

# QUARTERLY TELECOM STATISTICS

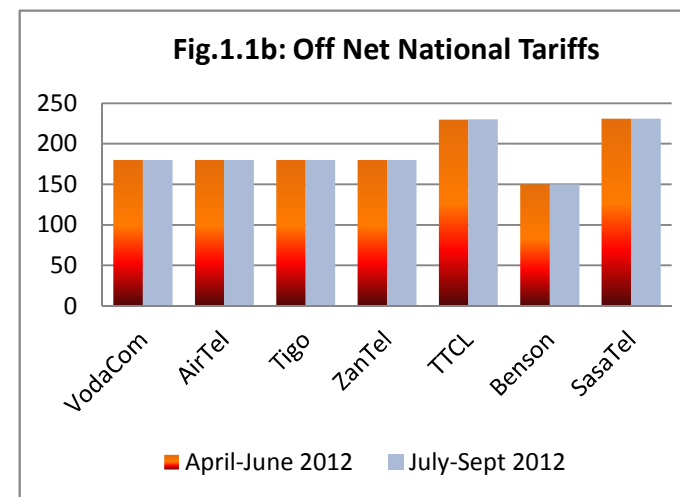
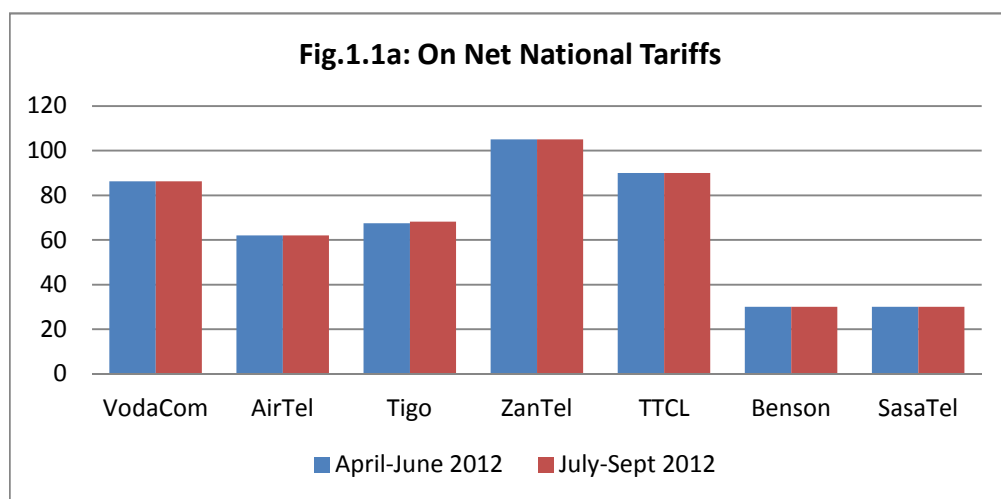
## Quarter 1 (September 2012) Report

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

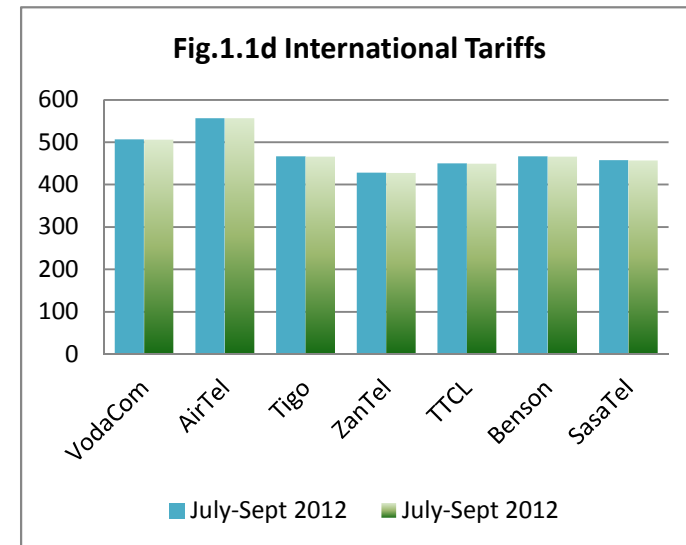
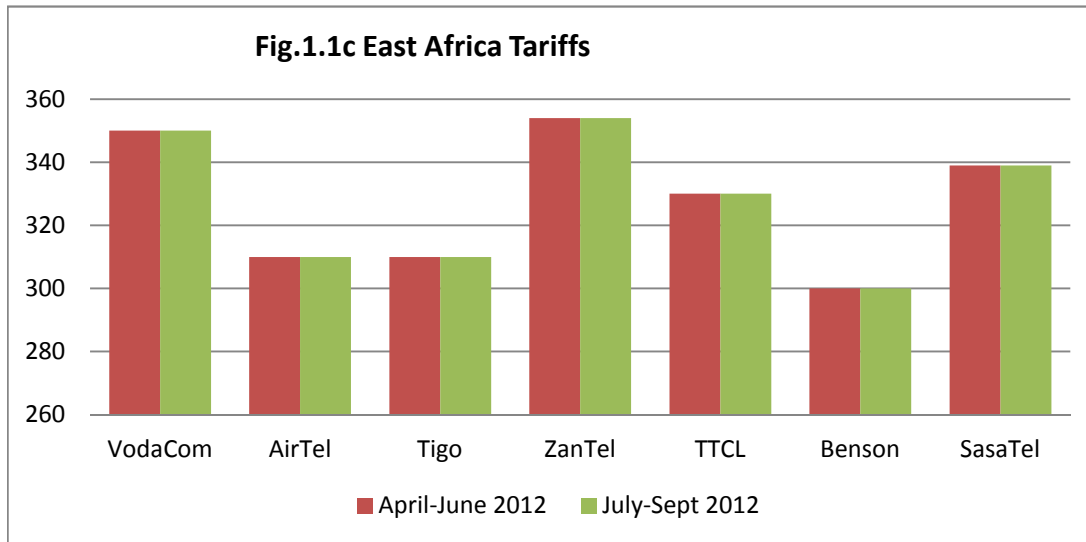
1.1 Weighted Prepaid Tariffs per Operators (Tshs)

