



RWANDA  
UTILITIES  
REGULATORY  
AUTHORITY

**STATISTICS REPORT FOR TELECOM, MEDIA AND  
BROADCASTING SECTOR AS OF THE SECOND  
QUARTER (APRIL-JUNE) OF THE YEAR 2023**

**Disclaimer:** Information provided in this report is subject to alteration in case of any revision or update deemed necessary.

## TABLE OF CONTENTS

TABLE OF CONTENTS .....	i
LIST OF TABLES .....	ii
LIST OF FIGURES .....	iii
REPORT SUMMARY .....	iv
1. MOBILE TELEPHONE SERVICES .....	1
1.1. Mobile subscriptions .....	1
1.2. Market share for mobile (SIM cards) subscriptions .....	2
1.3. Mobile Voice, and SMS tariff structure .....	3
1.4. Mobile traffic statistics .....	4
1.4.1. Mobile outgoing and incoming international voice traffic .....	4
1.4.2. Market shares for mobile outgoing voice traffic .....	5
1.4.3. Average calling time (Minutes/call) .....	5
1.4.4. Outgoing and incoming international SMS traffic .....	6
1.4.5. Market shares for outgoing on net, off net and international SMS traffic .....	6
2. ROAMING .....	7
2.1. Roaming subscribers .....	7
2.2. Roaming traffic .....	8
3. FIXED TELEPHONE SERVICES .....	9
3.1. Fixed telephone subscriptions .....	9
3.2. Fixed telephone traffic .....	10
3.3. Fixed telephone service tariff .....	11
4. INTERNET SERVICE PROVISION .....	12
4.1. Internet subscriptions .....	12
4.2. International internet bandwidth .....	14
4.3. Mobile internet tariff .....	15
5. EMPLOYMENT IN TELECOMMUNICATION SECTOR .....	16
6. MEDIA AND BROADCASTING .....	18
6.1. Licensed media operators .....	18
6.2. Pay TV subscriptions .....	18
6.3. Decoders sold .....	19
6.4. Pay TV staff .....	20

## LIST OF TABLES

Table 1: Key ICT indicators.....	iv
Table 2: Comparison of active mobile subscriptions per operator by contract type .....	1
Table 3: Mobile telephone voice tariff (in Frw) per minute per operator as of Q2 2023 .....	3
Table 4: SMS tariff structure (in Frw) as of Q2 2023 .....	4
Table 5: Outgoing and incoming traffic per operator as of the 2 <sup>nd</sup> quarter 2023.....	4
Table 6: Average minutes per call per operator in the 2 <sup>nd</sup> quarter 2023.....	5
Table 7: SMS traffic (in numbers) as of the second quarter 2023 .....	6
Table 8: International average roaming subscribers as of the 2 <sup>nd</sup> quarter 2023 .....	7
Table 9: Outgoing and incoming roaming traffic (in minutes) as of the second quarter 2023 .....	8
Table 10: Fixed telephone subscriptions as of June 2023.....	9
Table 11: Outgoing mobile and fixed telephone incoming traffic as of 2 <sup>nd</sup> quarter 2023 .....	11
Table 12: Fixed telephone service tariff structure (in Frw) per minute as of Q2 2023 .....	11
Table 13: Internet subscriptions per category as of June 2023 .....	12
Table 14: Fixed internet subscriptions by speed .....	13
Table 15: Number of staff employed in telecommunication sectors as of June 2023 .....	16
Table 16: Trends of Licensed media operators from June 2022 to June 2023 .....	18
Table 17: Number of Pay TV subscribers as of June 2023.....	18
Table 18: Trend of decoders sold from 2 <sup>nd</sup> quarter 2022 to 2 <sup>nd</sup> quarter of 2023.....	19
Table 19: Number of staff employed by Pay TV operators as of June 2023 .....	20

## LIST OF FIGURES

Figure 1: Trend of mobile subscriptions and penetration rate from Q2 2022 to Q2 2023 .....	2
Figure 2: Market share trends for mobile (SIM cards) subscriptions per operator .....	2
Figure 3: Trend of average mobile voice tariff (in Frw) per minute .....	3
Figure 4: Outgoing on net, off net and international voice traffic's market share as of the 2 <sup>nd</sup> quarter 2023 .....	5
Figure 5: Outgoing on net, off net and international SMS traffic market share as of the first quarter 2023 .....	6
Figure 6: Trend of roaming subscribers from Q2 2022 to Q2 2023.....	7
Figure 7: Trend of fixed telephone subscriptions and penetration rate .....	9
Figure 8: Market share trends for fixed telephone subscriptions per operator as of June 2023 .....	10
Figure 9: Trend of internet subscriptions and internet subscriptions per 100 inhabitants .....	13
Figure 10: Fixed internet subscriptions by technology.....	14
Figure 11: Trend of international internet bandwidth (Mbps) from Q2 2022 to Q2 2023 .....	15
Figure 12: Standard mobile internet tariff (Frw/MB) as of Q2 2023 .....	15
Figure 13: Telecom staff by gender as of June 2023.....	17
Figure 14: Market share for Pay TV active subscribers per operator as of June 2023.....	19

## 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> April to 30<sup>th</sup> June 2023.

**Table 1: Key ICT indicators**

INDICATORS	Q1 2023	Q2 2023	% change between Q1-23 and Q2-23
<b>SUBSCRIPTIONS</b>			
Mobile subscriptions	11,361,465	11,714,982	3.11
Fixed subscriptions	9,374	7,128	-23.96
Mobile (SIM) penetration rate (%)	85.13	87.43	2.70
Fixed telephone penetration rate (%)	0.070	0.053	-24.39
<b>VOICE TRAFFIC IN MINUTES</b>			
On-Net Voice Traffic	5,521,460,321	5,750,323,616	4.14
Outgoing Off-Net Voice Traffic	2,310,357,014	2,601,995,799	12.62
International Outgoing mobile voice traffic	9,374,800	8,707,757	-7.12
International Incoming mobile voice traffic	12,811,785	9,990,356	-22.02
<b>ROAMING SUBSCRIBERS</b>			
Average Roaming-in (Foreign subscribers)	539,512	534,493	-0.93
Average Roaming-Out (Own subscribers)	421,021	468,237	11.21
<b>ROAMING TRAFFIC</b>			
Total incoming minutes for roamers	107,163,683	119,850,184	11.84
Total outgoing minutes for roamers	2,883,801	2,888,900	0.18
<b>SMS TRAFFIC</b>			
On-net SMS	750,694,633	743,487,545	-0.96
Outgoing Off-net SMS	99,271,327	119,492,805	20.37
Outgoing International SMS	956,879	840,400	-12.17
Incoming International SMS	1,573,552	1,448,456	-7.95
<b>DATA/INTERNET</b>			
Internet subscriptions	8,482,607	8,770,952	3.40
Internet subscriptions per 100 inhabitants	63.67	65.46	2.81
Equipped international internet bandwidth (Mbps)	187,954	227,954	21.28
Used international internet bandwidth (Mbps)	114,919	131,342	14.29
<b>MEDIA AND BROADCASTING</b>			
Number of Television stations	20	20	0.00
Number of Radio FM stations	29	29	0.00
Active Pay TV subscribers	117,127	98,024	-16.31
Registered Pay TV subscribers	486,033	507,097	4.33

**Source: Operators' reports**

## 1. MOBILE TELEPHONE SERVICES

### 1.1. Mobile subscriptions

During the second quarter of the year 2023, the operators providing mobile telephone services were MTN Rwandacell Plc and Airtel Rwanda Ltd. The number of active mobile subscriptions reported at the end of June 2023 were 11,714,982 SIM cards. Table 2 illustrates the comparison of active mobile subscriptions per operator.

