

STATISTICS REPORT FOR TELECOM, MEDIA AND POSTAL SECTOR AS OF THE FIRST QUARTER OF THE YEAR 2019

Information provided in this report is subject to alteration in case of any revisions or updates deemed necessary

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## I. PRELIMINARY REMARKS

The information compiled in this report is from Telecom companies, internet service providers, 4G internet retailers, and Pay TV operators as per their license obligation. An active subscriber is defined as one that has generated revenue within three months of the quarter under review.

**Table 1: Key ICT indicators** 

INDICATORS	Q4 2018	Q1 2019	% change from Q4-2018 to Q1-2019		
SUBSCRIPTIONS					
Mobile subscriptions	9,700,609	9,326,267	-3.9		
Fixed subscriptions	12,960	10,069	-22.3		
Mobile cellular telephone subscriptions per	82.1	77.1	-6.1		
100 inhabitants					
Fixed telephone Subscriptions lines per 100	0.1	0.1	-24.1		
inhabitants					
VOICE TRAFFIC IN MINUTES					
On-Net Voice Traffic	4,053,071,203	3,554,141,478	-12.3		
Off-Net Voice Traffic	44,392,832	33,053,615	-25.5		
International Outgoing mobile voice traffic	44,354,045	9,140,343	-79.4		
International Incoming mobile voice traffic	23,864,832	22,610,061	-5.3		
ROAMING TRAFFIC					
Roaming-in (Foreign subscribers)	357,349	450,262	26.0		
Roaming-Out (Own subscribers)	665,031	385,508	-42.0		
Roaming traffic -In	13,376,032	16,546,615	23.7		
Roaming traffic-Out	4,301,315	3,727,787	-13.3		
SMS TRAFFIC					
Outgoing SMS On-net	709,428,505	394,261,591	-44.4		
Outgoing SMS Off-net	22,049,099	6,168,880	-72.0		
Incoming International SMS	1,784,223	1,097,429	-38.5		
Outgoing International SMS	4,427,968	5,467,305	23.5		
DATA/INTERNET					
Internet subscribers	6,149,425	5,981,638	-2.7		
Internet penetration per 100 inhabitants	52.1	49.5	-5.0		
BROADCASTING					
Number of Television stations	13	14	7.7		
Number of Radio FM stations	34	34	0.0		
POSTAL AND COURIER					
Licensed postal and courier operators	28	28	0.0		

#### 1. MOBILE AND FIXED TELEPHONE SUBSCRIPTIONS

As of March 2019, the operators offering mobile telephone services were MTN Rwanda Ltd, and Airtel/Tigo Rwanda Ltd, and those offering fixed telephone services were Liquid Telecom Ltd, and Airtel/Tigo Rwanda Ltd.

Table 2: Mobile and fixed telephone subscriptions as of March 2019

	Active subs	criptions	Fixed	Mobile	Telephone
			telephone	telephone	penetration
Name of Operator			penetration (%)	penetration (%)	(%)
	Mobile	Fixed	0.1	77.1	77.2
	Telephone	Telephone			
MTN Rwanda Ltd	4,814,522	-			
Airtel/Tigo Rwanda Ltd	4,511,745	9,521			
Liquid Telecom Ltd	-	548			
Total	9,326,267	10,069			

Source: RURA operators' returns

The majority of Rwandan population are subscribed to mobile network as one of the platform to share information rather than fixed telephone. As results, the mobile telephone penetration rate recorded at the end of March 2019 were 77.1 percent while fixed telephone subscriptions per 100 inhabitants were 0.1 percent.

9.7 9.7 9.3 10.0 9.2 90.0 9.0 Mobile penetration rate rate Mobile telephone subscriptions 80.0 8.0 82.1 81.8 70.0 78.1 77.1 76.6 60.0 6.0 50.0 (Millions) 40.0 4.0 30.0 20.0 2.0 10.0 0.0 Mar-18 Jun-18 Dec-18 Mar-19 Sep-18 → Mobile penetration rate (%) Mobile telephony subscriptions

Figure 1: Trend of mobile telephone subscriptions and penetration rate as of March 2019

As of March 2019, the number of mobile telephone subscriptions in the country stood at 9.3 million down from 9.7 million reported in December 2018. During this quarter under review, the mobile telephone penetration rate decreased to 77.1 percent down from 82.1 percent recorded in the previous quarter.

