



**STATISTICS REPORT FOR TELECOM, MEDIA  
AND BROADCASTING SECTOR AS OF THE  
THIRD QUARTER OF THE YEAR 2021**

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

## TABLE OF CONTENTS

TABLE OF CONTENTS .....	i
LIST OF FIGURES.....	3
REPORT SUMMARY .....	4
1. MOBILE TELEPHONE SERVICES .....	5
1.1. Mobile subscriptions.....	5
1.2. Market share for mobile (SIM cards) Subscriptions .....	6
1.3. Mobile Voice, and SMS tariff structure .....	7
1.4. Mobile traffic statistics .....	8
1.4.1. Mobile outgoing and incoming voice traffic.....	8
1.4.2. Outgoing and incoming SMS traffic .....	10
2. ROAMING .....	11
2.1. Roaming subscribers.....	11
2.2. Roaming traffic.....	12
3. FIXED TELEPHONE SERVICES.....	12
3.1. Fixed telephone subscriptions .....	12
3.2. Fixed telephone traffic.....	14
3.3. Fixed telephone service tariff .....	15
4. INTERNET SERVICE PROVISION .....	16
4.1. Internet subscriptions.....	16
4.2. International internet bandwidth.....	18
4.3. Mobile internet tariff .....	19
5. TELECOMMUNICATION REVENUES AND INVESTMENT .....	19
6. EMPLOYMENT IN TELECOMMUNICATION SECTOR.....	20
7. MEDIA AND BROADCASTING .....	22
7.1. Licensed media operators .....	22
7.2. Pay TV subscriptions.....	22
7.3. Decoders sold .....	23
7.4. Pay TV staff.....	24

## LIST OF TABLES

Table 1: Key ICT indicators .....	4
Table 2: Comparison of active mobile subscriptions per operator by contract type .....	5
Table 3: Mobile telephone voice tariff (in Frw) per minute per operator as of September 2021 .....	7
Table 4: SMS tariff structure (in Frw) as of September 2021 .....	8
Table 5: Outgoing and incoming traffic (in minutes) per operator as of the 3 <sup>rd</sup> quarter 2021 .....	8
Table 6: Average minutes per call per operator in the 3 <sup>rd</sup> quarter 2021 .....	9
Table 7: SMS traffic (in numbers) as of the third quarter 2021 .....	10
Table 8: International roaming subscribers as of the third quarter 2021 .....	11
Table 9: Outgoing and incoming roaming traffic (in minutes) per operator as of the third quarter 2021 .....	12
Table 10: Fixed telephone subscriptions as of September 2021 .....	12
Table 11: Outgoing mobile and fixed telephone incoming traffic .....	14
Table 12: Fixed telephone service tariff structure (in Frw) per minute as of September 2021 .....	15
Table 13: Internet subscriptions per category as of September 2021 .....	16
Table 14: Fixed internet subscriptions by speed .....	17
Table 15: Trend of quarterly revenues (Frw) from Q4 2020 to Q3 2021 .....	19
Table 16: Trend of additional investment (Frw) made in the third quarter 2021 .....	19
Table 17: Number of staff employed in telecommunication sectors as of September 2021 .....	20
Table 18: Trends of Licensed media operators from September 2020 to September 2021 .....	22
Table 19: Number of Pay TV subscribers as of September 2021 .....	22
Table 20: Trend of decoders sold from 3 <sup>rd</sup> quarter 2020 to 3 <sup>rd</sup> quarter of 2021 .....	23
Table 21: Number of staff employed in Pay TV operators as of September 2021 .....	24

## LIST OF FIGURES

Figure 1: Trend of mobile subscriptions and penetration rate from Q3 2020 to Q3 2021 .....	6
Figure 2: Market share trends for mobile (SIM cards) subscriptions per operator .....	6
Figure 3: Trend of average mobile voice tariff (in Frw) per minute .....	7
Figure 4: Outgoing on net, off net and international voice traffic's market share as of the 3 <sup>rd</sup> quarter 2021 .....	9
Figure 5: Outgoing on net, off net and international SMS traffic market share as of the third quarter 2021 .....	10
Figure 6: Trend of roaming subscribers from Q3 2020 to Q3 2021 .....	11
Figure 7: Trend of fixed telephone subscriptions and penetration rate .....	13
Figure 8: Market share trends for fixed telephone subscriptions per operator as of Sept-2021.....	14
Figure 9: Trend of internet subscriptions and internet subscriptions per 100 inhabitants .....	17
Figure 10: Fixed internet subscriptions by technology .....	18
Figure 11: Trend of international internet bandwidth (Mbps) from Q3 2020 to Q3 2021 .....	18
Figure 12: Standard mobile internet tariff (Frw/MB) as of September 2021 .....	19
Figure 13: Telecom staff by gender as of September 2021 .....	21
Figure 14: Market share for Pay TV active subscribers per operator as of September 2021 .....	23

## REPORT SUMMARY

This report compiles the information from telecom operators, 4G wholesaler, Internet Service Providers (ISPs), Media and Broadcasting operators as per their license obligations for the period starting from 1<sup>st</sup> July to 30<sup>th</sup> September 2021.

**Table 1: Key ICT indicators**

INDICATORS	Q2 2021	Q3 2021	% change between Q3 and Q2
<b>SUBSCRIPTIONS</b>			
Mobile subscriptions	10,926,978	11,032,690	0.97
Fixed subscriptions	11,806	11,657	-1.26
Mobile (SIM) penetration rate (%)	84.34	85.16	0.97
Fixed telephone penetration rate (%)	0.0911	0.0900	-1.26
<b>VOICE TRAFFIC IN MINUTES</b>			
On-Net Voice Traffic	6,473,687,357	7,162,712,215	10.64
Outgoing Off-Net Voice Traffic	221,122,342	261,137,323	18.10
International Outgoing mobile voice traffic	25,590,640	12,790,452	-50.02
International Incoming mobile voice traffic	16,834,853	14,846,441	-11.81
<b>ROAMING SUBSCRIBERS</b>			
Roaming-in (Foreign subscribers)	1,083,362	1,043,059	-3.72
Roaming-Out (Own subscribers)	1,046,941	1,030,688	-1.55
<b>ROAMING TRAFFIC</b>			
Total incoming minutes for roamers	46,628,292	36,473,560	-21.78
Total outgoing minutes for roamers	2,067,579	1,976,232	-4.42
<b>SMS TRAFFIC</b>			
On-net SMS	947,187,141	886,388,109	-6.42
Outgoing Off-net SMS	5,807,145	6,969,939	20.02
Outgoing International SMS	495,219	620,742	25.35
Incoming International SMS	487,846	1,679,737	244.3
<b>DATA/INTERNET</b>			
Internet subscriptions	8,061,373	8,552,211	6.09
Internet subscriptions per 100 inhabitants	62.22	66.0	6.09
Equipped international internet bandwidth (Mbps)	134,190	156,190	16.39
Used international internet bandwidth (Mbps)	64,134	75,313	17.43
<b>MEDIA AND BROADCASTING</b>			
Number of Television stations	19	19	0.00
Number of Radio FM stations	30	30	0.00
Active Pay TV subscribers	79,048	79,295	0.31
Registered Pay TV subscribers	361,396	392,504	8.61

Source: Operators' reports

## 1. MOBILE TELEPHONE SERVICES

### 1.1. Mobile subscriptions

During the third quarter of the year 2021, the operators providing mobile telephone services were MTN Rwanda Ltd and Airtel Rwanda Ltd. The number of active mobile subscriptions reported at the end of September 2021 were 11.0 million SIM cards.