	VodaCom	AirTel	Tigo	ZanTel	TTCL	Benson	SasaTel
<b>April-June 2012</b>							
<i>On Net Calls</i>	86	62	68	105	90	30	30
<i>Off Net calls</i>	180	180	180	180	230	150	231
<i>East Africa calls</i>	350	310	310	354	330	300	339
<i>International Calls</i>	507	532	464	428	450	467	458
<i>SMS National</i>	25	45	49	40	0	25	40
<i>SMS International</i>	100	100	98	75	0	70	77
<b>July-Sept 2012</b>							
<i>On Net Calls</i>	86	62	68	105	90	30	30
<i>Off Net calls</i>	180	180	180	180	230	150	231
<i>East Africa calls</i>	350	310	310	354	330	300	339
<i>International Calls</i>	507	557	467	428	450	467	458
<i>SMS National</i>	25	45	49	40	0	25	40
<i>SMS International</i>	100	100	98	75	0	70	77

1.1a & b: National Tariffs



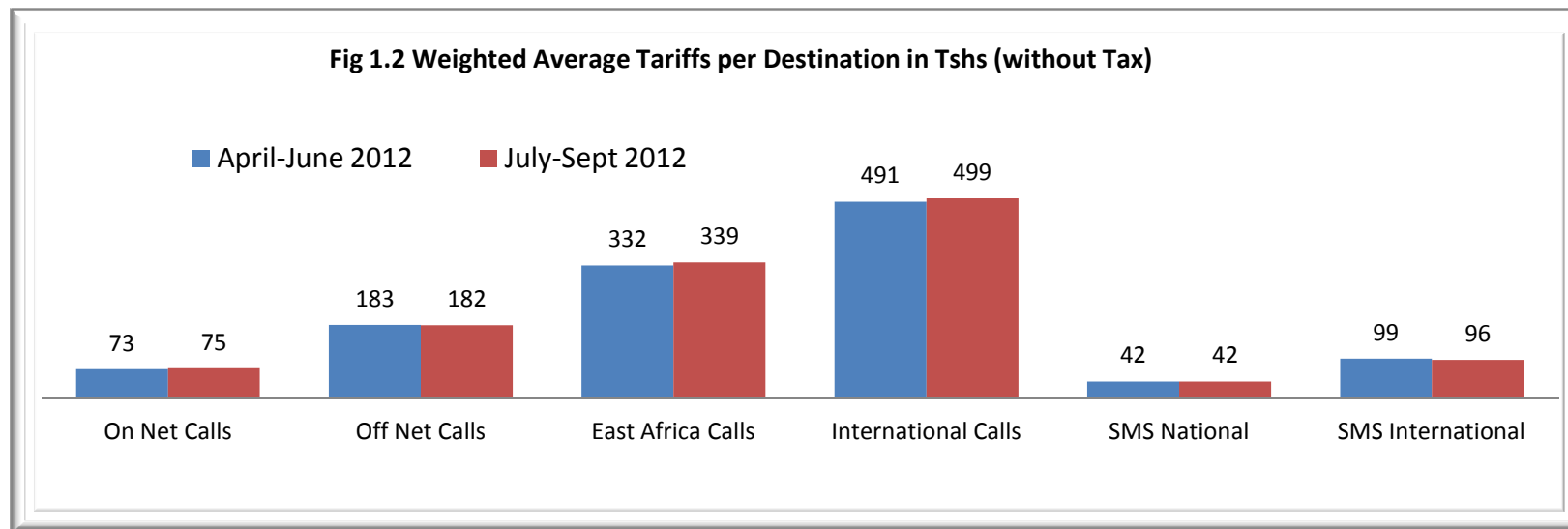
**1.1c & d: International Tariffs**



**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

	<i>On Net Calls</i>	<i>Off Net Calls</i>	<i>East Africa Calls</i>	<i>International Calls</i>	<i>SMS National</i>	<i>SMS International</i>	<i>Aggregate Tariff (Voice)</i>	<i>Aggregate Tariff (SMS)</i>
<b>April-June 2012</b>	73	183	332	491	42	99	82	43
<b>July-Sept 2012</b>	75	182	339	499	42	96	83	42



