



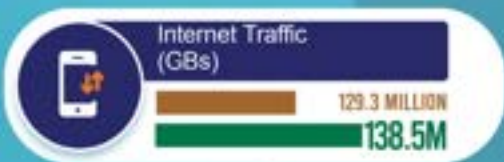
UGANDA
COMMUNICATIONS
COMMISSION

Market Performance Report

3Q FY 2022/23
(Jan - March 2023)



Industry Snapshot March 2023



98%	Radio Coverage		
TV Broadcasters			
FTA	PayTV	Hybrid	Online
31	7	31	2
2.4M	Active PayTV Subs		
43	Post and Courier Operators		
4,907	Towers		
30,161KM	Fiber Distance		
2,391	Internet POPs		
8,817	Base stations		

● DEC 2022
● JAN 2023



Telecom Financial Performance (UGX)

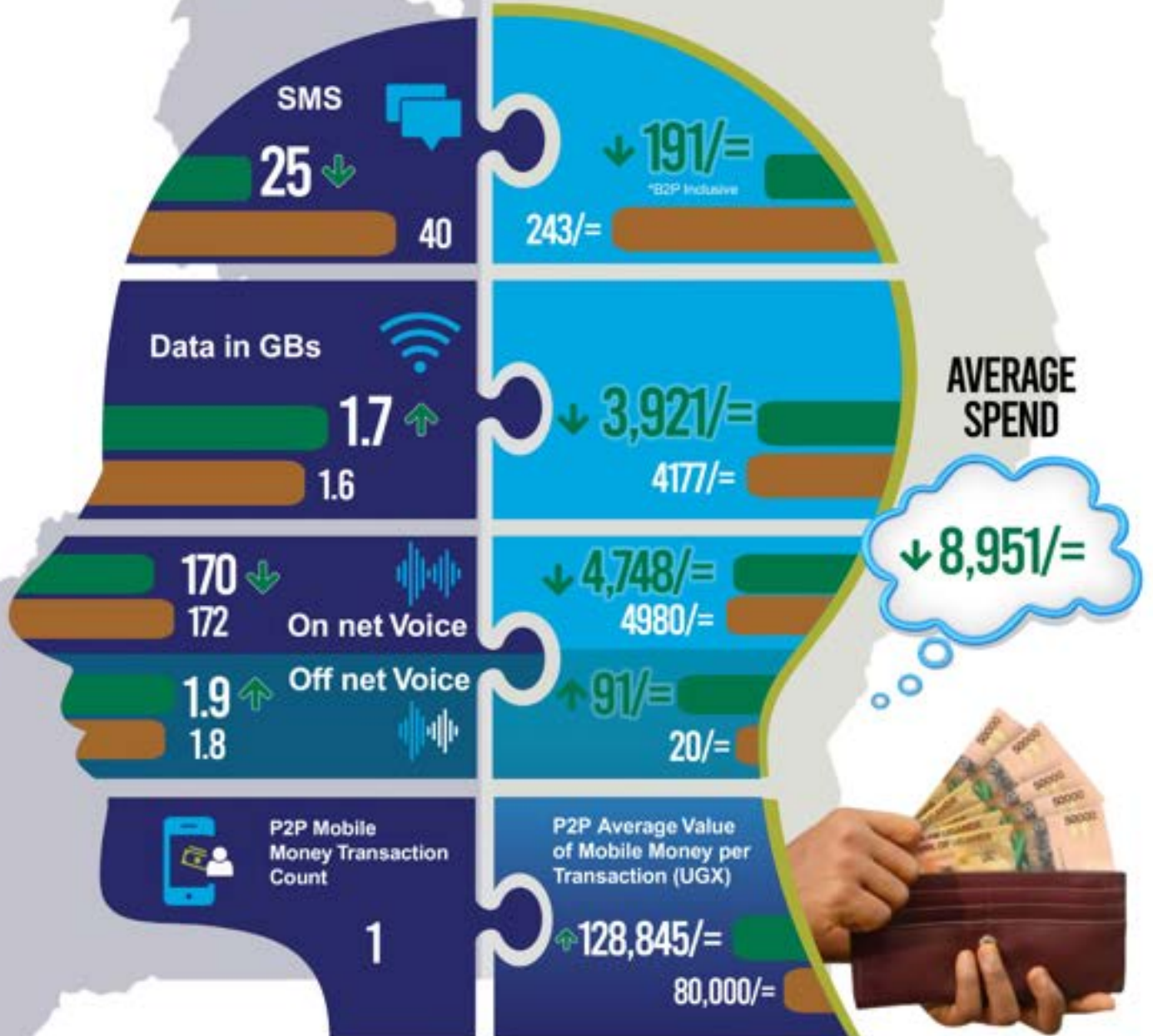
Telecom Revenues
MARCH 2023:
1.3 Trillion

Tax Contributions
MARCH 2023:
430.9 Billion

March 2023 Average User Profile

Average Monthly Service Usage (Volumes)

Monthly Service Usage Spend (UGX)



● Dec 2023

● Mar 2023



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1. The industry,
2. Prospective entrants,
3. Government,
4. Academia and other stakeholders.

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Mountain Gorilla:

Adult female Tomvi of the Mukiza mountain gorilla family in Bwindi Impenetrable National Park gave birth to a healthy baby on Valentines Day (14th February 2023)



Uganda Kob:

Uganda Wildlife Authority (UWA) successfully translocated 30 Kobs into Kidepo Valley National Park as part of the exercise of translocating 200 Kobs to the park from Kabwoya Wildlife Reserve on 16th March 2023.

Introduction

This is a review of the industry performance, trends and key developments for the third quarter of the 2022/23 Financial Year starting January to March 2023. The report covers:

1. Domestic Highlights
2. Service Access and Subscriptions
3. Traffic and Usage
4. Financial Performance
5. Post and Courier Sector Highlights
6. Broadcast and Multimedia
7. Global Context

Domestic Highlights



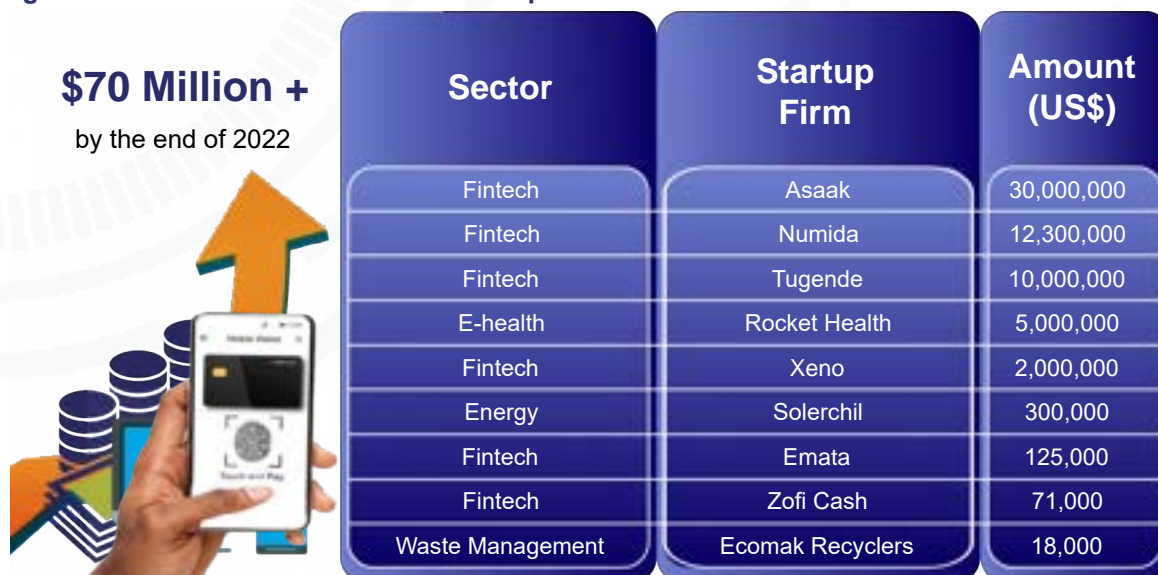
1.1. Ugandan ICT startups continue to sour.

Uganda's Information and Communication Technology (ICT) market experienced a significant surge in growth, with local startups raising over **USD 70 million** in seed capital by the end of 2022. This achievement marks a remarkable 964.3% increase from the USD 6.5 million raised in 2021.

In February 2023, the African Tech Startups Report reaffirmed the success of innovative ventures, highlighting their ability to attract attention not only locally but also from global investors. These startups, operating in diverse sectors such as fintech, e-commerce, health tech, and agritech, have demonstrated their ingenuity and adaptability in addressing local challenges. It is from this recognition that local fintech startups were able to raise over USD 70 Million by the end of 2022.

The success of Uganda startups is largely on the account of a tech-savvy population with an increasing demand for digital solutions. The country's vibrant youth demographic has driven the need for tech-driven products and services, creating a fertile market for startups to thrive. Relatedly, strong government support and a rise in digital-first consumers further propelled the ICT market's impressive growth. The government's policies and initiatives aimed at fostering entrepreneurship and innovation played a pivotal role in creating a conducive environment for tech startups to flourish.

Figure 1 below shows the fintech and respective amount raised in a 2022



Source: Disrupt Africa

1.2. Uganda-Japan ICT Initiative

In March 2023, the Uganda-Japan ICT Initiative, was launched with the goal of addressing youth unemployment. The initiative, a collaboration between the governments of Uganda and Japan, seeks to empower youth by providing them with essential digital skills and training opportunities in ICTs.



