



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR JULY 2017

National Communications Authority

SEPTEMBER 29, 2017

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Abbreviations

NCA	-	National Communications Authority
MNOs	-	Mobile Network Operators

TELECOM SUBSCRIPTIONS FOR JULY 2017

1. Introduction

This report highlights data trends that have occurred in the telecommunication industry as at the end of July 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 July 2017

At the end of July 2017, the total number of mobile voice subscriptions was 37,136,600. This represents a percentage increase of 1.94% from June 2017's figure of 36,430,847. The total penetration rate for the month under review was 130.35%.

MTN's voice subscriptions for the period was 17,654,968 representing a percentage increase of 2.03% from June 2017's figure of 17,304,425. MTN's market share for the month under review was 47.54%.

Vodafone's mobile voice subscriptions increased from 8,773,444 as at the end of June 2017 to 8,920,617 as at the end of July 2017. This represents a percentage increase of 1.68%. Vodafone's market share for June 2017 was 24.02%.

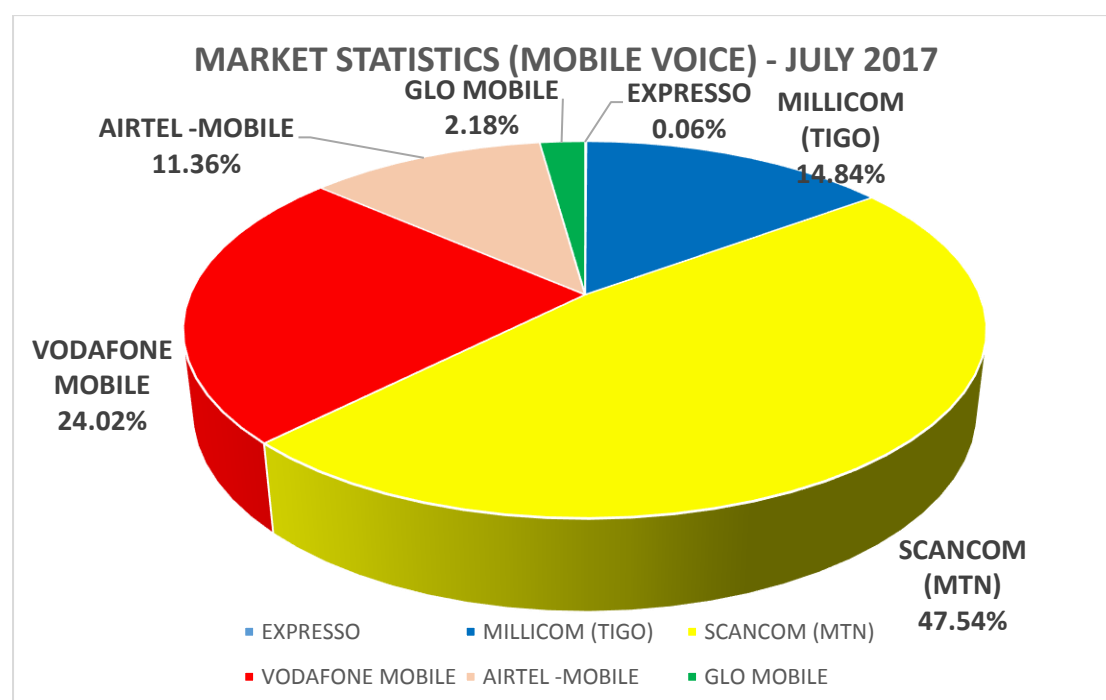
Tigo's voice subscriptions increased from 5,360,443 as at the end of June 2017 to 5,510,992 as at the end of July 2017. This indicates a percentage increase of 2.81%. Their market share for the month under review was 14.84%.

Airtel's voice subscriptions decreased from 4,236,788 as at the end of June 2017 to 4,217,490 as at the end of July 2017. This represents a percentage decrease of 0.46%. Their total market share for the month under review was 11.36%.

