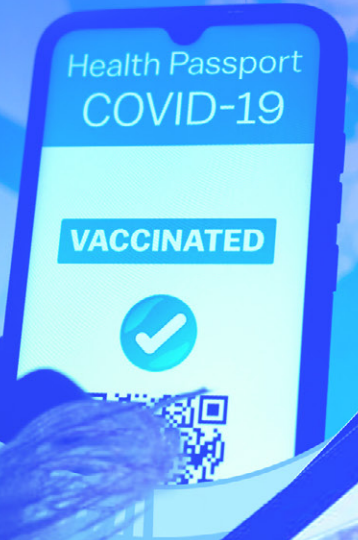




UGANDA
COMMUNICATIONS
COMMISSION

Market Performance Report

2Q21



Legal Disclaimer

The information and figures contained herein were obtained from licensees' submissions to Uganda Communications Commission (The Commission) and other sources available to the Commission. It is intended to provide the communications market overview to:

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

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Introduction

This is a review of the industry performance, trends and key developments for the quarter starting April to June 2021. The report covers:

1. Outlook of the Global Telecom Market Place
2. Uganda Highlights in the Telecom Industry
3. Service access
4. Traffic and Usage
5. Industry Revenues
6. Post and Courier Services
7. Multimedia and Broadcasting Market

Global Perspective



Digital COVID Certificates

The proliferation and confidence in mass vaccination programmes especially in the Global North has gradually led to phased reopening of businesses and travel in the last three months.

This cautious opening has necessitated confirmation of vaccination status of persons before access to public spaces, travel and events. The need for timely verification has brought to the fore what has come to be known as vaccine certificate regimes. In markets like Europe, dedicated digital portals/platforms have been established to provide proof that a person has either:

- Been vaccinated against COVID-19
- Received a negative test result
- Recovered from COVID-19



These Digital Certificates contain QR codes with digital signatures to guard against falsifications. The EU has built a gateway for the verification of these digital signatures.

So widespread has been the application of digital Covid certificates that they have become prerequisites for access to major sporting events like the European Football Championships (Euro 2020) and the Olympics in Tokyo Japan.



Efforts against Online Abuse and Racial Discrimination

On a negative note, 2Q21 showed increased incidents of online abuse and racial discrimination perpetuated through social media channels like Facebook, Twitter and Instagram. Most of this abuse was targeted at colored and black players across major sports leagues in Europe.

In response, many sporting leagues, clubs and personalities across Europe launched online campaigns like **#StopOnlineAbuse** and **#Enough** to push social media companies for stronger preventative measures and increased accountability for abusive content on their platforms.

Sporting leagues in Football, Netball, Cricket, Rugby and Formula One suspended social media account activity for extended periods in support for the **#Enough** and **#StopOnlineAbuse** Football leagues across the EU.

#STOPONLINE ABUSE

Social media companies must **DO MORE**:

Put stronger preventative and takedown measures in place to stop discriminatory abuse being sent or seen

Be accountable for safety on platforms and protect users by implementing effective verification

Ensure real-life consequences for online discriminatory abuse: ban perpetrators, stop account re-registration and support law enforcement

ENOUGH.

PROFESSIONAL FOOTBALLERS ASSOCIATION

Relatedly, we saw social media blackouts by sports personalities like Thierry Henry, Raheem Sterling, Sir Lewis Hamilton, Ben Stokes, Jofra Archer among others.

Lewis Hamilton @LewisHamilton

To stand in solidarity with the football community, I will be going dark on my social media channels this weekend. There is no place in our society for any kind of abuse, online or not, and for too long it's been easy for a small few to post hate from behind their screens.

While a boycott might not solve this issue overnight, we have to call for change when needed, even when it seems like an almost impossible task.

Sport has the power to unite us. Let's not accept abuse as part of sport, but instead, let's be the ones who make a difference for future generations.

Ben Stokes @benstokes38

#STOPONLINEABUSE

SOCIAL MEDIA COMPANIES MUST **DO MORE**:

ENOUGH

PUT STRONGER PREVENTATIVE MEASURES IN PLACE TO STOP DISCRIMINATORY ABUSE BEING SENT OR SEEN

BE ACCOUNTABLE FOR SAFETY ON PLATFORMS AND PROTECT USERS BY IMPLEMENTING EFFECTIVE VERIFICATION

ENSURE REAL-LIFE CONSEQUENCES FOR ONLINE DISCRIMINATORY ABUSE: BAN PERPETRATORS, STOP ACCOUNT RE-REGISTRATION AND SUPPORT LAW ENFORCEMENT

UNITED IN FIGHTING ONLINE HATE

3PM 30 APRIL - MIDNIGHT 3 MAY

ECB PCA

#STOPONLINEABUSE

2.4K 26 Share this Tweet



Hi Guys
From tomorrow morning I will be removing myself from social media until the people in power are able to regulate their platforms with the same vigour and ferocity that they currently do when you infringe copyright....

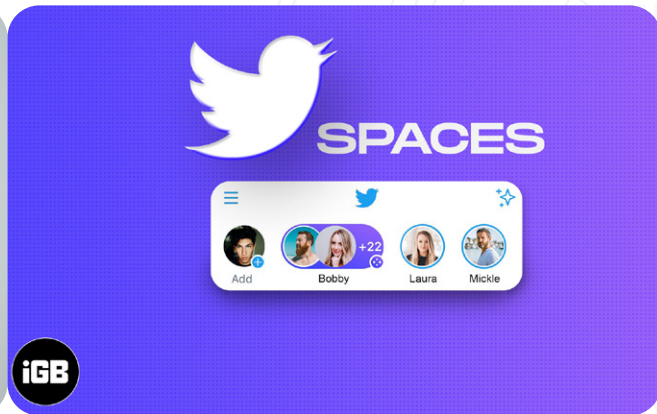


Do not racially abuse those players tonight !