**Table 2: Comparison of active<sup>1</sup> mobile subscriptions per operator by contract type**

Name of operator	June 2021			September 2021			Quarterly Variation
	Postpaid	Prepaid	Total	Postpaid	Prepaid	Total	
MTN Rwanda Ltd	88,071	6,790,278	6,878,349	109,102	6,851,218	6,960,320	<b>1.19%</b>
Airtel Rwanda Ltd	4,870	4,043,759	4,048,629	4,893	4,067,477	4,072,370	<b>0.59%</b>
<b>Total</b>	<b>92,941</b>	<b>10,834,037</b>	<b>10,926,978</b>	<b>113,995</b>	<b>10,918,695</b>	<b>11,032,690</b>	<b>0.97%</b>

Source: Operators' reports

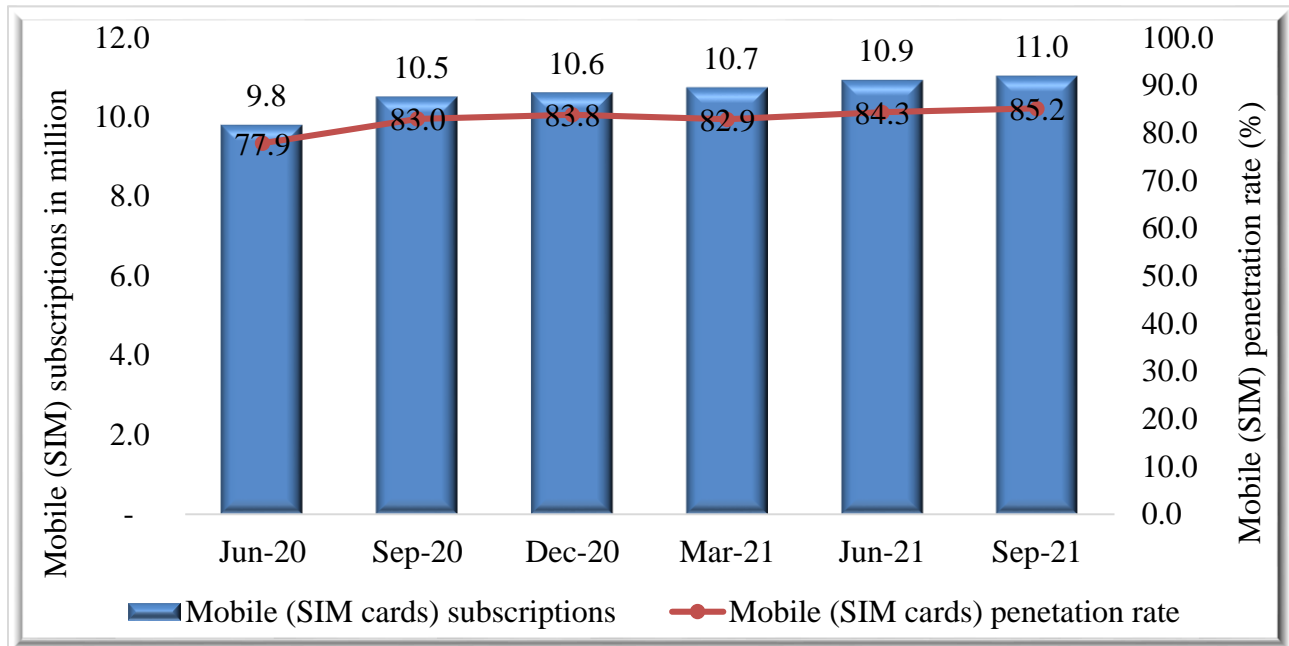
As of September 2021, the number of active mobile subscriptions in the country increased up to 11.0 million from 10.5 million active SIM cards reported at the end of September 2020. The active mobile-cellular telephone (SIM cards) subscriptions per 100 people increased from 83.0% reported at the end of September 2020 to 85.2% as of September 2021.

The Figure 1 shows the trends of mobile subscriptions and penetration rates.

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<sup>1</sup> Active mobile subscriptions refer to the number of SIM cards that have generated revenues to the operator within the last 90 days.

**Figure 1: Trend of mobile subscriptions and penetration rate<sup>2</sup> from Q3 2020 to Q3 2021**

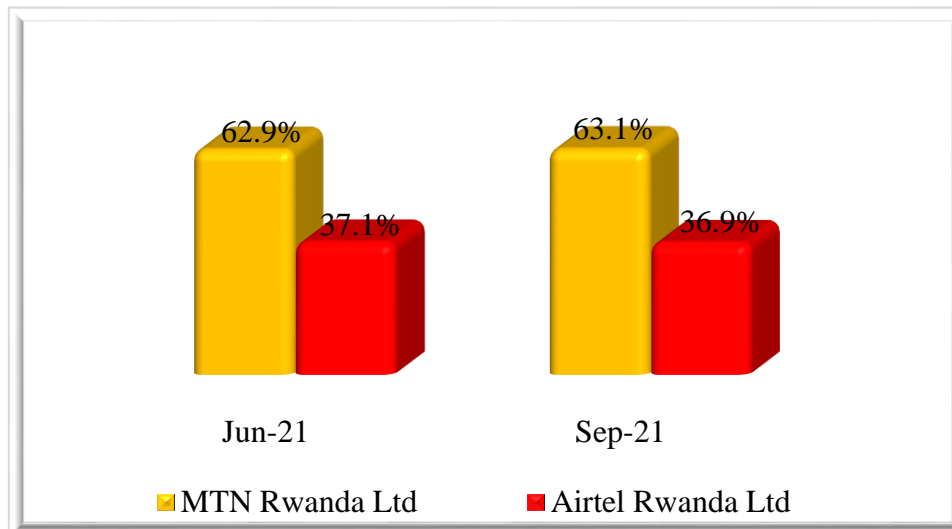


Source: Operators' reports

### 1.2. Market share for mobile (SIM cards) Subscriptions

As of the third quarter of 2021, the market shares in terms of active SIM cards for MTN Rwanda Ltd increased by 0.2 percentage points up to 63.1 percent, whereas that for Airtel Rwanda Ltd dropped by the same margin reaching 36.9 percent compared to the previous quarter.

**Figure 2: Market share trends for mobile (SIM cards) subscriptions per operator**



Source: Operators' reports

<sup>2</sup> Mobile (SIM cards) penetration rate (%) is computed with reference to the sum of active SIM cards over the Rwandan population as projected by National Institute of Statistics of Rwanda.

### 1.3. Mobile Voice, and SMS tariff structure

During the period under review, the average standard tariff for calling by mobile phone within a telecom operator was 40 Frw/Min while also 40 Frw/Min was between telecom operators, 90 Frw/Min in One Area Network Countries, and 51 Frw/Min to call in US, Canada, China, and India.

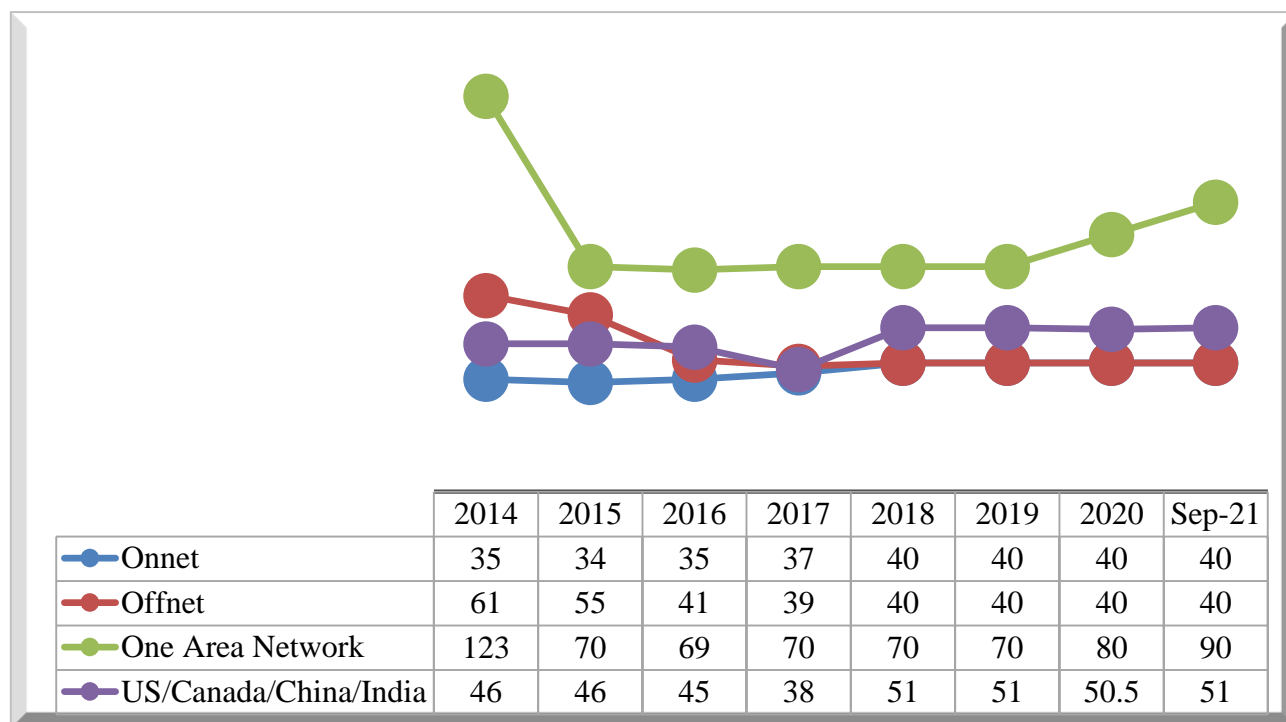
**Table 3: Mobile telephone voice tariff (in Frw) per minute per operator as of September 2021**

