

# QUARTERLY TELECOM STATISTICS

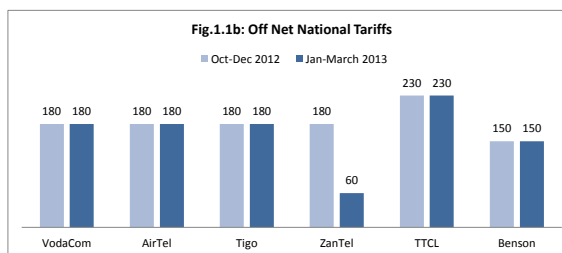
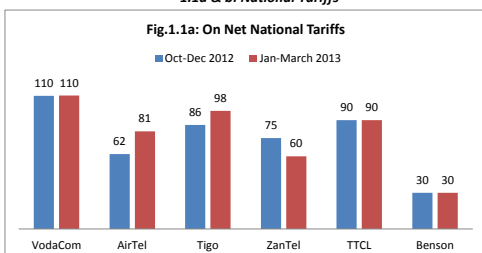
## Quarter 3 (March 2013) Report

### 1. Voice Prepaid Tariffs (Without TAX)

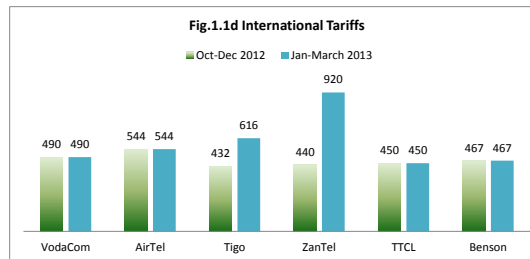
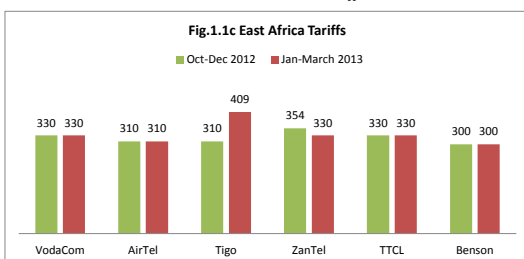
#### 1.1 Weighted Prepaid Tariffs per Operators (Tshs)

	VodaCom	AirTel	Tigo	ZanTel	TTCL	Benson
<b>Oct-Dec 2012</b>						
<i>On Net Calls</i>	110	62	86	75	90	30
<i>Off Net calls</i>	180	180	180	180	230	150
<i>East Africa calls</i>	330	310	310	354	330	300
<i>International Calls</i>	490	544	432	440	450	467
<i>SMS National</i>	25	45	49	40	0	25
<i>SMS International</i>	100	100	98	75	0	70
<b>Jan-March 2013</b>						
<i>On Net Calls</i>	110	81	98	60	90	30
<i>Off Net calls</i>	180	180	180	60	230	150
<i>East Africa calls</i>	330	310	409	330	330	300
<i>International Calls</i>	490	544	616	920	450	467
<i>SMS National</i>	25	45	49	25	0	25
<i>SMS International</i>	100	100	98	92	0	70

#### 1.1a & b: National Tariffs



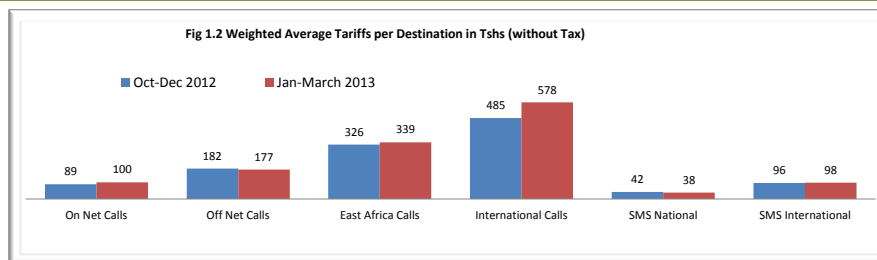
#### 1.1c & d: International Tariffs



#### 1.2 Weighted Average Tariffs per Destination (WAD) Tshs

These are estimated charges incurred on average per each call destination. They are obtained by weighting the tariffs per operator with its market shares on traffic

	On Net Calls	Off Net Calls	East Africa Calls	International Calls	SMS National	SMS International	Aggregate Tariff (Voice)	Aggregate Tariff (SMS)
<b>Oct-Dec 2012</b>	89	182	326	485	42	96	96	42
<b>Jan-March 2013</b>	100	177	339	578	38	98	104	39