Emergence of YouTube Shorts and Twitter Spaces

The social media space has seen increased focus on video and audio chat platforms. Twitter has introduced Twitter Spaces, a group audio chat feature that has allowed individuals with special interests to create audio engagement channels. In Uganda, the most popular use of Twitter spaces has probably been the **#40DayMentor** by Mr. Robert Kabushenga during the 42-day lockdown. At one point, the Twitter spaces audience following conversations on the #Tag peaked at more than 1000 participants a session.

Google's YouTube on the other hand has introduced YouTube shorts as a short mobile video content-creating platform. The platform has witnessed early success with short video challenges like the Jerusalem challenge, Charlie bit my finger, lockdown trick shots receiving as many as 300 million views in a month.

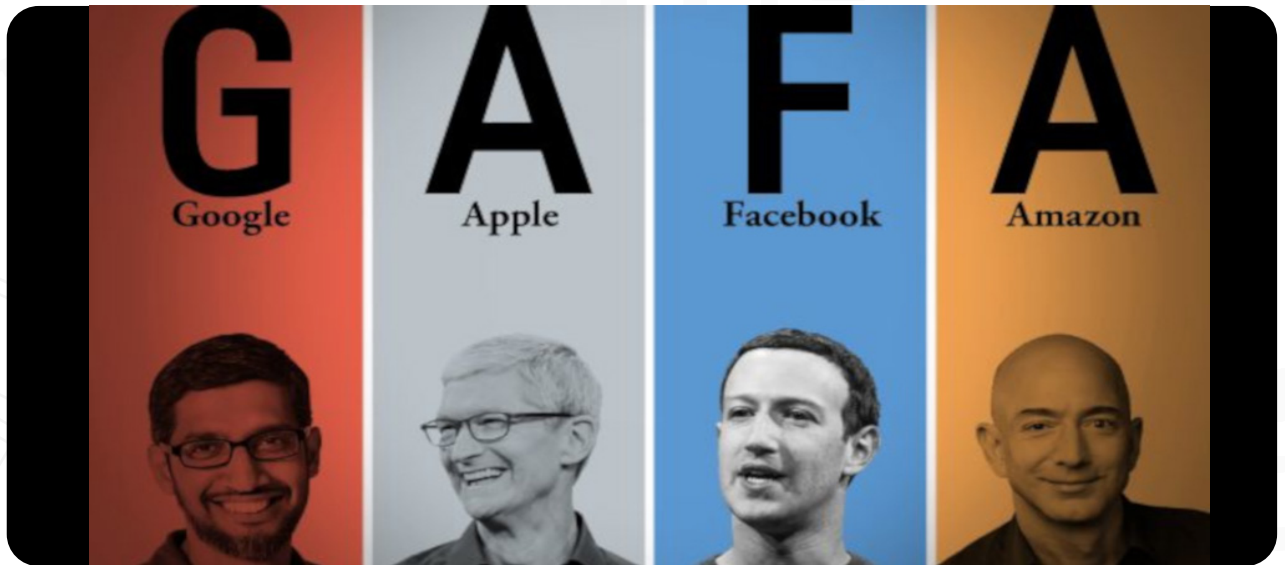


Draft Antitrust Bills for the Big Tech Companies

Following more than a year of US Senate inquiries into the conduct of big technology firms like Amazon, Facebook and Google, draft antitrust bills have been presented with proposals at the end of June. Among other objectives, the legislative proposals seek to,

- Reduce likelihood of antitrust acquisitions by the dominant tech firms.
- Increased data portability as well as increased interoperability.
- Separation of platform businesses and prohibiting firms from entering adjacent lines of business.

In their very early responses to the proposed statutory amendments, the big platforms have argued that the reforms may degrade user experience as well as hurt small businesses riding on integrated platforms.