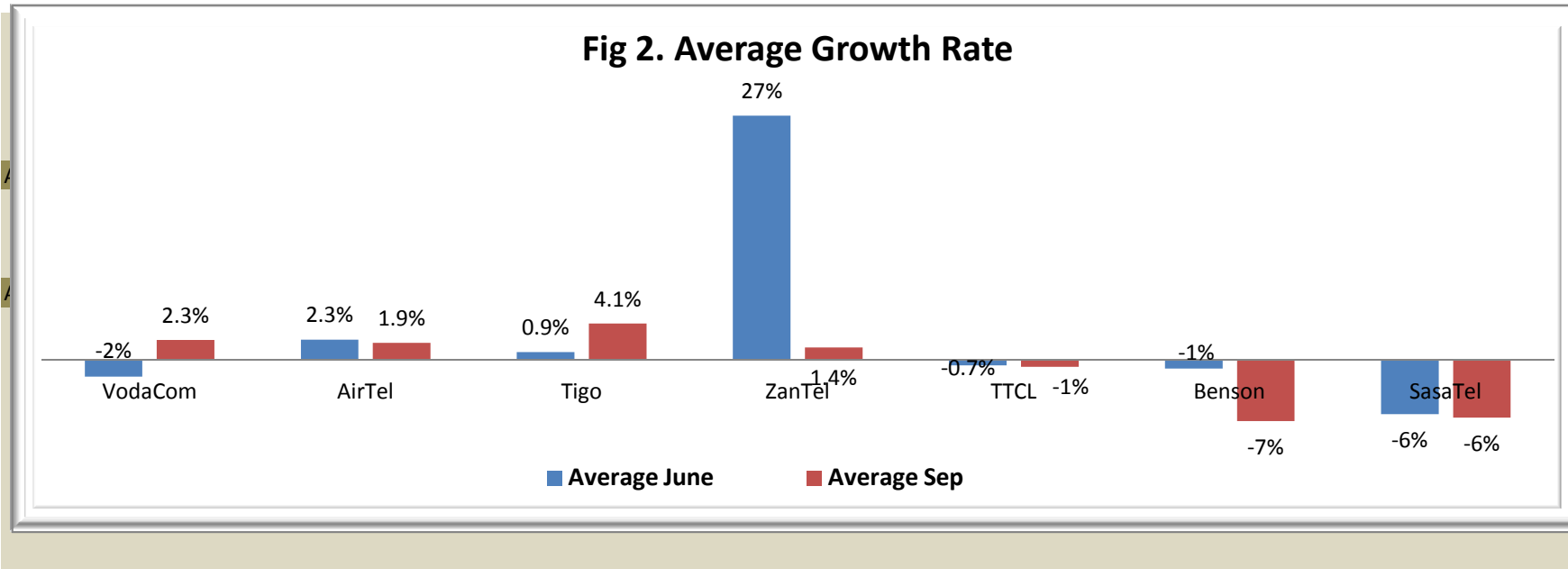
## 2. Voice TeleCom Subscriptions

### 2.1 Subscriptions per Operators

	<i>VodaCom*</i>	<i>AirTel</i>	<i>Tigo</i>	<i>ZanTel</i>	<i>TTCL</i>	<i>Benson</i>	<i>SasaTel**</i>	<i>TOTAL</i>
<b>April 2012</b>	12,788,131	7,169,856	5,512,969	1,527,777	230,016	1,070	5,448	27,235,267
<b>May 2012</b>	12,687,863	7,348,076	5,537,770	1,510,829	228,936	1,043	5,148	27,319,665
<b>June 2012</b>	12,317,029	7,504,511	5,613,330	2,356,457	227,424	1,050	4,810	28,024,611
<b>July 2012</b>	8,565,430	7,694,586	5,736,112	2,417,999	224,219	1,054	5,448	24,644,848
<b>Aug 2012</b>	8,780,620	7,865,441	6,164,518	2,435,846	222,393	1,007	5,148	25,474,973
<b>Sept 2012</b>	8,967,269	8,001,689	6,244,050	2,488,458	220,899	924	4,810	25,928,099

\* Subscriptions for April-June were based on 215 days instead of the usual 90 days rule

\*\* The statistics are as at March 2012



### 2.3 Quarterly Operator's Subscriptions Market Shares

Fig.2.3a Subscription Market Share (June 2012)

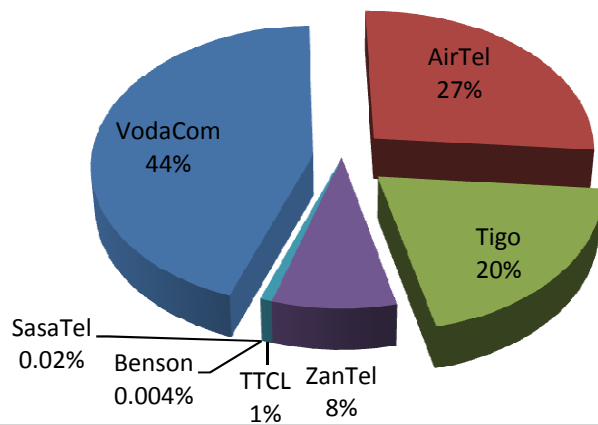
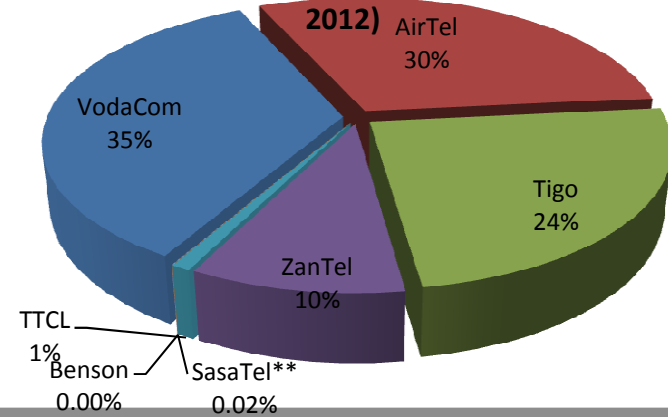


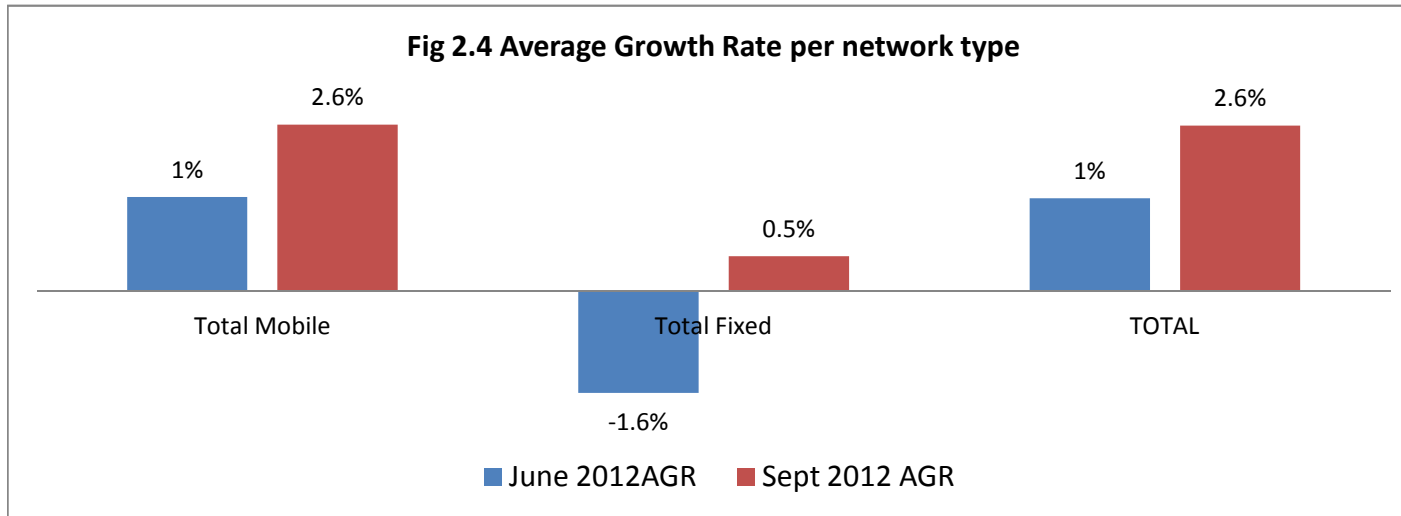
Fig.2.3b Subscription Market Share (Sept 2012)