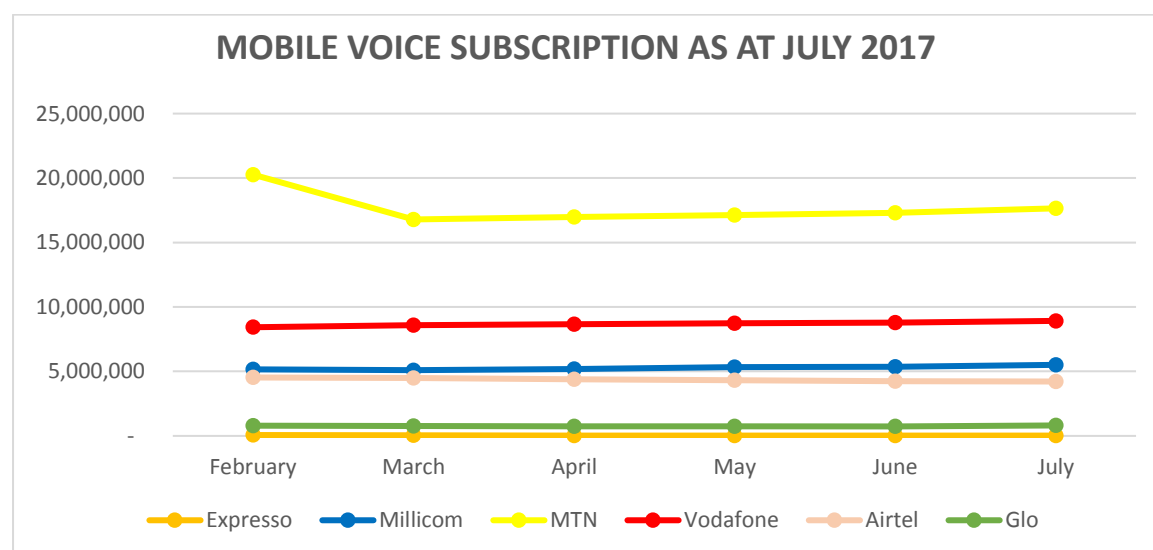
Glo's voice subscriptions increased from 732,483 as at the end of June 2017 to 809,269 at the end of July 2017. This reflects a percentage increase of 10.48% for the month. Their total market share for the month under review was 2.18%.

Expresso's voice subscriber figures was 23,264 as at the end of April 2017. Their total market share for the same period was 0.06%. ***(NB: Expresso's Mobile Voice Subscriptions beyond April, 2017 is unavailable).***

2.1 Figure 1 – Mobile Voice Market Share for July 2017



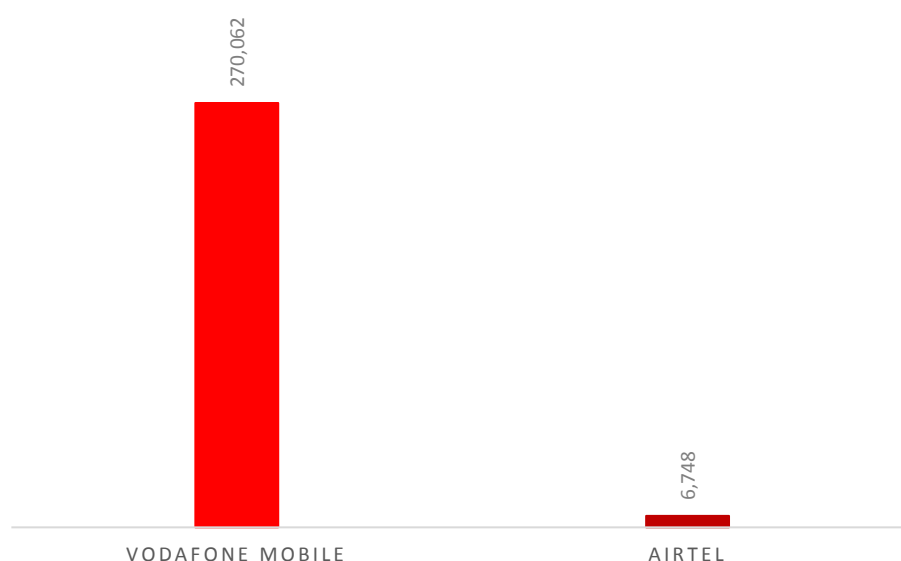
2.1(i) Figure 2 – Mobile Voice Subscription Trend for July 2017



