



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR JULY 2018

National Communications Authority

SEPTEMBER 13, 2018

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Abbreviations

NCA National Communications Authority

TELECOM SUBSCRIPTIONS FOR JULY 2018

1. Introduction

This reports highlights data trends that have occurred in the telecommunication industry as at the end of July 2018. 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 2018

At the end of July 2018, the total number of mobile voice subscriptions was 40,089,004. This represents a percentage increase of 1.83% from June 2018's figure of 39,367,236. The total penetration rate for the month under review was 137.38%.

MTN's voice subscriptions for the period was 19,073,969 representing a percentage increase of 1.83% from June 2018's figure of 18,730,632. MTN's market share for the month under review was 47.58%.

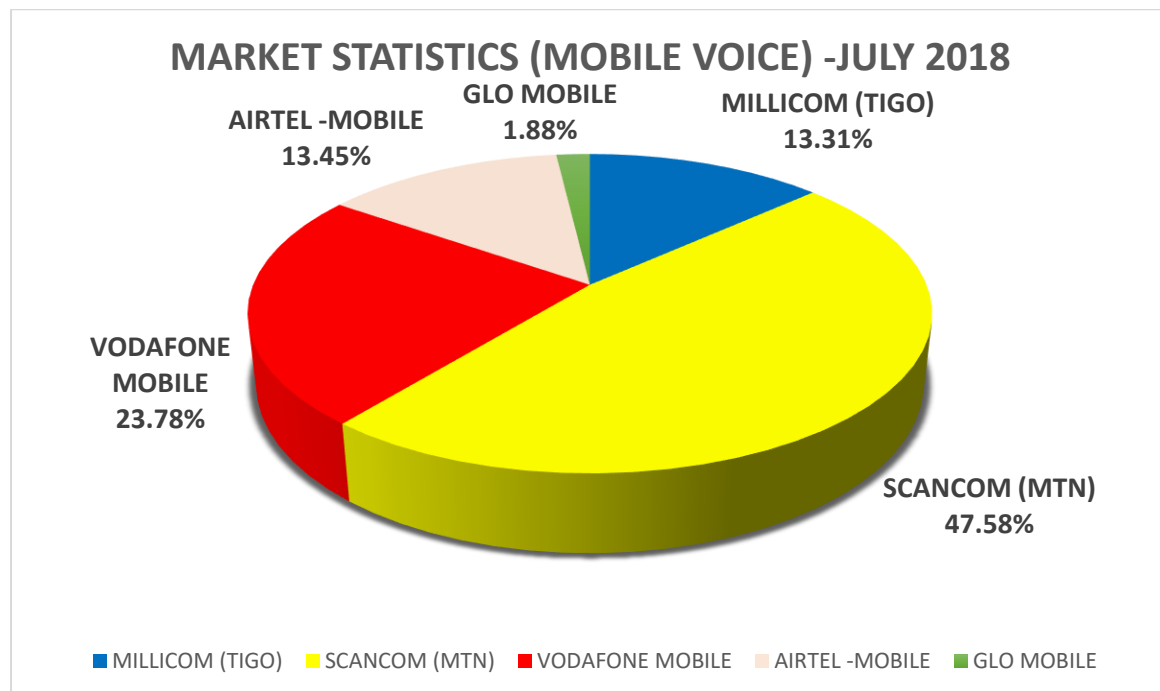
Vodafone's mobile voice subscriptions increased from 9,342,496 as at the end of June 2018 to 9,534,186 as at the end of July 2018. This represents a percentage increase of 2.05%. Vodafone's market share for July 2018 was 23.78%.

Tigo's voice subscriptions increased from 5,158,375 as at the end of June 2018 to 5,337,668 as at the end of July 2018 indicating a percentage increase of 3.48%. Their market share for the month under review was 13.31% as compared to 13.10% in June 2018.

Airtel's voice subscriptions decreased from 5,392,707 as at the end of June 2018 to 5,390,704 as at the end of July 2018, a percentage decrease of -0.04%. Their total market share for the month under review was 13.45%.

Voice subscriptions of Glo increased from 743,026 as at the end of June 2018 to 752,477 at the end of July 2018. With a percentage increase of 1.27%, their total market share for the month under review was 1.88% as compared to 1.89% in June 2018.

