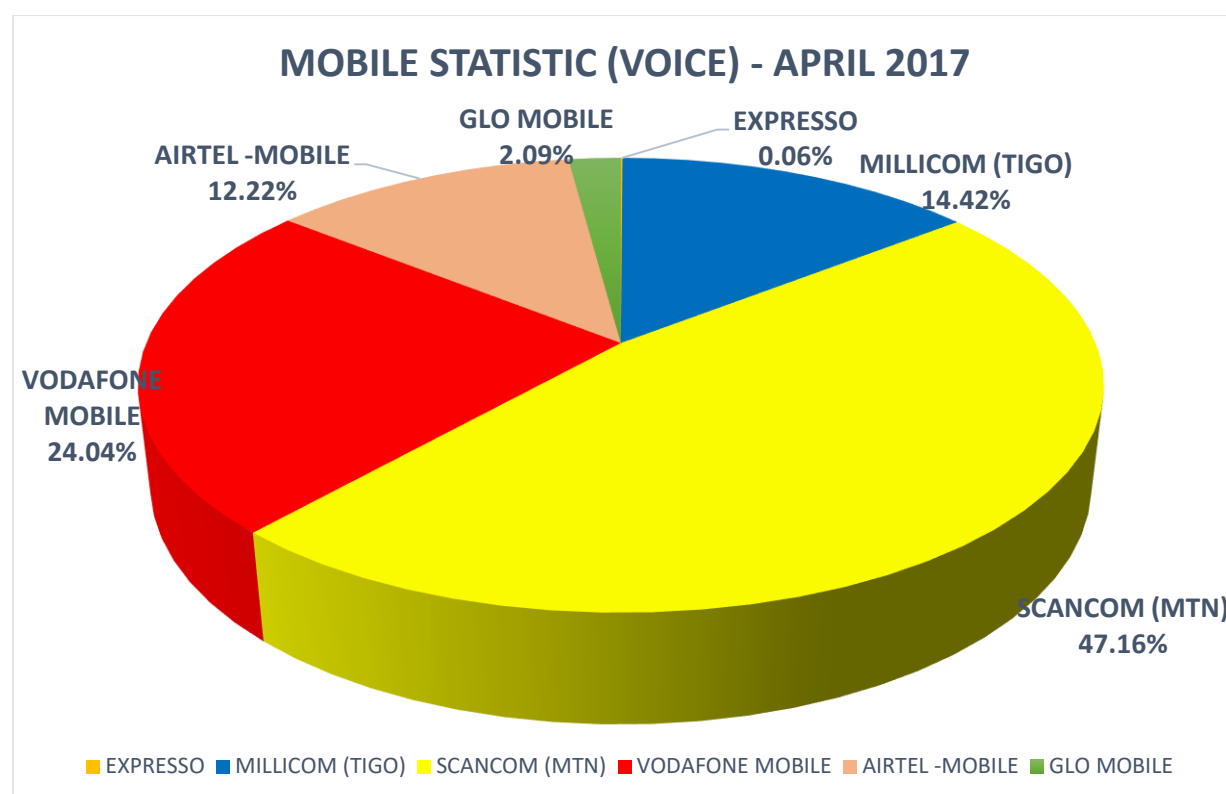
Tigo's voice subscriptions increased from 5,098,480 as at the end of March 2017 to 5,187,936 as at the end of April 2017. This indicates a percentage increase of 1.75%. Their market share for the month under review was 14.42%.

Airtel's voice subscriptions decreased from 4,500,907 as at the end of March 2017 to 4,398,913 as at the end of April 2017. This represents a percentage decrease of 2.27%. Their total market share for the month under review was 12.22%.

Glo's voice subscriptions decreased from 769,621 as at the end of March 2017 to 753,341 at the end of April 2017. This reflects a percentage decrease of 2.12% for the month. Their total market share for the month under review was 2.09%.

Expresso's voice subscriber figures decreased from 40,111 as at the end of March 2017 to 23,264 as at the end of April 2017. This represents a percentage decrease of 42.00%. Their total market share for the month under review was 0.06%.