Japanese and Ugandan officials pose for a photo on 30th January, 2022.

Courtesy: New Vision

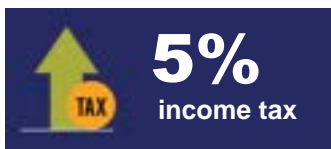
In a Memorandum of Understanding (MOU) signed between Government of Uganda (GOU) and Japan International Cooperation Agency (JICA) in the quarter, JICA is to invest in the sectors of health, agriculture, and education.

Through this program, young individuals shall be equipped with the necessary tools to harness the transformative power of ICTs through targeted training and capacity-building

programs, the youth shall be given a chance to enhance their digital literacy, develop relevant technical skills, and gain valuable hands-on experience in ICT-related fields

1.3. ICT Sector Tax amendments

As the FY 2022/23 came to an end, the quarter saw a host of sector tax amendments and proposals passed by Parliament. These proposals, that are enshrined in the 2023 Income Tax (Amendment) Bill including:



5% income tax on non-resident digital service providers who earn income from providing digital services to customers in Uganda. This tax applies to a wide range of services, including online advertising, data, and online marketplaces such as Meta, Amazon, Google.



15% excise duty on digital content services, such as music, movies, and e-books. This tax applies to both resident and non-resident digital content providers such as Netflix.



1% tax on electronic payments applicable to electronic payments, made through mobile money, bank transfers, and credit cards.

The above amendments have received endorsement from Parliament and are currently awaiting approval from the President.

1.4. Uganda Communications Commission Digital Wellness Camps

In the interest of digital wellness and expanding consumer knowledge in mobile security, the Uganda Communications Commission (UCC) conducted Digital Wellness Camps to commemorate World Consumer Rights Day.

The consumer-centric event was held on March 15th at Kampala Railway Grounds under the theme, “**MY UCC**” (**UCC YANGE**”), delivering digital literacy and solving consumer communications complaints. The event enabled the UCC to partner with Telecom, broadcasting, postal, and courier operators.

At the event, sector players showcased a variety of industry services and products and handled inquiries about safe online access and use, mobile money practices, and tracking service balances.



By the end of the event, the UCC had engaged and educated over **500 consumers** on its regulatory mandate, as well as other key ongoing projects such as Tonfera (fraud awareness) and SIMU KLEAR (illegitimate communications devices).

1.5. Content Development Support Program Yields Results

Launched in 2021, the Commission supported 4 film projects in its first edition of the Content Development Support Programme. These included:



- **KARAMOJA:** A white man's love for his Karamajong fiancé is put to test when faced with her intense culture, a vengeful ex-boyfriend, and an intimidating family.
- **UNHEARD:** Grace, a young mother in a remote fishing village in Kabale district, faces a bleak future following the death of her abusive husband. She is heavily indebted and will have to bear the humiliation of living the rest of her life as a "second hand" woman in a community where female virginity is highly treasured.
- **BORDERS:** A story of passion, patriotism, persistence, love and more expressed in poetry, music and dance, all around the beautiful pearl of Africa - Uganda. Pearl a beautiful troupe dancer is chanced to dance for the president of Uganda and her life is changed".
- **RACHEL'S OLD KING:** An animated fantasy-comedy series about the Surreal magical".

Emerging from these creatives, the films Karamoja, has **premiered in local cinemas** and received nominations for international awards such as **The African Film Festival (TAFF)** in USA, **AMVCA** in Nigeria. Further, it is slated showcase on inflight entertainment on all Emirates Airlines starting October 2023.

UCC present at the Premiere: Julianne R. Mweheire - Director Industry Affairs and Content (middle), Ruth Kibuka - Manager Content Development (second from right) were all smiles at Karamoja's premiere.



Above: Eleanor Nabwiso Producer and Co-writer of "Karamoja"

Courtesy: New Vision

1.6. Leveraging Capacity Building to Improve Content Quality

In the quarter ending March 2023, the Commission successfully implemented capacity-building and project writing skills for local filmmakers with the goal of enhancing the project writing and film pitching skills of local filmmakers and content creators.

These initiatives aimed at empowering participants by enabling them to effectively compete in both national and international markets. Through these programs, the Commission sought to foster innovation and creativity within the local creative community, encouraging them to reach new heights of success in the global arena.

The three-month training sessions were conducted in the districts of: Soroti, Mbale, Gulu, Arua, Kabale, Fort Portal, Masaka & Luwero. By the end of the trainings, a total of **1,200** Ugandan film stakeholders had obtained skills in Project Writing and Financial Analysis, Content creation and value addition specific to Movie and Film.



1.7. Assessing Industry Progress: Post and Courier sub-sector

The ICT revolution has significantly impacted the postal sector. Postal enterprises, traditionally managed by the government, have been slow in adopting ICTs due to fewer competitive pressures compared to profit-oriented businesses. However, in the present day, nearly every postal enterprise, regardless of market status or ownership, is either utilizing or actively pursuing ICTs to enhance efficiency, accessibility, and profitability. And it is this coupled with other market innovations that motivated the Commission to engage with the postal and courier operators to understand the commercial and compensation status of the sector.

In the third quarter of the Financial year 2022/23, the Commission successfully concluded the 2nd edition of Postal and Courier stakeholder engagement session. Themed “**Post and Courier: An established promoter for e-commerce and socio-economic transformation**”, the forum brought together key players in the Post and Courier market to address pressing sector matters, including e-commerce growth, logistics, and compliance obligations.



The session culminated in the identification of key areas for action, such as enhancing enforcement against illegal operators, public awareness campaigns on diverse services and value propositions offered by the Post and Courier sector as well as streamlining the licensing process for improved efficiency. Additionally, the stakeholders emphasized the importance of innovation and business transformation as crucial factors to stay relevant and adaptive in an ever-evolving landscape. E-commerce was highlighted as a powerful tool for driving social and economic transformation, promising new avenues for growth and development in the postal sector.

1.7. ICT Skilling to Women in Business and Underserved Areas

The Commission through Uganda Communications Universal Services Access Fund (UCUSAF) implemented digital skilling initiatives in select districts within the country specifically targeting women and Small and Medium Enterprises (SMEs). The digital skilling initiative resulted from baseline studies conducted in 2019, in which different ICT skills gaps were identified specific to women and Small scale SMEs.

Out of the total 1,450 participants that expressed interest, close to **1,300 participants were selected** to participate in the training in the districts of Iganga, Tororo, Kanungu, and Moroto. Participants emerged from different professions including, Carpenters, Motor vehicle mechanics, Metal fabricators, Saloon operators, Tailors and Market vendors.

Relatedly, 3000 women from **20 districts** in the Central, Eastern, Northern, and West Nile regions received digital skills in smart phone functionality, internet use and other basic ICT skills.

UCUSAF REACH

1,450
participants

1,300
trained

20
DISTRICTS
traversed

3,000
WOMEN
empowered





Service Access and Subscriptions



2.1. Telephone Subscriptions

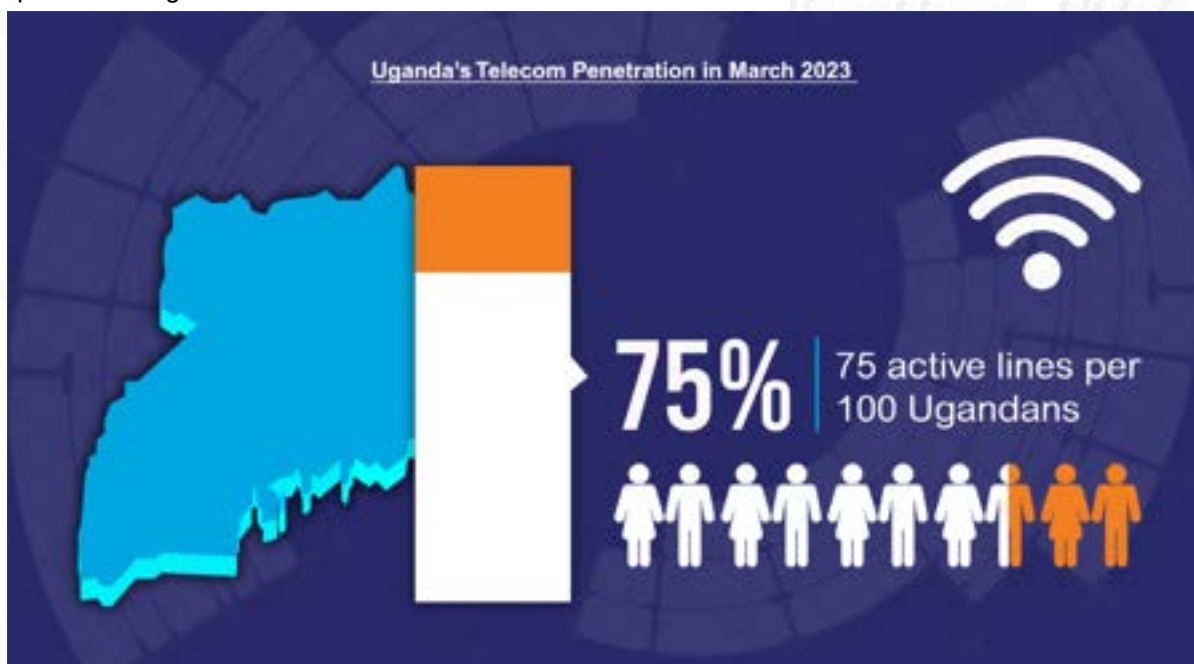
2.1.1 Quarter on Quarter Fixed and Mobile subscriptions growth

During the quarter, the industry witnessed a notable increase, adding a total of **1.08 million new mobile subscriptions**. As a result, the overall subscriptions count has now reached **34.3 million**, reflecting a 3% increase in comparison to the previous quarter. Fixed lines maintained a count of 0.116 million subscriptions. The growth in subscriptions can be attributed to the resumption of business activities after the festive season in December 2022.