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 the end of July 2017, the total subscriptions for the fixed operators was 276,810 representing a percentage increase of 2.01% from the previous month. Vodafone recorded a total subscription of 270,062 while Airtel ended the month with 6,748 subscriptions.

3.1 Figure 3 – Fixed Telephony Subscriptions for July 2017



FIXED OPERATORS

4. Mobile Data Figures for July 2017

At the end of July 2017, the total subscriptions of mobile data in the country was 22,103,467 with a penetration rate of 77.58%.

4.1 Cellular Mobile Data Operators

MTN's mobile data subscriptions for July 2017 was 12,442,647. Their market share for the month under review was 56.29%.

The total number of subscription for Vodafone's mobile data in July 2017 was 3,641,806. This is reflected in their market share of 16.48%.

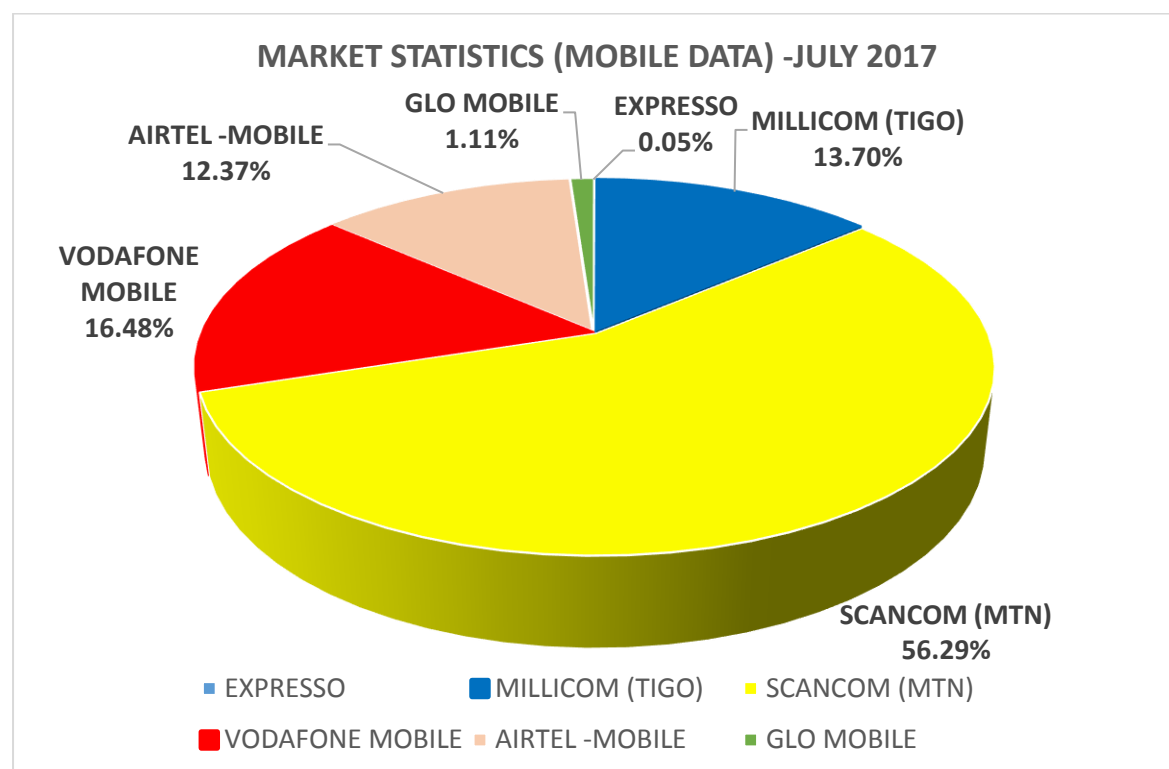
Airtel's mobile data subscriptions for July 2017 was 2,734,649. Their market share for the month was 12.37%.