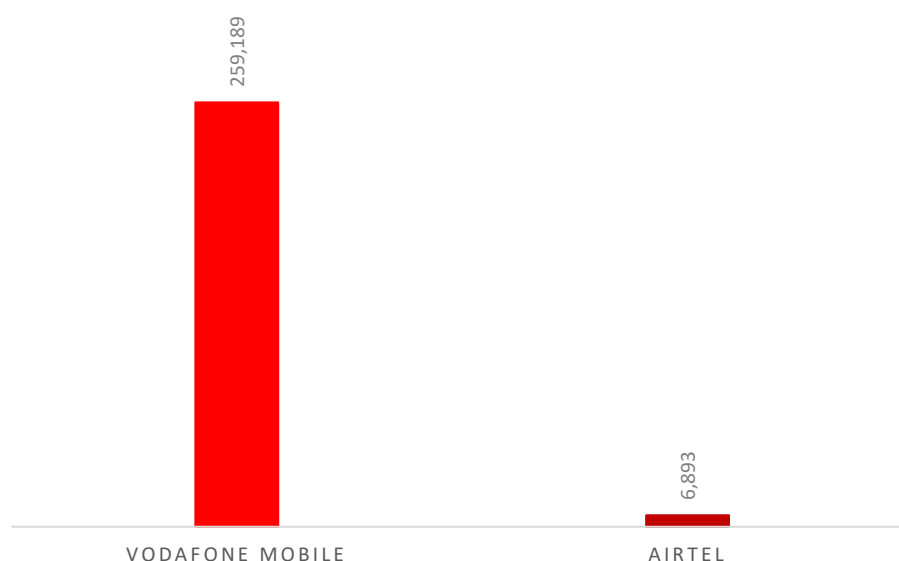
**2.1 Figure 1 – Mobile Voice Market Share for April 2017**



### 3. Fixed Telephony

There are two (2) operators providing fixed line services to the public in Ghana. These operators are Vodafone and Airtel. As at April 2017, the total subscriptions for the fixed operators was 266,082 representing a percentage decrease of 0.19% from the previous month. Vodafone recorded a total subscription of 259,189 while Airtel ended the month with 6,893 subscriptions.

**3.1 Figure 2 – Fixed Telephony Subscriptions for April 2017**



## **FIXED OPERATORS**

### **4. Mobile Data Figures for April 2017**

At the end of April 2017, the total subscriptions of mobile data in the country was 21,584,899 with a penetration rate of 76.22%.

#### **4.1 Cellular Mobile Data Operators**

MTN's mobile data subscriptions for April 2017 was 12,110,284. Their market share for the month under review was 56.11%.

The total number of subscription for Vodafone's mobile data in April 2017 was 3,657,020. This is reflected in their market share of 16.94%