This drop is attributed to the clean-up exercise for limiting the number of sim cards ownership where each subscriber must not exceed six (6) SIM cards under one ID or two SIM cards under one passport. The mobile telephone subscriptions increased by 3.1 percent compared to 9.0 million recorded at the end of March 2018.

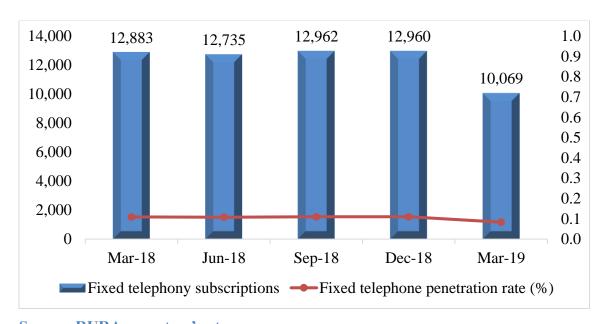


Figure 2: Trend of fixed telephone subscriptions and penetration rate as of March 2019

Source: RURA operators' returns

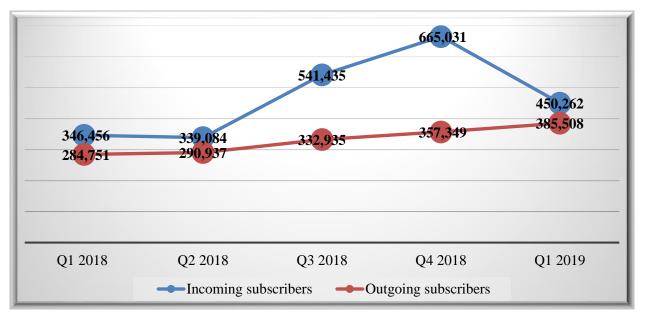
The total number of fixed telephone subscriptions decreased to 10,069 as of March 2019 down from 12,960 recorded in the last quarter of 2018 due to the decommission of some fixed lines on the network.

Table 3: International average roaming subscribers as of March 2019

Destination	MTN Rwanda Ltd	Airtel/Tigo Rwanda ltd	Total
Incoming	209,981	240,282	450,262
Outgoing	270,135	115,373	385,508

The international average roaming subscribers during the first quarter of the year 2019 stood at 450,262 and 385,508 for incoming and outgoing subscriptions respectively.

Figure 3: Trend of average roaming subscribers from March 2018 to March 2019

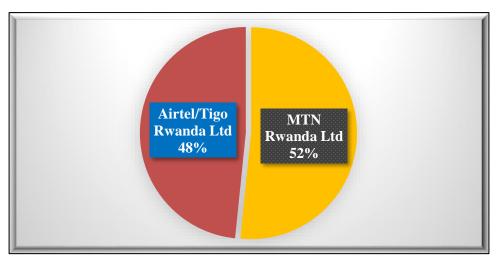


Source: RURA operators' return

The average number of roamers out increased by 7.9 percent to reach 385,508 up from 357,349 subscriptions whereas the number of roamers in decreased by 32.3 percent to 450,262 down from 665,031 subscriptions recorded during the previous quarter.

### 2. MARKET SHARE

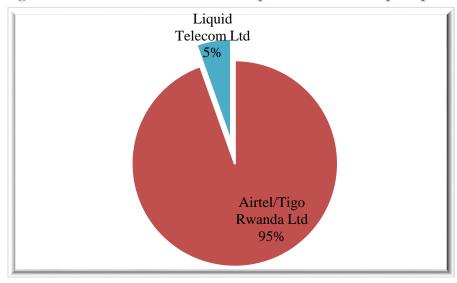
Figure 4: Market share for mobile telephone subscriptions per operator as of March 2019



Source: RURA operators' return

At the end of the first quarter of 2019, MTN Rwanda Ltd recorded the highest market share of 52 percent in active mobile telephone subscriptions whereas Airtel/Tigo Rwanda Ltd had 48 percent.