In the quarter, the National Statistical Office (Uganda Bureau of Statistics – UBOS) released population projections for the year 2023. According to these projections, the total national population is estimated to be 45.5 million Ugandans, up from the 2022 estimate of 43.2 million.

Consequently, the baseline for computing Telecom penetration has equally shifted, resulting in a new telephony subscriptions penetration rate of **75 active lines per 100 Ugandans**, down from 77 in the quarter ending December 2022.



NB: This is based on the total number of GSM subscriptions/total population.

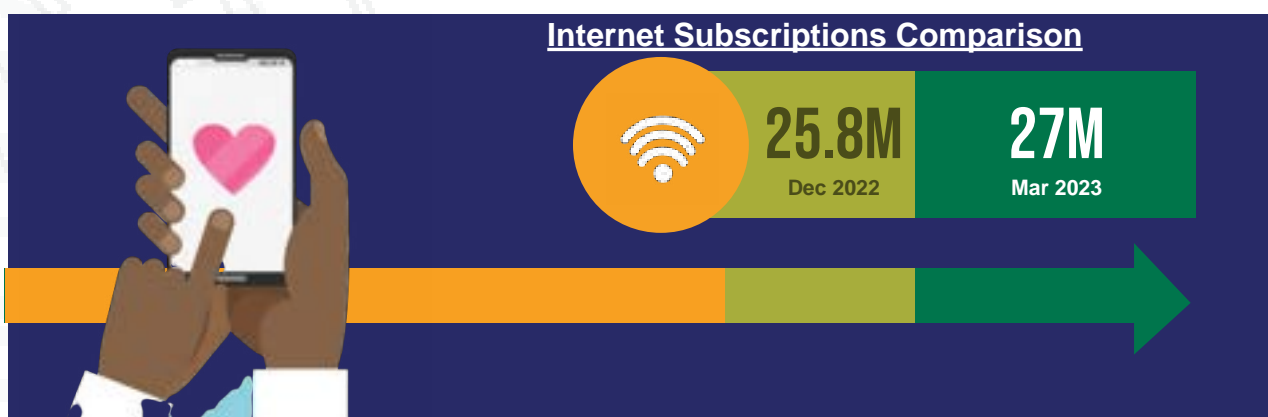
2.1.2 Year on year Fixed and Mobile subscriptions growth

At the end of March 2023, there was a remarkable 12% increase in subscriptions compared to the new subscriptions recorded in the same period ending December 2022. This consistent growth in subscriptions during the post-Christmas festivities between the quarters has resulted in a net addition of over 2 million new fixed and mobile telephone subscriptions in the last two years since 2021.



2.2. Internet Subscriptions

In the quarter ending March 2023, internet subscriptions experienced significant growth, adding 1.2 million new internet subscriptions and reaching a total of **27 million**. This marks the second consecutive quarter of positive growth, indicating a sustained upward trend in internet adoption. The rise in subscriptions can be attributed primarily to increased internet access through mobile handsets and other data devices like tablets. Relatedly, the success can be attributed to the Telecom industry's aggressive campaigns promoting Fiber-to-the-Home (FTTH) packages and Internet of Things (IoT) devices such as the car tracking devices.



NB: These numbers are based on the total number of subscriptions that use above 5MBs of data a month.

The growth in internet subscriptions results in an internet penetration rate of **59 per 100** Ugandans, considering the estimated population of 45.5 million for the year 2023. This represents a 2% rise from the 57 per 100 Ugandans recorded in December 2022.

Comparing year-on-year data, there is an increase of 3.4 million active internet connections in the 12 months leading up to March 2023. This represents a 14% rise in Internet connections having grown by a factor of 1.7 since March 2022.



2.3. Registered Mobile Money Connections

Over the course of three months - January to March 2023, the total count of registered mobile money accounts (Quarterly MM subscriptions) increased from 36.8 million to **37.3 million**, reflecting a growth of more than **500,000 new accounts**.

This growth in registered mobile money accounts represents half the number of new mobile lines registered during the same period. This observation is partly attributed to a reduction in mobile money activities following the conclusion of the festive seasons in the preceding quarter.



In regard to account activity, mobile money active accounts in the 90-day period grew from 25.2 million in the previous quarter to 26 million in March 2023. In addition, the agent footprint remained consistent, boasting a total count of 472,000 agents across the country. This represents approximately 55 active wallets per agent.

In year-on-year terms, the industry has experienced an increase of 4 million new registered mobile money accounts, reflecting a 12% growth since March 2022. Further, 90-day active new accounts demonstrated notable growth as well, with an addition of 2.4 million new accounts, representing a 10% increase.

2.2. Network Connected Devices

The number of devices accessing the Telecom network in Uganda witnessed a 3% growth from December 2022 to March 2023, reaching a total of **39.1 million**. This surge is largely attributed to the increasing adoption of smart and feature devices, which grew by 3% quarter-on-quarter to 12.6 million and 24.5 million, respectively. However, the count of basic handsets declined by 9% to 1.85 million handsets during the same period.

The net addition of **958,000 new mobile devices** aligns with the number of new active SIM cards registered in the three months leading up to March 2023.

The continuous trend of adopting smart and feature gadgets signals ongoing technological advancements and showcases the market's adaptiveness to new hardware releases, such as e-sims as well as the growth in digitalization and e-commerce.

In contrast to March 2021, the devices accessing Ugandan networks have increased by 4 million new devices, soaring from 35.1 million to 39.1 million at the end of March 2022. This growth is largely driven by smart devices, that account for 21%, followed by feature devices at 17%. Conversely, basic handsets continue to witness a sharp 49% decline, which could be a sign of smart phone affordability with some ranging between \$52 (UGX 190,000/=) and \$137 (UGX 500,000/=).



Basic Mobile Phone
Can make calls and send text messages

Monthly Users

Mar 2023	1.9M
Dec 2022	2M
Sep 2022	2M
Jun 2022	3.7M



Feature Phones
Can make and receive calls, send text messages and provide some of the advanced features found on a smartphone such as social media access and browsing.

Monthly Users

Mar 2023	24.6M
Dec 2022	23.8M
Sep 2022	23.7M
Jun 2022	21.5M



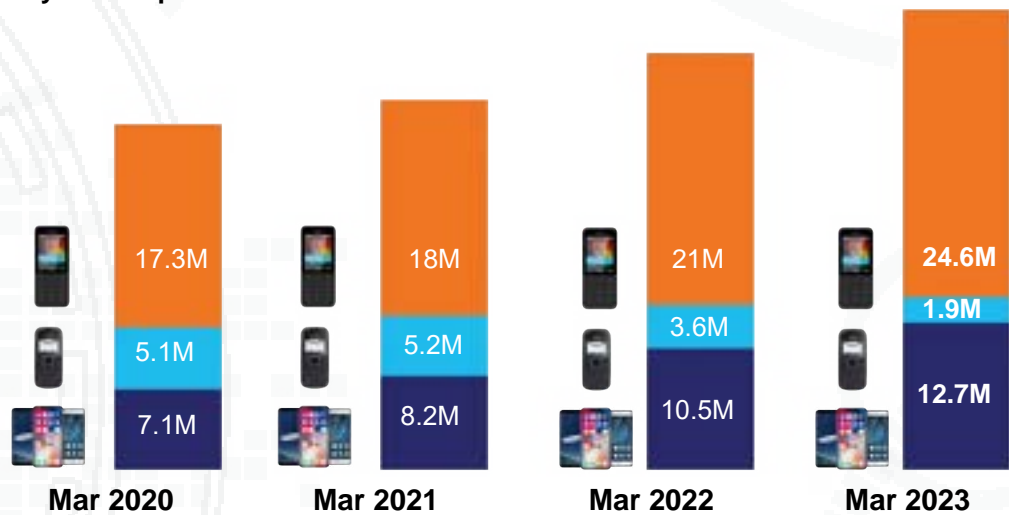
Smartphones

A class of mobile phones and of multi-purpose mobile computing devices. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), alongside core phone functions such as voice calls and text messaging.

Monthly Users

Mar 2023	12.7M
Dec 2022	12.2M
Sep 2022	11.4M
Jun 2022	10.9M

Year-on-year comparison



Traffic and Usage



3.1 Domestic Voice Traffic

In the quarter ending March 2023, the market observed a 3% growth in domestic voice traffic, with a total count of **17.6 billion minutes** in domestic talk time. Of these, 0.2 billion minutes were off-net whereas 17.4 billion were on-net minutes.

At the end of March 2023, the growth observed in the off-net segment (15%) outmatches that of the on-net voice traffic segment (3%) by 5 times. This may be indicative of the behavioral/consumption changes as consumers gradually switch from the on-net only voice centric bundles to the all-bundle (off net - on net combos) value propositions offered by the different MNOs.

On a year-on-year comparison, the market has posted a 7% growth in domestic voice minutes from 16.4 billion minutes in March 2022 to 17.6 billion minutes in March 2023.