Tigo's data subscriptions for July 2017 was 3,028,013. Tigo's market share for the month under review was 13.70%.

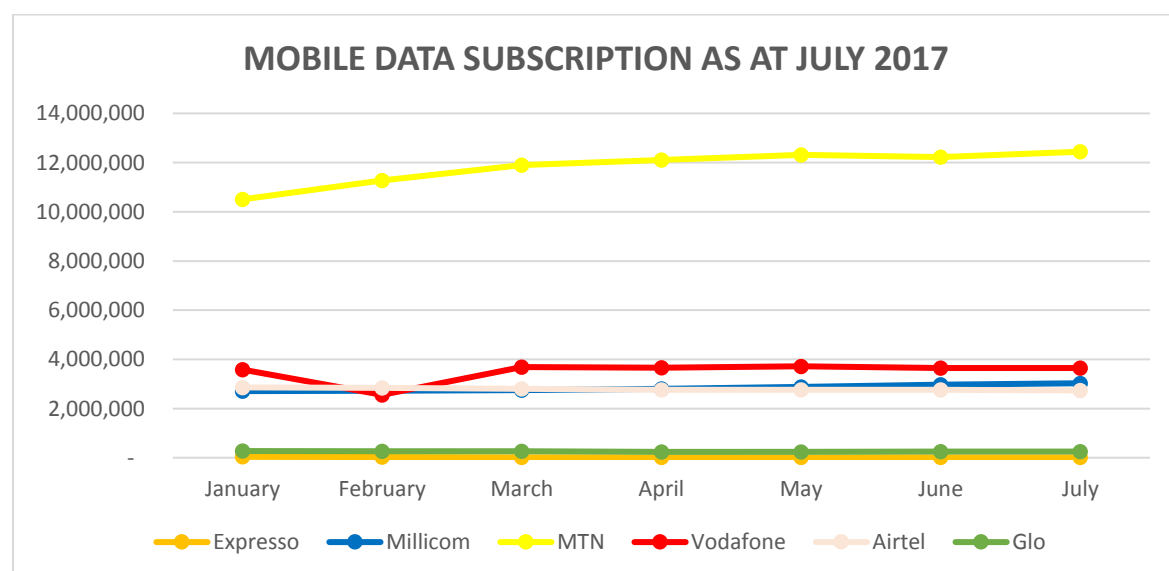
Glo recorded data subscriber figures of 246,201 at the end of July 2017. This reflects a market share of 1.11%.

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. ***(NB: Mobile Data Subscription of Expresso beyond April, 2017 is unavailable)***