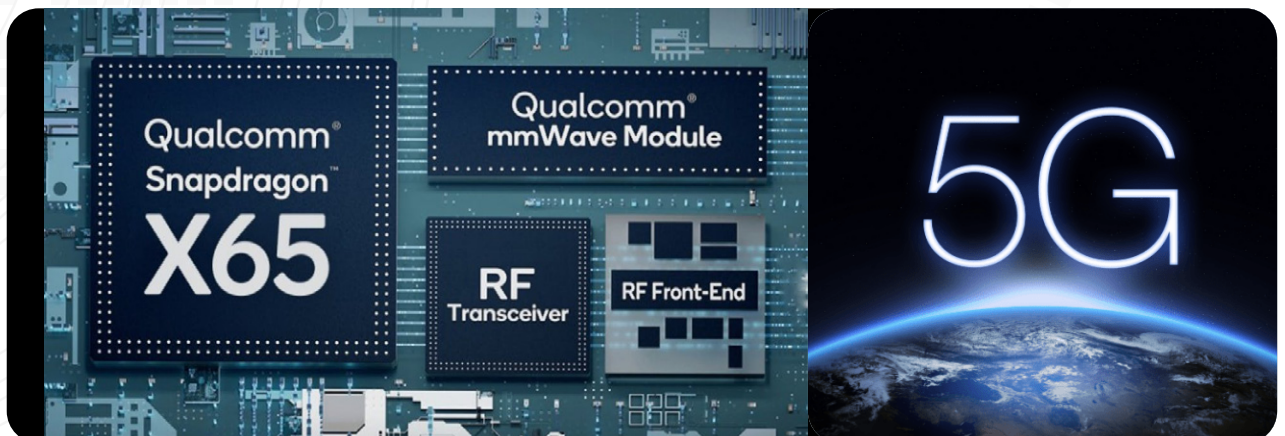


Increased 5G traction

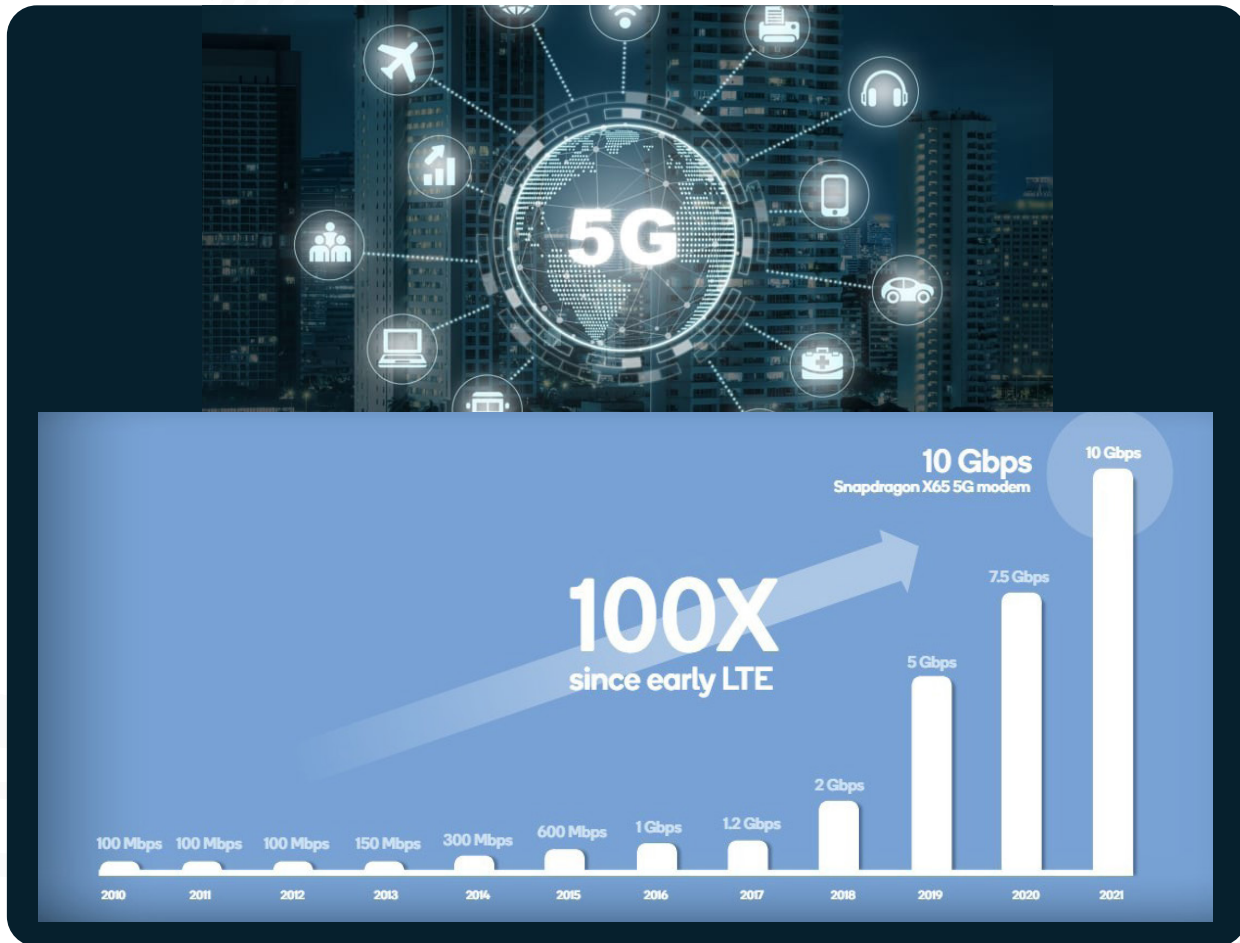
The quarter yet again saw increased commitment to the 5G deployments with more than 165 deployments and over 45 countries investing in 5G mmWave globally at the end of June 2021.

On the manufacturers' side, Qualcomm the leading 5G equipment manufacturer, launched the world's first 10 Gbps 5G modem. The Snapdragon x65 modem was launched at the Mobile World Congress (MWC) in Barcelona in June 2021.

The modem promises top performance of 10 Gbps download speed and over 700 Mbps upload speed, 38X faster than LTE data transmission speeds.