Destination	MTN Rwanda Ltd	Airtel Rwanda Ltd	Average
Onnet	45	35	40
Offnet	45	35	40
One Area Network	90	90	90
US/Canada/China/India	51	51	51

Source: Operators' reports

During the quarter under review, the standard average tariff for calling by mobile telephone within a telecom operator, between telecom operators, and to call in US, Canada, China, and India was 40 Frw/Min, 40 Frw/Min, and 51 Frw/Min respectively. The standard average voice tariff for calling in One Area Network Countries was 90 Frw/min.

**Figure 3: Trend of average mobile voice tariff (in Frw) per minute**



Source: Operators' reports



During the third quarter 2021, the average tariff for sending a message within a telecom operator, between telecom operators, in ONA countries, and international was 8.5 Frw, 20.5 Frw, 47 Frw, and 84.5 respectively. A subscriber on Airtel Rwanda’s network can send a short text message to its Africa sister companies ‘subscribers at 26 Frw.

**Table 4: SMS tariff structure (in Frw) as of September 2021**

<b>SMS Tariff</b>	<b>MTN Rwanda Ltd</b>	<b>Airtel Rwanda Ltd</b>	<b>Average</b>
Onnet tariff	12	5	<b>8.5</b>
Offnet tariff	26	15	<b>20.5</b>
ONA	54	40	<b>47.0</b>
Rest of the World	90	79	<b>84.5</b>

Source: Operators’ reports

#### 1.4. Mobile traffic statistics

##### 1.4.1. Mobile outgoing and incoming voice traffic

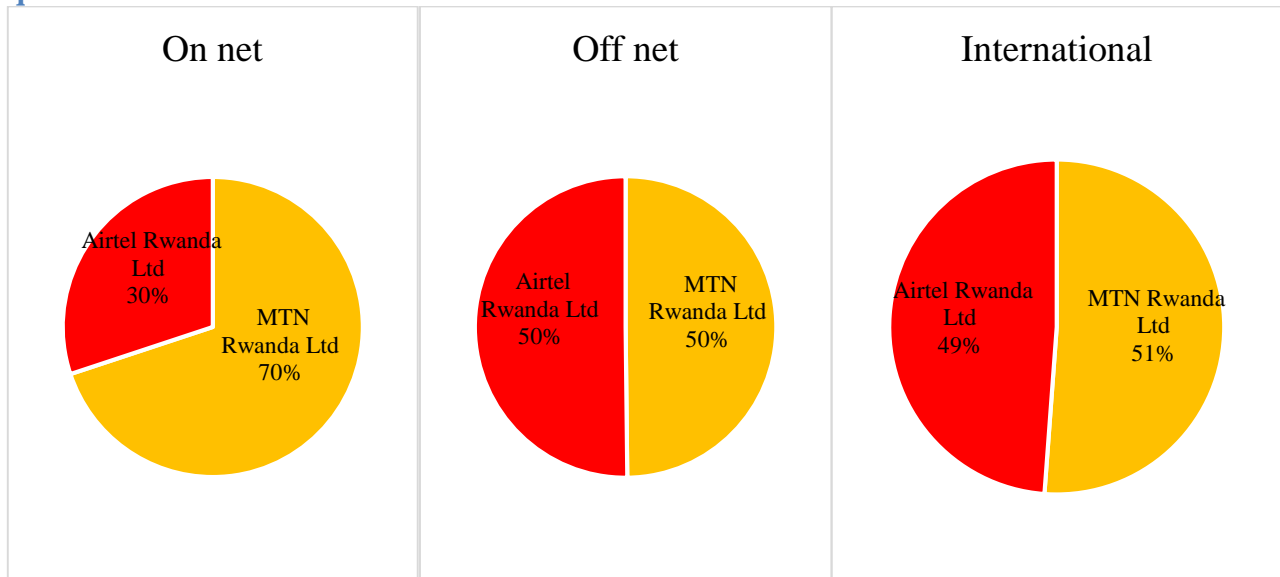
During the third quarter of the year 2021, the total volume of minutes originating within mobile networks was 7.1 billion minutes, the total minutes originating from one mobile networks to other networks was 260.8 million minutes, and the total minutes from mobile networks to international networks was 12.7 million minutes. The number of minutes from international networks to local mobile networks was 14.8 million minutes.

**Table 5: Outgoing and incoming traffic (in minutes) per operator as of the 3<sup>rd</sup> quarter 2021**

<b>Voice traffic</b>	<b>MTN Rwanda Ltd</b>	<b>Airtel Rwanda Ltd</b>	<b>Total</b>
<b>Outgoing calls</b>			
On net	5,005,428,191	2,153,792,543	<b>7,159,220,734</b>
Off net	129,960,417	130,894,674	<b>260,855,091</b>
International	6,524,034	6,225,396	<b>12,749,430</b>
<b>Incoming calls</b>			
International	6,503,739	8,321,130	<b>14,824,869</b>

Source: Operators’ reports

**Figure 4: Outgoing on net, off net and international voice traffic’s market share as of the 3<sup>rd</sup> quarter 2021**



Source: Operators’ reports

During the third quarter of 2021, the average minutes per call within mobile telecom networks was 2.5, average minutes per call to call other networks was 1.5 while the average minutes per call from Rwanda mobile networks to international networks was 1.9. Further, the average minutes per call from international networks to Rwanda mobile networks was 2.4.

**Table 6: Average minutes per call per operator in the 3<sup>rd</sup> quarter 2021**

Voice traffic	MTN Rwanda Ltd	Airtel Rwanda Ltd	Combined
Outgoing calls			
On net	2.3	3.0	<b>2.5</b>
Off net	1.6	1.5	<b>1.5</b>
International	2.3	1.6	<b>1.9</b>
Incoming calls			
International	1.9	2.9	<b>2.4</b>

