



INDUSTRY INFORMATION - TELECOM SUBSCRIPTIONS FOR JULY 2022

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TELECOM SUBSCRIPTIONS FOR JULY 2022

1.0. Introduction

This report highlights voice and data trends that have occurred in the telecommunication industry as at the end of July 2022 with an estimated country population of 31,494,270. It presents information on Mobile Voice Telephony, Fixed Line as well as Mobile Data subscriptions for the month under review.

2.0. Voice Subscription Figures

Voice Service in Ghana has been classified into two (2). These are Mobile Voice and Fixed Voice being provided by Mobile Network Operators (MNOs) and Fixed Network Operators (FNOs). As at the end of July 2022, the total market for Voice Service was 41,076,204 with a penetration rate of 130.42.

2.1. Mobile Voice Subscription

At the end of July 2022, the total number of voice subscriptions was 40,772,086. This represents a percentage decrease of 0.53% from June 2022's figure of 40,988,879. The total penetration rate for the month under review was 129.46%.

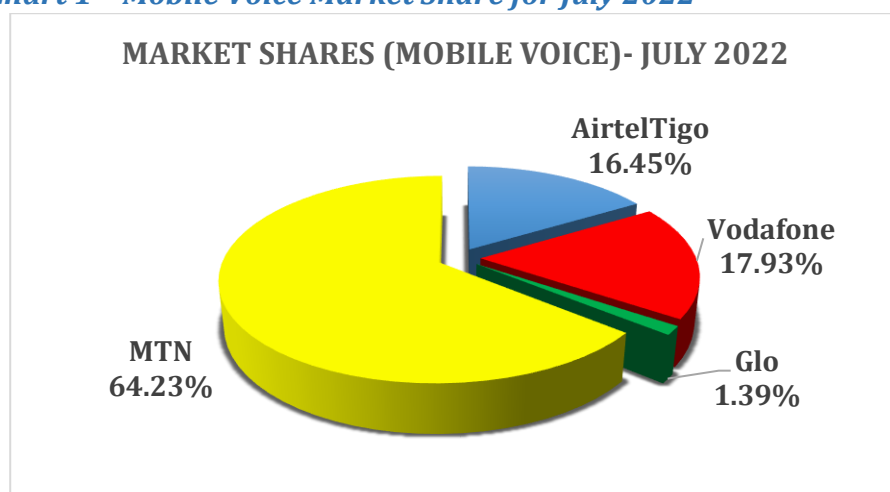
MTN's voice subscriptions for the period was 26,188,917 representing a percentage increase of 1.32% from June 2022's figure of 25,848,409. MTN's market share for the month under review was 64.23%.

Vodafone's mobile voice subscriptions decreased from 7,323,652 as at the end of June 2022 to 7,311,811 as at the end of July 2022. This represents a percentage decrease of 0.16%. Vodafone's market share for July 2022 was 17.93%.

AirtelTigo's voice subscriptions decreased from 6,826,853 as at the end of June 2022 to 6,706,032 as at the end of July 2022 indicating a percentage decrease of 1.77%. Their market share for the month under review was 16.45% as compared to 16.66% in June 2022.

Voice subscriptions of Glo decreased from 989,965 as at the end of June 2022 to 565,326 at the end of July 2022. With a percentage decrease of 42.89%, their total market share for the month under review was 1.39%.

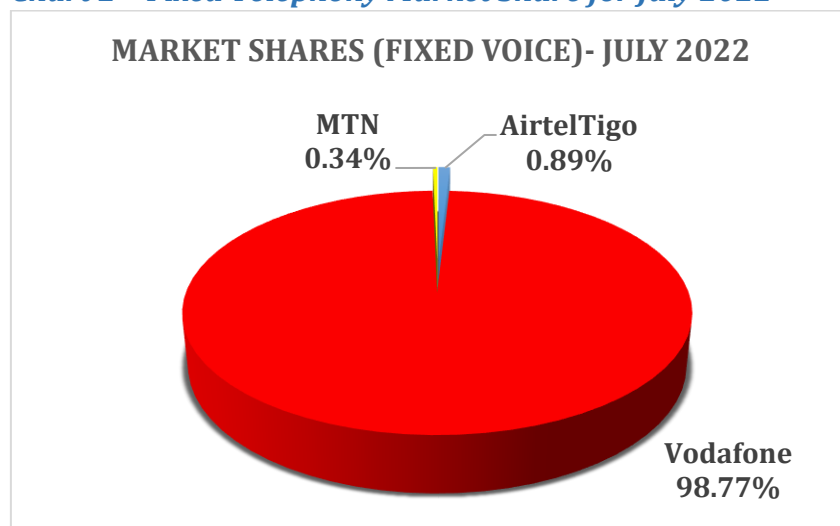
Chart 1 – Mobile Voice Market Share for July 2022



2.2. Fixed Telephony Subscriptions

There are three (3) Operators providing Fixed Line services in Ghana. These Operators are AirtelTigo, MTN and Vodafone. As at the end of July 2022, the total subscriptions for the Fixed Operators stood at 304,118, a decrease of 3,365 subscriptions from the previous month's subscription of 307,483. Vodafone ended the month with 300,363 subscriptions; AirtelTigo recorded a total subscription of 2,720 with MTN recording 1,035 subscriptions.