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

Name of operator	June 2022			June 2023			Quarterly Variation
	Postpaid	Prepaid	Total	Postpaid	Prepaid	Total	
MTN Rwandacell Plc	129,612	6,808,938	6,938,550	161,147	7,088,025	7,249,172	<b>4.5%</b>
Airtel Rwanda Ltd	5,172	3,631,316	3,636,488	8,550	4,457,260	4,465,810	<b>22.8%</b>
<b>Total</b>	<b>134,784</b>	<b>10,440,254</b>	<b>10,575,038</b>	<b>169,697</b>	<b>11,545,285</b>	<b>11,714,982</b>	<b>10.8%</b>

**Source: Operators' reports**

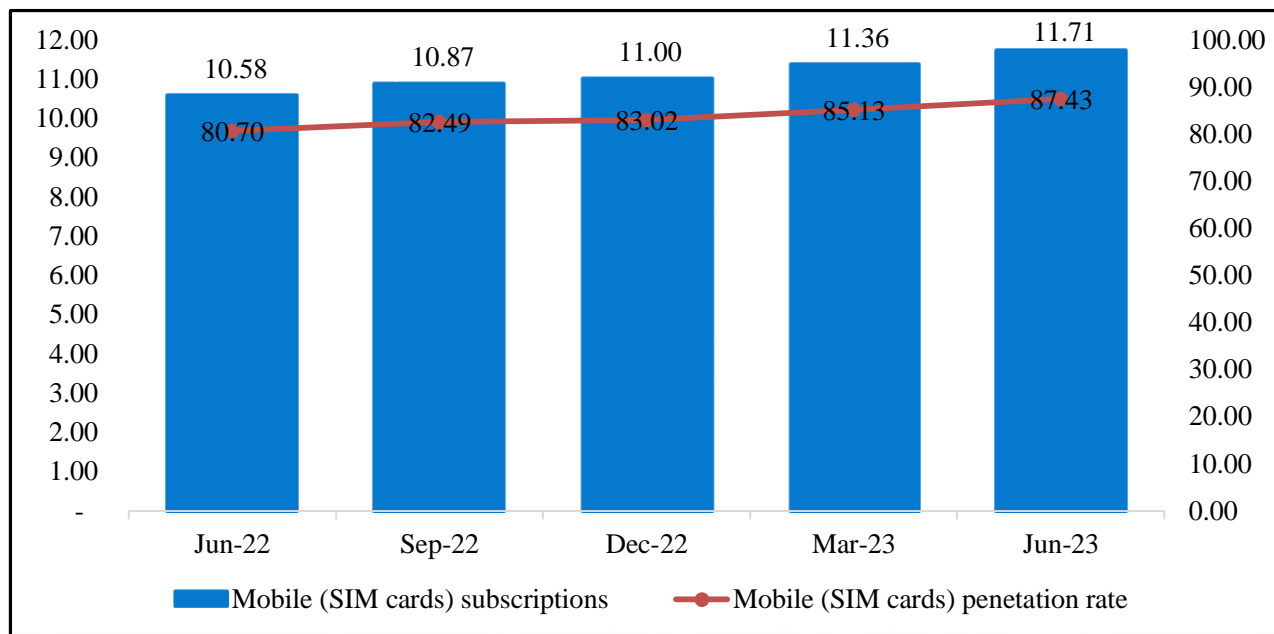
As of June 2023, the number of active mobile subscriptions in the country increased up to 11.71 million in comparison to 10.58 million active SIM cards reported at the end of June 2022. The active mobile-cellular telephone (SIM cards) subscriptions per 100 people have also increased up to 87.43% as of June 2023 compared to 80.70% as of June 2022.

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

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

**Figure 1: Trend of mobile subscriptions and penetration rate<sup>2</sup> from Q2 2022 to Q2 2023**

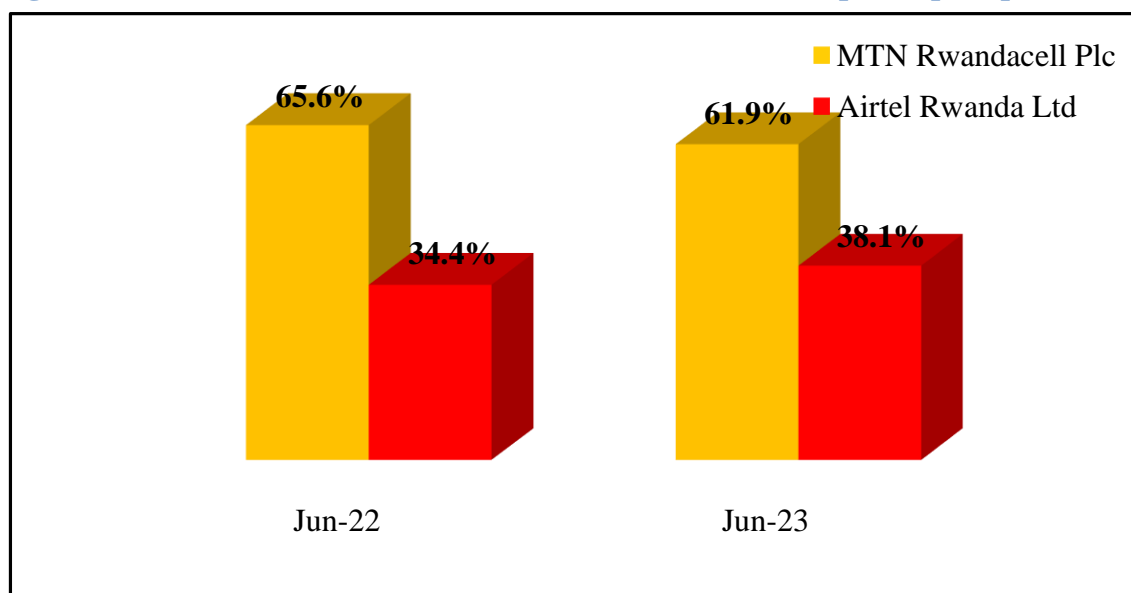


Source: Operators' reports

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

As of June 2023, the market shares in terms of active SIM cards for Airtel Rwanda Ltd increased by 3.7 percentage points up to 38.1% whereas that for MTN Rwandacell Plc dropped by the same margin reaching 61.9% in comparison to June 2022 publications.

**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 published by National Institute of Statistics of Rwanda.

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

During the quarter 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 and 90 Frw/Min to call in One Area Network Countries.

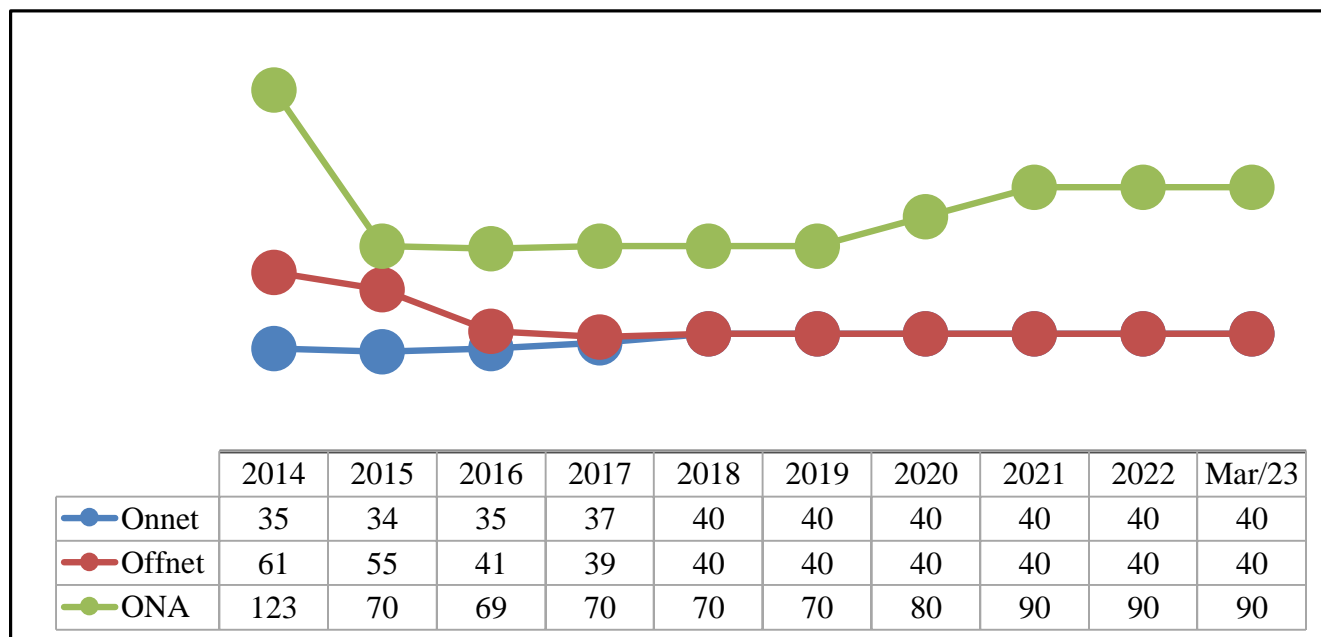
**Table 3: Mobile telephone voice tariff (in Frw) per minute per operator as of Q2 2023**

Destination	MTN Rwandacell Plc	Airtel Rwanda Ltd	Average
Onnet	45	35	<b>40</b>
Offnet	45	35	<b>40</b>
One Area Network	90	90	<b>90</b>

Source: Operators' reports

During the second quarter 2023, the standard average tariff for calling by mobile telephone within a telecom operator and between telecom operators was 40 Frw/Min and 40 Frw/Min. 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 second quarter 2023, 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, 42.5 Frw, and 79.5 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 Q2 2023**

<b>SMS Tariff</b>	<b>MTN Rwandacell Plc</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	45	40	<b>42.5</b>
Rest of the World	80	79	<b>79.5</b>

**Source: Operators' reports**

## **1.4. Mobile traffic statistics**

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

During the second quarter of 2023, the total volume of minutes originating within mobile networks were 5.7 billion minutes, the total minutes originating from mobile networks to other domestic networks were 2.6 billion minutes and the total minutes from mobile networks to international networks were 8.6million minutes. The number of minutes from international networks were 9.9 million minutes to local mobile networks.