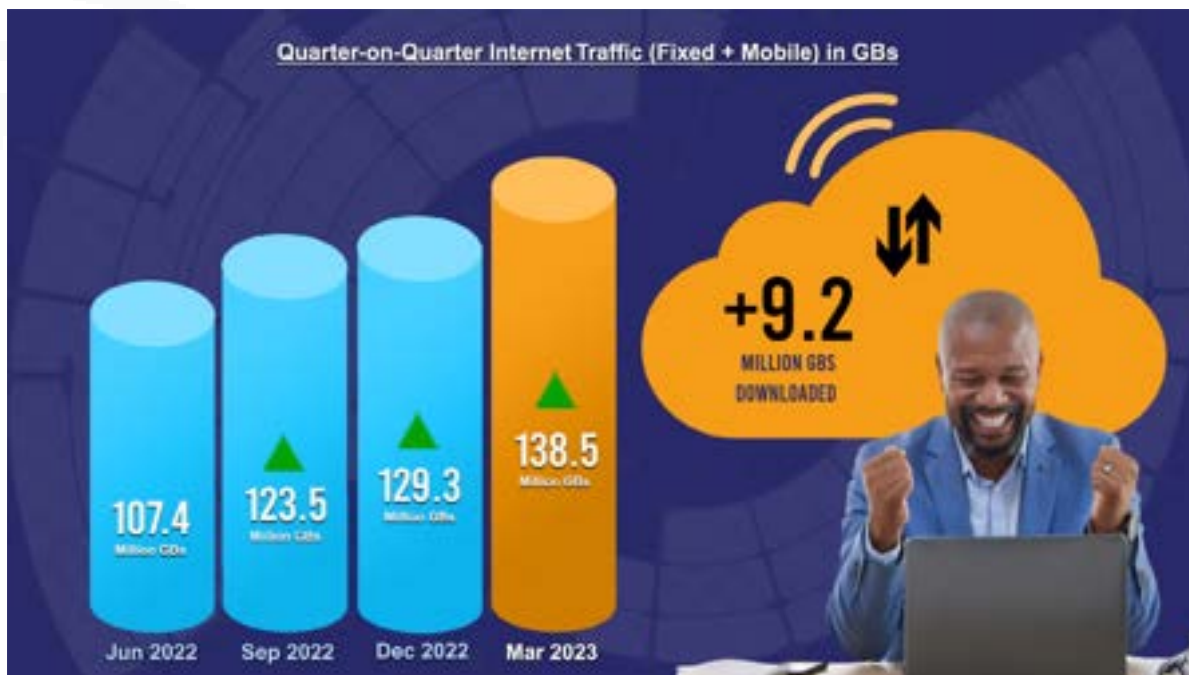


3.2 Internet Traffic

In the three months that ended March 2023, the telecommunications networks posted a combined **138.5 million GBs** in downloads. This is a 9.2 million GB growth in comparison with internet traffic of 129.3 GBs recorded at the end of December 2022.

For the first time in the industry, the spike in internet traffic is inconsistent with seasonal traffic drops that always follow the November and December annual traffic peaks. This is largely attributed to the continued adoption of internet usage amongst households, enterprise businesses and SMEs resulting from the benefits that come with last mile fixed internet connections.

In month-on-month terms, the industry posted an internet usage average of 1.7 GBs per subscriber per month in March 2023, and this has been consistent with December 2022 and June 2022.



In terms of year on year comparison, the 12 months ending March 2023, internet traffic experienced a **remarkable 51% surge**, soaring from 91.4 million GBs in March 2022 to 138.5 million GBs in March 2023, where fixed internet traffic grew by 48% and mobile internet traffic grew by 51%.

As a result of this growth, the average internet service usage per subscriber reached 5.10 GBs in the quarter ending March 2023, compared to 3.88 GBs in the same quarter of the previous year, indicating a significant rise in data consumption.

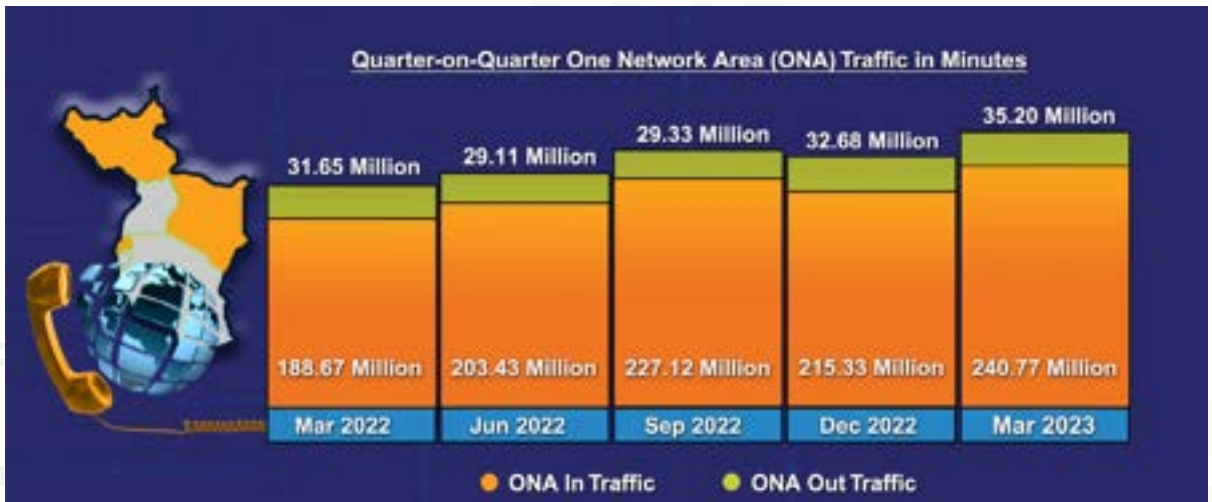


3.3. One Network Area (ONA) Traffic

At the end of March 2023, the market recovered from a dip in the ONA – One Network Area traffic segment with an **11% growth**. The total count of quarterly ONA traffic stood at **276 million minutes** for both incoming and outgoing traffic. This is against the backdrop of an 8.4-million-minute dip observed in the quarter ending December 2022.

Uganda remains a net receiver of ONA (One Network Area) voice network traffic from its regional partner states, namely Rwanda, South Sudan, and Kenya. During the quarter ending March 2023, the three ONA countries collectively terminated 240.8 million minutes of voice calls to Uganda. In contrast, Uganda terminated 35.2 million minutes of voice calls to the same countries within the same period.

In comparison to March 2022, March 2023 posted a 25% jump in ONA traffic. Rising from 220.3 million minutes in March 2022 to 276 million minutes in March 2023.



3.4. International Voice Traffic

In line with other domestic voice traffic trends, the international traffic segment experienced a 1% increase in traffic from the end of December 2022 to March 2023. During this quarter, a total of **29.7 million minutes** of international traffic were recorded across all networks, marking an increase from 29.5 million minutes in the quarter ending December 2022.

Out of the 29.7 million minutes, 10.3 million minutes were outgoing international, while 19.4 million minutes were calls terminated to Uganda from international destinations in the quarter ending March 2023.

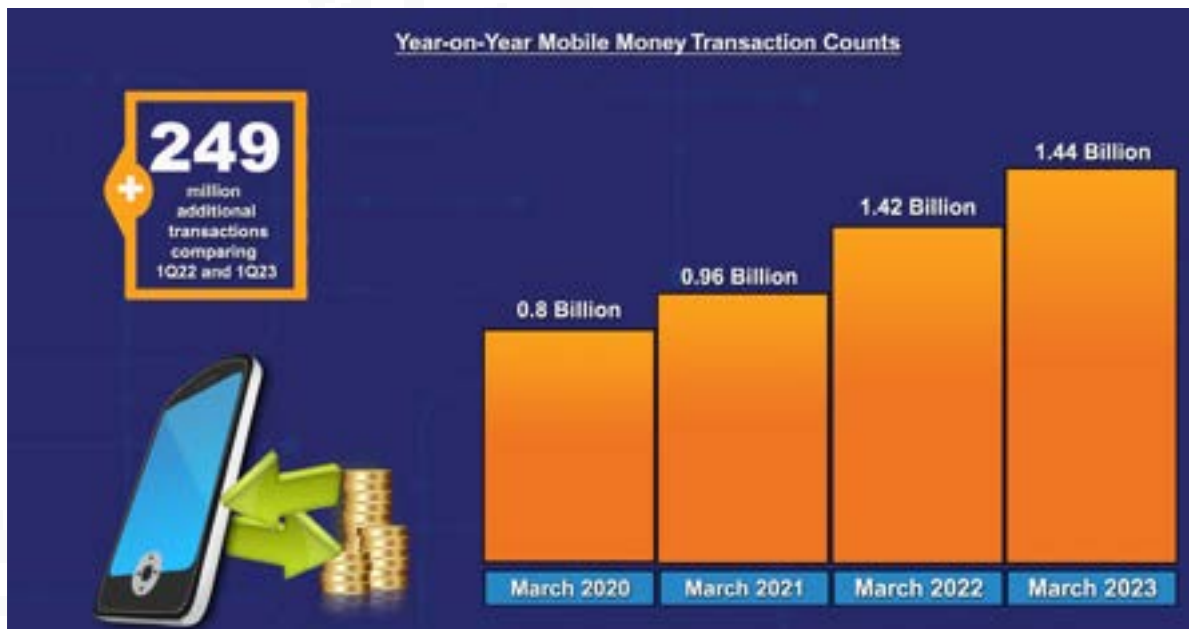


In a year-on-year comparison, international voice traffic has remained steady with consistent average growth of 1% since 2022. However, in the twelve months leading up to March 2023, a 2% growth in international voice traffic was observed.