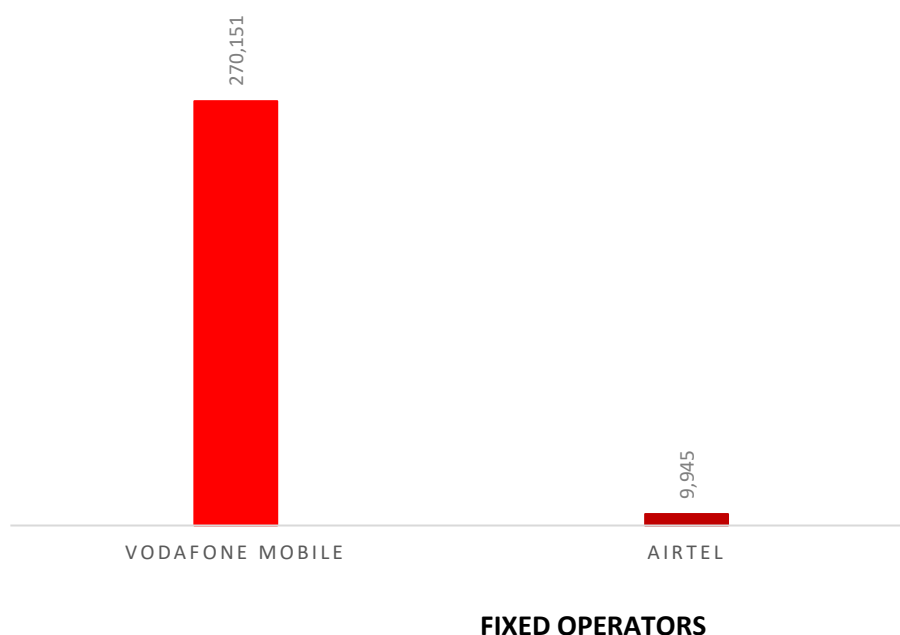
2.1 Chart 1 – Mobile Voice Market Share for July 2018



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 July 2018, the total subscriptions for the fixed operators were 280,096 representing a percentage decrease of -0.12% from the previous month. Vodafone recorded a total subscription of 270,151 while Airtel ended the month with 9,945 subscriptions.

3.1 Chart 2 – Fixed Telephony Subscriptions for July 2018



4. Mobile Data Figures for July 2018

At the end of July 2018, the total subscriptions of mobile data in the country were 22,044,592 with a penetration rate of 75.54%.

4.1 Cellular Mobile Data Operators

MTN's mobile data subscriptions for July 2018 were 12,694,486. Their market share for the month under review was 57.59%.

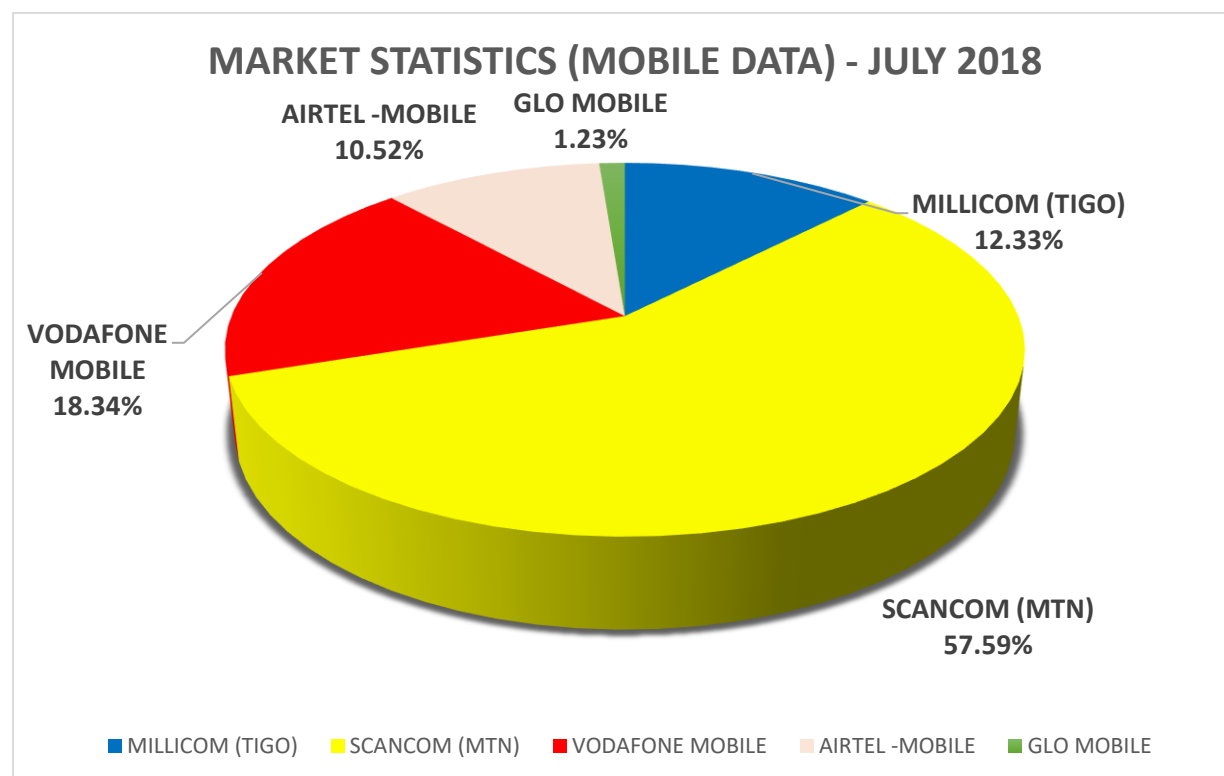
The total number of subscriptions for Vodafone's mobile data in July 2018 was 4,041,889. This is reflected in their market share of 18.34%