**Table 5: Outgoing and incoming traffic per operator as of the 2<sup>nd</sup> quarter 2023**

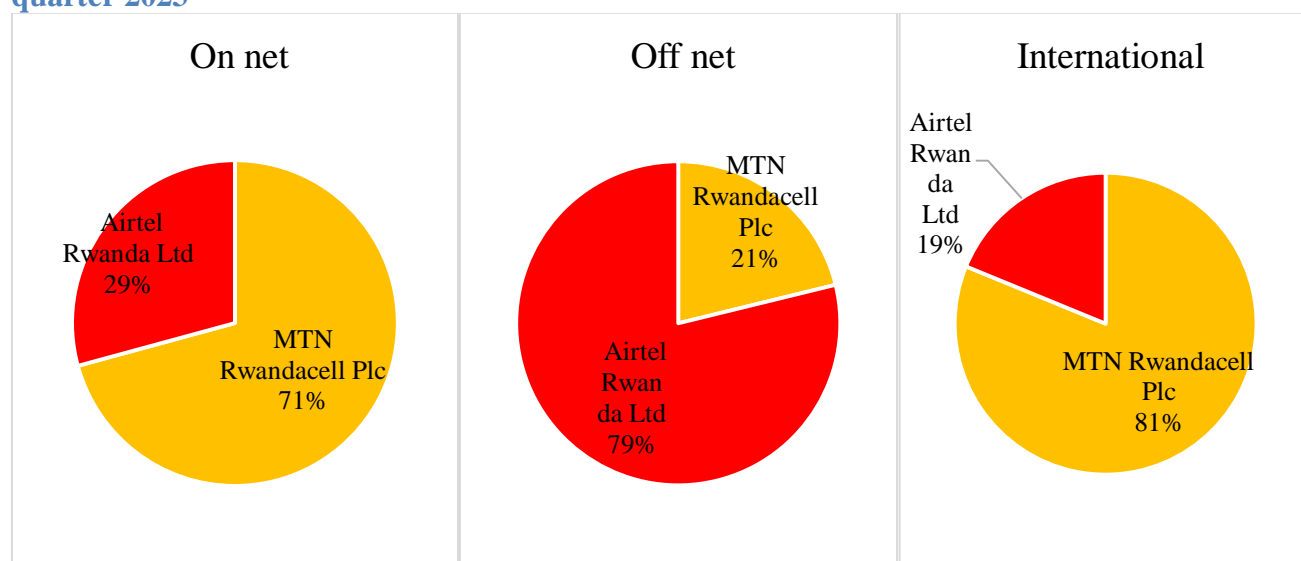
<b>Voice traffic</b>	<b>MTN Rwandacell Plc</b>	<b>Airtel Rwanda Ltd</b>	<b>Total</b>
<b>Outgoing minutes</b>			
On net	4,069,509,142	1,680,813,487	<b>5,750,322,629</b>
Off net	551,126,299	2,050,425,270	<b>2,601,551,568</b>
International	7,059,525	1,634,764	<b>8,694,289</b>
<b>Incoming minutes</b>			
International	8,035,867	1,954,034	<b>9,989,901</b>

**Source: Operators' reports**

### 1.4.2. Market shares for mobile outgoing voice traffic

During the second quarter 2023, the 71% of the total on net minutes generated by mobile networks were from MTN Rwandacell Plc and 29% from Airtel Rwanda Ltd. The off-net minutes 'market shares for MTN Rwandacell Plc and Airtel Rwanda Ltd were 21% and 79% respectively. The 81% of minutes from local mobile networks to international networks were generated by MTN Rwandacell Plc whereas the remaining 19% were for Airtel Rwanda Ltd.

**Figure 4: Outgoing on net, off net and international voice traffic's market share as of the 2<sup>nd</sup> quarter 2023**



Source: Operators' reports

### 1.4.3. Average calling time (Minutes/call)

In the second quarter 2023, the average minutes per call within mobile telecom networks were 2.3, average minutes per call to call other domestic networks were 2.5 while the average minutes per call from Rwanda mobile networks to international networks were 1.9. The average minutes per call from international networks to Rwanda mobile networks were 1.6.

**Table 6: Average minutes per call per operator in the 2<sup>nd</sup> quarter 2023**

Voice traffic	MTN Rwandacell Plc	Airtel Rwanda Ltd	Combined
Average outgoing minutes per call			
On net	2.3	2.3	<b>2.3</b>
Off net	2.0	2.7	<b>2.5</b>
International	2.3	1.1	<b>1.9</b>
Average incoming minutes per call			
International	1.6	1.3	<b>1.6</b>

Source: Operators' reports

#### 1.4.4. Outgoing and incoming international SMS traffic

In the second quarter 2023, the total volume of SMS traffic originating within mobile networks were 743.4 million SMS, the total SMS traffic originating from mobile networks to other mobile networks were 119.4 million SMS and the total SMS traffic from mobile networks to international networks were 0.8 million SMS. The number of SMS from international networks to Rwanda were 1.4 million SMS.

**Table 7: SMS traffic (in numbers) as of the second quarter 2023**

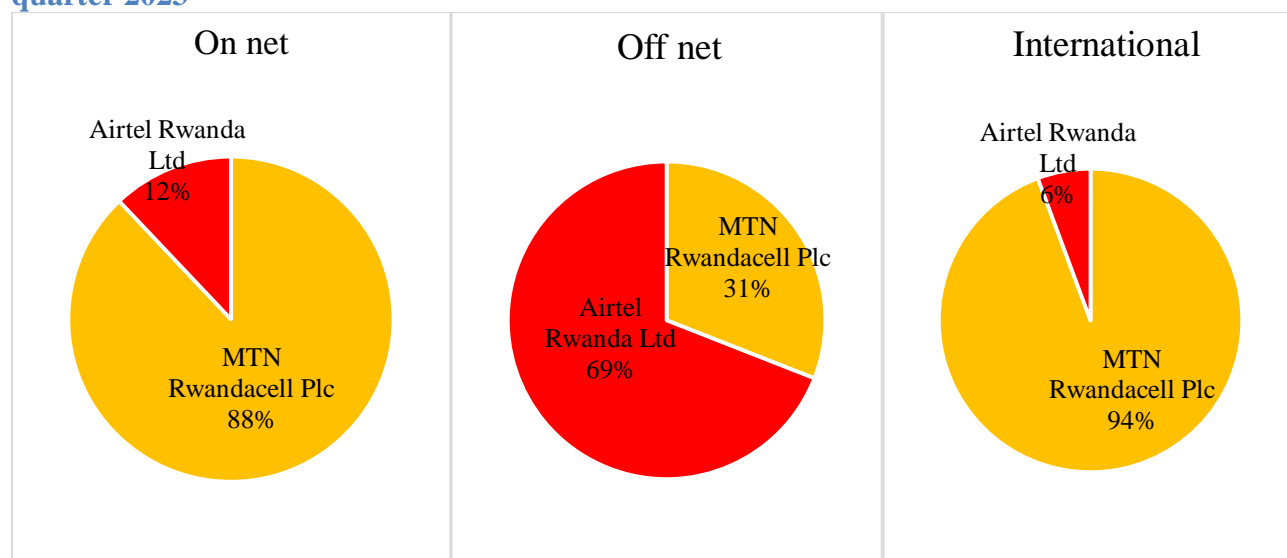
Destination	MTN Rwandacell Plc	Airtel Rwanda Ltd	Total
Outgoing SMS			
On net	653,826,679	89,660,866	<b>743,487,545</b>
Off net	36,987,191	82,505,614	<b>119,492,805</b>
International	792,865	47,535	<b>840,400</b>
Incoming SMS			
International	366,556	1,081,900	<b>1,448,456</b>

Source: Operators' reports

#### 1.4.5. Market shares for outgoing on net, off net and international SMS traffic

In the second quarter 2023, the 88% of the total on net SMS were for MTN Rwandacell Plc and 12% of Airtel Rwanda Ltd. The 69% of off net SMS were for Airtel Rwanda Ltd and the 31% for MTN Rwandacell Plc. The 94% and 6% of SMS from local mobile networks to international networks are generated by MTN Rwandacell Plc and Airtel Rwanda Ltd respectively.