3.5. Mobile Money Transactions

In the three months ending March 2023, the industry recorded **1.44 billion** mobile money transactions, up from 1.40 billion transactions at the end of December 2022. This is the first time the market has posted a positive net addition between the 4th quarter and 1st quarter of the year.

The growth is associated with a spike in transactions like Person to Person (P2P) transfers, utility and merchant payments, gaming and school fees payments. In comparison to March 2022, the industry posted a net addition of 249 million transactions, from 1.2 billion transactions to 1.44 billion transactions in the quarter ending March 2022. This represents a 17% increase.

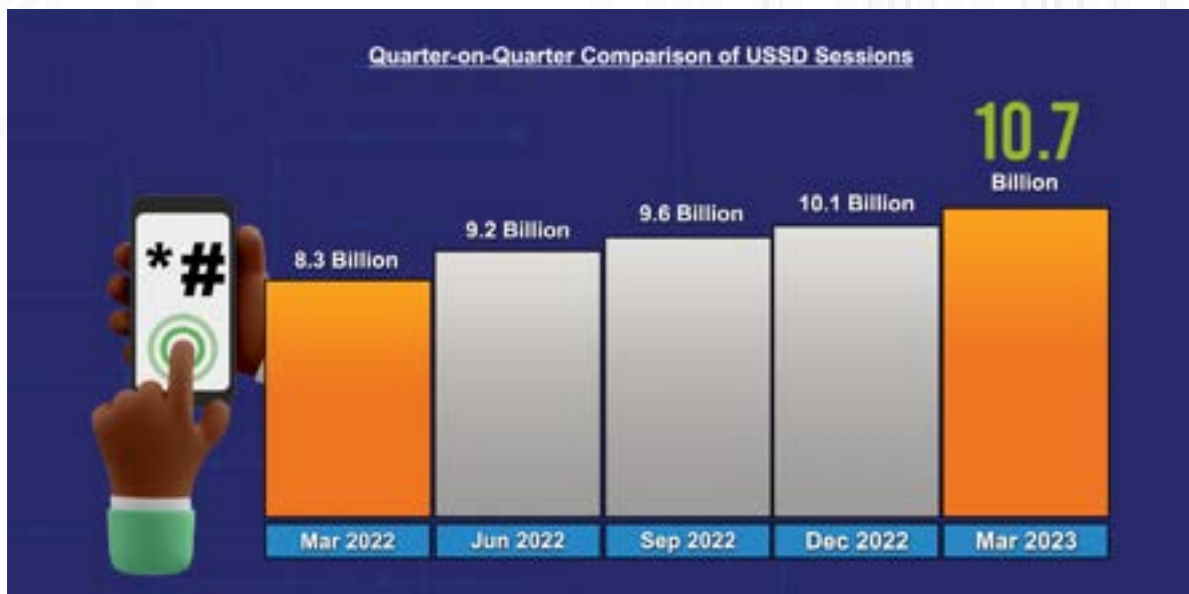


Source: Bank of Uganda (BOU)

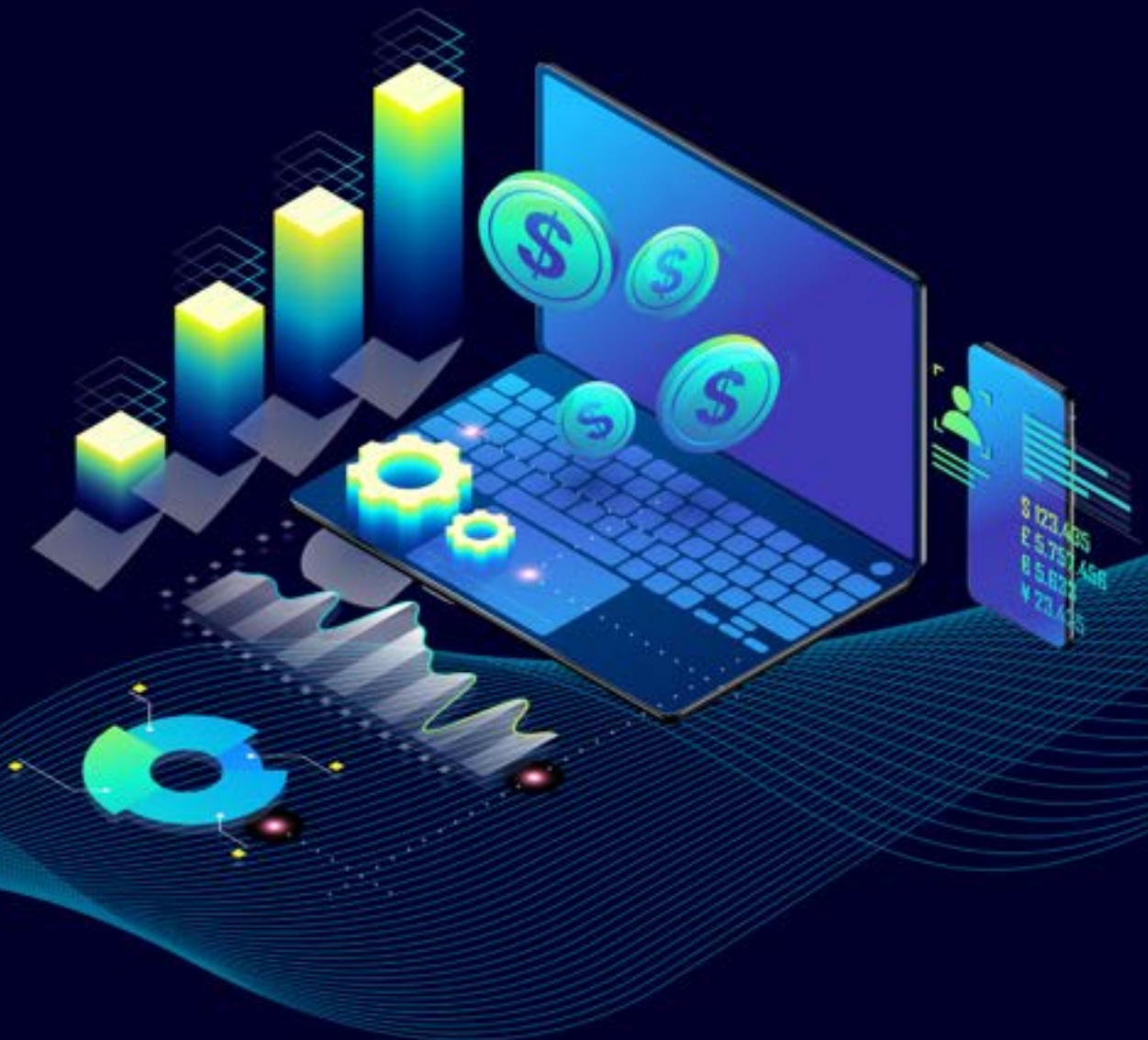
3.6. USSD Traffic

The mobile financial spaces adoption of cashless payment sessions has led to **10.7 billion** USSD sessions in the industry, representing a 6% increase from the 10.1 billion sessions recorded in December 2022. Some of the services in which we observed USSD transactional activity in the quarter included mobile banking and balance check, school fees payments, utility bill payments, prepaid mobile recharge, money transfers, mobile top-up, booking and reservations:

The quarter ending in March 2023 has witnessed a significant 29% increase in USSD sessions, growing from 8.3 billion sessions in the corresponding quarter of March 2022 to 10.7 billion sessions.

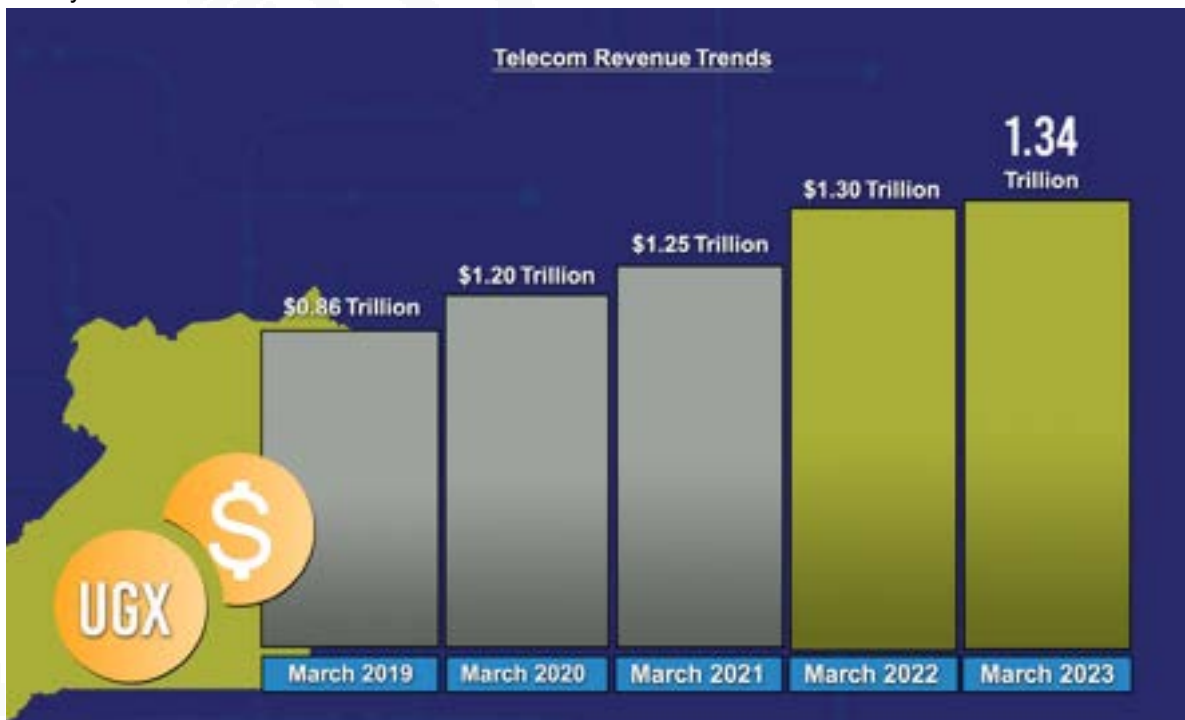


Financial Performance



4.1 Telecom Sector Revenue

The industry recorded quarterly revenues of **UGX 1.34 trillion**, with a net addition of UGX 58.4 billion in comparison to the UGX 1.30 trillion of March 2022. The gross revenue performance is a combination of earnings from voice, data, infrastructure lease and other communication services excluding mobile money revenues.