Airtel's mobile data subscriptions for July 2018 was 2,319,215. Their market share for the month was 10.52%.

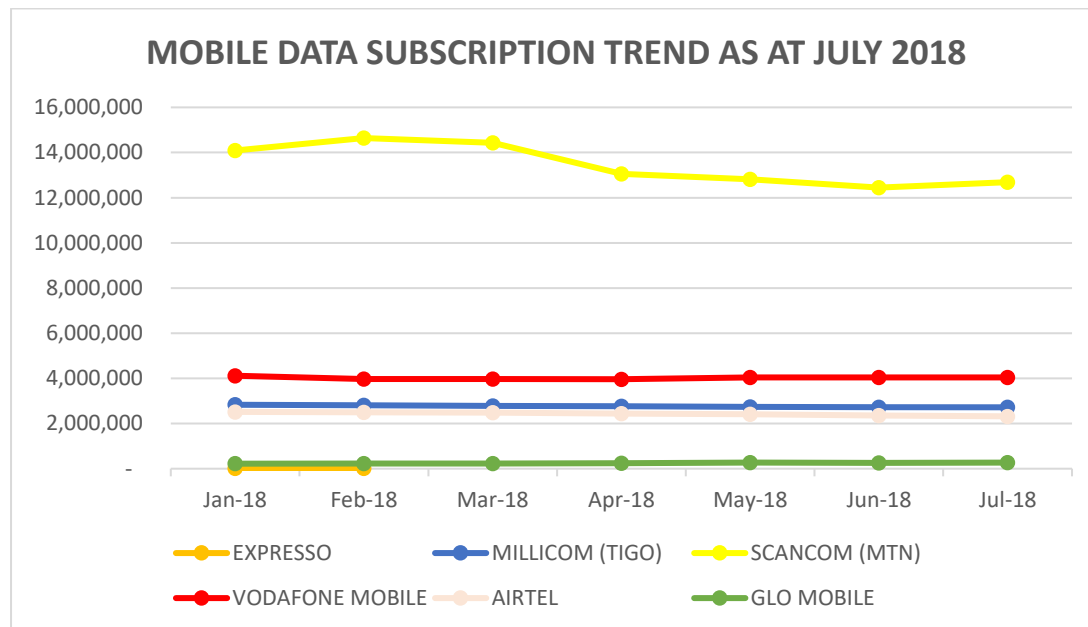
Tigo's data subscriptions for July 2018 was 2,718,524. Tigo's market share for the month under review was 12.33%.

Glo recorded data subscriber figures of 270,478 at the end of July 2018. This reflects a market share of 1.23%.