**Figure 5: Outgoing on net, off net and international SMS traffic market share as of the first quarter 2023**



Source: Operators' reports

## 2. ROAMING

### 2.1. Roaming subscribers

The international average roaming subscribers recorded during the second quarter of the year 2023 stood at 534,493 foreign subscribers roamed on local networks whereas 468,237 Rwanda subscribers roamed on foreign networks.

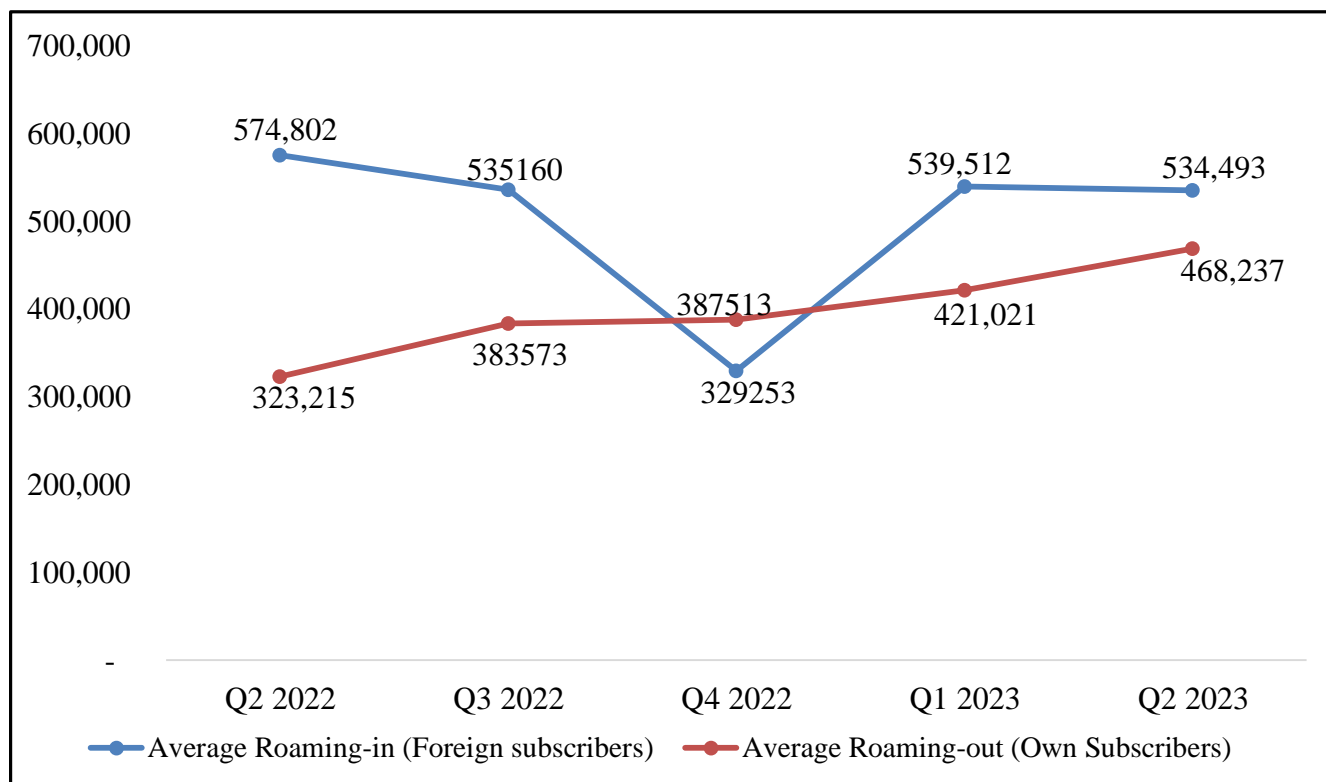
**Table 8: International average roaming subscribers as of the 2<sup>nd</sup> quarter 2023**

Destination	MTN Rwandacell Plc	Airtel Rwanda Ltd	Total
Roaming-in (Foreign subscribers)	265,707	268,786	<b>534,493</b>
Roaming-out (Own Subscribers)	335,819	132,418	<b>468,237</b>

Source: Operators' reports

During the second quarter 2023, the average number of roamers-out increased to 468,237 from 421,021 from subscribers, representing an increase of 11.2% whereas the average number of roamers-in decreased up to 534,493 from 539,512 subscribers in comparison to the previous quarter, which is equivalent to 0.9%.

**Figure 6: Trend of roaming subscribers from Q2 2022 to Q2 2023**



Source: Operators' reports

## 2.2. Roaming traffic

In the second quarter 2023, the total volume of outgoing traffic generated by foreign subscribers roaming in Rwanda was 1.5 million minutes and the total minutes generated by Rwanda mobile networks' subscribers roamed outside the country was 1.3 million minutes. On the other hand, the total incoming traffic on foreign subscribers roamed in Rwanda was 18.0 million minutes whereas the incoming minutes to Rwanda subscribers roamed on foreign networks was 101.8 million minutes.

**Table 9: Outgoing and incoming roaming traffic (in minutes) as of the second quarter 2023**

Destination	Foreign subscribers roaming on local networks			Own subscribers roaming on foreign networks		
	MTN	Airtel	Total	MTN	Airtel	Total
Incoming	2,659,614	15,373,596	18,033,210	100,094,537	1,722,437	101,816,974
Outgoing	1,025,003	491,394	1,516,397	1,246,196	126,307	1,372,503
<b>Total</b>	<b>3,684,618</b>	<b>15,864,990</b>	<b>19,549,608</b>	<b>101,340,732</b>	<b>1,848,744</b>	<b>103,189,476</b>

Source: Operators' reports

### 3. FIXED TELEPHONE SERVICES

#### 3.1. Fixed telephone subscriptions

In the second quarter 2023, the operators offering fixed telephone services were Liquid Telecom Ltd, MTN Rwandacell Plc, Airtel Rwanda Ltd and BSC Ltd that offers voice-over-IP (VoIP) subscriptions only.

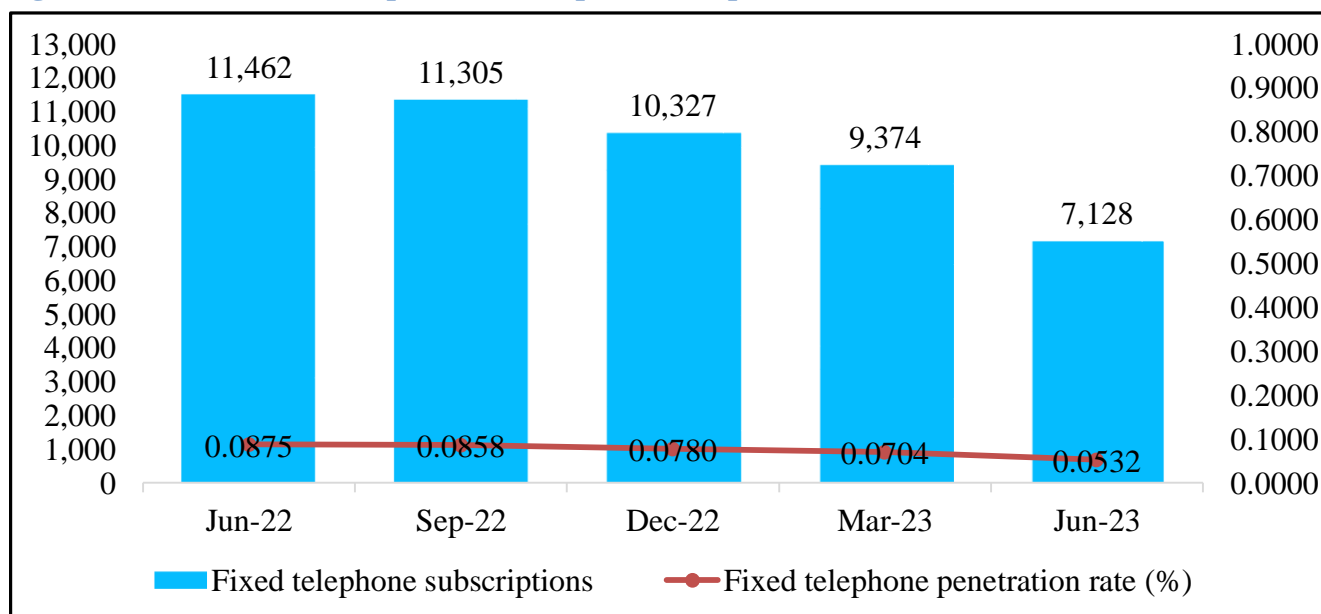
**Table 10: Fixed telephone subscriptions as of June 2023**