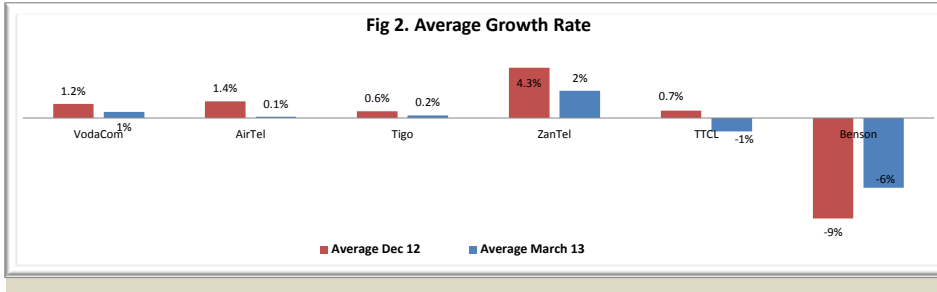


## 2. Voice TeleCom Subscriptions

### 2.1 Subscriptions per Operators

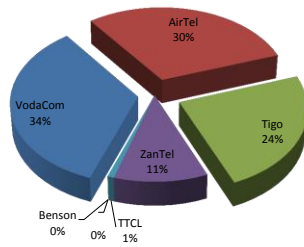
	VodaCom	AirTel	Tigo	ZanTel	TTCL	Benson	TOTAL
Oct 2012	9,132,703	8,121,079	6,295,765	2,835,829	218,792	872	26,605,040
Nov 2012	9,246,578	8,232,258	6,332,990	3,039,265	218,792	744	27,070,627
Dec 2012	9,357,672	8,356,095	6,370,796	3,083,889	221,663	725	27,390,840
Jan 2013	9,367,186	8,418,145	6,377,632	2,927,526	216,055	593	27,307,137
Feb 2013	9,454,790	8,446,963	6,391,592	3,045,913	214,336	550	27,554,144
Mar 2013	9,467,484	8,440,040	6,408,742	3,070,728	211,167	528	27,598,689

### Fig 2. Average Growth Rate

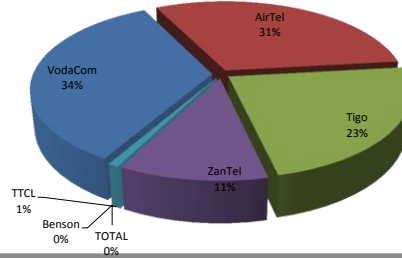


### 2.3 Quarterly Operator's Subscriptions Market Shares

#### Fig.2.3b Subscription Market Share (Dec 2012)



#### Fig.2.3a Subscription Market Share (March 2013)

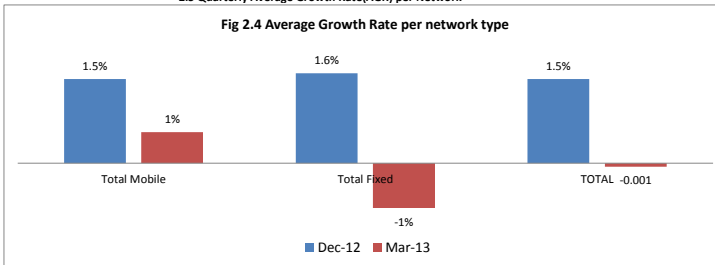


### 2.4 Subscriptions to Fixed and Mobile Networks

	Total Mobile	TTCL Fixed	ZanTel Fixed	Total Fixed	TOTAL
October 2012	26,434,040	161,148	9,852	171,000	26,605,040
November 2012	26,899,556	161,148	9,923	171,071	27,070,627
December 2012	27,214,473	166,148	10,219	176,367	27,390,840
Jan 2013	27,134,828	162,148	10,161	172,309	27,307,137
Feb 2013	27,382,346	161,498	10,300	171,798	27,554,144
March 2013	27,428,903	159,639	10,147	169,786	27,598,689

### 2.5 Quarterly Average Growth Rate (AGR) per Network

#### Fig 2.4 Average Growth Rate per network type



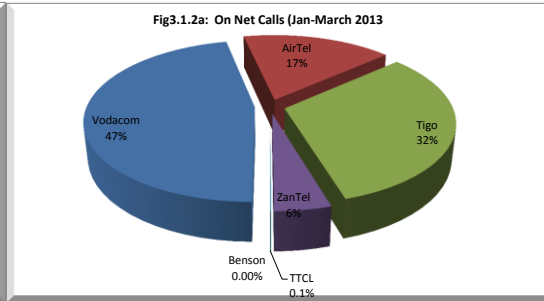
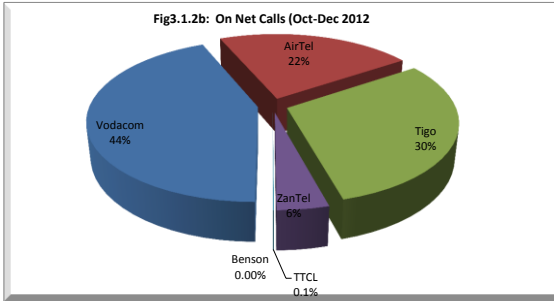
### 3. Traffic Calls (Minutes)