4.1.i. Chart 3 – Mobile Data Market Share for July 2018



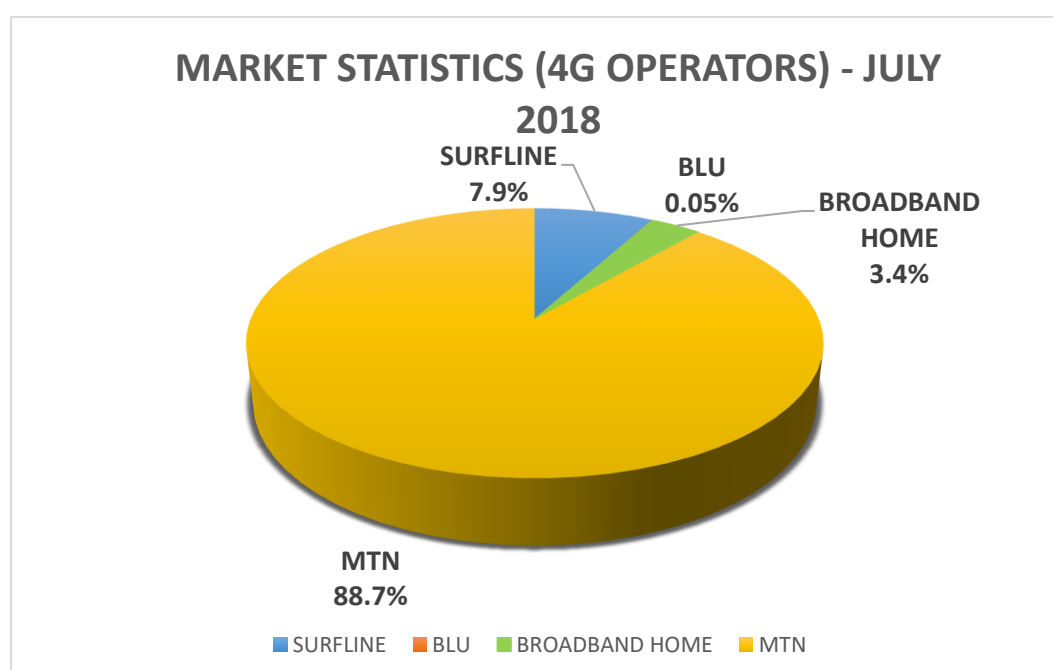
4.1.ii. Chart 4 - Mobile Data Subscription Trend as at July 2018



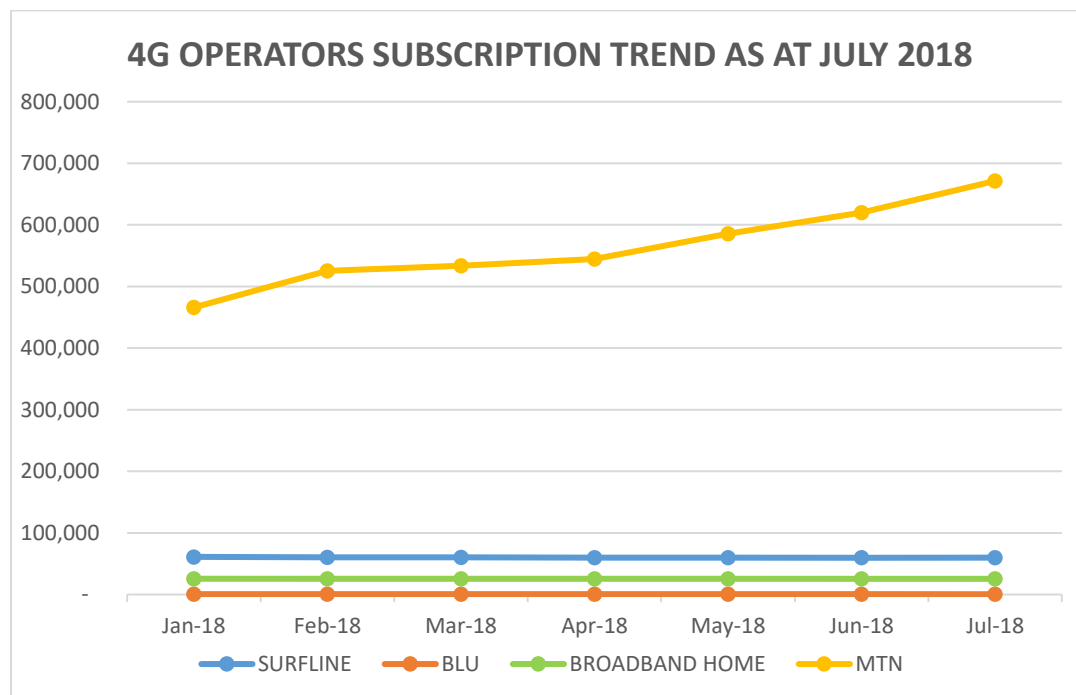
4.2. 4G Data Operators

The total number of subscriptions for 4G Data was 757,187 as at the end of July 2018. Surflin recorded subscriptions of 60,061. Blu Ghana recorded a total subscription of 405. Broadband Home recorded a total of 25,430 subscriptions with MTN recorded a total of 617,291 subscriptions.

4.2i Chart 5 –4G Data Market Share for July 2018



4.2. ii. Chart 6 – Subscription Trends (4G) for July 2018



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