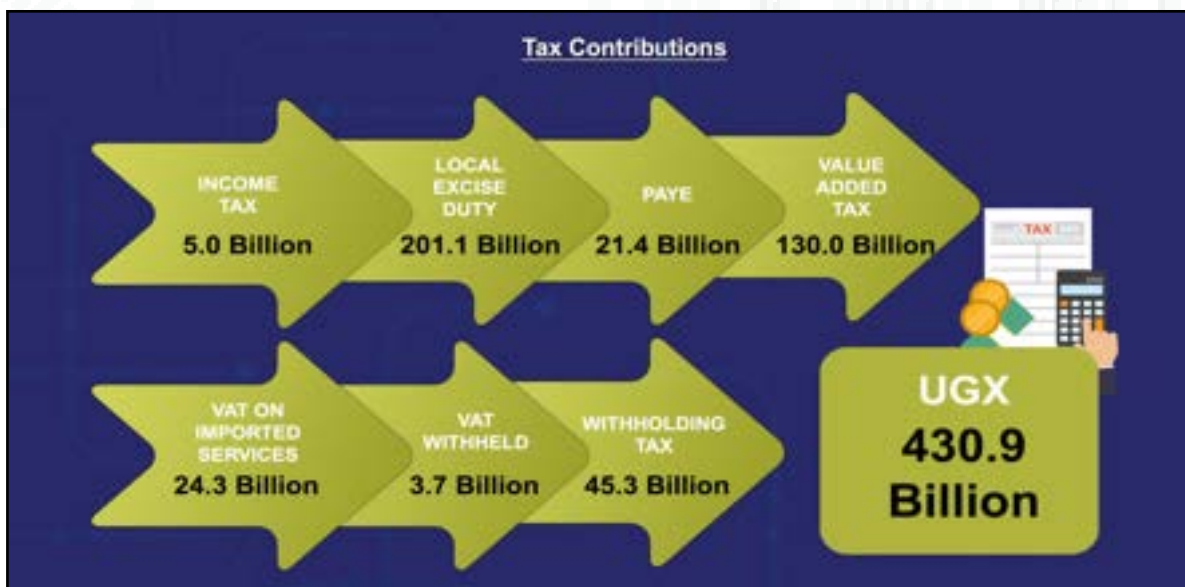


Data from licensee unaudited management accounts, USD - UGX Rate Conversion from Bank of Uganda

Revenue generated from Mobile Voice and Data Services continues to dominate the telecom market followed by tower leases revenues. In year-on-year terms, the industry grossed UGX 1.34 trillion in March 2023 from UGX 1.1 trillion in the corresponding quarter ending in December 2022. This is a net addition of 17% In gross revenue in the first quarters of the year.

4.2 Tax Contributions

At the end of the three months ending March 2023, the industry recorded a total of **UGX 430.9 billion**. In composition terms, 47% of the total tax contribution came from local excise duty, closely followed by Value added tax at 30%. 23% of the other total tax contributions came from different revenue lines such as VAT on imported services.



Post and Courier Sector Highlights



5.2 Introducing Postal Pay:

During the quarter ending in March 2023, Uganda Post Limited (UPL) forged a partnership with the International Fund for Agricultural Development (IFAD) and Eurogiro to introduce “PostalPay,” a user-friendly app facilitating money transfers to Uganda from countries like Denmark, Netherlands, and Sweden.

Recipients using the PostalPay app enjoy the convenience of various options to receive their funds. For instance they can opt to collect the money in cash at any Post Bank branch or at a designated Posta Uganda location. Alternatively, they may choose to have the money directly deposited into their bank accounts with Post Bank Uganda.

It is important to note that UPL’s last mile financial service network comprises over 25 licensed stations, authorized by the Bank of Uganda (Central Bank) to provide this service.



L-R: Mildred Tuhaise - Moderator, Jim Muhwezi - Manager Operations & Projects Posta Uganda, Patrick Oketa - ED Financial Sector Deepening Uganda, Amol Wagle - Vice President and Head of Partnerships Eurogiro and Julius Kakeeto - MD/CEO PostBank on a panel during the launch of the PostalPay app in Uganda

Courtesy: PostalPay

5.2 Shop & Ship System: Embarking on a Journey of Convenience

The rise in e-commerce demand in the digital era necessitated the courier sector to develop innovative Shop and Ship systems, aiming to provide seamless access to international online shopping platforms.

Since their inception, these systems have proven highly effective in resolving key issues concerning shipping addresses, reliable online shopping platforms, and trustworthy courier services.

With the Shop and Ship systems, users gain access to different shipping addresses situated in major global cities, granting them the freedom to shop and ship items from virtually any location worldwide.



1
Go to shopandship.com and sign up to become a member



2
Once registered, you'll have access to 30+ personalized S&S addresses around the world



3
Purchase your favorite product online and enter the nearest S&S address as the delivery address



4
Relax and sit back. Your package is on its way to us, so we'll take it from here



5
Your package arrives at our local forwarding address where we document the content



6
Next, we establish the "actual" weight and inspect your shipment, then prepare any additional documents needed for export, where you'll be notified of any relevant fees



7
While your package is on its way, you can pay for the shipping fee using our secure online payment service



8
Your shipment is heading your way and we look forward to serving you again!

*Shopandship process flow.
Courtesy: shopandship.com*

5.3 Post and Courier Traffic

5.3.1. Domestic mail volumes

In the quarter ending March 2023, the domestic mail volumes witnessed an increase, reaching **188,625 mails** up from the 182,370 mails recorded in the previous quarter ending December 2022.

The **3% jump** in traffic is owed to the increased compliance levels in licensing and reporting.

The rise in domestic mail volumes can be attributed to the entry of new licensees into the courier market, spurred by the heightened demand for door-to-door delivery services from domestic e-commerce businesses.



5.3.2. East Africa In-bound mail volumes

In the period under review, the post and courier market displayed growth in mail volumes received from East African countries.

Specifically, inbound mail volumes from East Africa witnessed an increase, totalling **3,832 mails** at the end of March 2023, up from 3,669 mails recorded in the quarter ending December 2022. This growth represents a 12% quarter-on-quarter expansion.



5.3.3. East Africa Out-bound mail volumes

In March 2023, mail volumes originating from Uganda and destined for other East African countries grew to **1,584 mails** from 1,235 mails registered in December 2022, representing a 22% quarter-on-quarter expansion. This growth reflects a 22% quarter-on-quarter expansion. This growth is largely attributed to new licenses availing themselves of the benefits offered by the East African Community and export promotion initiatives.



5.4 Expedited Mail Service (EMS) In- bound mail volumes

Expedited Mail Service (EMS) is unique to Posta Uganda and whereas it can deliver to both domestic and international destinations, it is monitored under the Universal Postal Union for purposes of meeting the Universal Service obligations.

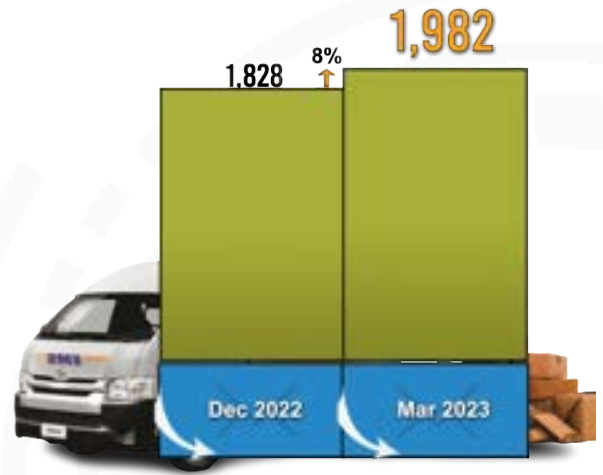
In the quarter ending March 2023, the Expedited Mail Services (EMS) In-bound mail volumes grew to **1,546 mails** from 1,453 mails in December 2022, translating into 6% quarter on quarter growth.



5.5 EMS Out-bound mail volumes

In the three months January to March 2023, the EMS Out-bound mail volumes grew to **1,982 mails** from 1,828 mails expedited from Uganda.

This translates into 8% quarter on quarter growth.



5.6. Rest of the world mail volumes

5.6.1. Inbound

In March 2023, the mail volumes received in Uganda from other parts of the world grew to **104,437 mails** from 97,214 mails in December 2022, translating into 7% quarter on quarter growth.