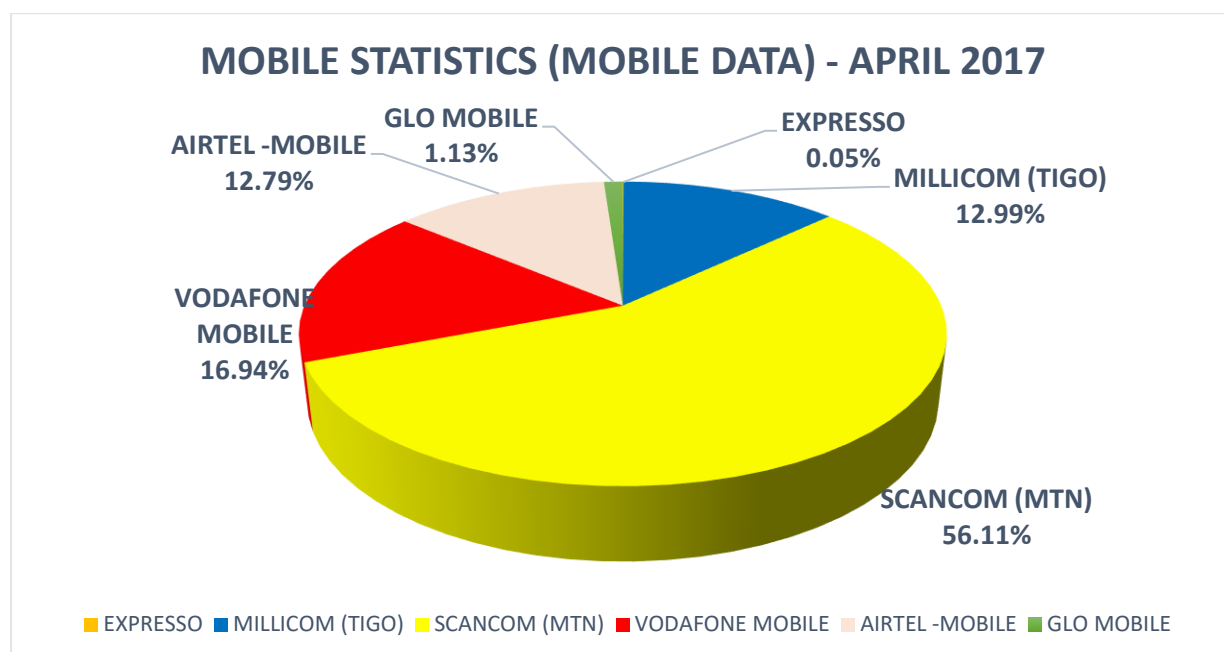
Airtel's mobile data subscriptions for April 2017 was 2,761,521. Their market share for the month was 12.79%.

Tigo's data subscriptions for April 2017 was 2,802,950. Tigo's market share for the month under review was 12.99%.

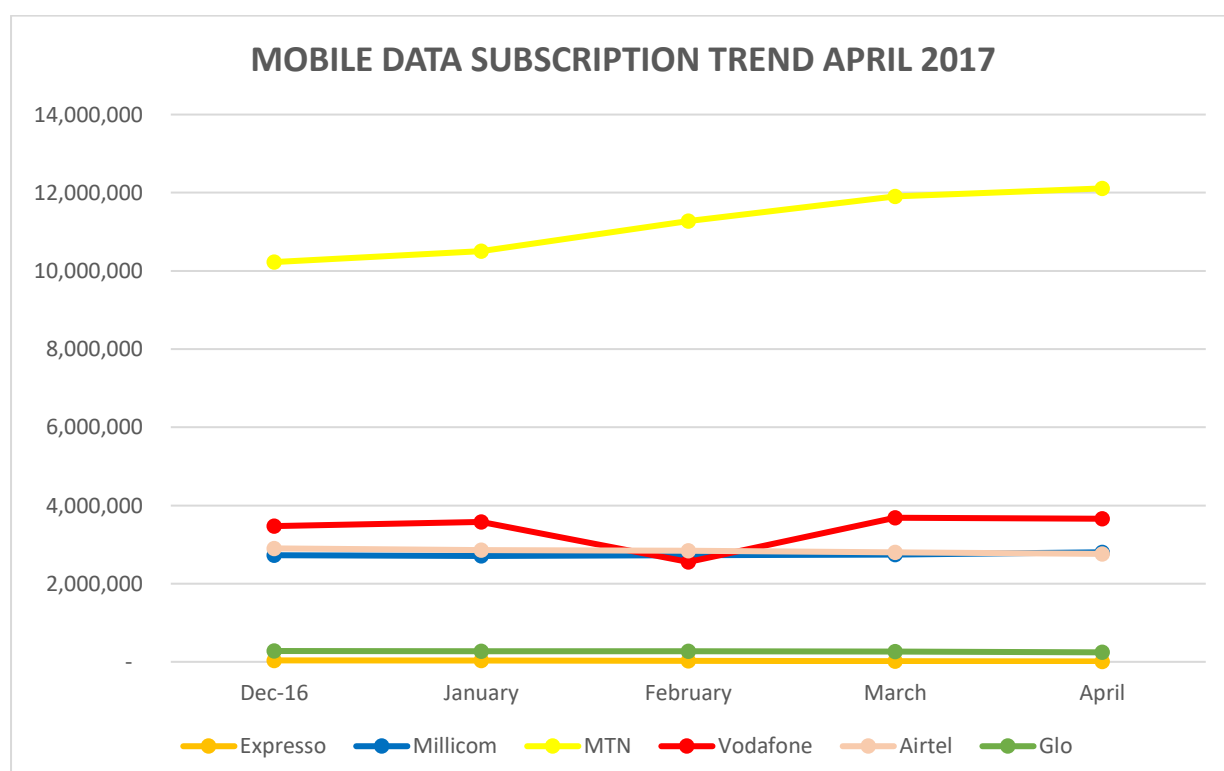
Glo recorded data subscriber figures of 242,973 at the end of April 2017. This reflects a market share of 1.13%.

