

Ghana Telecommunications Report Q4 2016

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Abstracts

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BMI View: Leading operator MTN Ghana launched 4G services in June 2016, following its licence and spectrum acquisition in December 2015. The operator has built infrastructure in Ghana's regional capitals and is currently swapping SIM cards to get customers ready for the launch. We expect the operator to concurrently develop its VAS offerings to monetise the advantage of having the country's only 4G voice licence. Although, we maintain the view that monetisation of this network will occur in the long-term as the majority of consumers will still opt for more affordable 3G services.

Latest Updates & Industry Developments

The Ghanaian mobile market grew to 36.1mn subscriptions in Q116, according to the regulator. The penetration rate reached 131.3% and MTN commanded a market share of 47.1%.

The mobile data market for mobile phones grew to 18.8mn in Q116, which translates to a penetration rate of 68.2%, according to the regulator. In comparison, 101,851 subscribers used broadband wireless access, which provides fixed access points over 4G technology. Approximately 75,000 customers had wireline broadband subscriptions.

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