#### 3.1 National Traffic

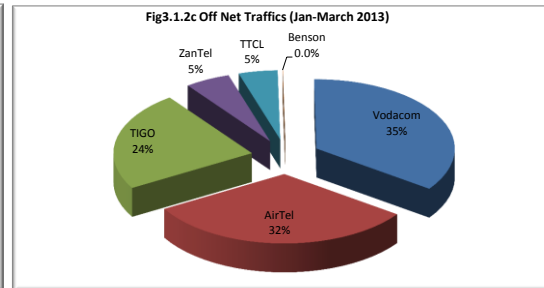
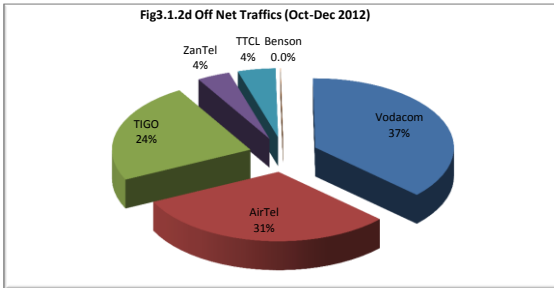
	Oct-Dec 2012	Jan-March 2013	Change
On Net Calls	7,401,611,581	6,940,819,091	-6%
Off Net Calls	260,893,340	245,308,523	-6%
<b>Total</b>	<b>7,662,504,921</b>	<b>7,186,127,614</b>	<b>-6%</b>

#### 3.1.2 Quarterly National Traffic Operator's Market Share

##### 3.1.2(a) On Net Traffics



##### 3.1.2(b) Off Net Traffics

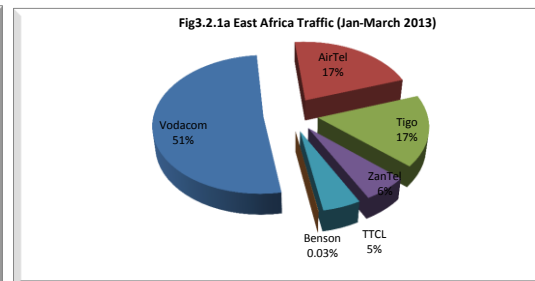
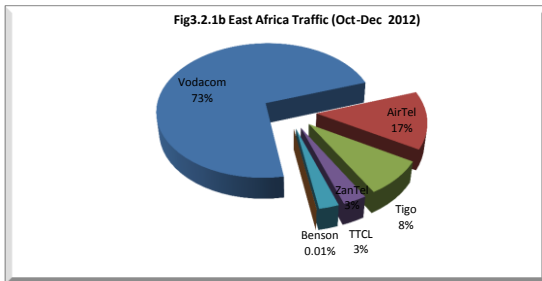


#### 3.2. International Traffic

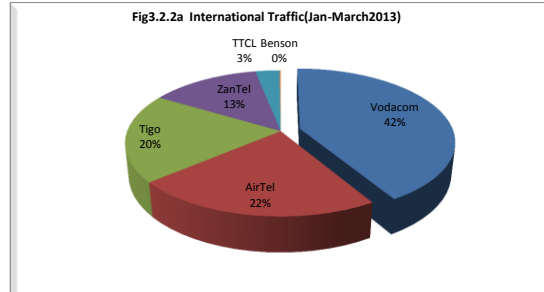
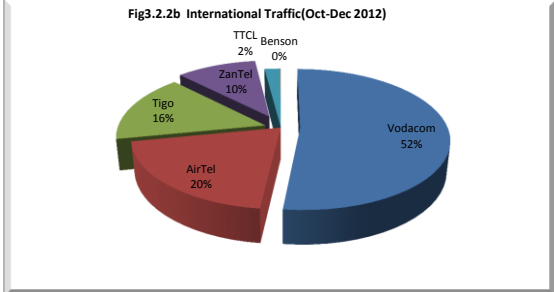
	Oct-Dec 2012	Jan-March 2013	Change
To East Africa	18,058,019	7,756,783	-57%
From East Africa	7,776,352	10,799,907	39%
To other Internationals	36,553,392	30,077,185	-18%
From other Internationals	44,773,778	36,184,879	-19%