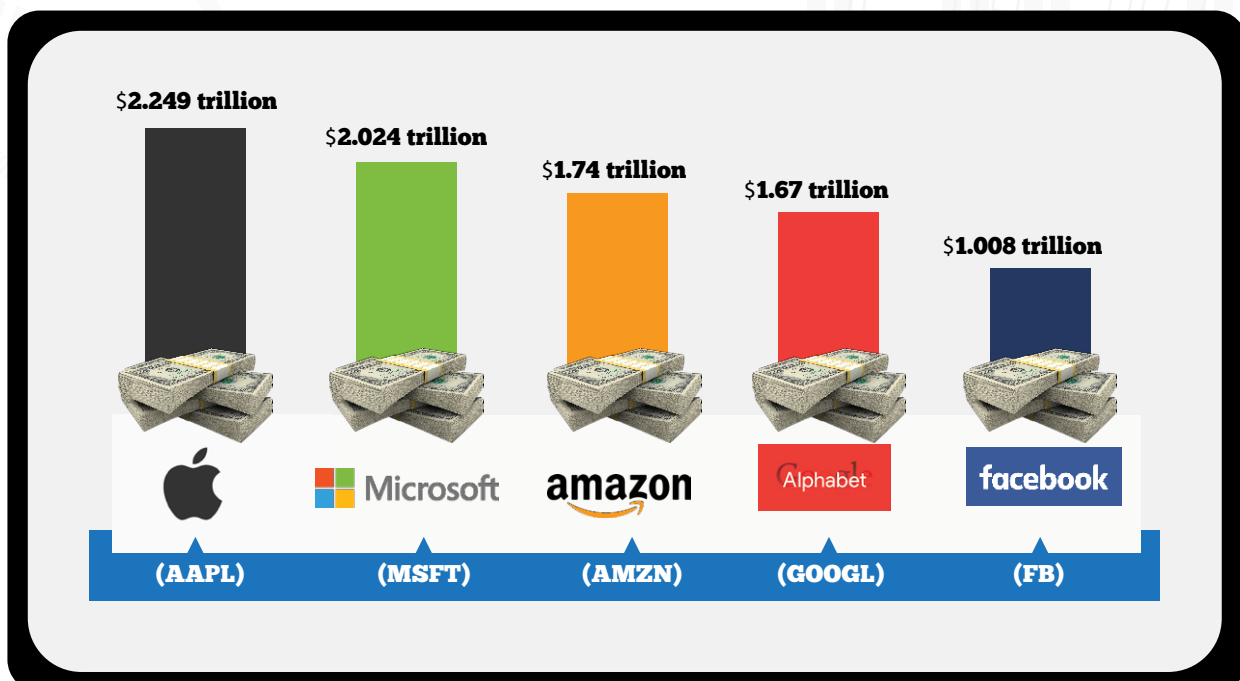


A combination of radio deployments, enhanced Customer Premises Equipment (CPE) capacity as well as stability in standards and regulations should see the global telecommunications world harness the 5G promise across a range of applications like Cloud gaming, Virtual reality, Cloud based enterprise apps at work with translation all in real time.



Facebook hits the 1 Trillion Dollar Valuation

The quarter saw Facebook reach a market valuation of more than USD1 Trillion for the first time. This makes it only the fifth company with a market cap of more than 1 trillion in the US. The others are Apple, Microsoft, Amazon and Google's Alphabet.



Ethiopia is Open for Business

In the biggest continental news over the last quarter, the Government of Ethiopia concluded its search for the first non-state owned telecommunications operator in the country. The months long process saw the award of the license to a Safaricom-led consortium known as “Global Partnership for Ethiopia” in May 2021. The consortium includes; Kenya’s Safaricom, Vodacom, Vodafone, UK’s CDC Group and Japan’s Sumitomo Corporation.

A public license presentation ceremony overseen by Ethiopian Prime Minister Abiy Ahmed to Safaricom CEO Peter Ndegwa was held in Addis Ababa following settlement of the USD 850 million license fees in June 2021. Kenya’s President Uhuru Kenyatta and Vodacom CEO Shameel Joosub were in attendance.

Over and above the license fees, the consortium has pledged investment of more than USD 8 Billion in the Ethiopian telecoms market over the next 10 years.



Domestic Highlights



E-health start-ups hit Covid-driven purple patch

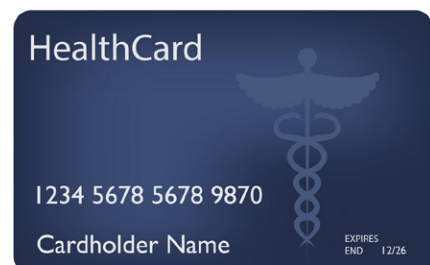
Following the onset of what has come to be known as the second COVID wave in Uganda, the biggest movement in the local tech ecosystem has been the aggressive growth of remote e-health platforms.

The platforms launched a range of services fueled by an overwhelmed health care system and travel restrictions imposed at the beginning of a 42-day National Lockdown that started on 21st June 2021.

E-health services have grown from the basic over the phone doctor consultations to include services like counselling, remote diagnosis, lab sample collection, home tests, and prescription delivery among others.



So rapid was the advance of e-health services that local medical insurance firms have started partnering with a number of e-health start-ups. At the end of June, more than 10 local insurers (including Old Mutual's UAP, Aga Khan's Jubilee Insurance, IAA) had started extending health insurance cover through various e-health start-ups.



In addition, many medical institutions (clinics, laboratories and pharmacies) have also entered varied joint ventures with e-health start-ups like Rocket Health, Venro Health and Go GP.



Launch of Raxio Data Center

25th May 2021 marked a turning point in the content hosting market in Uganda with Raxio's launch of the first carrier-neutral Tier III data center on the market.

The Data center based in Namanve's Kampala Industrial Business Park provides unprecedented connectivity and interconnection options with Africell, Bandwidth and Cloud Services Group, UTL, ROKE, MTN and Airtel terminating fiber at the location. At the time of launch, the Raxio data center boasted of a 400-rack capacity.

“Mr James Byaruhanga, the General Manager of Raxio Data Centre said: “Construction of our flagship facility has been a long but rewarding journey to this point that we are launching operations. Raxio Data Centre is a dream come true, with our Tier III certification from the Uptime Institute we believe that this facility will be a bedrock for increased economic development in Uganda as it will attract several opportunities for colocation not only regionally but also internationally. We look forward to the positive impact of our facility across the enterprise and SME markets, and on key industries such as financial services, content and media – 25 May 2021”.



Policy Stewardship Changes

June 2021 saw the local ICT scene welcome new sector policy stewards in Minister of ICT & National Guidance Dr. Chris Baryomunsi, and Ministers of State Hon. Joyce Ssebugwawo and Hon. Godfrey Kabbyanga. The ministers, who replaced Hon. Judith Nabakooba and Hon. Peter Ogwang, were sworn into office on 22nd June 2021.

Dr. Aminah Zawedde assumes the office of Permanent Secretary, Ministry of ICT.