Figure 5: Market share for fixed telephone subscribers per operator as of March 2019



Source: RURA operators' returns

During this quarter under review, Airtel/Tigo Rwanda Ltd had the largest market share of 95 percent in fixed telephone subscriptions, whereas Liquid Telecom Ltd has 5.0 percent.

### 3. COVERAGE

Table 4: Mobile network coverage per type of technology as of March 2019

	MTN Rwanda Ltd	Airtel/Tigo Rwanda Ltd	KTRN Ltd		
	Geographic	cal coverage (%)			
2G&2.5g	99.13	87.28			
3G& 3.5G	77.40	4.15			
4G			94.2		
	Population coverage (%)				
2G&2.5G	99.92	97.33			
3G& 3.5G	93.37	20.05			
4G			96.6		

Source: RURA operators' returns

The highest 2G and 2.5G technologies are geographically covering 99.13% and 99.92% of population coverage. Then, 3G and 3.5G technologies were deployed and covered 77.40% geographically and 93.37% of population coverage. 4G LTE technology is deployed on 94.2% of geographic coverage and 96.6% of population coverage as highlighted in table above.

### 4. VOICE AND SMS TARIFF STRUCTURE

Table 5: Mobile telephone voice tariff (in Rwf) per minute per operator as of March 2019

Destination	MTN Rwanda Ltd	Airtel/Tigo Rwanda Ltd	Average
Onnet Tariff	45	35	40
Offnet Tariff	45	35	40
One Area Network	70	70	70
US/Canada/China/India	51	50	51

Source: RURA operators' returns

As of March 2019, the average tariff for calling by mobile phone within a telecom operator was 40 Rwf, 40 between telecom operators, 70 for One Area Network, and 51 to call in US, Canada, China, and India.

Q1 2019 Onnet Tariff Offnet tariff One Area Network **─**US/Canada/China/India 

Figure 6: Trend of average mobile voice tariff (in Rwf) per minute from 2014 to Q1 2019

Table 6: Fixed telephone service tariff structure (in Rwf) per minute as of March 2019

Destination	Liquid Rwanda Ltd	Airtel/Tigo Rwanda Ltd	Average
On net	20	22	21
Off net	60	22	41
One Area Network	135	70	103

**Source: RURA operators' returns** 

As of March 2019, the average tariff for calling by fixed telephone within a telecom operator was 21 Rwf, 41 between telecom operators, and 103 to call in East Africa Countries.

Table 7: SMS tariff structure (in Rwf) as of March 2019

SMS Tariff	MTN Rwanda Ltd	Airtel/Tigo Rwanda Ltd	Average
Onnet tariff	12	15	14
Offnet tariff	26	15	21
One Area Network	45	45	45
International	80	75	78

Source: RURA, operators' returns

As of March 2019, the average tariff for sending a message by mobile phone within a telecom operator was 14 Rwf, 21 between telecom operators, 45 to One Area Network and 78 to other international countries.

### 5. TRAFFIC STATISTICS

## 5.1. Voice traffic for outgoing and incoming traffic

Table 8: Outgoing and incoming traffic (in minutes) per operator as of March 2019

Voice traffic	MTN Rwanda Ltd	Airtel/Tigo Rwanda Ltd	Total				
	Outgoing calls						
On net	2,279,871,751	1,274,269,727	3,554,141,478				
Off net	17,910,428	15,143,187	33,053,615				
International	8,236,448	903,895	9,140,343				
Incoming calls							
Off net	15,599,868	16,628,761	32,228,629				
International	17,687,880	4,922,181	22,610,061				

Source: RURA operators' returns

During this quarter under review, the total volume of minutes originating from mobile networks was 3.5 billion minutes, the total minutes originating from own mobile networks to other mobile networks was 33.0 million, and the total minutes from mobile networks to international networks was 9.2 million.