Source: Operators’ reports

### 1.4.2. Outgoing and incoming SMS traffic

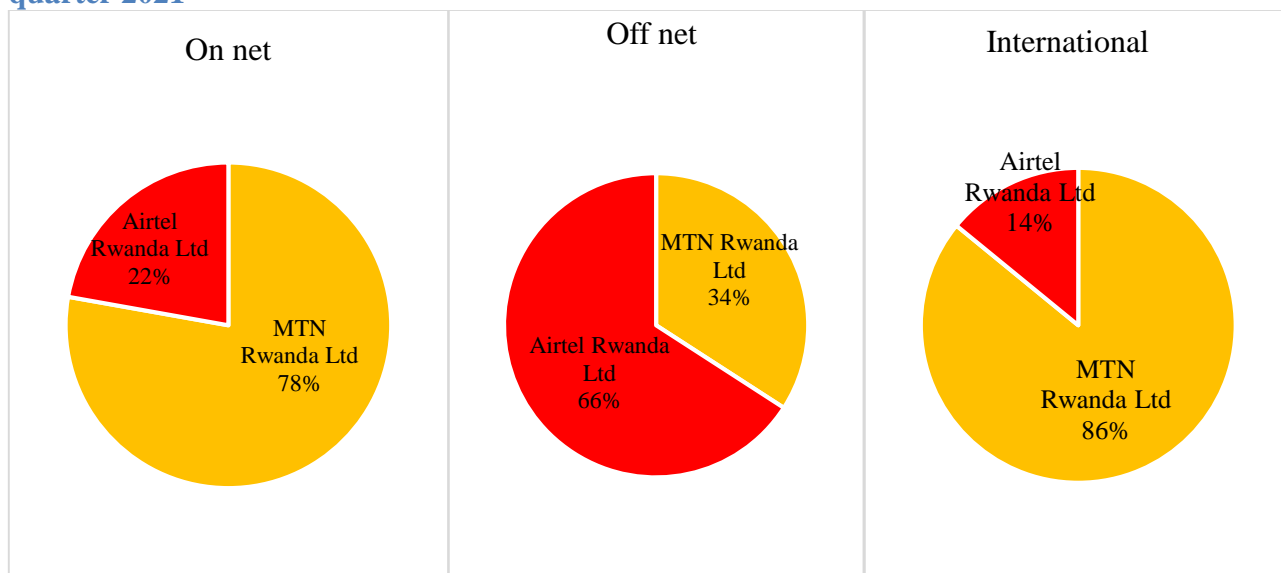
During the third quarter of the year 2021, the total volume of SMS traffic originating within mobile networks was 886.3 million SMS, the total SMS traffic originating from mobile networks to other mobile networks was 6.9 million SMS and the total SMS traffic from mobile networks to international networks was 0.6 million SMS. The number of SMS from international networks to Rwanda was 1.6 million SMS.

**Table 7: SMS traffic (in numbers) as of the third quarter 2021**

Destination	MTN Rwanda Ltd	Airtel Rwanda Ltd	Total
Outgoing SMS			
On net	689,641,794	196,746,315	<b>886,388,109</b>
Off net	2,378,843	4,591,096	<b>6,969,939</b>
International	533,300	87,442	<b>620,742</b>
Incoming SMS			
International	387,988	1,291,749	<b>1,679,737</b>

Source: Operators' reports

**Figure 5: Outgoing on net, off net and international SMS traffic market share as of the third quarter 2021**



Source: Operators' reports

## 2. ROAMING

### 2.1. Roaming subscribers

The international roaming subscribers during the third quarter of the year 2021 stood at 1.0 million foreign subscribers roamed on local networks whereas 1.0 million Rwanda subscribers roamed on foreign networks.

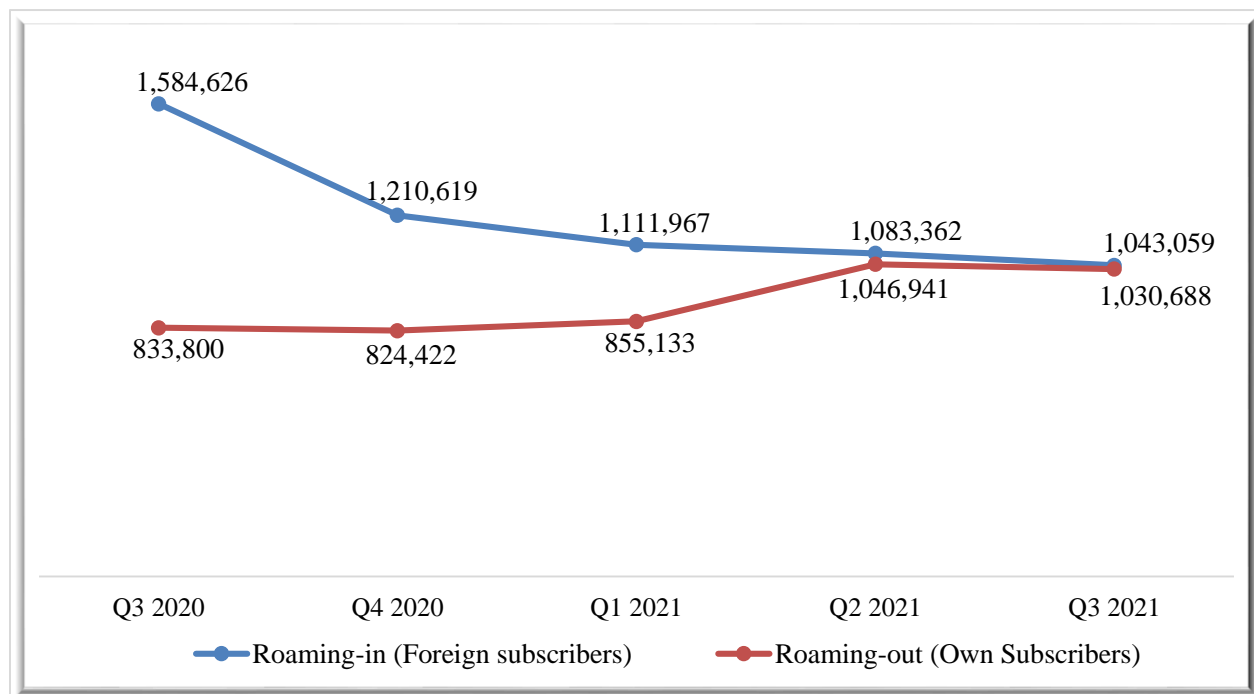
**Table 8: International roaming subscribers as of the third quarter 2021**

Destination	MTN Rwanda Ltd	Airtel Rwanda Ltd	Total
Roaming-in (Foreign subscribers)	707,962	335,097	<b>1,043,059</b>
Roaming-out (Own Subscribers)	942,435	88,253	<b>1,030,688</b>

Source: Operators' reports

During the third quarter 2021, the number of roamers-out decreased to 1,030,688 from 1,046,941 subscribers representing a decrease of 1.6% and the number of roamers-in decreased to 1,043,059 from 1,083,362 subscribers recorded during the previous quarter, which is equivalent to 3.7 percent.

**Figure 6: Trend of roaming subscribers from Q3 2020 to Q3 2021**



Source: Operators' reports

## 2.2. Roaming traffic

During the quarter under review, the total volume of outgoing traffic generated by foreign subscribers roaming in Rwanda was 1.1 million minutes whereas the total minutes generated by Rwanda mobile networks' subscribers roamed outside the country was 0.8 million minutes. On the other hand, the total incoming traffic on foreign subscribers roamed in Rwanda was 19.0 million minutes and the incoming minutes to Rwanda subscribers roamed on foreign networks was 17.4 million.

**Table 9: Outgoing and incoming roaming traffic (in minutes) per operator as of the third quarter 2021**

Destination	Foreign subscribers roaming on local networks			Own subscribers roaming on foreign networks		
	MTN	Airtel	Total	MTN	Airtel	Total
Incoming	6,108,436	12,925,894	19,034,329	15,994,500	1,444,731	17,439,231
Outgoing	778,062	334,223	1,112,284	838,252	25,697	863,948
<b>Total</b>	<b>6,886,497</b>	<b>13,260,116</b>	<b>20,146,613</b>	<b>16,832,752</b>	<b>1,470,428</b>	<b>18,303,179</b>

Source: Operators' reports

## 3. FIXED TELEPHONE SERVICES

### 3.1. Fixed telephone subscriptions

During the third quarter of the year 2021, the operators offering fixed telephone services were Liquid Telecom Ltd, MTN Rwanda Ltd, Airtel Rwanda Ltd and BSC Ltd that offers voice-over-IP (VoIP) subscriptions only.