Chart 2 – Fixed Telephony Market Share for July 2022



3.0. Data Subscription Figures

In Ghana, Data Service is being provided by Mobile Network Operators (MNOs), Fixed Network Operators (FNOs) and Broadband Wireless Access Operators (BWAs). With an estimated population of 31,494,270, the total subscriptions of data in the country at the end of July 2022 was 24,201,774. The penetration rate for the period stood at 76.85%

3.1. Mobile Network Operators (MNOs) Mobile Data Subscriptions

There are four (4) Operators providing Mobile Data service namely, AirtelTigo, Glo, MTN and Vodafone. At the end of July 2022, the total number of mobile data subscriptions was 24,054,846. The penetration rate for the period stood at 76.38%.

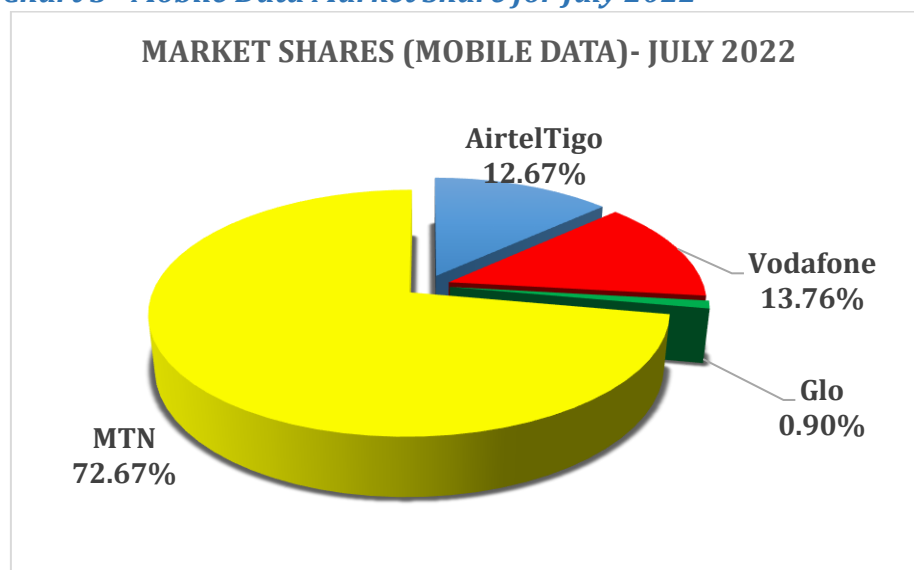
MTN ended the month of July with 17,479,457 mobile data subscriptions. Their market share for the month under review was 72.67%.

The total number of subscriptions for Vodafone's mobile data in July 2022 was 3,309,923. This is reflected in their market share of 13.76%.

AirtelTigo's mobile data subscriptions for July 2022 was 3,047,787. Their market share for the month was 12.67%.

Glo recorded data subscription figures of 217,679 at the end of July 2022. This reflects a market share of 0.90%.

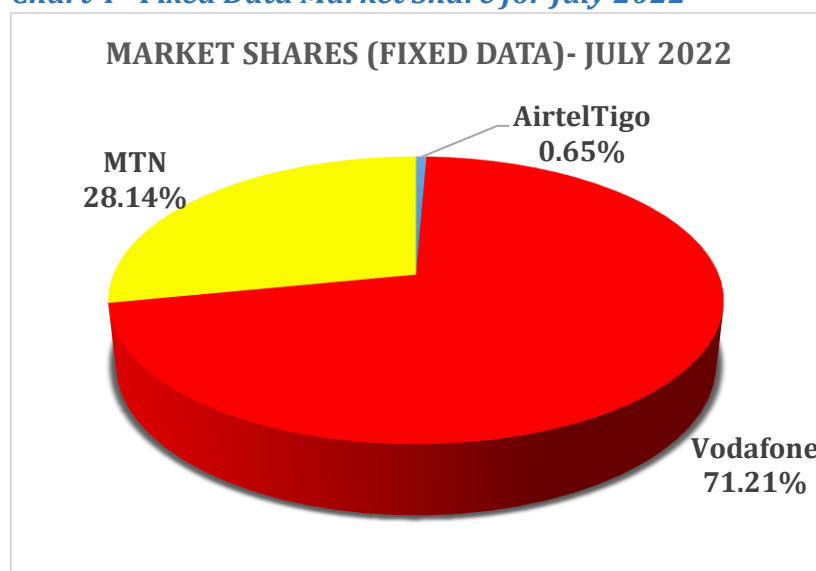
Chart 3 –Mobile Data Market Share for July 2022



3.2. Fixed Network Data Subscriptions

There are three (3) Operators providing fixed data services in Ghana. They are Vodafone, AirtelTigo and MTN. As at the end of July 2022, the total number of fixed data subscriptions was 98,860 with Vodafone recording 70,401. AirtelTigo and MTN ended the month with 639 and 27,820 subscriptions respectively.