## 5.2. Voice for outgoing and incoming roaming traffic

Table 9: Outgoing and incoming roaming traffic (in minutes) per operator as of the March 2019

Destination	MTN Rwanda Ltd	Airtel/Tigo Rwanda ltd	Total
Incoming	16,380,435	166,180	16,546,615
Outgoing	1,157,517	2,570,270	3,727,787

Source: RURA, operators' returns

During this quarter, the total volume of minutes generated by foreigners roaming in Rwanda was 16.5 million minutes whereas the total minutes generated by Rwanda mobile networks 'subscribers roamed outside the country was 3.7 million minutes.

Table 10: SMS traffic (in numbers) as of March 2019

	MTN Rwanda Ltd	Airtel & Tigo Rwanda Ltd	Total		
Outgoing					
On net	259,933,013	134,328,578	394,261,591		
Off net	2,409,724	3,759,156	6,168,880		
International	5,333,213	134,092	5,467,305		
Incoming SMS					
Off net	5,127,744	3,255,468	8,383,212		
International	701,525	395,904	1,097,429		

The total volume of SMS traffic originating from mobile networks was 394.3 million SMS, the total SMS traffic originating from own mobile networks to other mobile networks was 6.2 million, and the total SMS traffic from mobile networks to international networks was 8.4 million.

# 6. STATUS OF INTERNET SERVICE PROVISION

## **6.1. Licensed operators**

Table 11: Licensed internet service providers as of March 2019

SN	Name of licensee						
	Mobile Telecom Operators						
1	MTN Rwanda Ltd						
2	Airtel/Tigo Rwanda Ltd						
	net Service Providers						
1	Liquid Telecom Ltd						
2	BSC Ltd						
3	ISPA Ltd						
4	4G Networks						
5	Axiom Networks						
Whole	esale Network Service Provider						
1	KT Rwanda Networks Ltd						
Retail	Internet Service Providers						
1	4NET AFRICA						
2	G-MAX						
3	INTERCOM						
4	PIRAMIE						
5	TNSP						
6	ECOORPONE						
7	TWINNING IN COORPORATION						
8	SIMBA SUPERMARKET						
9	TRUCONNECT LTD						
10	POPCONN LTD						
11	SUKU NSA						
12	BK TELECOM LTD						
13	ISCO ISP LTD						
14	UNIVERSAL LINKS GROUP						
15	Zoomnet Ltd						
16	Fastnet Ltd						
17	CBNET Ltd						
18	Smart Broadband Ltd						
19	NET LINK LTD						
20	RWANDA TELECENTRE NETWORK (RTN)						
21	Broadband Digitech System Ltd						
22	Afronet						
23	NETPRO Limited						
24	AC Group Limited						
25	Mango Telecom						
26	Offwire Rwanda Network						

Source: RURA database

# **6.2. Internet subscriptions**

Table 12: Internet subscriptions per category as of March 2019

	Fixed in	nternet	Mobi	le internet		Total
Operators	Narrowband (≤256kbps)	Broadband (≥256kbps)	EDGE&GPRS	3G	4G	internet subscribers
MTN Rwanda Ltd	99	1,769	2,671,619	932,601	5,626	3,611,714
Airtel/Tigo Rwanda Ltd		1,079	1,911,567	387,606	38,850	2,339,102
Axiom Networks Ltd		230			7	237
4NetAfrica Ltd		3			219	222
BCS Ltd		7				7
BSC Ltd		2,366			9,318	11,684
Liquid Telecom Ltd		1,884				1,884
CBNET Ltd		4			560	564
G-MAX Ltd		11			449	460
ISCO ISP Ltd		8			283	291
Net Link Ltd					172	172
Piramie INC					398	398
Simba Supermarket					189	189
Truconnect		18			591	609
BK Techouse		21			435	456
FastNet		6			1,737	1,743
ISPA Ltd		164				164
Mango Telecom Ltd		3			6,803	6,806
POPCONN Ltd		3			3,089	3,092
RTN					541	541
AC Group Ltd					411	411
Smart Broadband Ltd		2			147	149
SUKU NSA Ltd		61				61
TNSP		11			270	281
NETPRO Ltd					401	401
Total	99	7,650	4,583,186	1,320,207	70,496	5,981,638