**Table 10: Fixed telephone subscriptions as of September 2021**

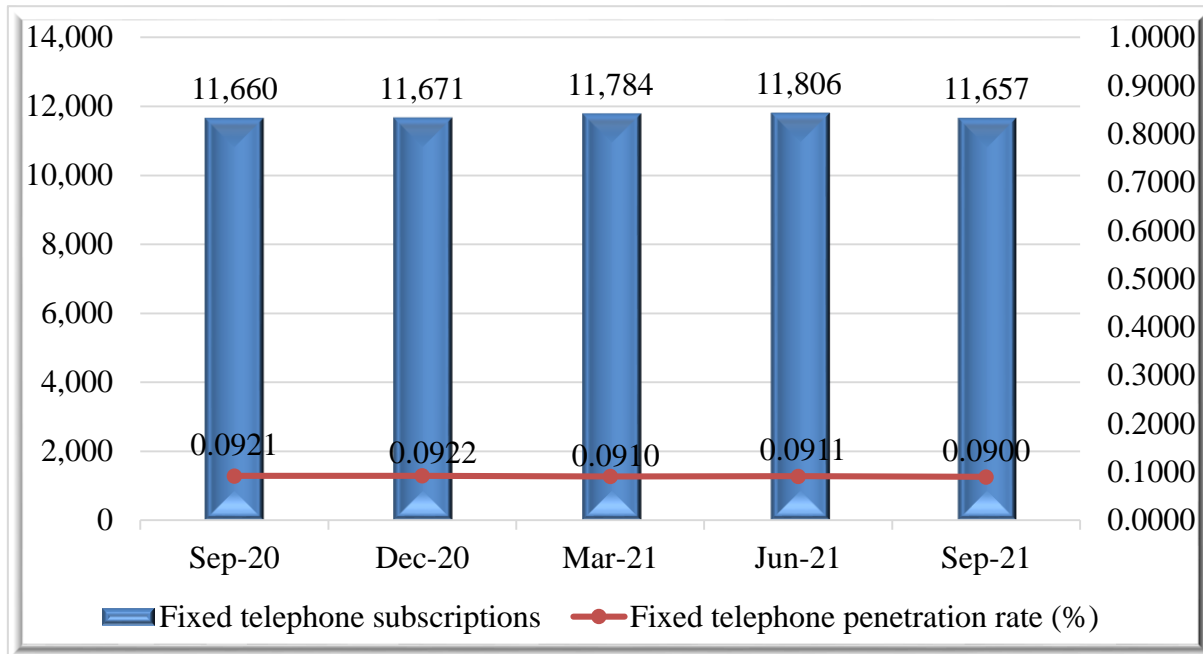
Name of Operator	Fixed telephone subscriptions	Fixed telephone penetration rate (%) <sup>3</sup>
MTN Rwanda Ltd	180	<b>0.09</b>
Airtel Rwanda Ltd	9,521	
Liquid Telecom Ltd	695	
BSC Ltd	1,261	
<b>Total</b>	<b>11,657</b>	

Source: Operators' reports

<sup>3</sup> Fixed telephone penetration rate (%) is computed with reference to the sum of active numbers of analogue-fixed telephone lines and VoIP over the Rwandan population as projected by National Institute of Statistics of Rwanda.

As of September 2021, the number of fixed telephone subscriptions decreased up to 11,657 from 11,660 published at the end of the third quarter of 2020. The fixed telephone subscriptions per 100 people also decreased to 0.090 percent from 0.092 percent.

**Figure 7: Trend of fixed telephone subscriptions and penetration rate**

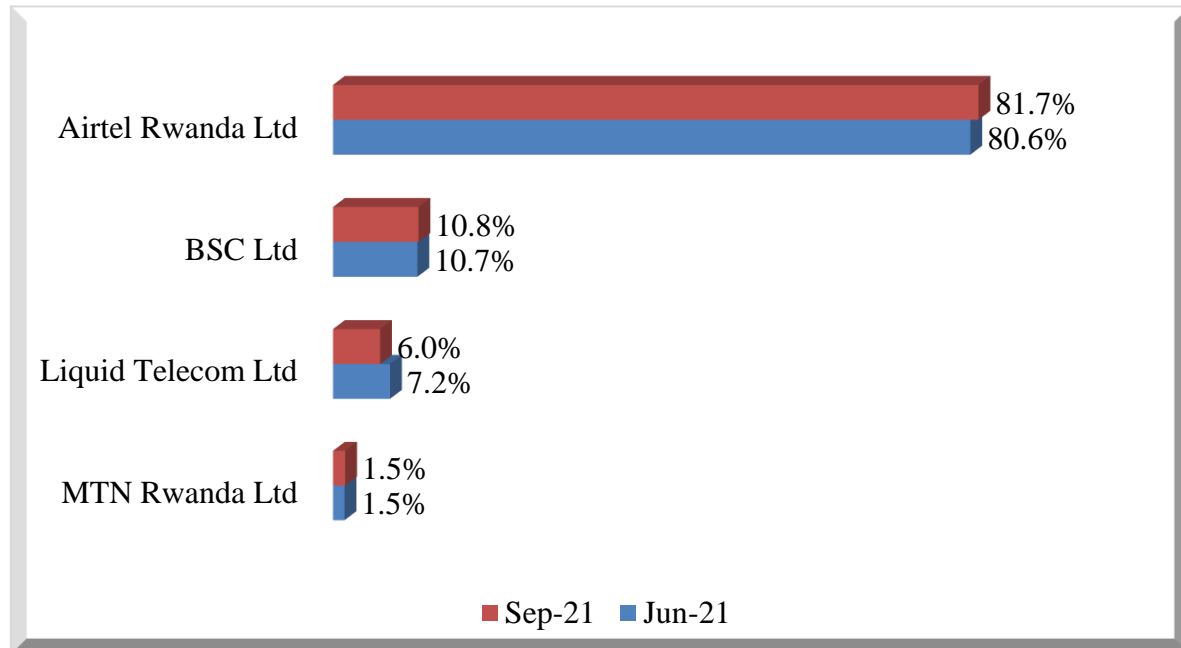


Source: Operators' reports

As of September 2021, the market shares in fixed telephone subscriptions for Airtel Rwanda Ltd increased by 1.1 percentage points up to 81.7 percent, and that for BSC Ltd increased by 0.1 percentage points up to 10.8 per cent. The market shares for Liquid Telecom Ltd decreased by 1.2 percentage points to 6.0 percent whereas that for MTN Rwanda Ltd remained constant at 1.5 per cent.

The Figure 8 illustrates the trends of Market share in fixed telephone subscriptions per operator.

**Figure 8: Market share trends for fixed telephone subscriptions per operator as of Sept-2021**



Source: Operators' reports

### 3.2. Fixed telephone traffic

During this quarter under review, the total volume of minutes originating within operators by fixed telephone lines was 3.4 million minutes, the total minutes originating from one operator to other operators was 0.2 million minutes, and the total minutes from Rwanda fixed telephone lines to international networks was 41,023 minutes. The number of minutes from international networks to local fixed telephone lines was 21,572 minutes.

**Table 11: Outgoing mobile and fixed telephone incoming traffic**

Voice traffic	MTN Rwanda Ltd	Airtel Rwanda Ltd	Liquid Telecom Ltd	Total
<b>Outgoing calls</b>				
On net	3,205,446	282,856	3,179	<b>3,491,481</b>
Off net	49,856	3,209	229,167	<b>282,233</b>
International	25,252	3,342	12,429	<b>41,023</b>
<b>Incoming calls</b>				
International	21,025	-	547	<b>21,572</b>

Source: Operators' reports

### 3.3. Fixed telephone service tariff

During the third quarter of the year 2021, the average tariff for calling by fixed telephone within telecom operator was 30 Frw, while calling across telecom operators was 36.7 Frw, and 196.1 Frw to call in One Area Network Countries.

**Table 12: Fixed telephone service tariff structure (in Frw) per minute as of September 2021**

Destination	Liquid Telecom Ltd	MTN Rwanda Ltd	Airtel Rwanda Ltd	Average
On net	10	45	35	<b>30</b>
Off net	30	45	35	<b>36.7</b>
ONA	408.28	90	90	<b>196.1</b>

Source: Operators' reports



## 4. INTERNET SERVICE PROVISION

### 4.1. Internet subscriptions<sup>4</sup>

During the quarter under review, there were 8,523,564 active SIM cards subscribed to the internet and 28,647 active fixed internet subscriptions. The table below shows the internet subscriptions per operator.