5.6.2 Outbound

In the months January to March 2023, the mails sent from Uganda to other parts of the world grew by more than 6,000 mails. This brings the total number of the mails sent from Uganda to other parts of the world **87,104 mails** at the end of March 2023.

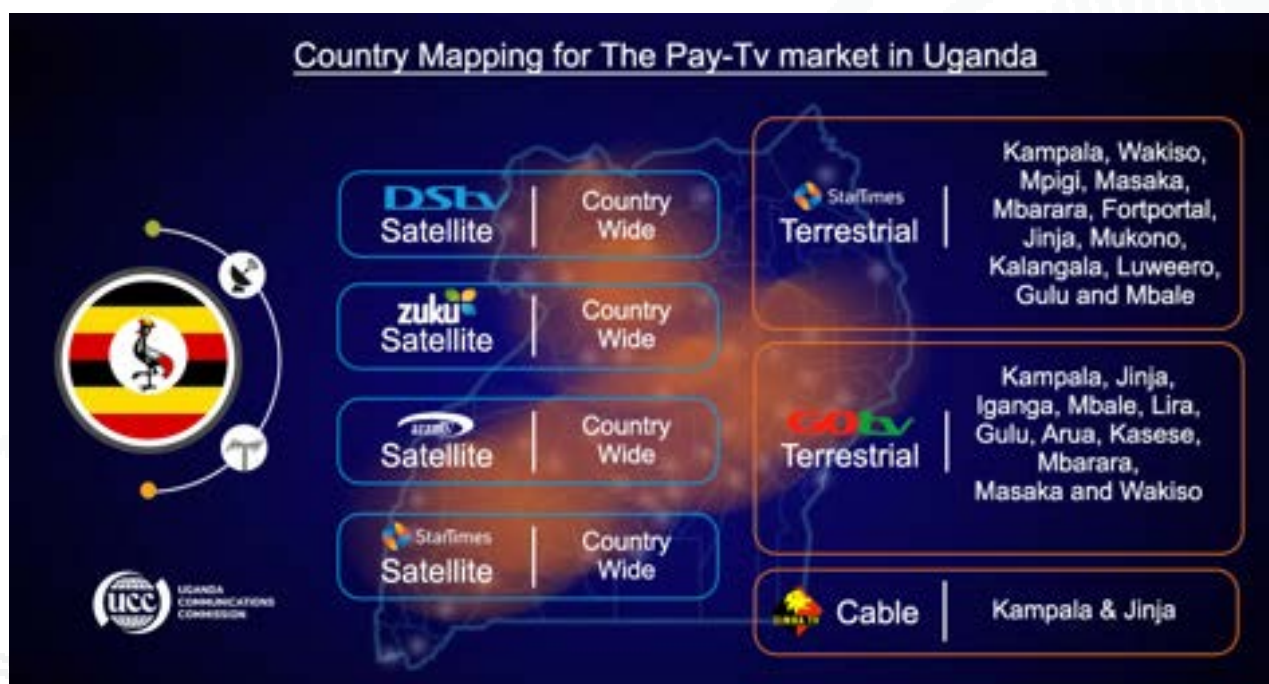


Broadcast and Multimedia



6.1. Pay TV Coverage

The Pay-TV market in Uganda is served by a combination of Satellite, Cable and Digital Terrestrial networks, with 7 licensed content aggregators.



NB: At least 39% of Ugandans have access to a Television according to Ipsos' National Measurement Research Report

Active Pay TV Subscriptions

Unlike the usual decline in subscriptions witnessed during the quarters ending in December and March, this quarter experienced a rise in total active subscribers, reaching **2.4 million** by March 2023, up from 2.3 million in December 2022. This increase in pay TV subscriptions can be attributed to the sustained adoption of various pay TV packages introduced during the December period and the football season.

2.4 Million
pay TV
subscribers
as of March
2023

6.2. Bouquets and Pricing

i.) Value Bouquet Prices as of March 2023

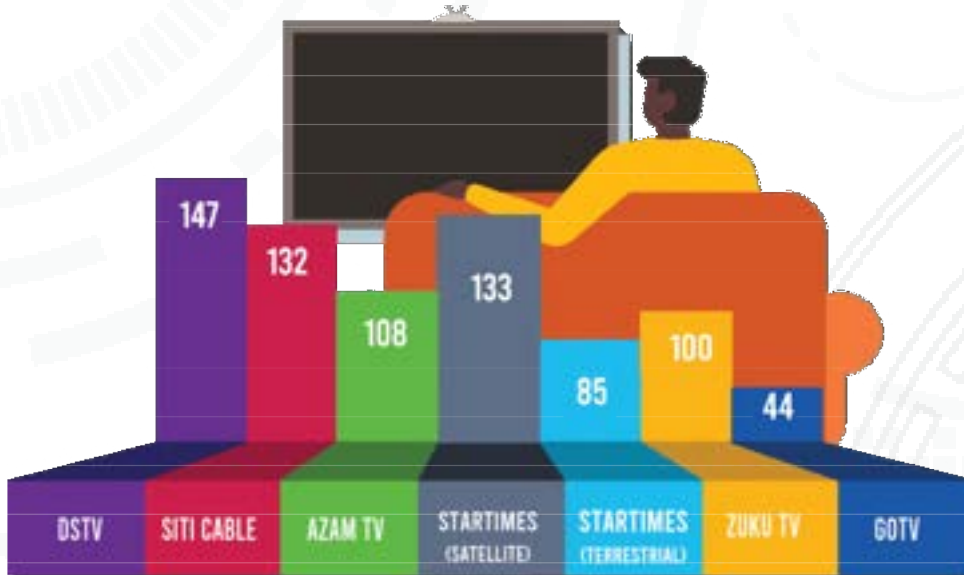
Value Bouquet Prices			
Station	Bouquet	Price (UGX)	Channels
Station	Bouquet	Price (UGX)	Channels
DSTV	Lumba	15,000	Over 50
SitiCable	Ugandan	15,000	80
Go TV	GoTV Lite	14,000	Over 10
StarTimes (Satellite)	NOVA	13,500	31
StarTimes (Terrestrial)	NOVA	12,000	54
Zuku TV	Smart	12,000	62
Azam TV	Azam Pure	10,000	68

ii.) Premium Bouquet Prices as of March 2023

Premium Bouquet Prices			
Station	Bouquet	Price (UGX)	Channels
DSTV	Premium	255,000	140
SitiCable	Asian	85,000	142
StarTimes (Satellite)	Chinese	80,000	21
Go TV	GoTv Supa	58,000	Over 50
Zuku TV	Asian (buy through)	42,700	57
Azam TV	Azam Play	37,000	128
StarTimes (Terrestrial)	Classic	28,000	14

6.3. Content

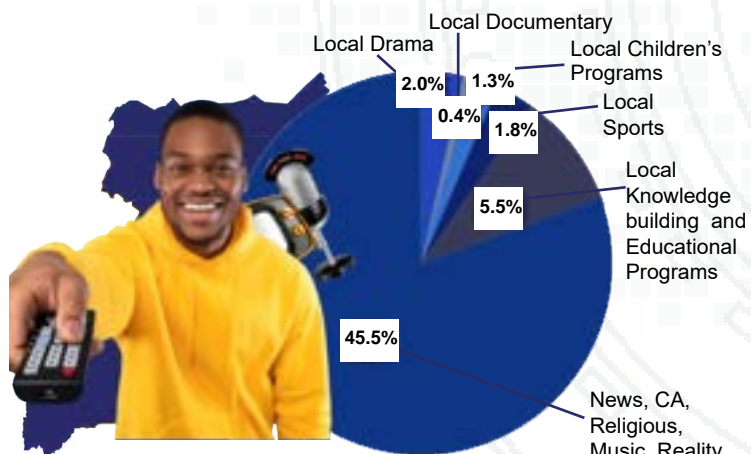
In terms of content, the quarter ending in March 2023 witnessed a wide array of channels being offered by all 7 content aggregators. Among them, DSTv posted the highest number of channels at 147, with StarTimes following closely behind with a total of 133 channels.



6.4. Local Content

During the three-month period concluding in March 2023, the Commission issued its inaugural edition of the Content Monitoring Report. This report offers an overview of the content and local programming accessible through TV and radio broadcasts.

According to the report's findings, News, Religious programs, Reality shows, and Music collectively constitute **45.5%** of the content transmitted via TV and radio waves. Local knowledge-building and education accounted for 5.5%, while local drama contributed 2%.

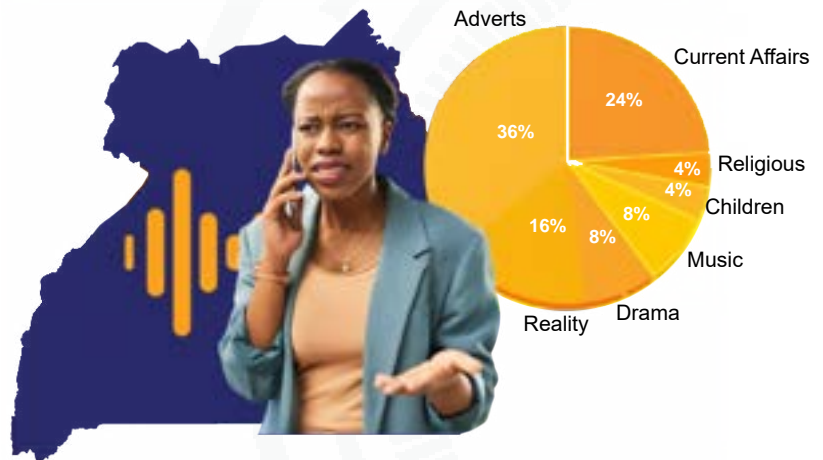


Complaints

In the first quarter of 2023, a total of 25 complaints were registered within the realm of TV broadcasting. Most of these complaints, representing 36%, were directed towards TV advertisements, closely followed by Current Affairs programs at 24%. The complaints concerning children's programming and religion were the least prevalent, constituting 4% for each respective category.