Source: RURA operators' returns

As illustrated in Table 12, the total number of internet subscriptions stood at 6.0 million at the end of the first quarter 2019.

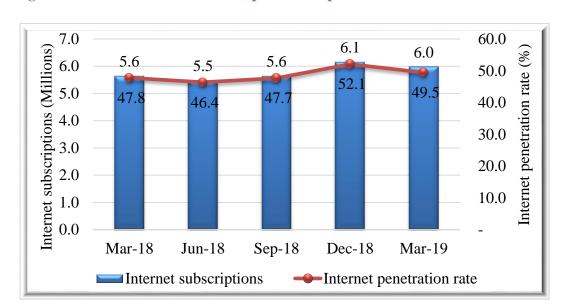


Figure 7: Trend of internet subscriptions and penetration rate as of March 2019

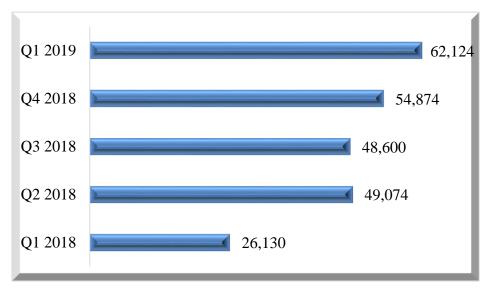
During this quarter under review, the number of internet subscriptions decreased by 2.7 percent to reach 6.0 million down from 6.1 million subscriptions recorded in the previous quarter. The internet subscriptions per 100 inhabitants at the end of March 2019 was 49.5 percent. This drop of internet subscriptions is attributed to the disconnection exercise done to the subscribers with more than 3 SIM cards under one ID per operator.

### 6.3. International internet bandwidth

Table 13: International internet bandwidth (Mbps) per operator as of March 2019

Type	UP Link	Down Link
MTN Rwanda Ltd	6,449	6,449
Liquid Telecom Ltd	40,000	40,000
Airtel and Tigo Rwanda Ltd	5,700	5,700
ISPA Ltd	250	250
BSC Ltd	5,415	5,415
KTRN Ltd	2,860	2,860
Axiom Networks	1,450	1,450
Total	62,124	62,124

Figure 8: Trend of equipped international internet bandwidth (Mbps) from March 2018 to March 2019



During the quarter under review, the total equipped international internet bandwidth available in the country increased to 62,124 Mbps up from 54,874 Mbps reported in the fourth quarter of the year 2018.

### 6.4. Mobile internet tariff

Figure 9: Standard mobile internet tariff (Rwf/Mb) as of March 2019

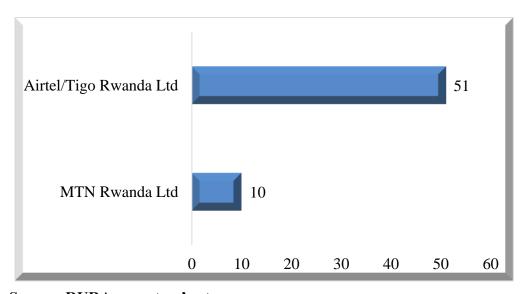


Table 14: Telecom revenues (Rwf) as of the first quarter 2019

Category	Q1 2019
Total MNOs Revenues and Liquid Revenues	43,863,982,018
Total ISPs, 4G retailers and wholesale Network Service Provider	8,248,869,214
Total	52,112,851,233