Hon. Peter Ogwang (right) handing over to the incoming Minister of ICT & National Guidance Dr. Chris Baryomunsi.



Dr. AMINAH ZAWEDDE
Incoming Permanent Secretary



Ms. JOYCE SSEBUGWAWO
Incoming Minister of State,
ICT & National Guidance

Sector Tax Amendments

As the FY 2020/21 came to an end, the quarter saw a host of sector tax amendments that among others included the end of Local Excise Duty on Over-the-Top Services, introduction of a new Excise tax for data services and the revision of VAT on telecom Value Added Services.

Table 1 highlights sector tax amendments for the FY 2021/22

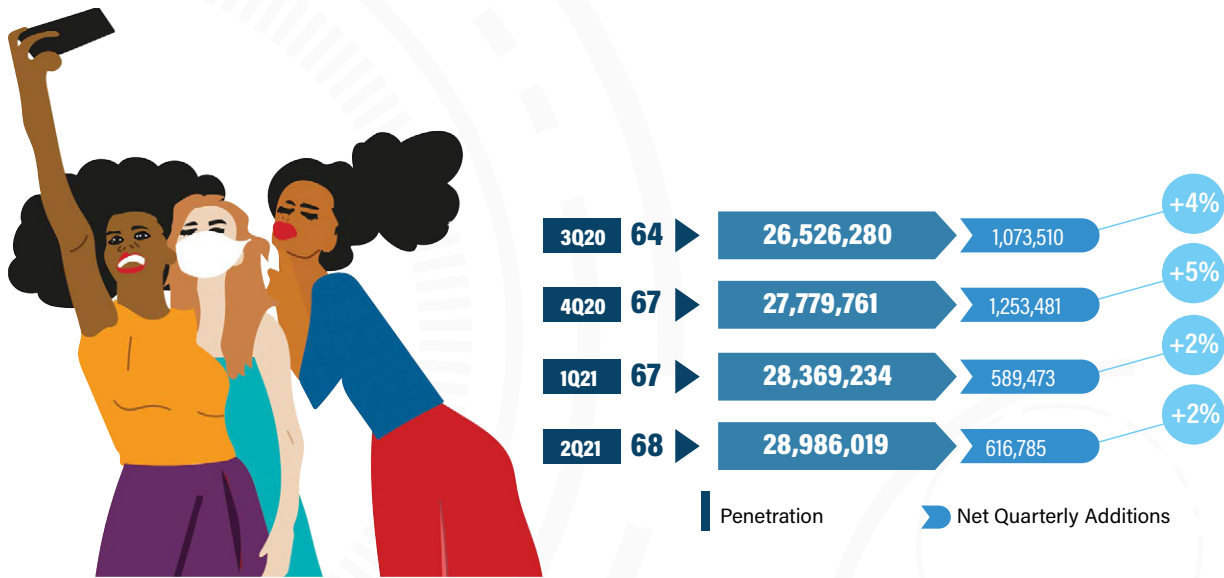
S/N	Item	Tax type	FY 2020/21	FY 2021/22	Comment
1	All products Except Mobile money	VAT	18%	18%	Maintained
2	Mobile money fees	VAT	Exempt	Exempt	Maintained
3	Exports of Communication Product and Services	VAT	Zero rated	Zero rated	Maintained
4	Incoming International Call Services	Excise duty	9 cents (USD 0.09) per minute	9 cents (USD 0.09) per minute	Maintained
5	Prepaid Airtime	Excise duty	12%	12%	Maintained
6	Postpaid Airtime	Excise duty	12%	12%	Maintained
7	Fixed line	Excise duty	12%	12%	Maintained
8	Value Added services	Excise duty	20%	12%	Reduced
9	Money Transfer & Withdrawal Services(Except by Bank)	Excise duty	15%	15%	Maintained
10	Internet data except data for provision of medical services and Education services	Excise duty	NIL	12%	New
11	Commission for airtime distribution and provision of mobile money services	Withholding tax	10% of the gross amount of payment	10% of the gross amount of payment	Maintained
12	ICT Devices	Import Duty	10%	10%	Maintained
13	Chargeable income (Profits)	Income Tax/ Corporation tax	30%	30%	Maintained



