

**INDUSTRY MARKET STATISTICS (DATA SUBSCRIPTION TREND FOR APRIL 2021)**

<b>MOBILE NETWORK DATA OPERATORS (MNOs)</b>	<b>Jan-21</b>	<b>Feb-21</b>	<b>Mar-21</b>	<b>Apr-21</b>
Airtel Ghana Limited (AirtelTigo)	3,883,368	3,836,047	3,813,629	3,787,039
Ghana Telecommunications Company Limited (Vodafone Ghana)	3,068,642	3,105,145	3,129,421	3,158,167
Glo Mobile Ghana Limited (Glo)	343,587	334,459	382,650	379,309
Scancom PLC Ghana Limited (MTN Ghana)	19,312,540	15,214,710	15,615,040	15,438,968
<b>TOTAL MOBILE</b>	<b>26,608,137</b>	<b>22,490,361</b>	<b>22,940,740</b>	<b>22,763,483</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>0.52%</b>	<b>-15.48%</b>	<b>2.00%</b>	<b>-0.77%</b>
<b>MONTH OVER MONTH GROWTH PER OPERATOR (MOBILE)</b>				
Airtel Ghana Limited (AirtelTigo)	-1.09%	-1.22%	-0.58%	-0.70%
Ghana Telecommunications Company Limited (Vodafone Ghana)	0.43%	1.19%	0.78%	0.92%
Glo Mobile Ghana Limited (Glo)	0.61%	-2.66%	14.41%	-0.87%
Scancom PLC Ghana Limited (MTN Ghana)	0.87%	-21.22%	2.63%	-1.13%
<b>FIXED NETWORK DATA OPERATORS (FNOs)</b>				
Airtel Ghana Limited (AirtelTigo)	707	711	674	661
Ghana Telecommunications Company Limited (Vodafone Ghana)	62,006	62,546	63,208	63,208
Scancom PLC Ghana Limited (MTN Ghana)	21,052	21,149	21,655	23,206
<b>TOTAL FIXED</b>	<b>83,765</b>	<b>84,406</b>	<b>85,537</b>	<b>87,075</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>8.75%</b>	<b>0.77%</b>	<b>1.34%</b>	<b>1.80%</b>
<b>MONTH OVER MONTH GROWTH PER OPERATOR (FIXED)</b>				
Airtel Ghana Limited (AirtelTigo)	1.00%	0.57%	-5.20%	-1.93%
Ghana Telecommunications Company Limited (Vodafone Ghana)	-0.45%	0.87%	1.06%	0.00%
Scancom PLC Ghana Limited (MTN Ghana)	49.96%	0.46%	2.39%	7.16%
<b>BROADBAND WIRELESS ACCESS OPERATORS (BWAs)</b>				
Blu Telecommunications Limited	124	117	116	NIL
Broadband Home	1,056	1,056	1,056	1,056
Busy Internet Ghana Limited (Busy)	6,591	6,630	6,693	6,643

Surflin Communications Limited (Surflin)	41,387	42,750	43,511	43,777
Telesol Ghana Limited (Telesol)	1,721	1,725	NIL	1,721
<b>TOTAL BWA</b>	<b>50,879</b>	<b>52,278</b>	<b>51,376</b>	<b>53,197</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>1.18%</b>	<b>2.75%</b>	<b>-1.73%</b>	<b>3.54%</b>
<b>MONTH ON MONTH GROWTH PER OPERATOR(BWA)</b>				
Blu Telecommunications Limited	-24.39%	-5.65%	-0.85%	NIL
Broadband Home	0.00%	0.00%	0.00%	0.00%
Busy Internet Ghana Limited (Busy)	-4.13%	0.59%	0.95%	-0.75%
Surflin Communications Limited (Surflin)	2.29%	3.29%	1.78%	0.61%
Telesol Ghana Limited (Telesol)	-0.52%	0.23%	NIL	NIL
<b>TOTAL MARKET</b>				
MNOs	26,608,137	22,490,361	22,940,740	22,763,483
FNOs	83,765	84,406	85,537	87,075
BWAs	50,879	52,278	51,376	53,197
<b>TOTAL DATA SUBSCRIPTION</b>	<b>26,742,781</b>	<b>22,627,045</b>	<b>23,077,653</b>	<b>22,903,755</b>
<b>MONTH OVER MONTH GROWTH</b>	<b>0.55%</b>	<b>-15.39%</b>	<b>1.99%</b>	<b>-0.75%</b>
<b>POPULATION</b>	<b>30,984,512</b>	<b>31,046,481</b>	<b>31,108,574</b>	<b>31,170,791</b>
GROWTH RATE				
<b>PENETRATION</b>				
MNOs	85.88%	72.44%	73.74%	73.03%
FNOs	0.27%	0.27%	0.27%	0.28%
<b>BWAs</b>	<b>0.16%</b>	<b>0.17%</b>	<b>0.17%</b>	<b>0.17%</b>
<b>TOTAL PENETRATION</b>	<b>86.31%</b>	<b>72.88%</b>	<b>74.18%</b>	<b>73.48%</b>
<b>MARKET SHARE</b>				
MNOs	99.50%	99.40%	99.41%	99.39%
FNOs	0.31%	0.37%	0.37%	0.38%
BWAs	0.19%	0.23%	0.22%	0.23%

<b>MARKET SHARE FOR MNO DATA OPERATORS</b>				
Airtel Ghana Limited (AirtelTigo)	14.59%	17.06%	16.62%	16.64%
Ghana Telecommunications Company Limited (Vodafone Ghana)	11.53%	13.81%	13.64%	13.87%
Glo Mobile Ghana Limited (Glo)	1.29%	1.49%	1.67%	1.67%
Scancom PLC Ghana Limited (MTN Ghana)	72.58%	67.65%	68.07%	67.82%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
<b>MARKET SHARE PER FIXED OPERATORS</b>				
Airtel Ghana Limited (AirtelTigo)	0.84%	0.84%	0.79%	0.76%
Ghana Telecommunications Company Limited (Vodafone Ghana)	74.02%	74.10%	73.90%	72.59%
Scancom PLC Ghana Limited (MTN Ghana)	25.13%	25.06%	25.32%	26.65%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
<b>MARKET SHARE PER BWA OPERATORS</b>				
Blu Telecommunications Limited	0.24%	0.22%	0.23%	NIL
Broadband Home	2.08%	2.02%	2.06%	1.99%
Busy Internet Ghana Limited (Busy)	12.95%	12.68%	13.03%	12.49%
Surflin Communications Limited (Surflin)	81.34%	81.77%	84.69%	82.29%
Telesol Ghana Limited (Telesol)	3.38%	3.30%	NIL	3.24%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**Note**

The NIL indicates that no data has been received from these companies

This data does not include ISPs