#### 2.4 Subscriptions to Fixed and Mobile Networks

	<i>Total Mobile</i>	<i>TTCL Fixed</i>	<i>Zantel Fixed</i>	<i>Total Fixed</i>	<i>TOTAL</i>
<i>April 2012</i>	27,060,879	159,249	15,139	174,388	27,235,267
<i>May 2012</i>	27,145,388	159,541	14,727	174,268	27,319,656
<i>June 2012</i>	27,855,716	159,617	9,278	168,895	28,024,611
<i>July 2012</i>	24,477,707	159,817	7,324	167,141	24,644,848
<i>Aug 2012</i>	25,306,844	159,963	8,166	168,129	25,474,973
<i>Sept 2012</i>	25,759,134	160,012	8,953	168,965	25,928,099

Fig 2.4 Average Growth Rate per network type



### 3. Traffic Calls (Minutes)

#### 3.1 National Traffic

	Apr-June 2012	July-Sept 2012	Change
<i>On Net Calls</i>	4,919,745,685	6,369,873,645	29%
<i>Off Net Calls</i>	251,177,438	279,422,590	11%
<b>Total</b>	5,170,923,123	6,649,296,235	29%

3.1.2 Quarterly National Traffic Operator's Market Share

3.1.2(a) On Net Traffics

Fig3.1.2b: On Net Calls (April-June 2011)

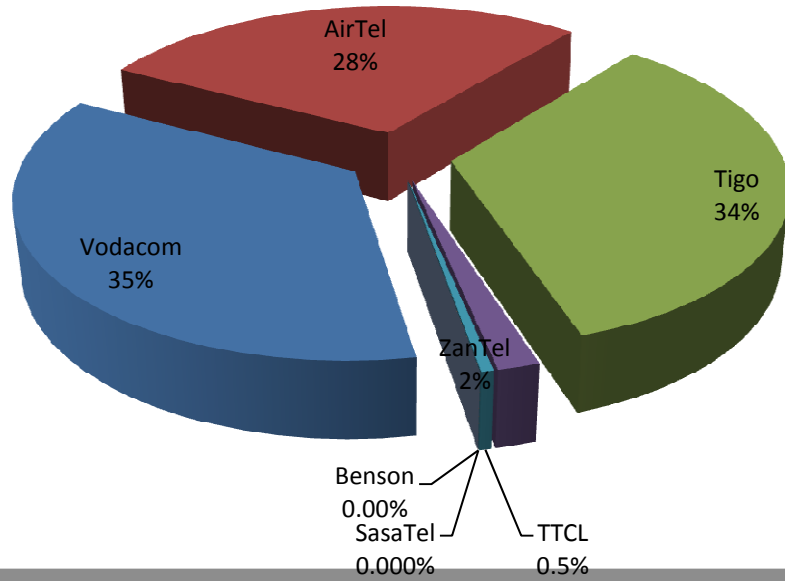
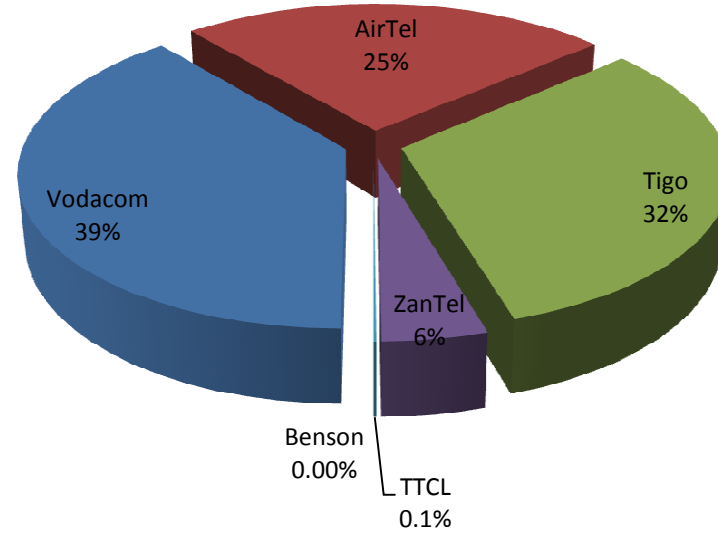


Fig3.1.2a: On Net Calls (July-Sept 2012)



3.1.2(b) Off Net Traffics

Fig3.1.2d: Off Net Traffics (April-June 2012)

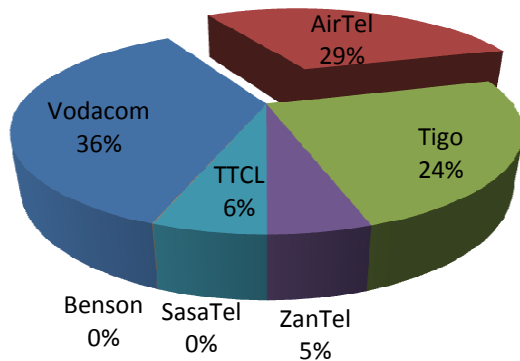
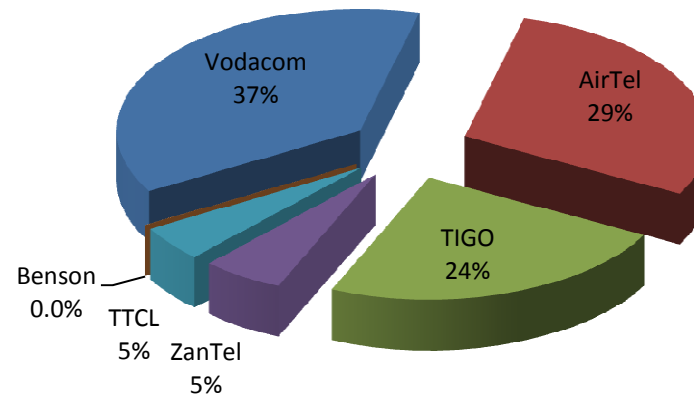