#### 3.2.1 Quarterly International Traffic Operator's Market Share

##### 3.2.1 East Africa Traffics



##### 3.2.2 International Traffics

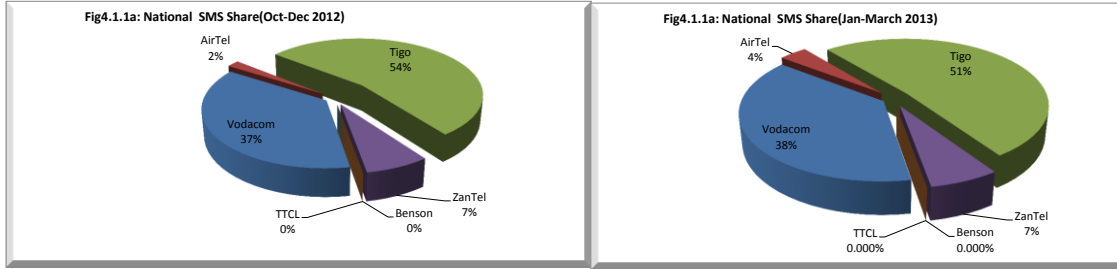


4. Data (SMS & MMS)

4.1 National Traffic

	Oct-Dec2012	Jan-March2013	Change
On Net SMS	3,475,119,652	4,066,704,931	17%
Off Net SMS	833,321,781	1,069,359,250	28%
On Net MMS	226,800	257,956	14%
Off Net MMS	31,164	51,496	65%

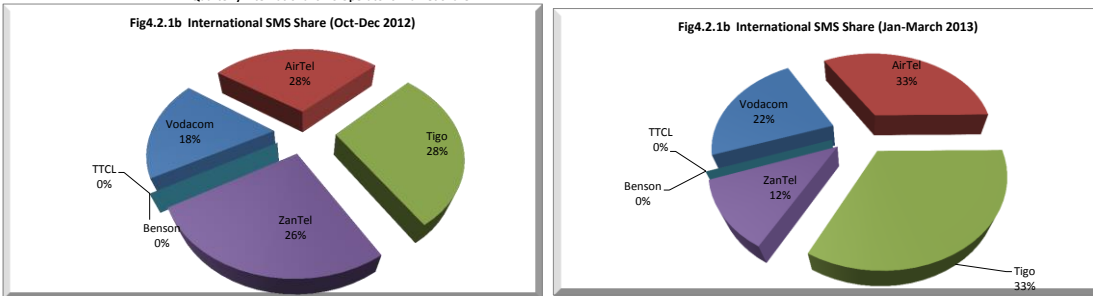
4.1.1 Quarterly national SMS Operator's Market Share  
4.1.1(a) National SMS



4.2 International Traffic

	Oct-Dec 2012	Jan-Marc h 2013	Change
SMS to International	13,635,213	11,171,862	-18%
SMS from International	1,002,595,415	788,896,336	-21%
MMS to International	10,916	16,133	48%
MMS from International	64	49	-23%

4.2.1 Quarterly International SMS Operator's Market Share



5. Average Usage of Voice and SMS per quarter

	No. Minutes Per User	No. SMS Per User	ARPU Voice	ARPU SMS	Total ARPU	ARPU/ Month
Oct-Dec 2012	286	160	Tshs 27,411	Tshs 6,716	Tshs 34,127	Tshs 11,376
Jan-March 2013	263	187	Tshs 27,333	Tshs 7,303	Tshs 34,636	Tshs 11,545

6. SIMCARD Registration

6.1 Registered as at March 2013

	Vodacom	AirTel	Tigo	ZanTel	TTCL	Benson	Total
Total Mobile Subscriptions	9,467,484	8,440,040	6,408,742	3,060,581	51,528	528	27,428,903
Registered Subscriptions	9,327,421	8,156,906	6,351,063	1,755,013	51,528	528	25,642,459
% Registered	99%	97%	99%	57%	100%	100%	93%

7. Summary of Trend of Telecom Statistics

7.1 Subscriptions and Teledensity

	2005	2006	2007	2008	2009	2010	2011	2012	Mar-13
Fixed	154,420	151,644	163,269	123,809	172,922	174,511	161,063	176,367	169,786
Mobile	2,968,737	5,614,922	8,322,857	13,006,793	17,469,486	20,983,853	25,666,455	27,450,789	27,428,903
Total	3,118,157	5,766,566	8,486,126	13,130,602	17,642,408	21,158,364	25,827,518	27,627,156	27,598,689
Penetration	10%	15%	21%	32%	43%	50%	59%	61%	61%