Expresso's mobile data subscriber figures as at the end of April 2017 was 10,151. This represents a market share of 0.05% for the month under review.

**4.1i Figure 3 – Mobile Data Market Share for April 2017**



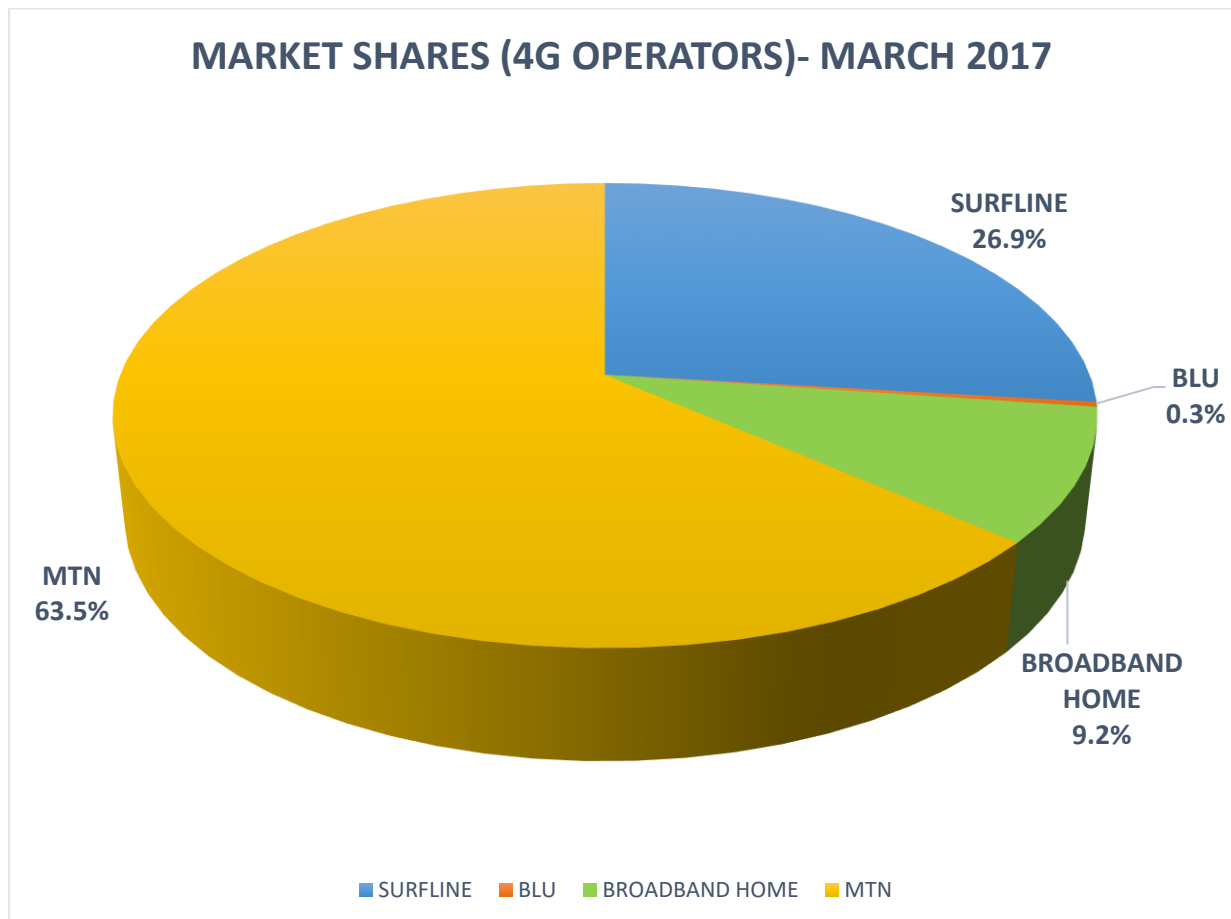
**4.1ii Figure 4 - Mobile Data Subscription Trend as at April 2017**