Fig3.1.2c Off Net Traffics (July-Sept 2012)

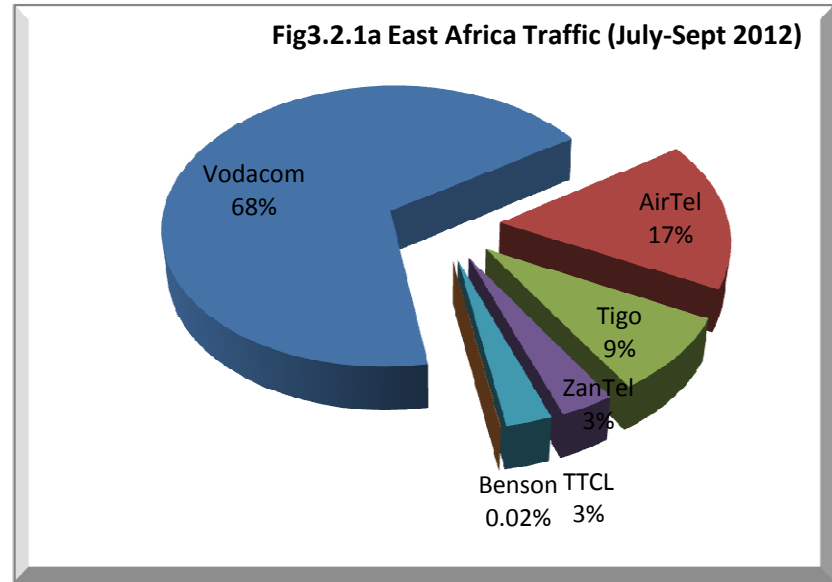
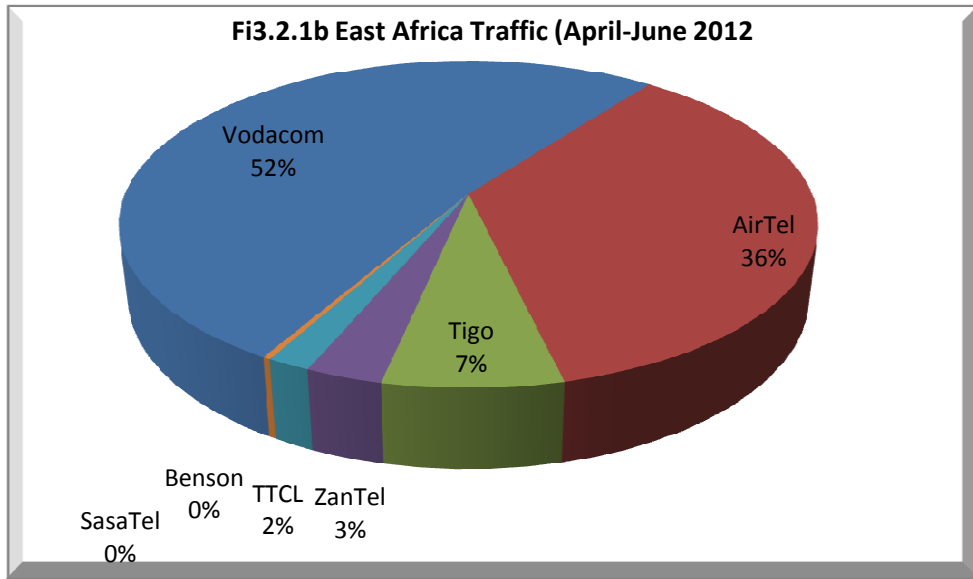


### 3.2. International Traffic

	April-June 2012	July-Sept 2012	Change
To East Africa	18,698,785	17,531,836	-6%
From East Africa	16,282,728	13,288,211	-18%
To other Internationals	28,061,805	39,376,642	40%
From other Internationals	57,691,523	33,597,680	-42%

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

##### 3.2.1 East Africa Traffics



3.2.2 International Traffics

Fig3.2.2b International Traffic (April-June 2012)

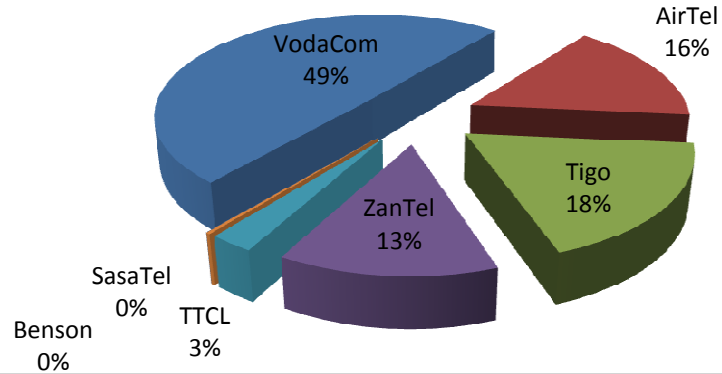
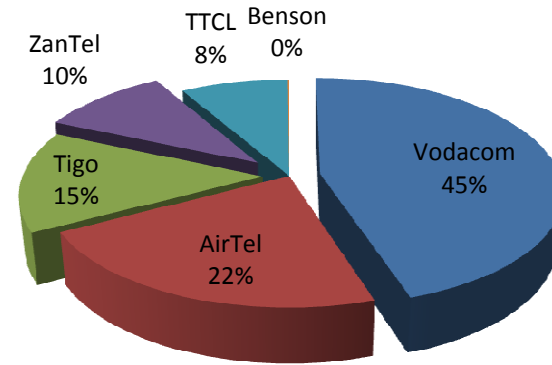


Fig3.2.2a International Traffic(July-Sept 2012)