Name of Operator	Fixed telephone subscriptions	Fixed telephone penetration rate (%) <sup>3</sup>
MTN Rwandacell Plc	156	<b>0.0532</b>
Airtel Rwanda Ltd	5,143	
Liquid Telecom Ltd	568	
BSC Ltd	1,261	
<b>Total</b>	<b>7,128</b>	

Source: Operators' reports

The number of fixed telephone subscriptions decreased to 7,128 as of June 2023 in comparison to the 11,462 lines recorded at the end of June 2022. The fixed telephone subscriptions per 100 people have also decreased up to 0.0532% from 0.0875% reported at the end of June 2022. The Figure 7 illustrates Trend of fixed telephone subscriptions and penetration rate.

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

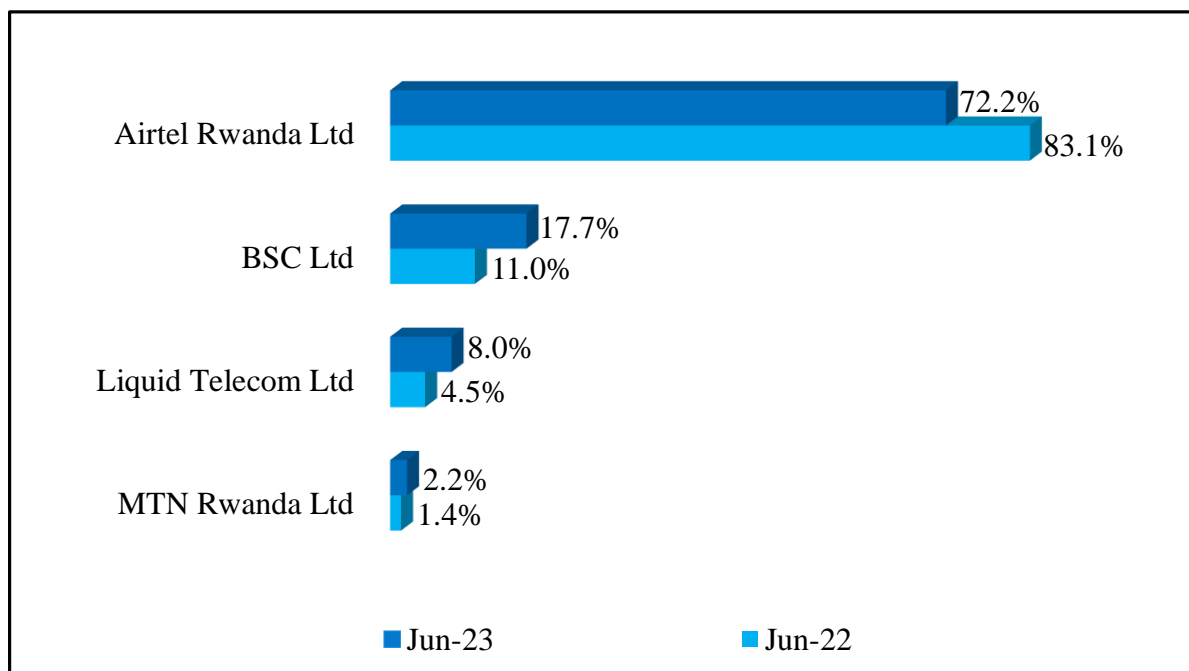


Source: Operators' reports

<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.

In the second quarter 2023, the market shares in fixed telephone subscriptions for Airtel Rwanda Ltd decreased by 10.9 percentage points to 72.2%, and that for BSC Ltd increased by 6.7 percentage points to 17.7%. The market shares for Liquid Telecom Ltd increased by 3.5 percentage points to 8.0% and that for MTN Rwandacell Plc have increased up to 2.2% in comparison to the publications of the 2<sup>nd</sup> quarter of 2022.

**Figure 8: Market share trends for fixed telephone subscriptions per operator as of June 2023**



**Source: Operators' reports**

### 3.2. Fixed telephone traffic

In the second quarter 2023, the total volume of minutes originating within operators by fixed telephone lines were 1.1 million minutes, the total minutes originating from one operator to other operators were 0.4 million minutes, and the total minutes from Rwanda fixed telephone lines to international networks were 25,452 minutes. The number of minutes from international networks to local fixed telephone lines were 24,593 minutes.

**Table 11: Outgoing mobile and fixed telephone incoming traffic as of 2<sup>nd</sup> quarter 2023**

Voice traffic	MTN Rwandacell Plc	Airtel Rwanda Ltd	Liquid Telecom Ltd	Total
<b>Outgoing minutes</b>				
On net	1,161,455	12,531	987	1,174,973
Off net	43,676	11,223	444,230	499,129
International	11,702	282	13,468	25,452
<b>Incoming minutes</b>				
International	23,322	363	455	24,593

Source: Operators' reports

### 3.3. Fixed telephone service tariff

In the second quarter 2023, 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 Q2 2023**

Destination	Liquid Telecom Ltd	MTN Rwandacell Plc	Airtel Rwanda Ltd	Average
On net	10	45	35	<b>30</b>
Off net	30	45	35	<b>36.7</b>
One Area Network	408.28	90	90	<b>196.1</b>

Source: Operators' reports



## 4. INTERNET SERVICE PROVISION

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

There were 8,719,844 active SIM cards connected to the internet within the last 90 days and 51,108 active fixed internet subscriptions during the second quarter of the year 2023. The table below illustrates the internet subscriptions per operator per technology.