Subscriptions and Access

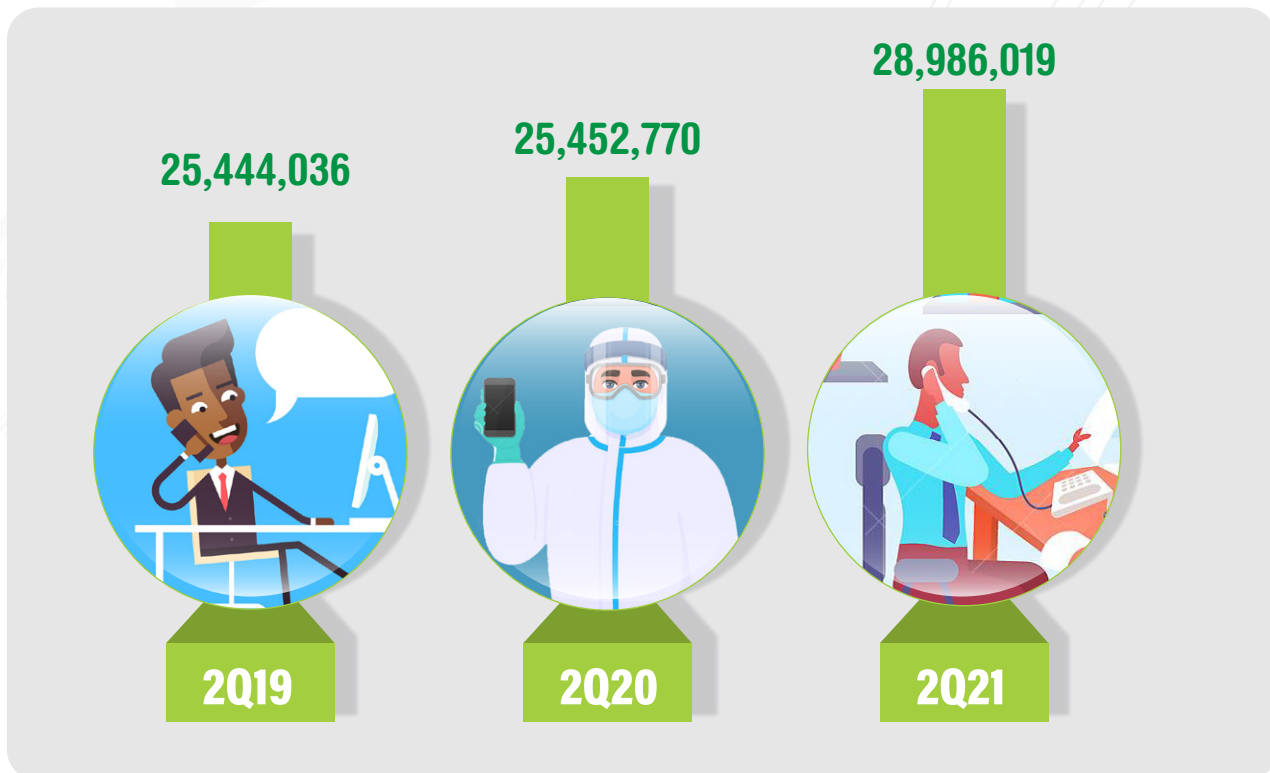
Fixed and Mobile Telephone Subscriptions

In the months April to June 2021, fixed and mobile subscriptions grew by more than 600,000 new subscriptions maintaining the 2% quarter on quarter growth posted in 1Q21.



On a Year-on-Year comparison, the growth translates into 3.5 million new telephone lines between June 2020 and June 2021. This is a 14% Year-on-Year growth almost three times the national growth posted in the FY 2020/21.

The growth in subscriptions translates into a national telephone penetration of almost 7 lines for every 10 Ugandans. This despite the fact that more than 60% of the population is less than 18 years (source: UBOS). By extension, the 29 million active subscriptions translate into a penetration of almost 2 lines for each of the 16.8 million adults in Uganda (above 18 years of age).

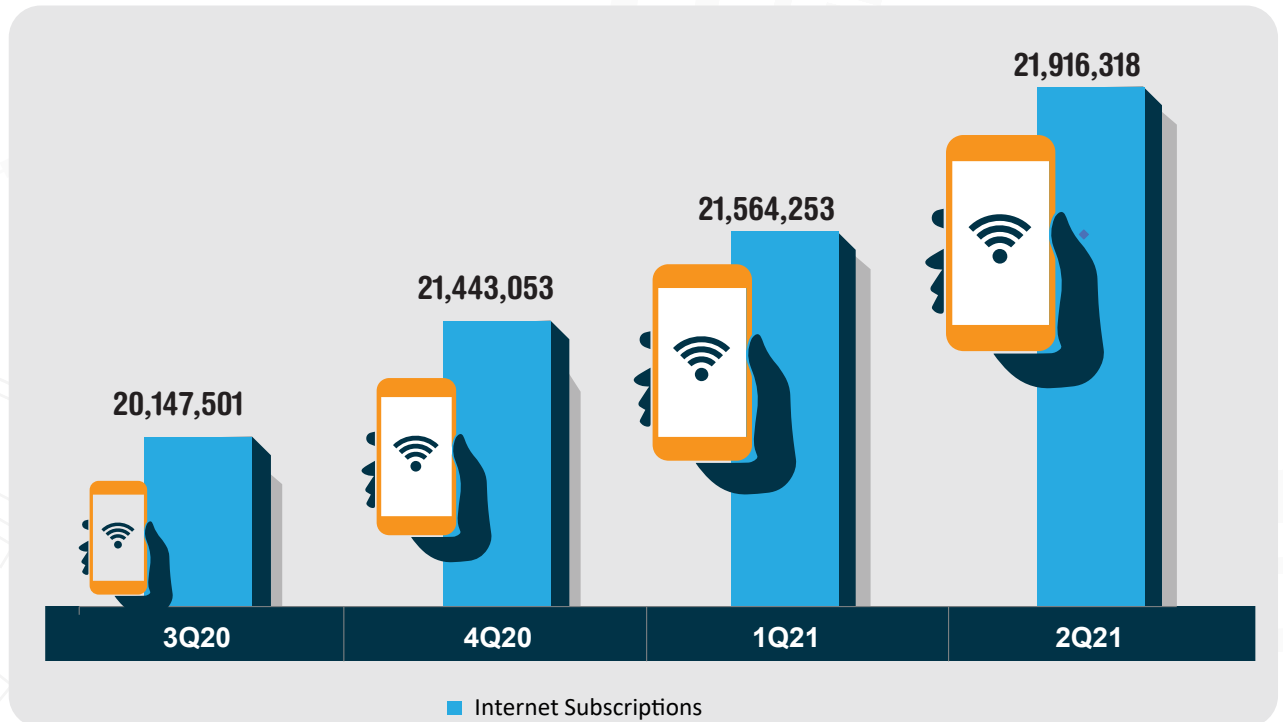


Broadband Subscriptions

In the months April to June 2021, the sector recorded a total of 352,000 new broadband subscriptions. This is a 2% quarter on quarter growth matching observed growth in mobile subscriptions during the same period.