**Table 13: Internet subscriptions per category as of September 2021**

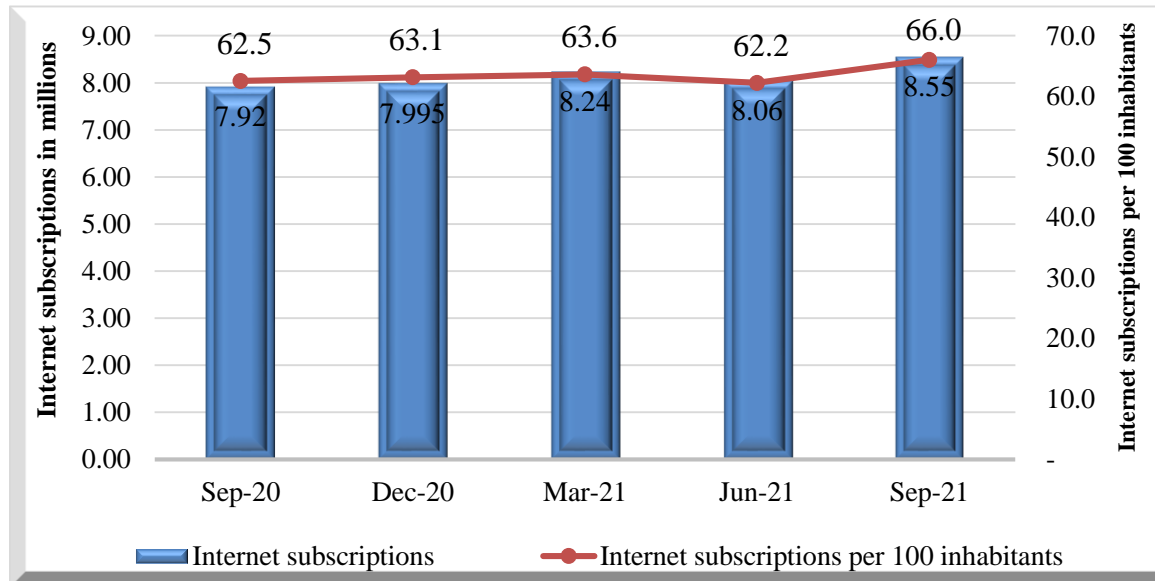
Name of operators	Fixed internet subscriptions		Mobile internet subscriptions			Total internet subscriptions
	Narrowband ( $\leq 256$ kbps)	Broadband ( $\geq 256$ kbps)	GPRS&EDGE	3G	4G	
MTN Rwanda Ltd	85	4,486	3,957,512	1,490,224	52,070	5,504,377
Airtel Rwanda Ltd		1,162	2,134,314	788,849	4,981	2,929,306
Axiom Networks Ltd		136				136
4NET AFRICA Ltd		2			50	52
BSC LTD		3,088			14,575	17,663
Liquid Telecom Ltd		9,514				9,514
CBNET Ltd		5			799	804
G-MAX Ltd		10			873	883
ISCO ISP Ltd		19			675	694
Net Link Ltd		1			712	713
Piramie INC		1			611	612
Simba Supermarket					155	155
Truconnect		30			1,308	1,338
BK Techouse		133			1,217	1,350
FASTNET		13			4,551	4,564
Mango Telecom Ltd		8			60,870	60,878
POPCONN Ltd		10			3,641	3,651
RTN Ltd					2,280	2,280
AC Group Ltd					340	340
Smart Broadband Ltd					365	365
TNSP		21			1,924	1,945
NETPRO Ltd					668	668
GVA Rwanda		9,923				9,923
<b>Total</b>	<b>85</b>	<b>28,562</b>	<b>6,091,826</b>	<b>2,279,073</b>	<b>152,665</b>	<b>8,552,211</b>
<b>Penetration rate (%)</b>	<b>0.0</b>	<b>0.2</b>	<b>47.0</b>	<b>17.6</b>	<b>1.2</b>	<b>66.0</b>

Source: Operators' reports

<sup>4</sup> Internet subscriptions combine the number of active SIM cards (mobile internet) connected to the internet at least once within 90 days and active fixed internet subscriptions.

As of September 2021, the total number of internet subscriptions increased by 8.0 per cent up to 8.55 million from 7.92 million reported at the end of the third quarter of the year 2020 whereas there was an increase of 6.1 percent compared to June 2021. At the end of September 2021, the internet subscriptions per 100 people increased by 3.8 percentage points up to 66.0% in comparison to the second quarter of 2021.

**Figure 9: Trend of internet subscriptions and internet subscriptions per 100 inhabitants<sup>5</sup>**



**Source: Operators' reports**

At the end of September 2021, the 99.7 percent of the fixed internet subscriptions are subscribed to the speed greater or equal to 256 kbps, whereas 0.3 percent of the total internet subscriptions are below 256 kbps.

**Table 14: Fixed internet subscriptions by speed**

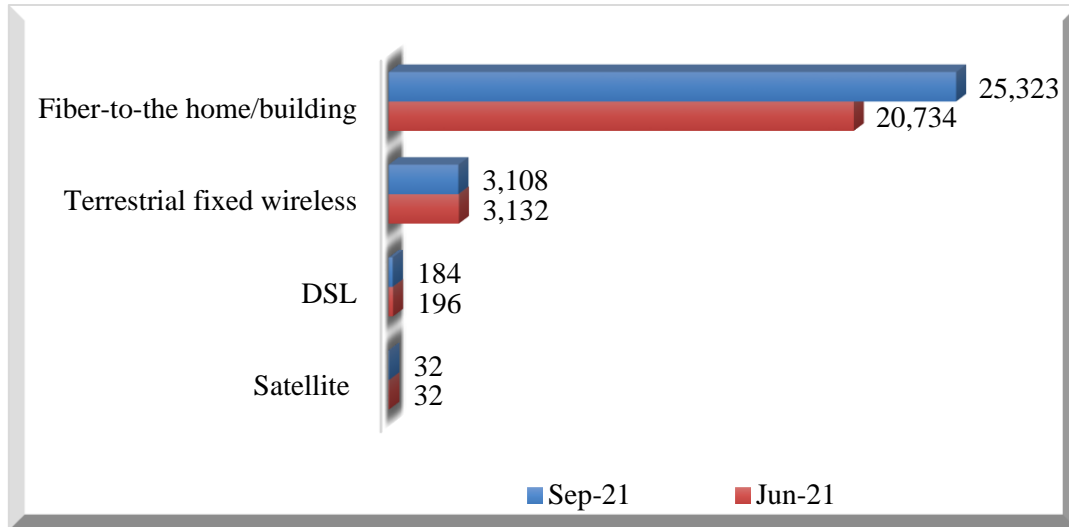
Speed	Fixed internet subscriptions	
	June 2021	September 2021
< 256 kbps	87	85
[256 kbps-2Mbps [	1,769	1,599
[2 Mbps -10 Mbps [	3,884	4,268
[10 Mbps-30Mbps [	13,156	18,820
[30 Mbps < 100Mbps [	5,018	3,667
≥ 100 Mbps	180	208
<b>Total</b>	<b>24,094</b>	<b>28,647</b>

**Source: Operators' reports**

<sup>5</sup> Internet subscriptions per 100 inhabitants: This rate is the total internet subscriptions over the Rwandan population as projected by National Institute of Statistics of Rwanda.

During the period under review, the highest number of fixed internet subscriptions was connected to the fiber-to-the home/building, whereas the lowest fixed internet subscriptions are on satellite and DSL technology.