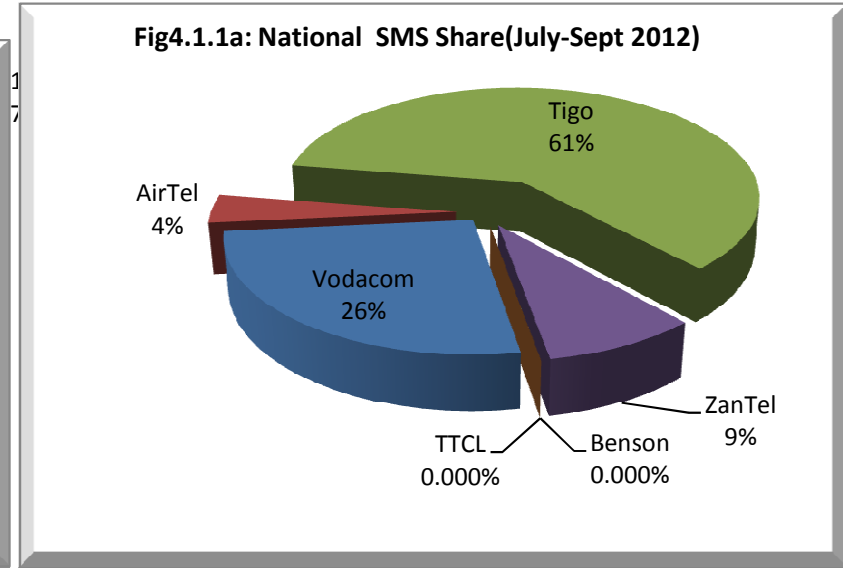
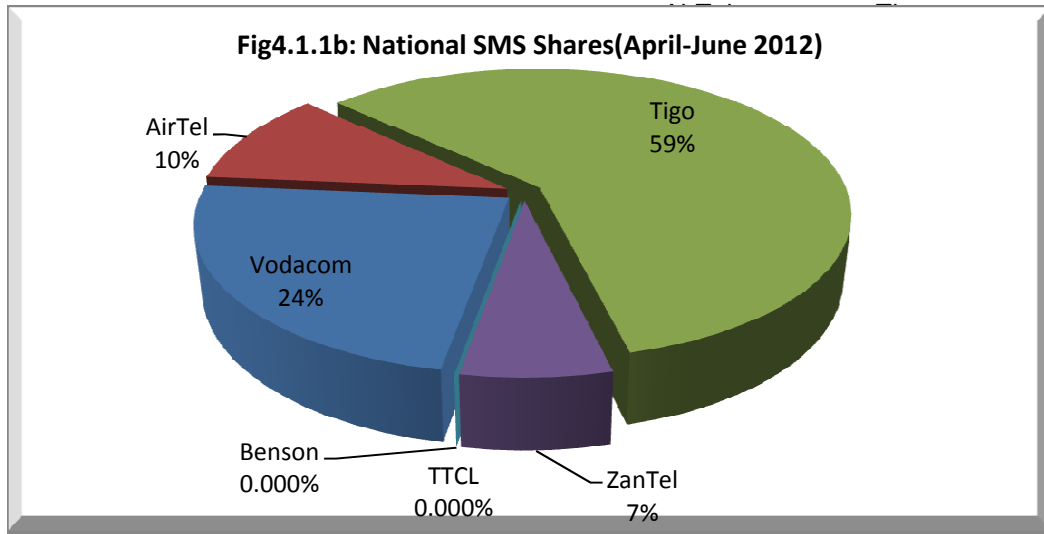
4. Data (SMS & MMS)

4.1 National Traffic

	April-June	July-Sept2012	Change
On Net SMS	1,326,413,469	2,207,047,617	66%
Off Net SMS	366,967,561	617,830,287	68%
On Net MMS	58,259	174,137	199%
Off Net MMS	4,809	8,494	77%



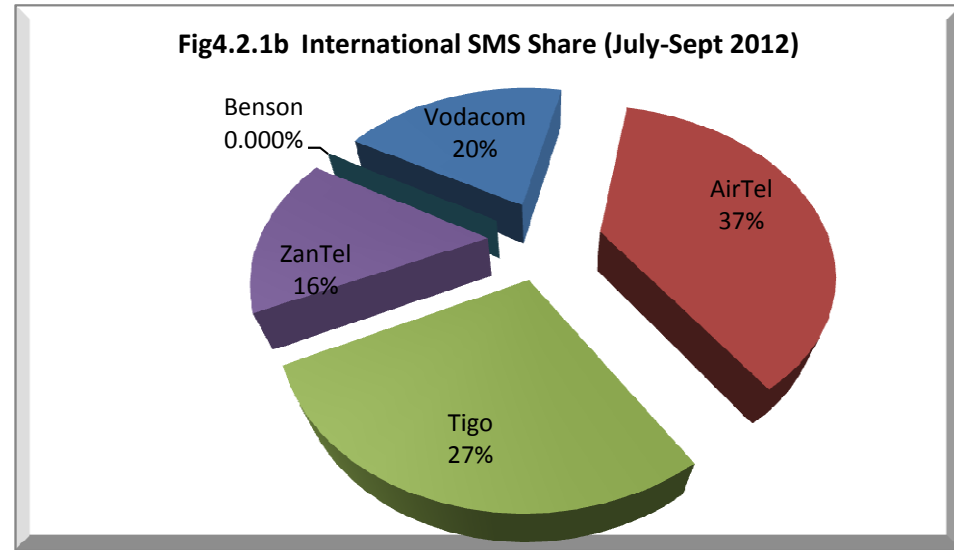
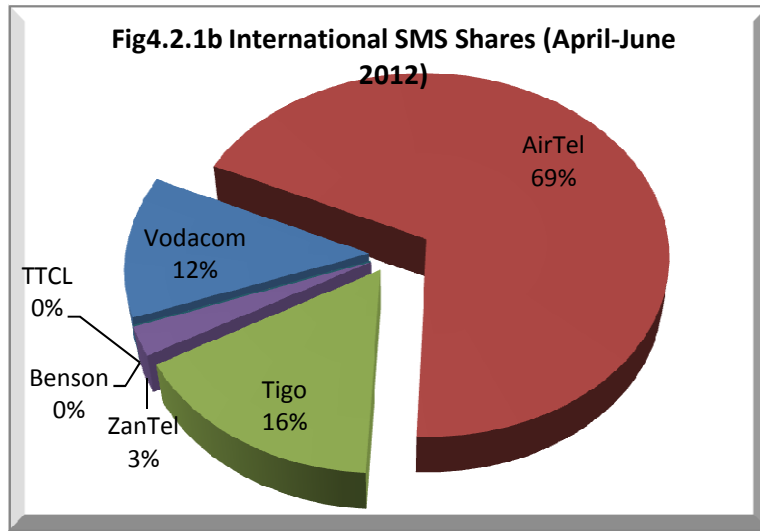
4.1.1 Quarterly national SMS Operator's Market Share  
 4.1.1(a) National SMS