36%

were directed towards
TV advertisements



Turning to the domain of radio broadcasting, 7 complaints were documented. Most of these grievances pertained to current affairs content and advertisements.



Global Context

7.1. Mobile World Congress 2023 Concludes

The 2023 edition of Mobile World Congress took place from February 27 to March 2, 2023 in Barcelona - Spain, under the theme “Connectivity Unleashed.” The four-day event was dedicated to exploring the future of mobile technology and its profound impact on society. The congress welcomed over 90,000 visitors, 750 mobile operators, and more than 400 companies from the mobile ecosystem.



Above: Members of the Uganda delegation represented by Minister of ICT&NG - Dr. Chris Baryomunsi, Permanent Secretary of Ministry of ICT&NG Aminah Zawedde, UCC ED Eng. Irene Kaggwa, UCC Director ICT & Research Eng. Christine Mugimba, UCC Board Chair Dr. Dorothy Okello, and other staff from UCC, Ministry of ICT&NG, Makerere CEDAT and Ministry of Finance.

Several noteworthy highlights emerged during MWC 2023:

- The introduction of mobile applications and services, demonstrating the continuous evolution of the mobile industry.
- Discussions on Policy Issues including important conversations about policy matters related to mobile technology, including crucial topics like addressing the digital divide and the regulation of Artificial Intelligence - AI in the mobile sphere.
- 5G's Role in Economic Growth and Innovation: The congress underscored the vital role of 5G technology in driving economic growth and fostering innovation in various sectors.
- Government Investment in Infrastructure where policymakers and industry leaders recognized the necessity for governments to invest in robust infrastructure that can effectively support the widespread rollout of 5G networks.
- Emphasis on Universal, Affordable, and Reliable Mobile Connectivity ensuring that mobile connectivity is universally accessible, affordable, and reliable.

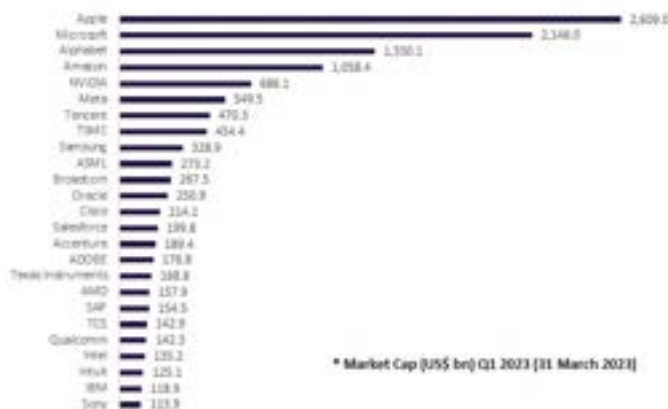
7.2. Tech Roars Back: Market Cap for Top Companies Rebounds in Q1

In the quarter ending March 2023, major tech companies experienced growths in market capitalization, setting the year off to a strong start. By the end of March 2023, the top 25 leading tech companies achieved unprecedented gains, amounting to over **USD 2.4 trillion** in total market caps. Notably, five out of the top six tech companies, namely Apple, Microsoft, Alphabet Inc., Amazon, and Meta, were the primary contributors to the growth observed.

Apple, Amazon, and Microsoft exhibited recovery from the losses they endured in 2022, with their valuations growing by more than 20% in March 2023 compared to December 2022. Among the top 10 gainers, which included Nvidia, Meta, Salesforce, AMD, SAP, Intel, ASML, Amazon, Microsoft, and Apple, all reported **valuation increases of over 20%** quarter-on-quarter.

Below; Five out of the top six tech companies, namely Apple, Microsoft, Alphabet Inc., Amazon, and Meta, were the primary contributors to the USD 2.4 trillion in total market caps.

Rank	Q1 2022	Q1 2023	Growth Over Q1 2022
1	1	1	26.2%
2	2	2	20.0%
3	3	3	16.2%
4	4	4	11.5%
5	5	5	10.8%
6	6	6	7.2%
7	7	7	5.8%
8	8	8	18.9%
9	9	9	11.0%
10	10	10	25.7%
11	11	11	14.5%
12	12	12	13.8%
13	13	13	9.4%
14	14	14	52.7%
15	15	15	7.8%
16	16	16	11.0%
17	17	17	11.0%
18	18	18	11.2%
19	19	19	11.9%
20	20	20	-8.7%
21	21	21	10.4%
22	22	22	23.9%
23	23	23	14.8%
24	24	24	-4.8%
25	25	25	18.9%



Company	Ticker	March 30 market cap. (\$bil)	2023 change in market cap (\$bil)	2023 price change	2022 price change
Apple	AAPL, +0.45%	\$2,569	\$502	25.00%	-26.80%
Microsoft	MSFT -3.76%	\$2,114	\$327	18.40%	-28.70%
Google	GOOGL +5.78%	\$1,206	\$139	14.30%	-39.10%
Amazon	AMZN, -0.76%	\$1,045	\$188	21.40%	-49.60%
NVIDIA	NVDA, -0.50%	\$676	\$317	87.40%	-50.30%
TESLA	TSI_A, -0.35%	\$618	\$229	58.50%	-65.00%
Meta	META, +1.39%	\$463	\$191	727%	-64.20%

Source: GlobalData

The dominance of Meta, Apple, Amazon, Microsoft, and Google (FAAMG stocks) continued in the list of the top 25 global tech stocks by valuation, contributing more than 60% of the total, amounting to an impressive **\$7.7 trillion**. Throughout this period, the growth of major tech companies was fueled by their increased focus on the metaverse, recoveries in the semiconductor industry, digital advertising, and the excitement surrounding artificial intelligence, particularly in the context of ChatGPT and other related technologies.






\$7.7 trillion



7.3. Global Phone Market Shrinks

Global smartphone shipments experienced a decline, continuing its downward trajectory, with a total of 268.6 million smart handsets shipped worldwide during the period January to March 2023. This marked a decrease of 46 million handsets compared to previous figures.

In terms of market share, Samsung retained its position as the leading company in global quarterly handset shipments, with a total of 60.5 million units shipped. Following closely behind, Apple and Xiaomi secured the second and third spots, shipping 55.2 million and 30.5 million units, respectively.

Company	Mar 2023 Shipments	Mar 2023 Market Share	Mar 2023 Shipments	Mar 2023 Market Share	Year-Over-Year Change
 SAMSUNG	60.5	22.50%	74.6	23.70%	-18.90%
 Apple	55.2	20.50%	56.5	18.00%	-2.30%
 xiaomi	30.5	11.40%	39.9	12.70%	-23.50%
 oppo	27.4	10.20%	29.3	9.30%	-6.70%
 vivo	20.5	7.60%	25.3	8.00%	-18.80%
Others	74.5	27.70%	89.9	28.3	-16.20%
Total	268.6	100%	314.5	100%	-14.60%

7.4. Google Bard Goes Live

In the quarter ending March 2023, the internet experienced attention towards Artificial Intelligence (AI) tools, particularly Open Chat GPT and Google Bard. In March 2023, Google unveiled Google Bard, a direct competitor to Open Chat GPT, which had been launched back in November 2022.

Both Google Bard and Open Chat GPT are AI-powered chatbot tools that leverage natural language processing and machine learning to simulate human-like conversations. These tools that have both free and pay-to-access subscriptions allow users to interact with them in a manner that feels realistic.



In January, Open Chat GPT experienced a significant boost in popularity, with **100 million unique monthly users** recorded. The tool gathered an impressive daily active usage of 15 million unique visitors, surpassing the figures from December 2022 by more than double. This growth made Open Chat GPT one of the fastest-growing applications, outpacing prominent social media apps like TikTok, which took 9 months, and Instagram, which took over 2 and a half years, to reach similar usage numbers. Google Bard has already achieved early success, accumulating 50 million monthly users as of March 2023.

7.5. Meta Fined for GDPR breaches

Once again, the global social media giant Meta faced additional fines in the sector, this time due to its targeted advertising practices on the Facebook and Instagram platforms. The penalty was imposed by the Data Protection Commission (DPC) of Ireland.

Following the guidelines of the EU's European Data Protection Board (EDPB), it was determined that Meta was required to establish a framework allowing European users to choose between opting in or rejecting the use of their data for ad targeting purposes. The DPC refuted the notion that users automatically consented to receiving personalized ads based on their data simply by signing up for Facebook and Instagram. Considering this as a violation of user privacy, the DPC levied a substantial fine of **Euro 390 million** on Meta.



7.6. Greening the Tech Future: EACO E-Waste Workshop in Dar es Salaam

In the quarter ending March 2023, the East African Communications Organisation (EACO) held an e-waste workshop in Dar es Salaam, Tanzania. The workshop brought together stakeholders from the ICT, environmental, and regulatory sectors to discuss the challenges and opportunities of e-waste management in East Africa.


The workshop served as a platform for knowledge sharing, enabling participants to exchange insights on emerging technologies and innovative approaches to recycling and reusing electronic materials. The workshop concluded with a call for action to address the growing problem of e-waste in East Africa.







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