## 4.2 4G Data Operators

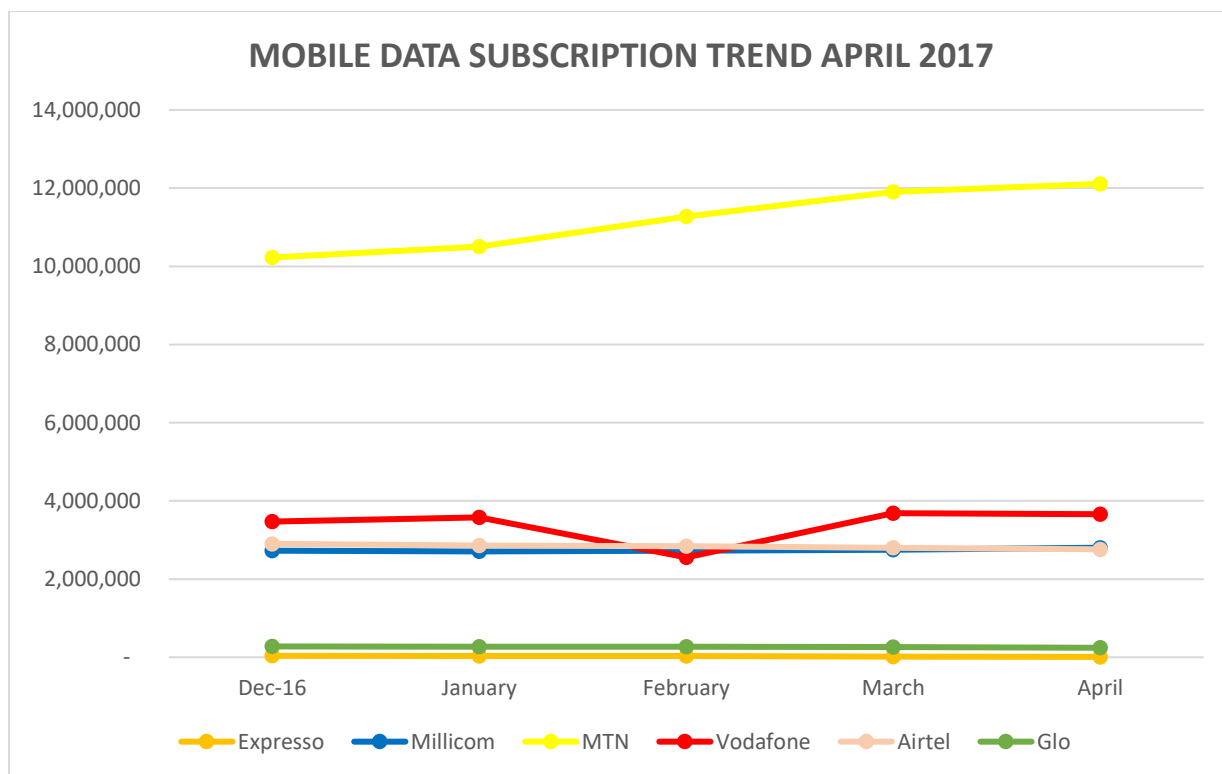
The total number of subscriptions for 4G Data was 305,858 as at the end of April. Surflink recorded subscriptions of 76,554. Blu Ghana recorded a total subscription of 945, Broadband Home recorded a total of 26,378 subscriptions with MTN recording a total of 201,981 subscriptions.

**4.2i Figure 5 – 4G Data Market Share for March 2017**



**4.2ii Figure 6 – Subscription Trends (4G) for April 2017**





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