Chart 4 –Fixed Data Market Share for July 2022

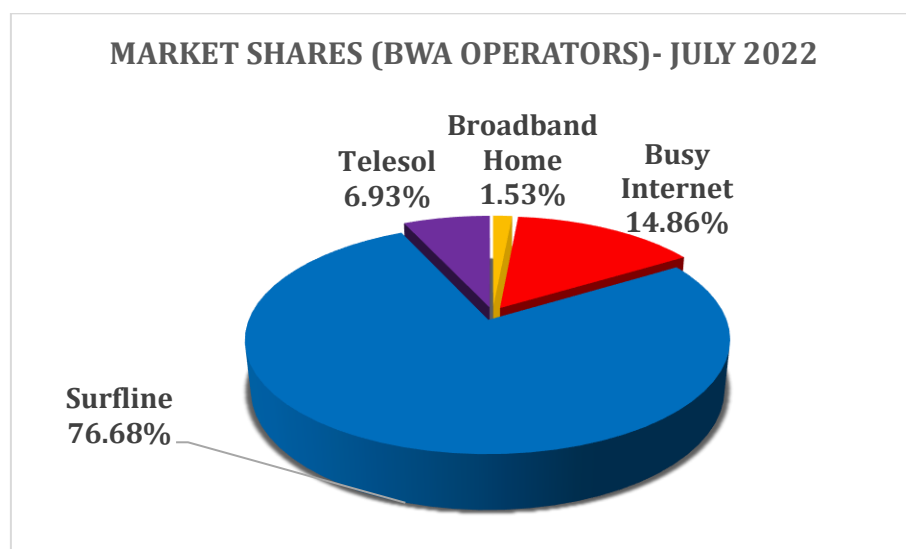


3.3. Broadband Wireless Access (BWA) Subscriptions

Broadband Wireless Access (BWA) Operators provide broadband data access through wireless media to consumer and business markets. In Ghana, there are four (4) BWA Operators namely Surfline, Broadband Home, Telesol and Busy Internet.

The total subscriptions for BWA stood at 48,068 as at the end of July 2022. Surflin recorded subscriptions of 36,858 whilst Broadband Home ended the month with 734 subscriptions. Telesol and Busy Internet recorded 3,332 and 7,144 subscriptions respectively.

Chart 5 –BWA Data Market Share for July 2022

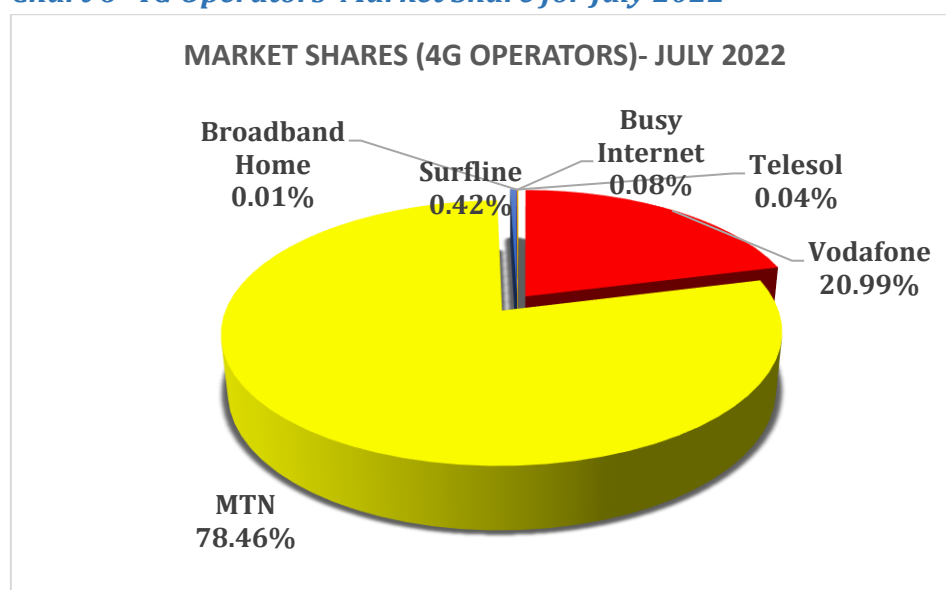


3.4. 4G Data

Currently, there are six (6) Operators providing 4G data services in Ghana. They are Vodafone, Surflin, MTN, Telesol, Broadband Home and Busy Internet. As at the end of July 2022, the total number of 4G data subscriptions was 8,683,118 with MTN and Vodafone recording 6,812,557 and 1,822,493 respectively.

Surflin ended the month with 36,858 subscriptions while subscriptions for Busy Internet, Telesol and Broadband Home stood at 7,144, 3,332 and 734 respectively.

Chart 6- 4G Operators' Market Share for July 2022



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Date – 18th October, 2022