**Figure 10: Fixed internet subscriptions by technology**

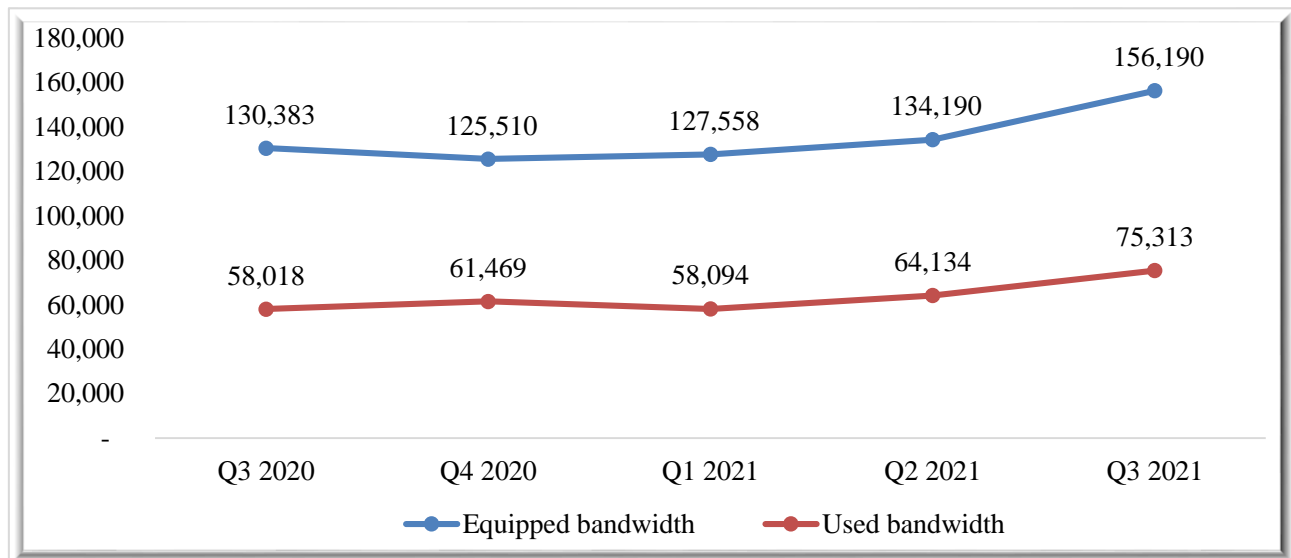


Source: Operators' reports

#### 4.2. International internet bandwidth

During the quarter under reporting, the total equipped international internet bandwidth available in the country was 156,190 Mbps whereas the average used internet bandwidth was 75,313 Mbps.

**Figure 11: Trend of international internet bandwidth (Mbps) from Q3 2020 to Q3 2021**

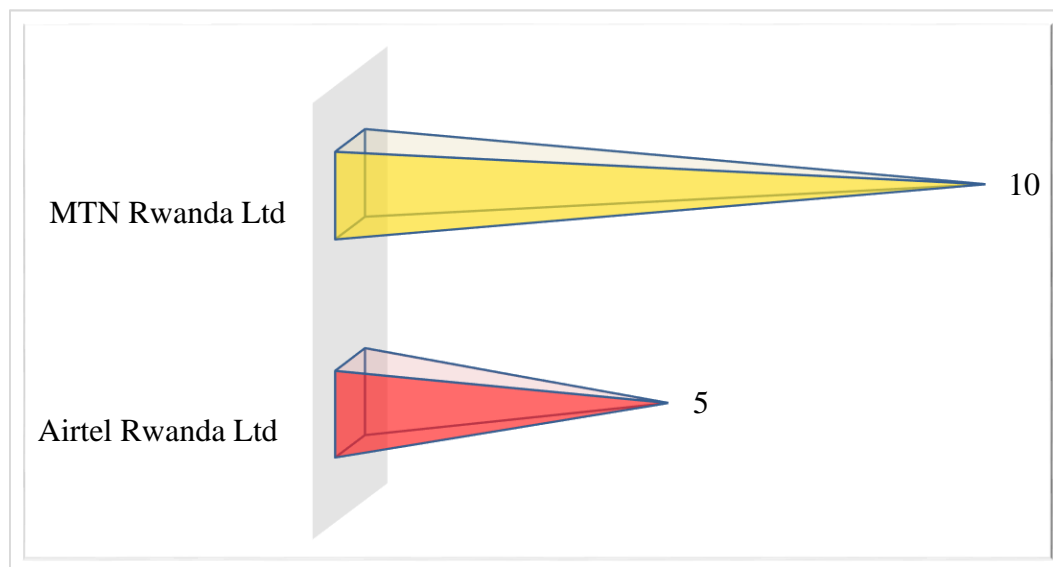


Source: Operators' reports

### 4.3. Mobile internet tariff

As of September 2021, the standard tariff for mobile internet per MB was at 10 Frw on MTN Rwanda Ltd and 5 Frw on Airtel Rwanda Ltd network.

**Figure 12: Standard mobile internet tariff (Frw/MB) as of September 2021**



Source: Operators' reports

## 5. TELECOMMUNICATION REVENUES AND INVESTMENT

**Table 15: Trend of quarterly revenues (Frw) from Q4 2020 to Q3 2021**

Category	Q4 2020	Q1 2021	Q2 2021	Q3 2021
Total Revenues for MNOs and Liquid Telecom Ltd	53,148,500,338	53,716,648,207	58,950,402,035	61,678,226,278
Total revenues for ISPs and Wholesale Network Service Provider	9,347,116,675	11,764,554,517	11,982,790,758	13,709,906,615
<b>Total</b>	<b>62,495,617,014</b>	<b>65,481,202,724</b>	<b>70,933,192,793</b>	<b>75,388,132,893</b>

Source: Operators' reports

**Table 16: Trend of additional investment (Frw) made in the third quarter 2021**

Category	Q4 2020	Q1 2021	Q2 2021	Q3 2021
Total investment for MNOs and Liquid Telecom Ltd	3,872,841,903	13,276,175,615	12,139,912,422	6,579,991,535
Total investment for ISPs and Wholesale Network Service Provider	770,344,137	790,609,760	370,652,560	451,433,066
<b>Total</b>	<b>4,643,186,039</b>	<b>14,066,785,375</b>	<b>12,510,564,982</b>	<b>7,031,424,601</b>

Source: Operators' reports

## 6. EMPLOYMENT IN TELECOMMUNICATION SECTOR

One thousand one hundred thirty-five (1,135) persons were employed in telecommunication sector at the end of September 2021; one thousand thirty (1,030) are permanent staff whereas one hundred and five (105) are temporary staff. There were also six hundred sixty (660) outsourced staff employed by telecommunication sector. The table below illustrates the number of employed persons by operator.

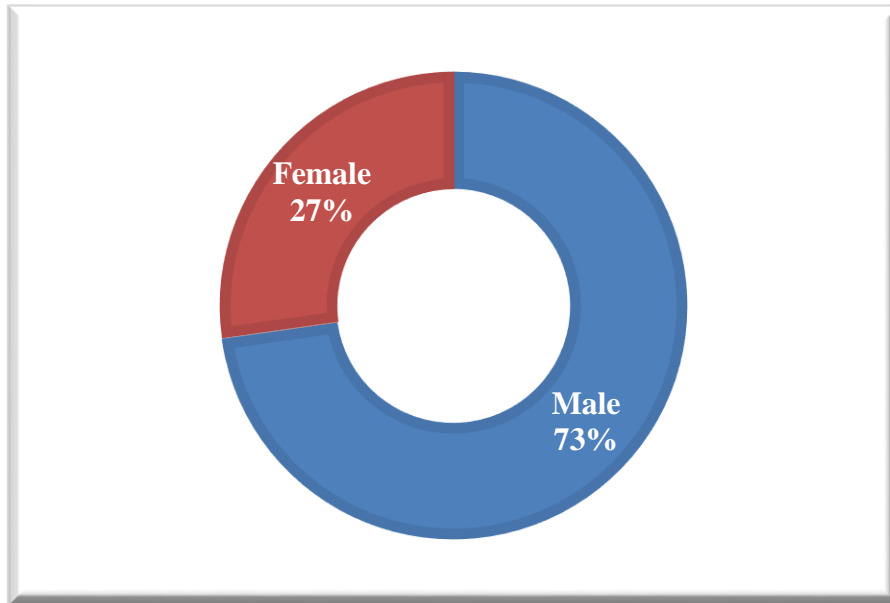
**Table 17: Number of staff employed in telecommunication sectors as of September 2021**

