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# **INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR DECEMBER 2016**

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National Communications Authority

*FEBRUARY 14, 2017*

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## Abbreviations

NCA                      National Communications Authority

BWA                     Broadband Wireless Access

## **TELECOM SUBSCRIPTIONS FOR DECEMBER 2016**

### **1. Introduction**

This report highlights subscriptions within the telecommunication industry for the end of year 2016. The report also presents trends that have occurred in the country's mobile voice subscriptions, fixed telephony trends, mobile data and Broadband Wireless Access (BWA) from January to December, 2016.

### **2. Mobile Voice Subscription for December 2016**

As at the end of 2016, the total number of mobile voice subscriptions increased from 35,008,387 as at the end of the previous year to 38,305,078 as at the end of December 2016. This represents a percentage increase of 9.42%. The total penetration rate for the month under review was 136.34%.

MTN's voice subscriptions for the period was 19,296,157 representing a percentage increase of 2.82% from November 2016's figure of 18,766,106. MTN's market share for the month under review was 50.37%.

Vodafone recorded a decrease in their mobile voice subscription of 8,289,913 as at the end of December 2016. This represents a percentage decrease of 0.18% from November 2016's figure of 8,304,783. Vodafone's market share for December 2016 was 21.64%.

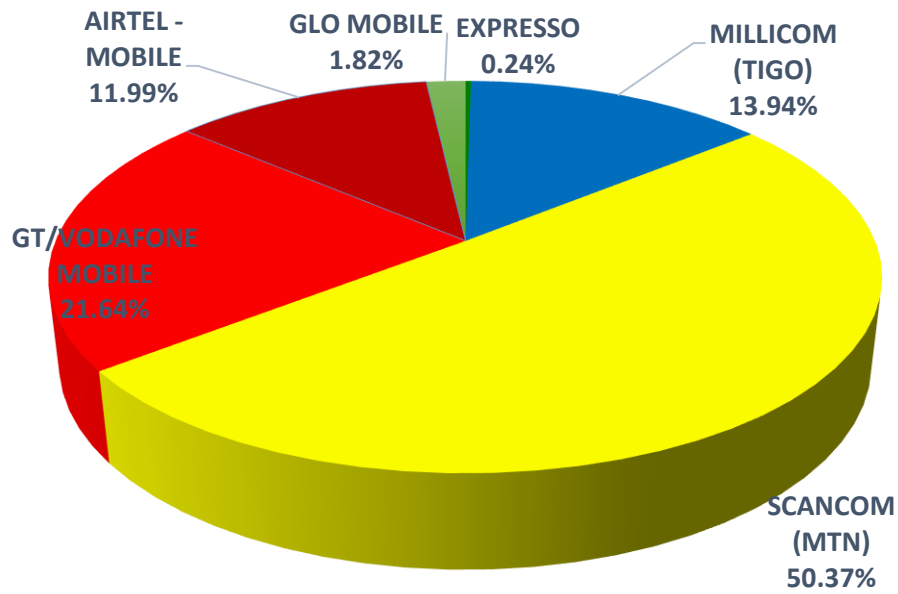
Tigo's mobile voice subscriptions decreased from 5,365,318 as at the end of November 2016 to 5,339,052 at the end of December 2016. This indicates a percentage decrease of 0.49%. Their market share for the month under review was 13.94%.

At the end of December 2016, Airtel's voice subscriptions decreased from 4,649,934 as at the end of the previous month to 4,591,051. This represents a percentage decrease of 1.27%. Their total market share for the month under review was 11.99%.