**Table 13: Internet subscriptions per category as of June 2023**

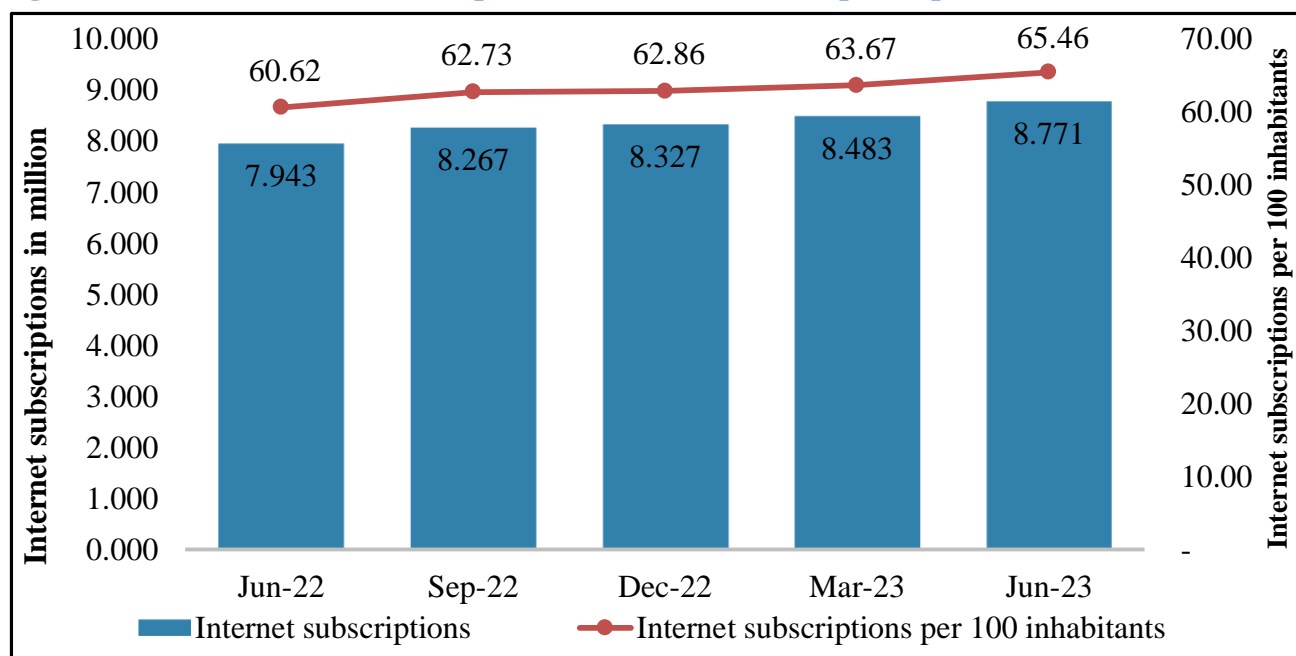
Name of operators	Fixed Broadband subscriptions	Mobile internet subscriptions			Total internet subscriptions
		GPRS&EDGE	3G	4G	
MTN Rwandacell Plc	8,810	3,260,742	1,863,999	390,487	5,524,038
Airtel Rwanda Ltd	1,214	2,027,434	1,049,558	11,265	3,089,471
Axiom Networks Ltd	143				143
4NetAfrica Ltd	4				4
BSC Ltd	3,377			17,256	20,633
BCS Ltd	13				13
Liquid Telecom Ltd	16,238				16,238
CBNET Ltd	25			606	631
G-Max Ltd	5			1,056	1,061
ISCO ISP Ltd	21			702	723
NET LINK Ltd	6			780	786
Piramie INC	1			699	700
Simba Supermarket				97	97
KOPA Telecom	59			6,452	6,511
BK Techouse	102			1,039	1,141
FASTNET	11			3,299	3,310
Mango Telecom Ltd	24			79,732	79,756
RTN Ltd				1,685	1,685
Smart Broadband Ltd	1			1,012	1,013
TNSP	11			583	594
NETPRO Ltd				1,361	1,361
GVA Rwanda	21,043				21,043
<b>Total subscriptions</b>	<b>51,108</b>	<b>5,288,176</b>	<b>2,913,557</b>	<b>518,111</b>	<b>8,770,952</b>
<b>Subscriptions per 100 inhabitants</b>	<b>0.38</b>	<b>39.47</b>	<b>21.74</b>	<b>3.87</b>	<b>65.46</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.

During the second quarter 2023, the total number of internet subscriptions increased by 10.4% to reach 8.771 million from 7.943 million reported at the end of June 2022 and there was an increase of 3.4% in comparison to the Q1 2023 publications. The internet subscriptions per 100 inhabitants for June 2023 increased by 1.79 percentage points up to 65.46% in comparison to March 2023.

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



**Source: Operators' reports**

As of June 2023, the fixed internet subscriptions increased by 39.2% in comparison to the second quarter 2022 publications. All fixed internet subscriptions were subscribed to broadband speed which is greater or equal to 256 kbps as per ITU definitions.

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

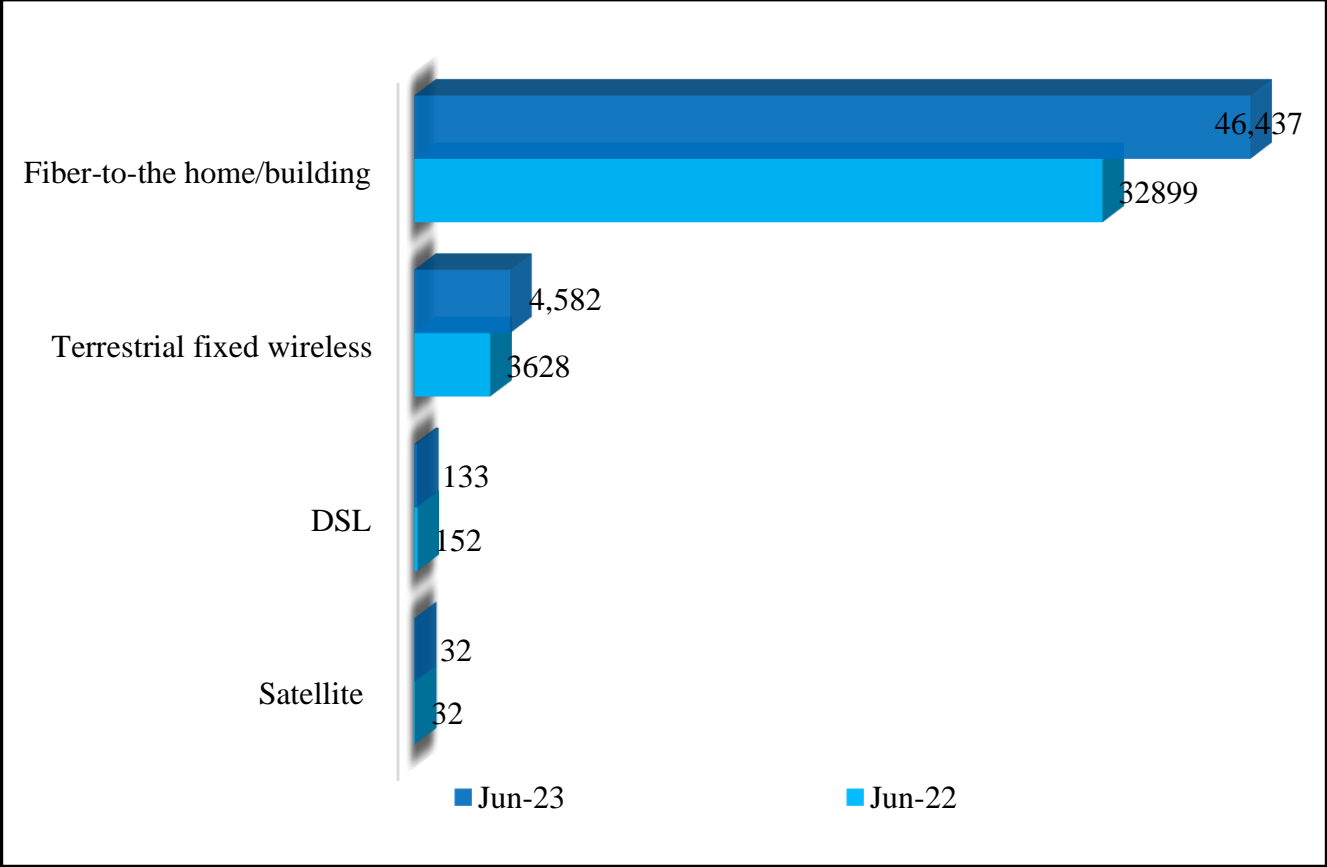
Speed	Fixed internet subscriptions	
	June 2022	June 2023
< 256 kbps	84	0
[256 kbps-2Mbps [	1,636	1549
[2 Mbps -10 Mbps [	4,401	4663
[10 Mbps-30Mbps [	24,151	17517
[30 Mbps < 100Mbps [	6,150	23944
≥ 100 Mbps	289	3435
<b>Total</b>	<b>36,711</b>	<b>51,108</b>

**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 second quarter 2023, 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 as shown in the below figure.