4.2 International Traffic

	April-June 2012	July-Sept 2012	Change
SMS to International	20,852,124	15,245,048	-27%
SMS from International	557,016,181	842,183,794	51%
MMS to International	340	4,797	1311%
MMS from International	2,890	1,456	-50%

#### 4.2.1 Quarterly International SMS Operator's Market Share



#### 5. Average Usage of Voice and SMS per quarter

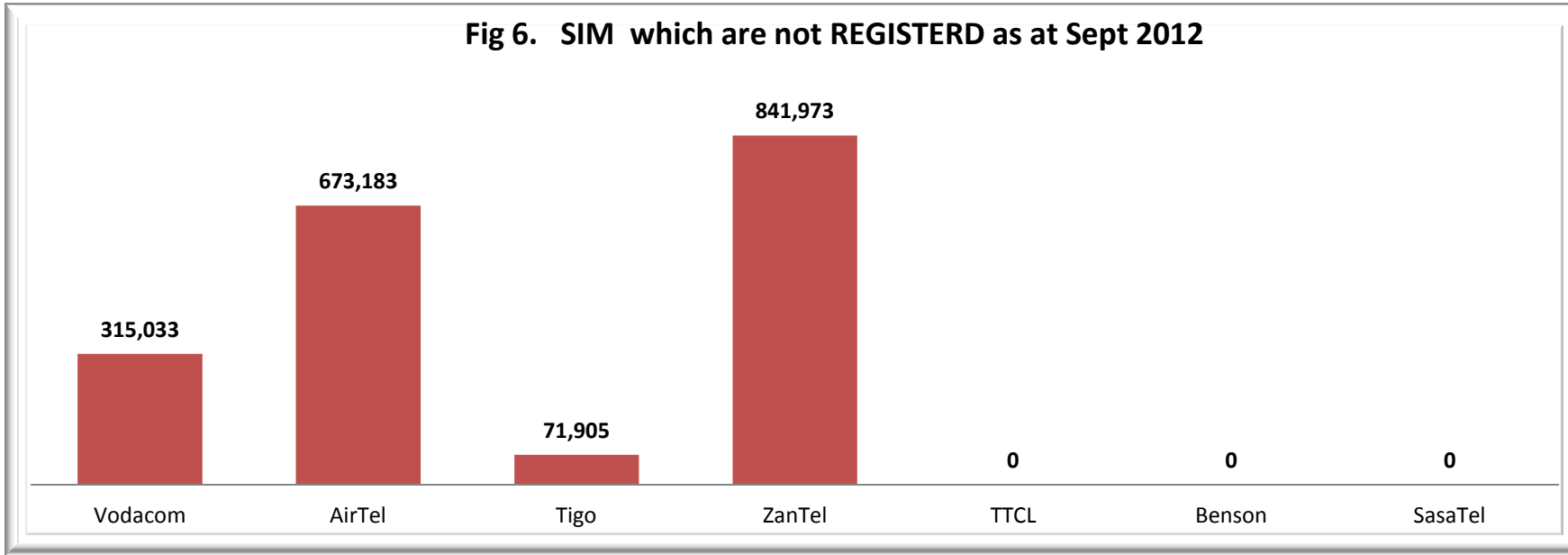
	No. Minutes Per User	No. SMS Per User	ARPU Voice	ARPU SMS	Total ARPU	ARPU/ Month
<b>April-June 2012</b>	190	62	Tshs 15,543	Tshs 2,678	Tshs 18,221	Tshs 6,074
<b>July-Sept 2012</b>	265	112	Tshs 21,958	Tshs 4,706	Tshs 26,663	Tshs 8,888

#### 6. SIMCARD Registration

##### 6.1 Registered as at September 2012

	Vodacom	AirTel	Tigo	ZanTel	TTCL	Benson	SasaTel	Total
Subscriber Base	8,967,269	8,001,689	6,244,050	2,328,446	135,293	924	4,810	25,682,481
Registered Subscribers	8,652,236	7,328,506	6,172,145	1,486,473	135,293	924	4,810	23,780,387
<b>% Registered</b>	<b>96%</b>	<b>92%</b>	<b>99%</b>	<b>64%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>93%</b>
<b>Unregistered Subs</b>	<b>315,033</b>	<b>673,183</b>	<b>71,905</b>	<b>841,973</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,902,094</b>