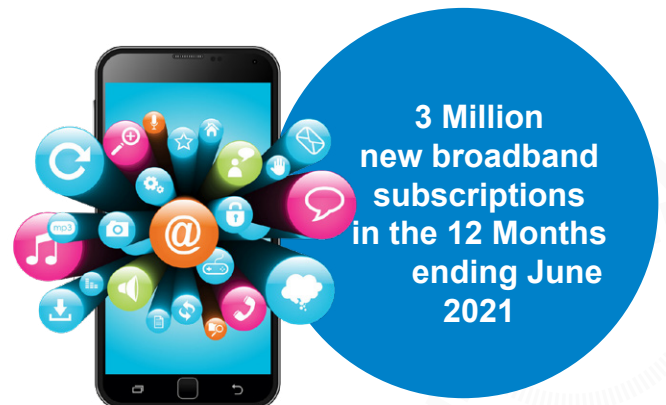
The growth rate is also consistent with quarterly broadband subscriptions growth numbers of 1Q21.

We also note that the growth in subscriptions is likely organic with unique new users that match the number of new smart gadgets connected to the network during the period.



On a year-on-year comparison, the twelve months ended June 2021 recorded 3 million new broadband subscriptions. This is a 16% year-on-year growth in broadband subscriptions bettering the 14% year growth in total mobile connections recorded during the same period.

This growth was largely fueled by Covid occasioned travel restrictions and work from home protocols.



In terms of penetration, the 21.9 broadband subscriptions translate into a broadband penetration of 1 internet connection for every 2 Ugandans. By extension, the 22 million connections translate into an active connection for every 1 of the 17 million adults aged above 18 in Uganda.

It should however be noted that the new work from home and online study arrangements especially in the urban centres may mean that a few homes account for multiple data SIMs skewing the general internet penetration landscape.

Network Devices and terminals

At the end of June 2021, there were 32 million terminals connected to public communication networks. This is a net addition of 900,000 new gadgets and a quarter on quarter percentage growth of 3% in the three months April to June 2021.



BASIC MOBILE PHONE

Can make calls and send text messages

Monthly Users

Dec-20	5,010,673
Mar-21	5,194,215
Jun-21	3,949,752



FEATURE PHONES

Can make and receive calls, send text messages and provide some of the advanced features found on a smartphone.

Monthly Users

Dec-20	17,944,456
Mar-21	17,917,031
Jun-21	18,524,536



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

Dec-20	7,905,660
Mar-21	8,174,586
Jun-21	9,729,758

On a year-on-year comparison, active devices connected to the networks have grown to 32 million devices in June 2021. This is 2.7 million new devices connected to the network in the 12 months ended June 2021.

This is an increment of 2.7 million devices on the network, reflective of a 9% percentage growth.



2.7 Million
new devices
added to the
network in the
12 Months ending
June 2021

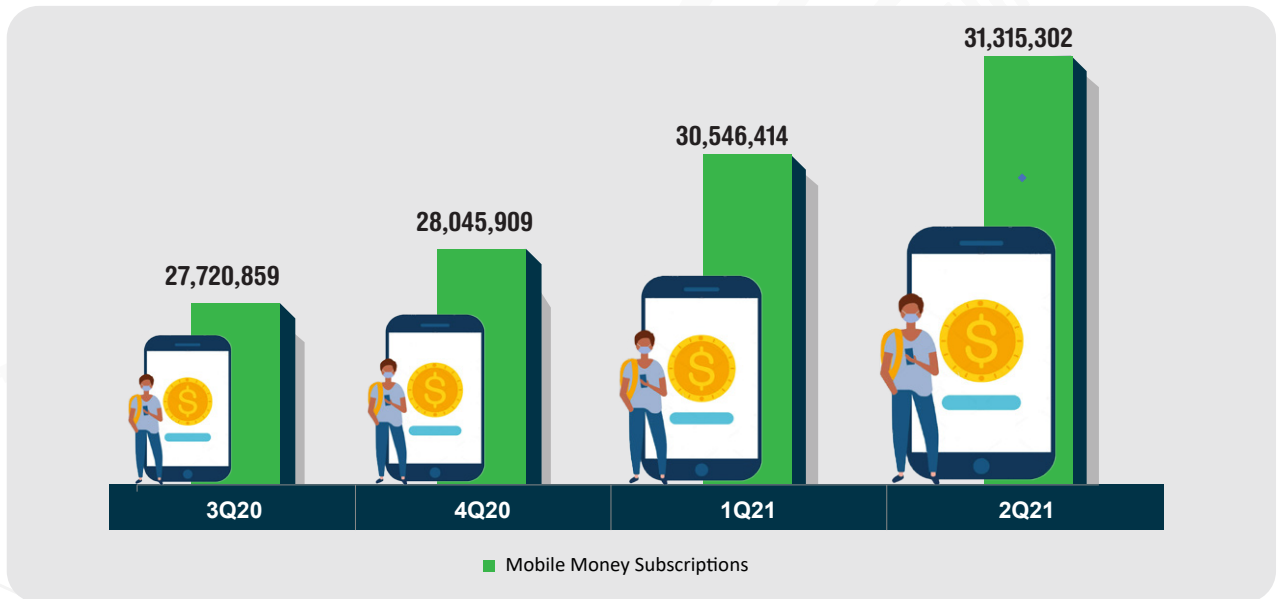
In terms of device distribution, more than 30% of the new terminals are internet enabled gadgets while 70% are basic and feature phones.

Following this new growth, the total number of smartphone/internet enabled gadgets connected to the networks stands at 9.7 million gadgets while the count of feature phones and basic phones connected to the network had grown to 22.4 million at the end of June 2021.

The less than 10 million smart phones on the market implies that more than half of the mobile broadband connections can only support basic browsing applications. This presents a big gap in harnessing the true potential of mobile broadband connectivity.