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

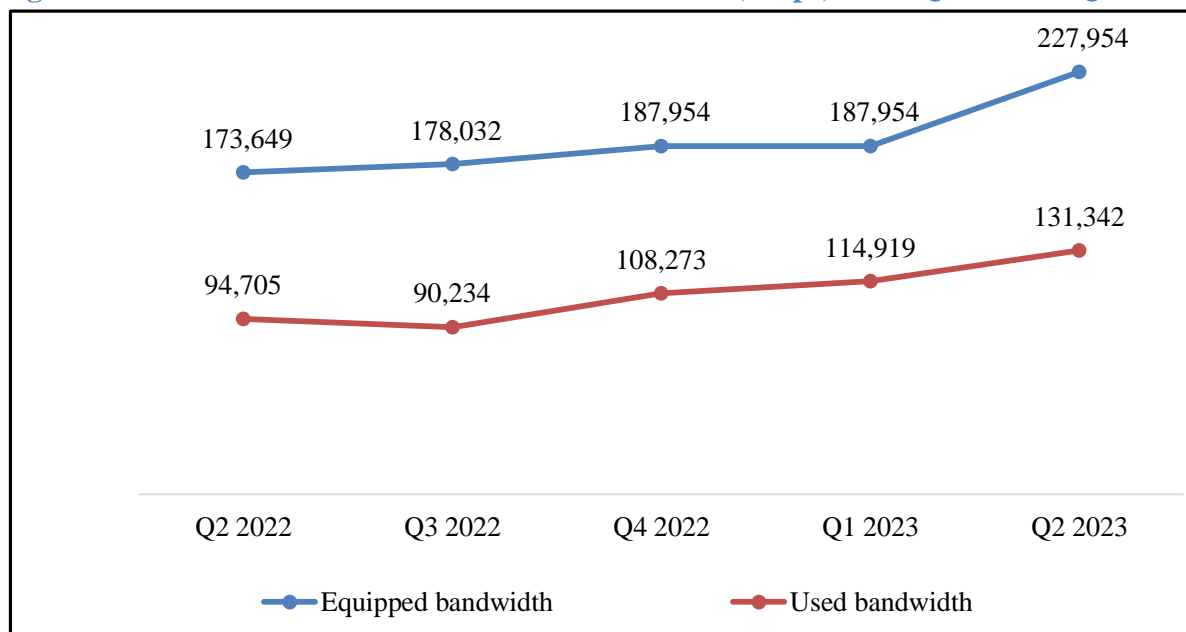


Source: Operators’ reports

**4.2. International internet bandwidth**

During the second quarter 2023, the total equipped international internet bandwidth available in the country was 227,954 Mbps whereas the average used internet bandwidth was 131,342 Mbps. The Figure below display the trend of international internet bandwidth from Q2 2022 to Q2 2023.

**Figure 11: Trend of international internet bandwidth (Mbps) from Q2 2022 to Q2 2023**

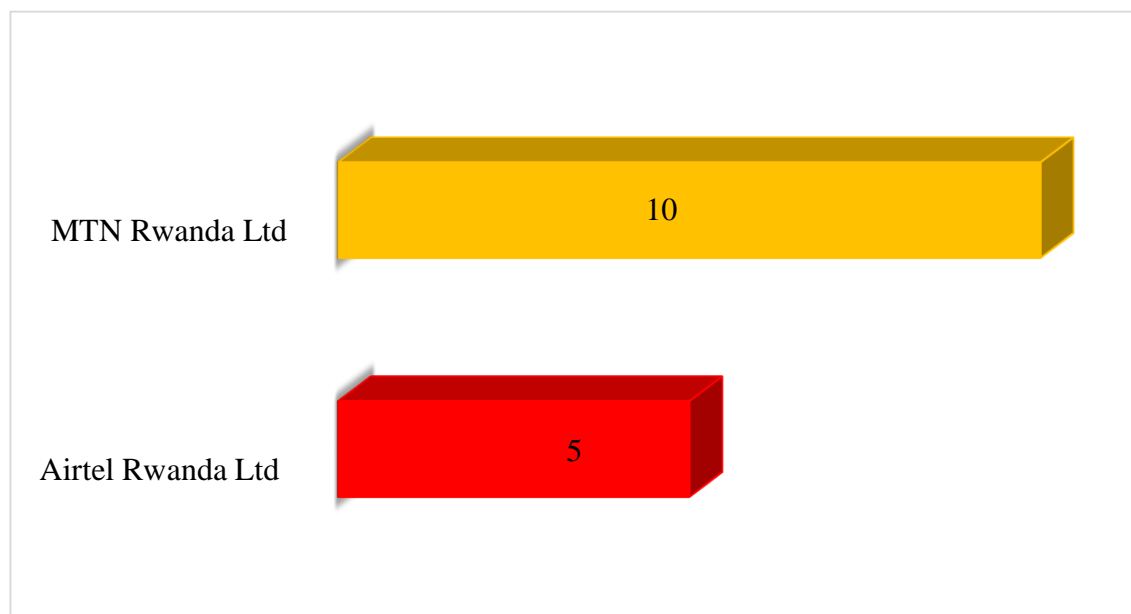


Source: Operators' reports

#### 4.3. Mobile internet tariff

In the second quarter 2023, the standard tariff for mobile internet per MB was at 10 Frw on MTN Rwanda Ltd and 5 Frw on Airtel Rwanda Ltd networks.

**Figure 12: Standard mobile internet tariff (Frw/MB) as of Q2 2023**



Source: Operators' reports

## 5. EMPLOYMENT IN TELECOMMUNICATION SECTOR

One thousand two hundred sixty-four (1,264) persons were employed in telecommunication sector at the end of June 2023; one thousand one hundred forty-one (1,141) are permanent staff whereas one hundred twenty-three (123) are temporary staff. There were also nine hundred and ten (910) outsourced staff employed by telecommunication sector. The table below illustrates the number of employed persons by operator.

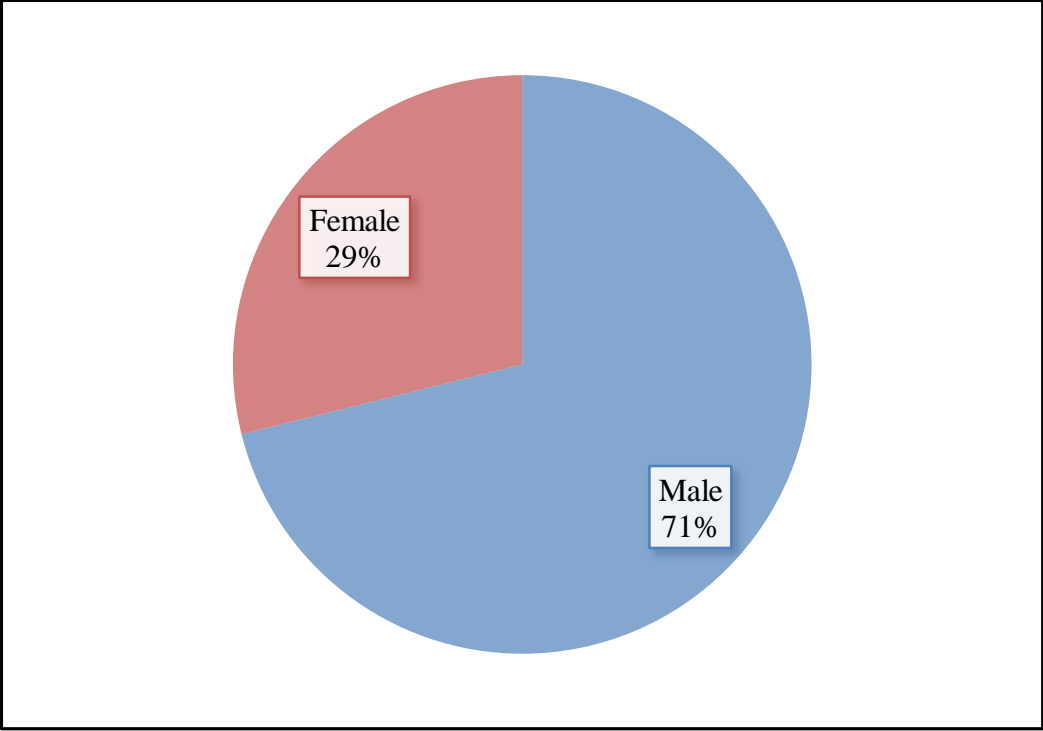
**Table 15: Number of staff employed in telecommunication sectors as of June 2023**

Operator	Type of contract			Gender		Domestic and foreign employees		Outsourced staff
	Temporary	Permanent	Total	Female	Male	Domestic	Foreign	
MTN Rwandacell Plc	4	334	338	118	220	334	4	627
Airtel Rwanda Ltd	0	121	121	20	101	117	4	187
Liquid Telecom Ltd	73	60	133	21	112	130	3	0
G-MAX	0	9	9	3	6	9	0	0
KOPA Telecom	1	18	19	5	14	19	0	0
Axiom Networks Ltd	3	24	27	7	20	24	3	0
4NetAfrica Ltd	0	1	1	0	1	1	0	0
TNSP	10	5	15	5	10	15	0	2
KTRN Ltd	0	106	106	19	87	103	3	0
Piramie INC	0	6	6	3	3	4	2	2
BSC Ltd	20	85	105	24	81	105	0	0
BCS Ltd	0	1	1	0	1	1	0	0
AC Group Ltd	0	74	74	20	54	74	0	0
FASTNET	1	10	11	4	7	11	0	2
ISCO ISP Ltd	0	4	4	1	3	4	0	0
SIMBA Supermarket	0	3	3	0	3	3	0	0
BK Techouse	6	43	49	9	40	48	1	0
Mango Telecom Ltd	0	138	138	76	62	137	1	0
NET LINK LTD	0	10	10	3	7	9	1	0
CBNET Ltd	2	1	3	1	2	3	0	0
RTN	0	19	19	6	13	19	0	0
Smart Broadband Ltd	0	4	4	0	4	4	0	0
NETPRO LTD	0	5	5	3	2	5	0	0
GVA Rwanda	3	60	63	17	46	62	1	90
<b>Total</b>	<b>123</b>	<b>1,141</b>	<b>1,264</b>	<b>365</b>	<b>899</b>	<b>1241</b>	<b>23</b>	<b>910</b>

Source: Operators' reports

The three hundred sixty-five (365) staff representing 29% of the total staff are female 71% are male as shown in the figure below. The four hundred fifty-seven (457) representing 50.2% per cent of the total outsourced staff are female.