Table 15: Telecom investment as of the first quarter 2019

Category	Q1 2019
Total MNOs Revenues and Liquid investment	12,482,904,828
Total ISPs, 4G retailers and wholesale Network Service Provider	1,266,464,902
Total	13,749,369,731

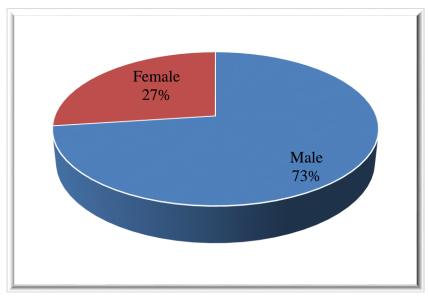
## 7. EMPLOYMENT IN TELECOMMUNICATION SECTOR

The 916 persons were employed in Telecommunication sector during this quarter under review, 849 are permanent staffs while 67 are temporary staffs and 27 percent of these staffs are female while 73 percent are male as it is shown in the following table:

Table 16: Number of staffs employed in telecommunication sectors as of March 2019

				Staffs	per	Domestic and		
	Staffs per ty	Staffs per type of contract			der	foreign	staffs	
Operator	Temporary	Permanent	Total	Female Male		<b>Domestic</b> Foreign		
MTN Rwanda Ltd	10	269	279	88	191	271	8	
Airtel/Tigo Rwanda Ltd	0	130	130	22	108	121	9	
Liquid Telecom Ltd	19	59	78	12	66	74	4	
ISPA Ltd	0	18	18	5	13	18	0	
G-MAX	0	5	5	2	3	5	0	
Truconnect	0	9	9	6	3	9	0	
Axiom Networks Ltd	0	33	33	12	21	31	2	
4NetAfrica Ltd	7	6	13	5	8	13	0	
TNSP	1	9	10	2	8	10	0	
KT Rwanda Networks Ltd	0	127	127	33	94	123	4	
Piramie INC	4	1	5	2	3	4	1	
POPCONN Ltd	0	16	16	4	12	14	2	
BSC Ltd	16	51	67	17	50	67	0	
BCS Ltd	0	1	1	0	1	1	0	
AC Group Ltd	0	38	38	10	28	38	0	
FastNet	1	2	3	0	3	3	0	
ISCO ISP Ltd	0	3	3	2	1	3	0	
SIMBA Supermarket	0	3	3	0	3	3	0	
BK Techouse	2	15	17	3	14	17	0	
Mango Telecom Ltd	0	21	21	8	13	17	4	
NET LINK LTD	0	8	8	3	5	8	0	
CBNET Ltd	2	1	3	1	2	3	0	
RTN	0	12	12	5	7	12	0	
Smart Broadband Ltd	0	4	4	1	3	4	0	
SUKU NSA LTD	0	3	3	1	2	3	0	
NETPRO LTD	5	5	10	4	6	10	0	
Total	67	849	916	248	668	882	34	

Figure 10: Staffs by gender as of March 2019



### 8. MEDIA AND BROADCASTING

The table below shows the number of licensed TV stations, FM Radio Broadcasters, newspapers, and signal distributors registered to operate in Rwanda during the first quarter of the year 2019.

Table 17: Licensed media operators from March 2018 to March 2019

Category	Mar-2018	Jun-2018	Sep-2018	Dec-2018	Mar-2019
Signal distributors	2	2	2	2	2
Pay TV operators	4	4	4	4	4
FM Radio stations	35	34	34	34	34
Television stations	14	12	13	13	14
Online media houses	19	23	23	23	23
Print media houses	28	28	28	28	30
International media house	3	3	3	3	3

**Source: RURA database** 

During the quarter under review, there are 2 licensed signal distributors, 4 pay TV operators, 34 FM radio stations, 14 television stations, 23 online media houses, 30 print media houses, and 3 international media houses.