4.1(i) Figure 4 – Mobile Data Market Share for July 2017



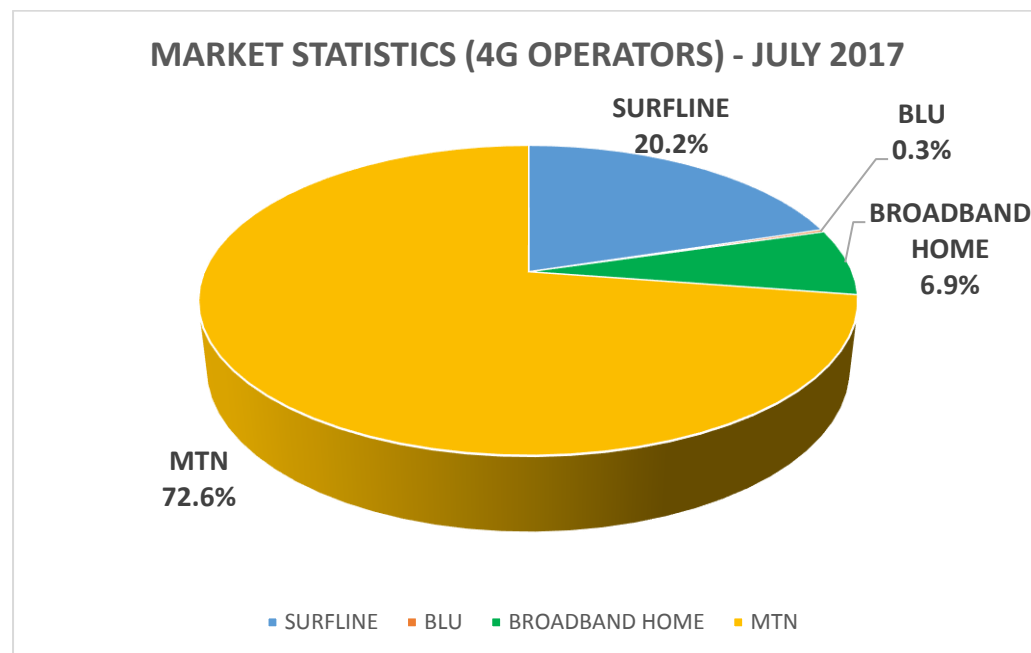
4.1(ii) Figure 5 - Mobile Data Subscription Trend as at July 2017



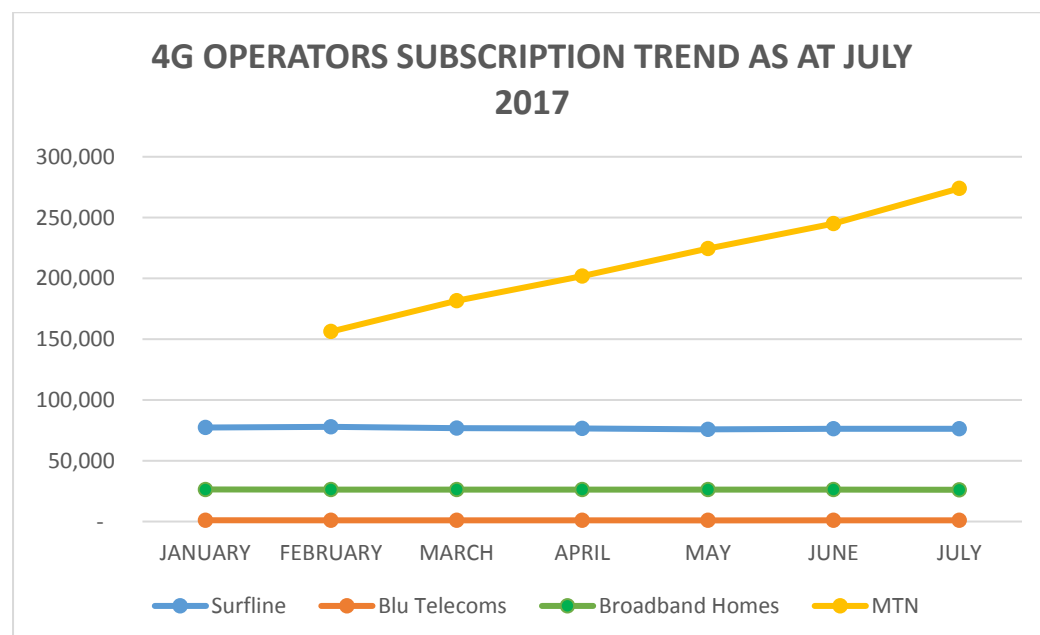
4.2 4G Data Operators

The total number of subscriptions for 4G Data was 377,297 as at the end of July 2017. Surflin recorded subscriptions of 76,232. Blu Ghana recorded a total subscription of 960, Broadband Home recorded a total of 26,126 subscriptions with MTN recording a total of 273,979 subscriptions.

4.2(i) Figure 6 – 4G Data Market Share for July 2017



4.2(ii) Figure 7 – Subscription Trends (4G) for July 2017



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Date – Friday, 29th September, 2017