**Figure 13: Telecom staff by gender as of June 2023**



**Source: Operators' reports**

## 6. MEDIA AND BROADCASTING

The table below shows the cumulative number of licensed Television Stations, FM Radio Broadcasters, Online Media Houses, Pay TV operators, print media houses, International media houses, and Signal Distributors up to the end of June of the year 2023.

### 6.1. Licensed media operators

During the second quarter 2023, there was one (1) licensed signal distributors, four (4) pay TV operators, twenty-nine (29) FM radio stations, twenty (20) television stations, fourteen (14) online media houses, nine (9) print media houses, and two (2) international media houses.

**Table 16: Trends of Licensed media operators from June 2022 to June 2023**

Category	June-2022	Sep-2022	Dec-2022	Mar-2023	June-2023
Signal distributors	1	1	1	1	1
Pay TV operators	4	4	4	4	4
FM Radio stations	30	29	29	29	29
Television stations	21	19	19	20	20
Online media houses	14	14	14	14	14
Print media houses	9	9	9	9	9
International media houses	2	2	2	2	2

Source: RURA database

### 6.2. Pay TV subscriptions

Registered Pay TV subscribers recorded at the end of the second quarter of the year 2023 were 507,097 whereas the active subscribers were 98,024.

**Table 17: Number of Pay TV subscribers as of June 2023**

Name of Pay TV	Registered subscribers	Active <sup>6</sup> subscribers
Azam Media Rwanda Ltd	14,699	1,512
Star Africa Media Ltd	335,347	22,255
Tele 10 Ltd	6,569	5,162
Canal+ Rwanda Ltd	150,482	69,095
<b>Total</b>	<b>507,097</b>	<b>98,024</b>

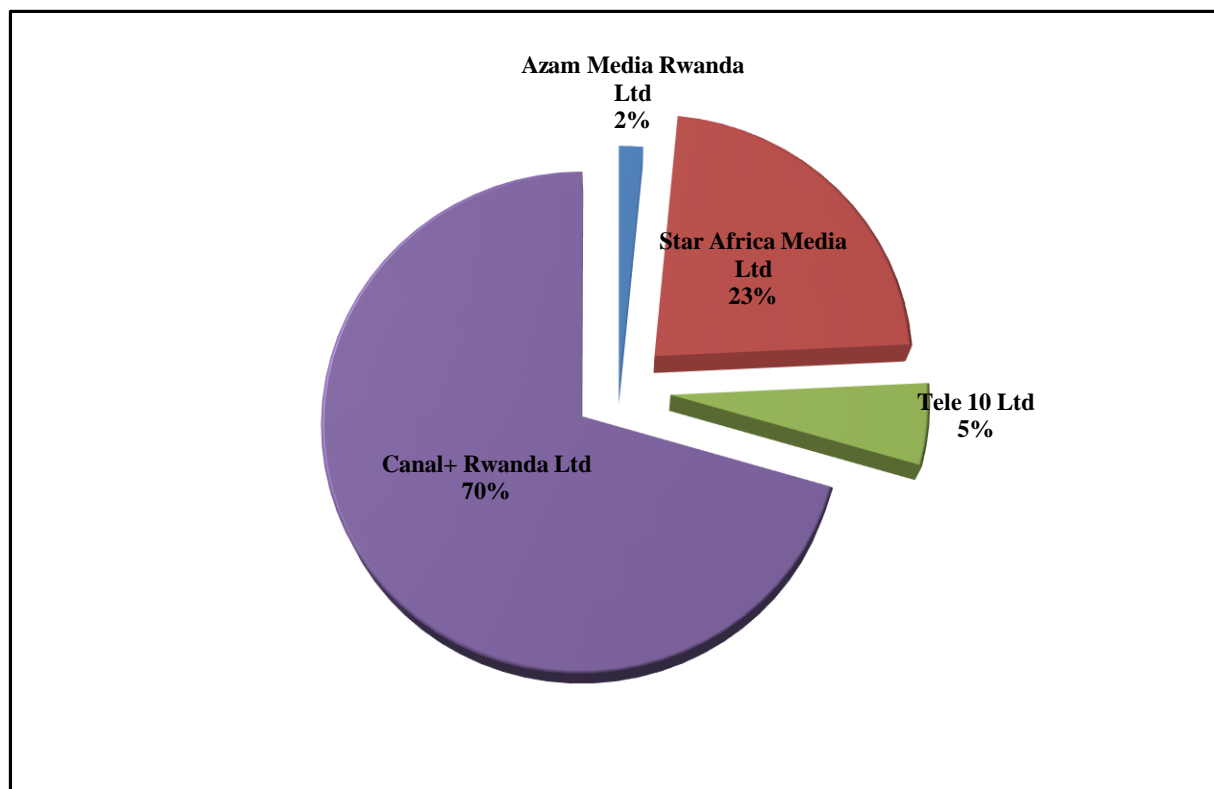
Source: Operators' reports

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

As of June 2023, the market shares for Canal+ Rwanda Ltd in active Pay TV subscriptions was 70%, 23% for Star Africa Media Ltd, 5% for Tele 10 Ltd, and 2% for Azam Media Rwanda Ltd.

**Figure 14: Market share for Pay TV active subscribers per operator as of June 2023**



Source: Operators' reports

### 6.3. Decoders sold

During the second quarter of the year 2023, the number of decoders sold by Pay TV operators have increased by 31.5% up to nineteen thousand eight-one (19,081) in comparison to fourteen thousand five hundred thirteen (14,513) recorded in the previous quarter.

**Table 18: Trend of decoders sold from 2<sup>nd</sup> quarter 2022 to 2<sup>nd</sup> quarter of 2023**

Number of Decoders Sold	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Azam Media Rwanda Ltd	58	55	63	45	30
Star Africa Media Ltd	6,471	3,925	5,339	2,823	4,713
Tele 10 Ltd	319	311	1,914	231	2,631
Canal+ Rwanda Ltd	12,328	10,831	26,032	11,414	11,707
<b>Total</b>	<b>19,176</b>	<b>15,122</b>	<b>33,348</b>	<b>14,513</b>	<b>19,081</b>

Source: Operators' reports



#### 6.4. Pay TV staff

The total number of persons employed by Pay TV operators as of June 2023 was one hundred sixty-five (165) of which 55.15% are employed by Star Africa Media Ltd, 33.94% by Canal+ Rwanda Ltd, 9.09% by Tele 10 Ltd, and 1.82% are employed by Azam Media Rwanda Ltd. The sixty (60) staff representing 36.4% of the total staff are female.

**Table 19: Number of staff employed by Pay TV operators as of June 2023**

Operator	Staff per type of contract			Staff per gender		Domestic and foreign employees	
	Temporary	Permanent	Total	Female	Male	Domestic	Foreign
Azam Media Rwanda Ltd	0	3	3	1	2	2	1
Star Africa Media Ltd	0	91	91	26	65	84	7
Tele 10 Ltd	0	15	15	6	9	15	0
Canal+ Rwanda Ltd	8	48	56	27	29	51	5
<b>Total</b>	<b>8</b>	<b>157</b>	<b>165</b>	<b>60</b>	<b>105</b>	<b>152</b>	<b>13</b>

Source: Operators' reports