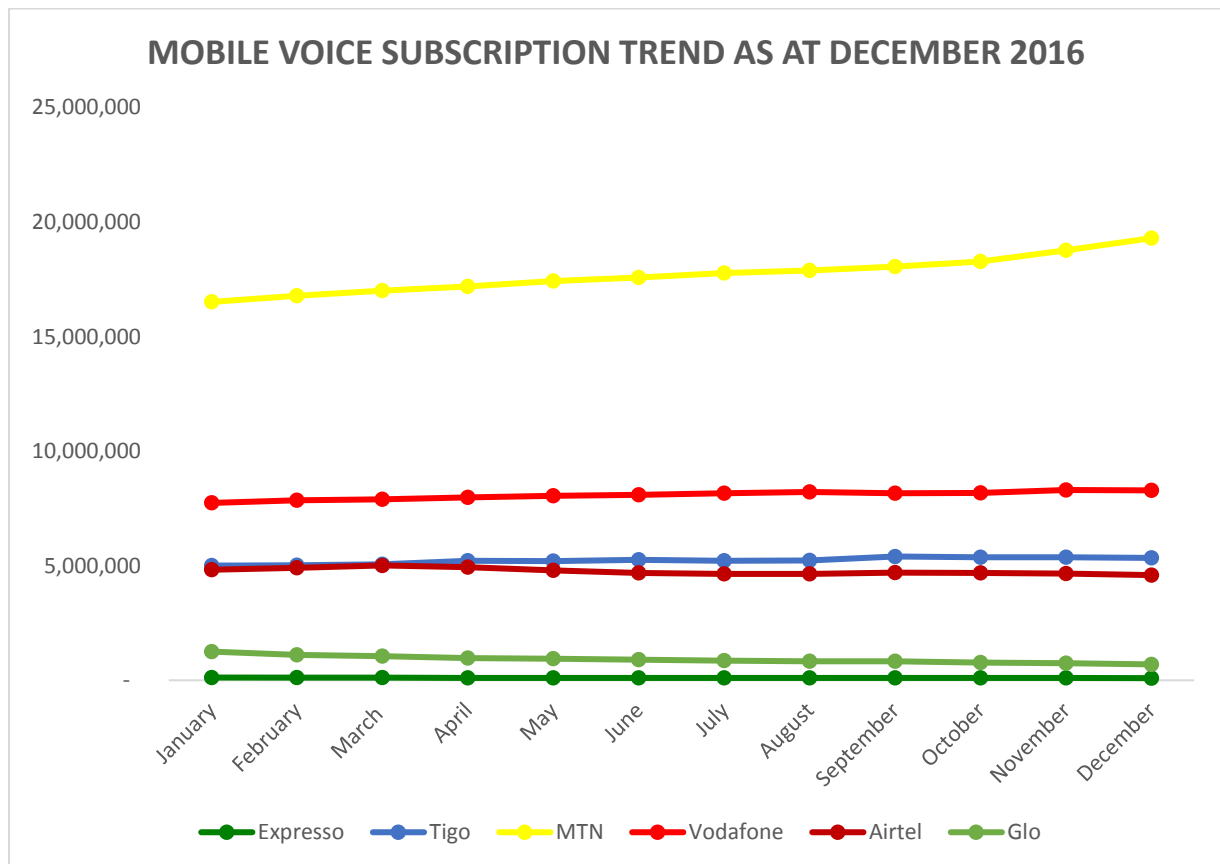
Glo recorded a decrease in their mobile voice subscriptions as figures decreased from 750,751 as at the end of November 2016 to 695,306 at the end of December 2016. This represents a percentage decrease of 7.39%. Their total market share for the month under review was 1.82%.

Expresso's mobile voice subscriptions decreased from 95,548 as at the end of November 2016 to 93,599 as at the end of December 2016. This represents a percentage decrease of 2.04%. Their total market share for the month under review was 0.24%.

**2.1 Chart 1 – Mobile Voice Market Share for December 2016**



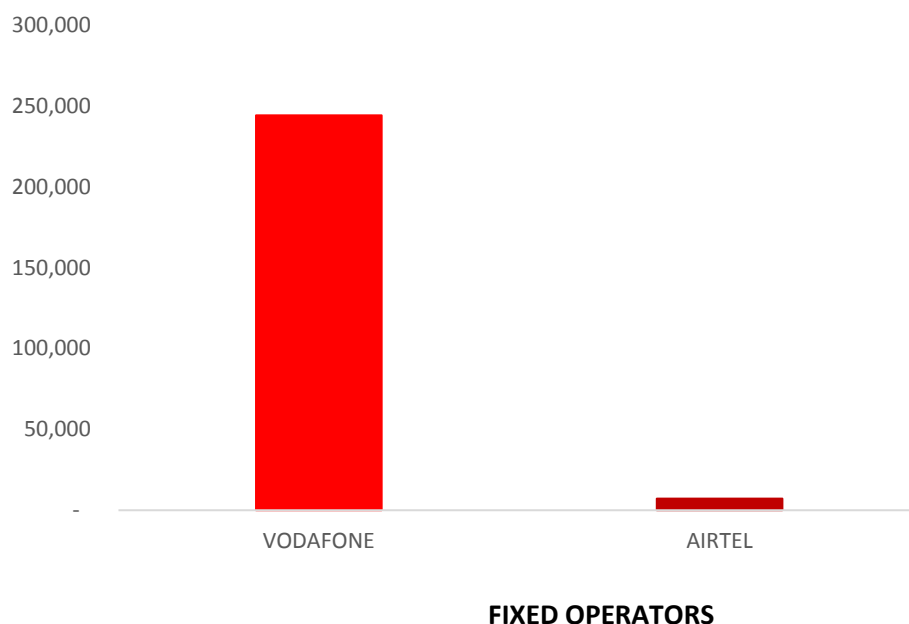
**2.2 Chart 2 – Mobile Voice Subscription Trends from January to December 2016**



### **3. Fixed Telephony**

Two (2) operators provide fixed line services to the public in Ghana. These operators are Vodafone and Airtel. As at December 2016, the total subscription for the fixed operators was 251,490 representing a percentage decrease of 0.55% from the previous month. Vodafone recorded a total subscription of 244,299 while Airtel ended the month with 7,191 subscriptions.