Operator	Type of contract			Gender		Domestic and foreign employees		Outsourced staff
	Temporary	Permanent	Total	Female	Male	Domestic	Foreign	
MTN Rwanda Ltd	8	300	308	94	214	301	7	309
Airtel Rwanda Ltd	0	128	128	16	112	123	5	252
Liquid Telecom Ltd	48	61	109	25	84	105	4	0
G-MAX	0	9	9	3	6	9	0	0
Truconnect	3	5	8	3	5	8	0	1
Axiom Networks Ltd	1	25	26	7	19	24	2	0
4NetAfrica Ltd	2	3	5	2	3	5	0	0
TNSP	21	7	28	5	23	28	0	2
KTRN Ltd	0	119	119	26	93	116	3	0
Piramie INC	0	6	6	4	2	4	2	2
POPCONN Ltd	0	14	14	4	10	13	1	0
BSC Ltd	11	66	77	19	58	77	0	0
BCS Ltd	0	1	1	0	1	1	0	0
AC Group Ltd	0	38	38	10	28	38	0	0
FASTNET	0	6	6	3	3	6	0	4
ISCO ISP Ltd	0	2	2	1	1	2	0	0
SIMBA Supermarket	0	3	3	0	3	3	0	0
BK Techouse	9	30	39	5	34	39	0	0
Mango Telecom Ltd	0	134	134	63	71	132	2	0
NET LINK LTD	0	10	10	3	7	9	1	0
CBNET Ltd	2	1	3	1	2	3	0	0
RTN	0	20	20	6	14	20	0	0
Smart Broadband Ltd	0	4	4	0	4	4	0	5
NETPRO LTD	0	5	5	3	2	5	0	0
GVA Rwanda	0	33	33	6	27	32	1	85
<b>Total</b>	<b>105</b>	<b>1,030</b>	<b>1,135</b>	<b>309</b>	<b>826</b>	<b>1,107</b>	<b>28</b>	<b>660</b>

Source: Operators' reports

The three hundred nine (309) staff representing 27 percent of the total staff are female whereas 73 percent are male as shown in the figure below. The two hundred sixty-seven persons (273) representing 41% per cent of the total outsourced staff are female.

**Figure 13: Telecom staff by gender as of September 2021**



**Source: Operators' reports**

## 7. MEDIA AND BROADCASTING

The table below illustrates the number of licensed Television Stations, FM Radio Broadcasters, Online Media Houses, and Signal Distributors up to the end of September of the year 2021.

### 7.1. Licensed media operators

During the third quarter of 2021, there was one (1) licensed signal distributors, four (4) pay TV operators, thirty (30) FM radio stations, nineteen (19) television stations, twenty-three (23) online media houses, thirty-two (32) print media houses, and three (3) international media houses.

**Table 18: Trends of Licensed media operators from September 2020 to September 2021**

Category	Sep-2020	Dec-2020	Mar-2021	June-2021	Sep-2021
Signal distributors	2	1	1	1	1
Pay TV operators	3	4	4	4	4
FM Radio stations	35	29	30	30	30
Television stations	19	19	18	19	19
Online media houses	23	23	23	23	23
Print media houses	31	31	31	32	32
International media house	3	3	3	3	3

Source: RURA database

### 7.2. Pay TV subscriptions

The total number of registered subscribers at the end of the third quarter of the year 2021 was 392,504 whereas active subscribers were 79,295.

**Table 19: Number of Pay TV subscribers as of September 2021**

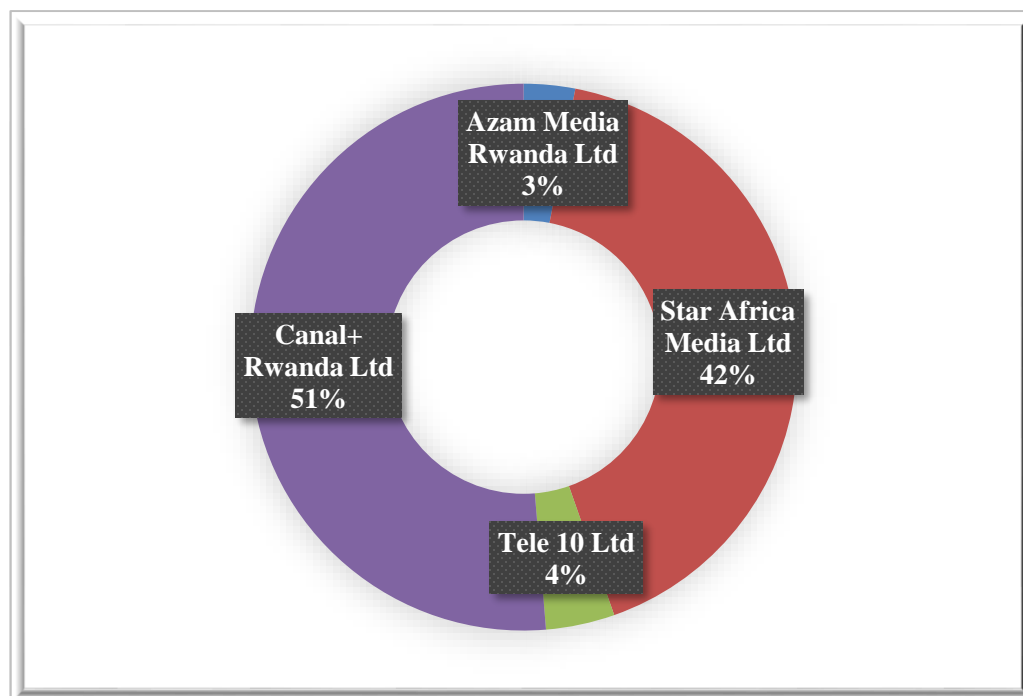
Name of Pay TV	Registered subscribers	Active <sup>6</sup> subscribers
Azam Media Rwanda Ltd	14,429	2,405
Star Africa Media Co., Ltd	298,221	32,979
Tele 10 Ltd	3,443	3,228
Canal+ Rwanda Ltd	76,411	40,683
<b>Total</b>	<b>392,504</b>	<b>79,295</b>

Source: Operators' reports

<sup>6</sup> Active subscribers are the customers that generated revenues to the Pay TV operators during the reporting period.

As of September 2021, the market shares for Canal+ Rwanda Ltd in active Pay TV subscriptions was 51%, 42% for Star Africa Media Co., Ltd, 4% for Tele 10 Ltd, and 3% for Azam Media Rwanda Ltd.

**Figure 14: Market share for Pay TV active subscribers per operator as of September 2021**



Source: Operators' reports

### 7.3. Decoders sold

During the third quarter of 2021, the number of decoders sold by Pay TV operators increased to thirteen thousand eight hundred thirty-nine (13,839) from nineteen thousand forty-four (19,044) recorded in the previous quarter.

**Table 20: Trend of decoders sold from 3<sup>rd</sup> quarter 2020 to 3<sup>rd</sup> quarter of 2021**

Number of Decoders Sold	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021
Azam Media Rwanda Ltd	110	76	94	127	106
Star Africa Media Co., Ltd	4,983	3,687	4,219	6,231	5,141
Tele 10 Ltd	269	382	1,056	263	268
Canal+ Rwanda Ltd	-	5,304	11,617	12,423	8,324
<b>Total</b>	<b>5,362</b>	<b>9,449</b>	<b>16,986</b>	<b>19,044</b>	<b>13,839</b>

Source: Operators' reports



#### 7.4. Pay TV staff

The total number of staff employed by Pay TV operators as of September 2021 was 194 of which 62.4% are employed by Star Africa Media Co., Ltd, 26.3% by Canal+ Rwanda Ltd, 8.7% by Tele 10 Ltd, and 2.6% are employed by Azam Media Rwanda Ltd. The sixty-nine (63) staff representing 32.5% of the total staff are female.

**Table 21: Number of staff employed in Pay TV operators as of September 2021**

Operator	Staff per type of contract			Staff per gender		Origin	
	Temporary	Permanent	Total	Female	Male	Domestic	Foreign
Azam Media Rwanda Ltd	0	5	5	2	3	4	1
Star Africa Media Co., Ltd	17	104	121	31	90	113	8
Tele 10 Ltd	0	17	17	7	10	17	0
Canal+ Rwanda Ltd	4	47	51	23	28	41	10
<b>Total</b>	<b>21</b>	<b>173</b>	<b>194</b>	<b>63</b>	<b>131</b>	<b>175</b>	<b>19</b>

Source: Operators' reports