Table 18: Number of Pay TV subscribers as of March 2019

Name of Pay TV	Active Subscribers	Registered Subscribers
Azam Media Ltd	4,839	12,141
Star Africa Media Ltd	36,627	246,612
Tele 10 Ltd	16,151	25,735
Kwesé Support Services Rwanda Ltd	421	1,014
Total	58,038	285,502

The total number of active subscribers was 58,038 recorded in the first quarter of the year 2019 whereas registered subscribers were 285,502.

Table 19: Trend of decoders sold from March 2018 to March 2019

Number of Decoders Sold	Mar-2018	Jun-2018	Sep-2018	Dec-2018	Mar-2019
Azam Media Ltd	627	408	0	474	586
Star Africa Media Ltd	1,681	4,008	1,609	2,582	3,085
Tele 10 Ltd	514	651	574	583	730
Kwesé Support Services Rwanda Ltd	20	66	47	34	2
Total	2,842	5,133	2,230	3,673	4,403

**Source: RURA operators' returns** 

During this quarter under review, the total number of decoders sold increased by 19.9 percent to reach 4,403 up from 3,673 recorded in the fourth quarter of the year 2018.

Table 20: Number of staffs employed in Pay TV operators as of March 2019

	Staffs per type of contract			Staffs per gender		Domestic and foreign staffs	
Operator	Temporary	Permanent	Total	Female	Male	Domestic	Foreign
Azam Media Ltd	0	22	22	6	16	21	1
Star Africa Media Ltd	4	83	87	28	59	82	5
Tele 10 Ltd	0	29	29	9	20	29	0
Kwesé Support Services							
Rwanda Ltd	0	3	3	0	3	3	0
Total	4	137	141	43	98	135	6

**Source: RURA operators' returns** 

The total number of staffs employed by Pay TV operators as of March 2019 was 141 of which 61.7% are employed by Star Africa Media Ltd, by 20.6% Tele 10 Ltd, 15.6% are employed by Azam Media Ltd, and 2.1% are employed by Kwesé Support Services Rwanda Ltd. The 43 staffs representing 30.5 % of the total staffs are female.

### 9. POSTAL AND COURIER SERVICES

During the quarter under review, there were twenty-eight (28) postal and courier operators under different type of license namely public postal operator license, international courier license, regional courier license, domestic courier license, international in-bound courier license and intracity courier license.

Table 21: Licensed postal and courier operators as of March 2019

SN	Name of licensee	Type of license
1	Panorama Ltd	International Courier License
2	Dove Forwarding And Supply Company Ltd	Regional courier License
3	Shaft Ltd	Regional courier License
4	DHL Express	International Courier License
5	Pan Africa Express Transport Ltd (Licensee Of Fedex)	International Courier License
6	Stella Express Ltd	Domestic courier License
7	Skynet Worldwide Express Ltd	International Courier License
8	SOTRA Tour & Travel Agency Ltd	Domestic courier License
9	I&T Investment & Supply Company Ltd	Intra-city courier License
10	National Post Office	Public Postal operator License
11	Sofast Ltd	Domestic courier License
12	Horizontal Ltd	Domestic courier License
13	Kigali Coach Tours & Travel Ltd	Domestic courier License
14	Ukine Ltd	Regional Courier License
15	Eagle Net Ltd	International Courier License
16	Alpha Express Company Ltd	Domestic courier License
17	Excel Travel & Tours Agency Ltd	Domestic courier License
18	ISCO Intersec Security	International Courier License
19	Kigali Safari Express	Domestic courier License
20	Modern Coast Express Uganda Ltd	Regional Courier License
21	Omega Ltd	Domestic courier License
22	Virunga Courier Express Ltd	Domestic courier License
23	Matunda Express Ltd	Domestic courier License
24	Common Rock Ltd	Domestic courier License
25	Fast Rwanda Courier Ltd	Domestic courier License
26	International Express Ltd	Domestic courier License
27	Trinity Transporters And Distributors Company Ltd	Regional Courier License
28	Target Today Delivery Ltd	International Courier License

**Source: RURA database**