***3.1 Chart 3 – Fixed Telephony Subscriptions for December 2016***



### **4. Mobile Data Figures for December 2016**

At the end of December 2016, Ghana's total mobile data subscription was 19,642,152. A penetration rate of 69.91% was recorded for the month under review.

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

MTN's mobile data subscriptions for December 2016 were 10,226,520. Their market share for the month under review was 52.06%.

Vodafone mobile recorded 3,474,090 subscriptions in December 2016. This is reflected in their market share of 17.69%.

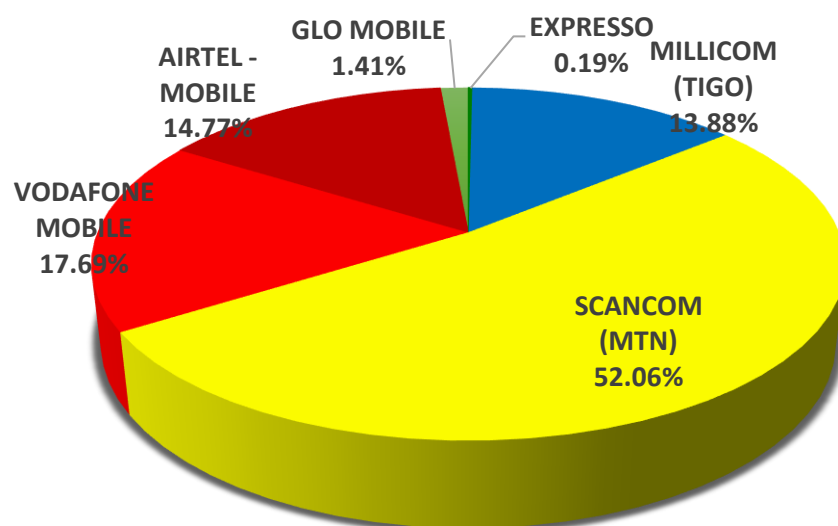
Airtel's mobile data subscriptions for December 2016 were 2,902,009. Their market share for the month under review was 14.77%.

Tigo recorded mobile data subscriptions of 2,725,489 as at the end of December 2016. This represents a market share of 13.88%.

Glo's mobile data subscriptions for December 2016 were 277,372. This is reflected in a market share of 1.41%.

Expresso's mobile data subscriptions as at the end of December 2016 were 36,672. This represents a market share of 0.19% for the month under review.

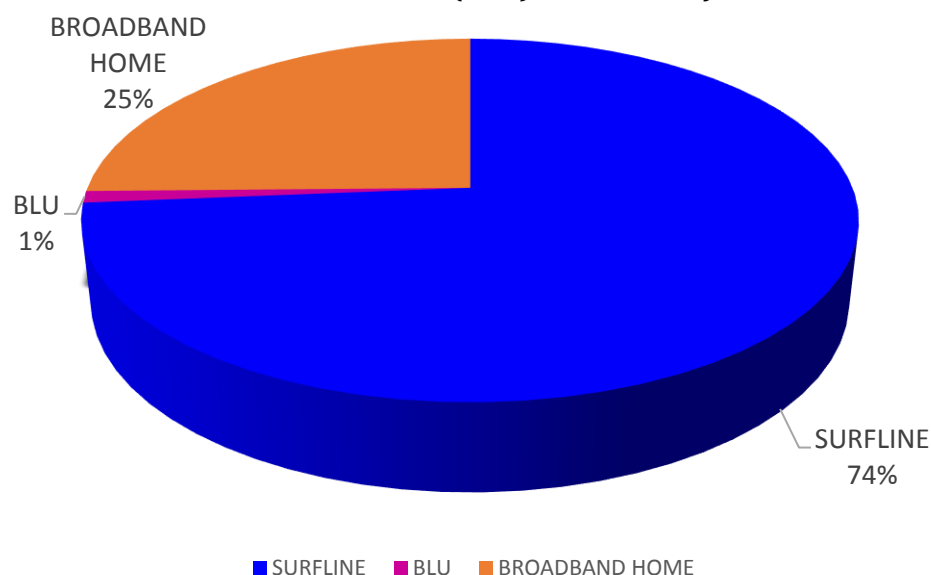
**4.2 Chart 4 – Mobile Data Market Share for December 2016**