## 6.2 Unregisterd SIM

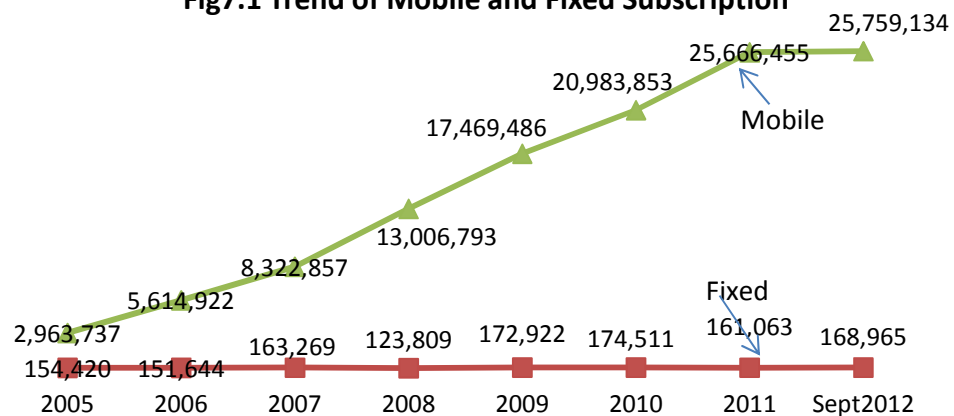


## 7. Summary of Trend of Telecom Statistics

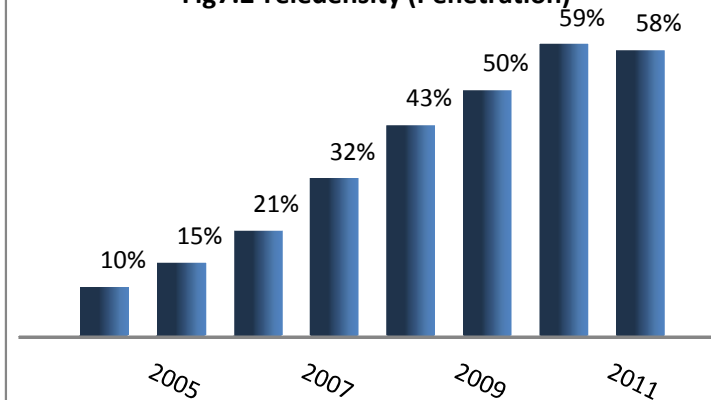
### 7.1 Subscriptions and Teledensity

	2005	2006	2007	2008	2009	2010	2011	Sept2012
Fixed	154,420	151,644	163,269	123,809	172,922	174,511	161,063	168,965
Mobile	2,963,737	5,614,922	8,322,857	13,006,793	17,469,486	20,983,853	25,666,455	25,759,134
<b>Total</b>	<b>3,118,157</b>	<b>5,766,566</b>	<b>8,486,126</b>	<b>13,130,602</b>	<b>17,642,408</b>	<b>21,158,364</b>	<b>25,827,518</b>	<b>25,928,099</b>
Penetration	10%	15%	21%	32%	43%	50%	59%	58%

**Fig7.1 Trend of Mobile and Fixed Subscription**

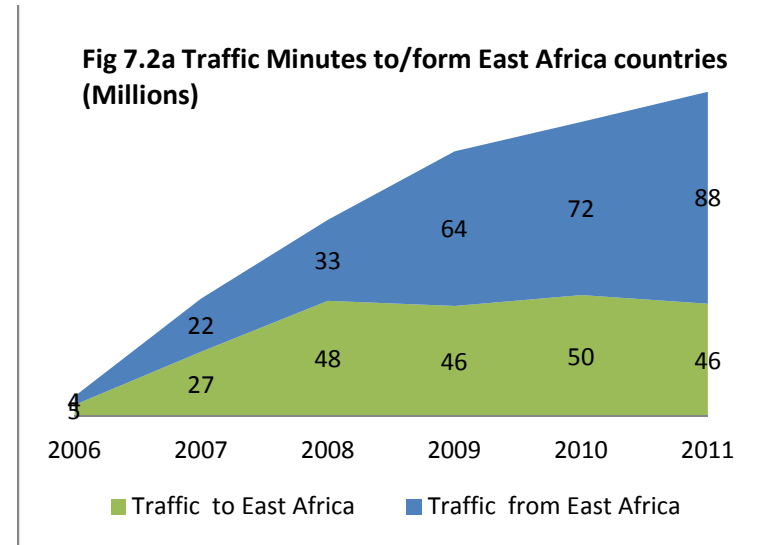
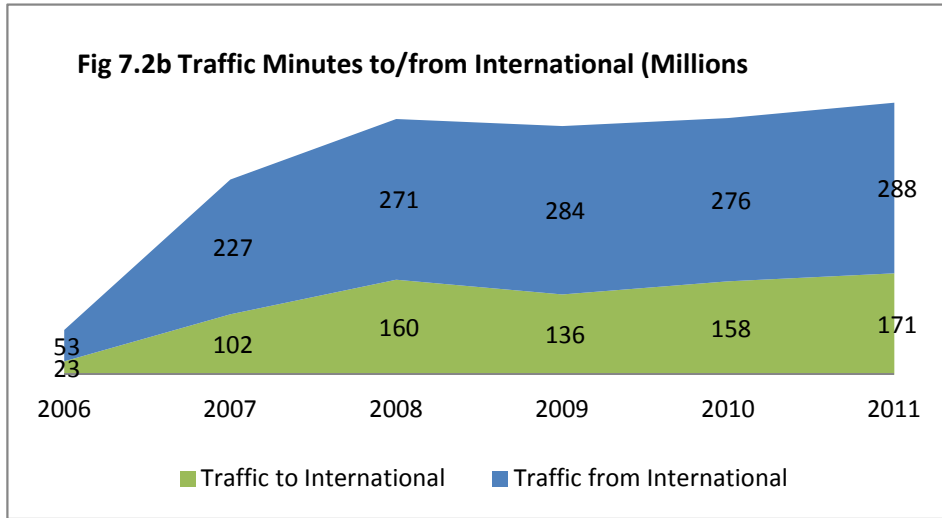


**Fig7.2 Teledensity (Penetration)**



**7.2 Traffic (in minutes)**

Years	2006	2007	2008	2009	2010	2011
National Traffic (On & Off Net)	506,073,994	2,776,662,168	5,658,864,021	9,155,095,552	15,371,971,955	18,520,867,990
Traffic to International	22,625,483	102,072,070	160,481,940	135,579,347	157,599,602	171,431,668
Traffic from International	52,744,995	227,382,897	271,220,442	284,284,629	275,568,097	287,625,871
Traffic to East Africa	4,569,580	26,602,014	47,589,636	45,516,586	49,986,404	46,490,973
Traffic from East Africa	3,597,498	21,955,453	33,485,451	63,999,950	71,714,452	87,634,397
Traffic to Other International	18,055,903	75,470,056	112,892,304	90,062,761	107,613,199	124,940,695
Traffic from Other International	49,147,498	205,427,443	237,734,991	220,284,679	203,853,644	199,991,475



**7.3 Weighted Average Prepaid Tariff for voice Telecom (without Tax)**

Years	2005	2006	2007	2008	2009	2010	2011	Sept 2012
On Net Tariffs	219	223	199	212	147	93	62	75
Off Net Tariffs	292	284	286	284	292	263	187	182
East Africa Tariffs	499	362	331	332	332	330	331	339
International Tariffs	1,580	608	465	485	453	468	476	499