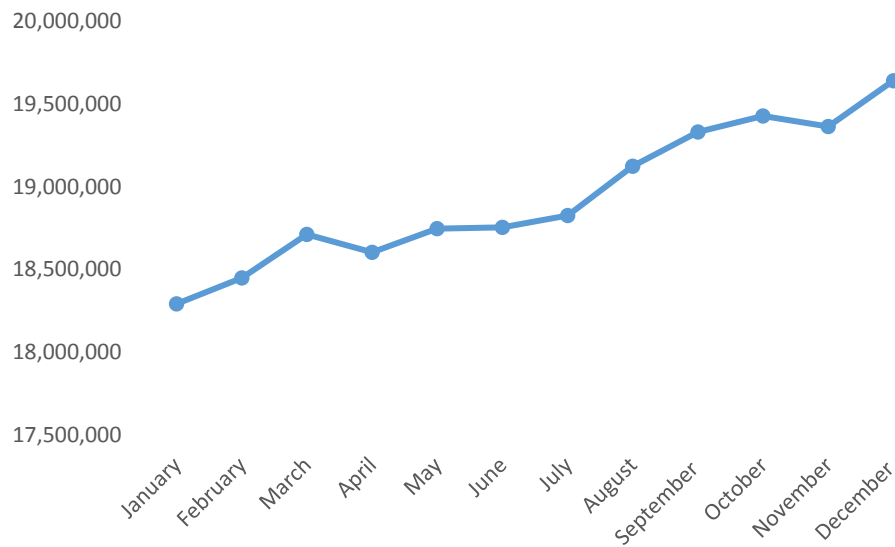
#### **4.3 Broadband Wireless Access (BWA) Operators**

As at the end of December 2016, the total number of subscription for Broadband Wireless Access data was 104,402. Surflin recorded subscriptions of 76,919. Blu Ghana recorded a total subscription of 1,081 and Broadband Home recorded a total of 26,402 subscriptions.

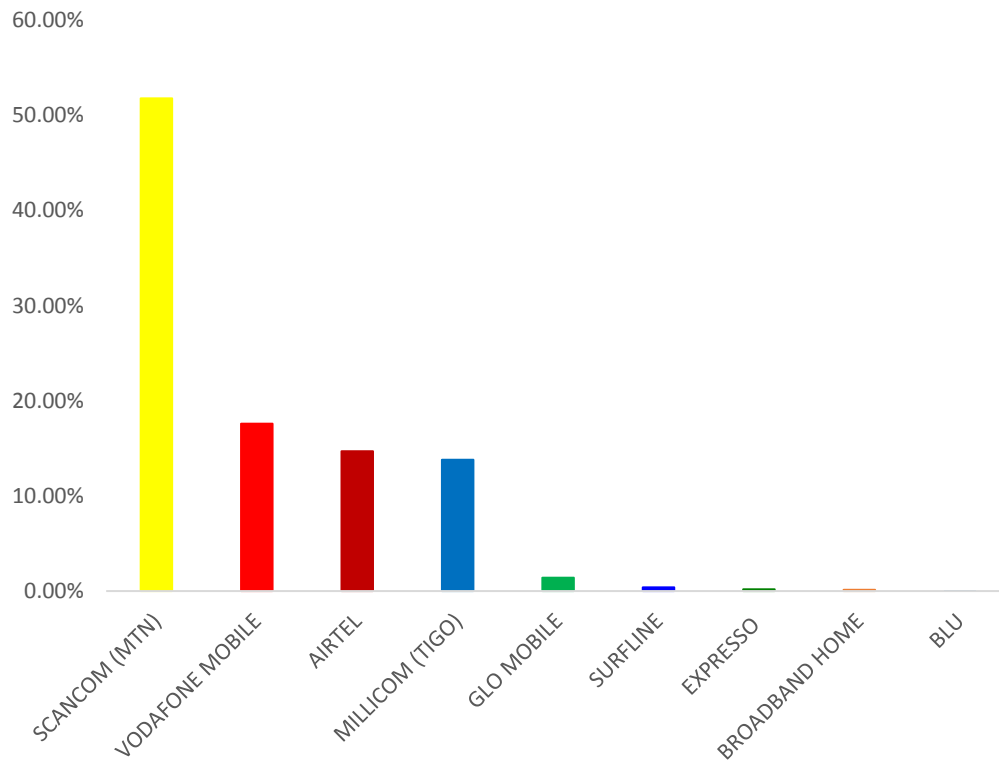
**4.4 Chart 5 – Broadband Wireless Access (BWA) Market Share for December 2016**



**4.5 Chart 6 – Total Mobile Data Subscriptions Trends from January to December 2016**



**4.6 Chart 7 – Total Mobile Data Market Share for December 2016**



**TOTAL MARKET SHARE PER DATA OPERATOR**



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