Mobile Financial Services and Subscriptions

At the end of June 2021, the number of registered mobile money accounts had risen to 31.3 million from 30.5 million at the end of March 2021. This is a net addition of almost 800,000 new registered mobile money accounts in the 3 months April to June 2021.



On a year-on-year comparison, a total of 5.4 million new mobile money accounts were registered in the 12 months ended June 2021. The number of mobile money accounts translates into a national penetration of 3 mobile money accounts for every 4 Ugandans.



5.4 million new Mobile Money accounts registered in the 12 Months ending June 2021

Mobile Money Agent Network

The number of mobile money access points has grown by 30,000 new accounts in the months April to June 2021. This translates into an agent quarter on quarter growth rate of 12% for the period under review.

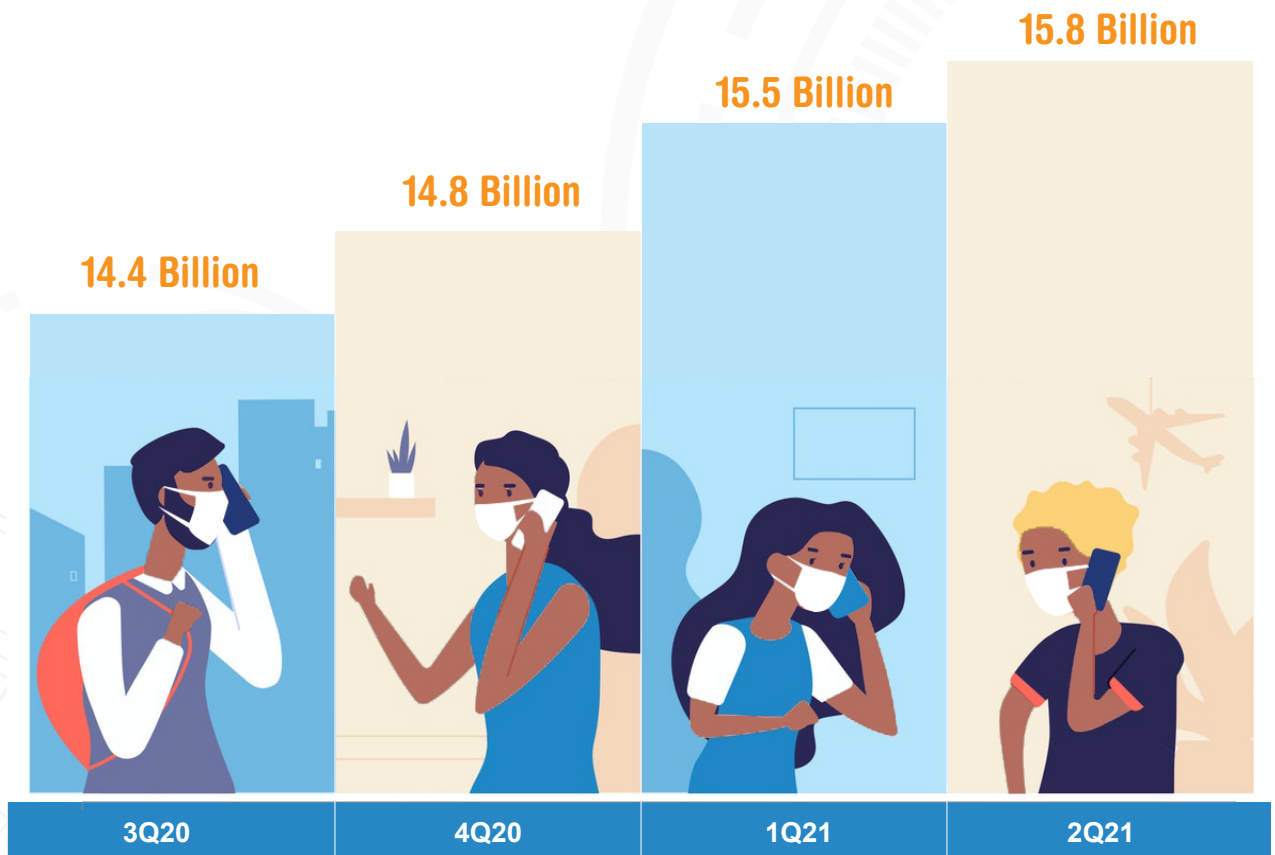
The growth in mobile money agents is in part fueled by increased onboarding of mobile money services by previously stand-alone bank agents. These now double as bank and mobile money agents.



Traffic and Pricing

Domestic Voice Traffic

15.8 billion minutes of domestic traffic were posted in the three months April to June 2021. This is a combination of intra and inter network traffic in the country. Of this total, 15.7 billion were minutes originated and terminated on the same network while 156 million were call minutes between two domestic operators.



■ Domestic voice traffic in minutes

The domestic traffic performance represents an aggregate 2% growth in domestic call volumes between 2Q21 and 1Q21. This despite a 1% drop in offnet (cross network traffic) during the period.

On a year-on-year comparison, domestic traffic has grown by more than 2.7 billion minutes between 2Q20 and 2Q21. In percentage terms, this represents a 21% growth in domestic traffic between the two quarters.

The growth in traffic translates into an average of 183 domestic minutes of talk per month by an average subscriber during the period under review.



Domestic voice traffic has grown by over 2.7 Billion Minutes since in the 12 Months ending June 2021

Broadband Traffic

In the period April to June 2021, the sector recorded total internet traffic of 69 billion MBs (downloaded or uploaded) from the internet. This is an 11 billion MBs growth from the 58 billion MBs downloaded in 1Q21.

This is a 19% quarter on quarter traffic growth from the slump posted in 1Q21. On a year-on-year comparison, 2Q21 returned a net annual growth of 17 billion MBs thereby translating into a year-on-year growth of 17% in the 12 months preceding 2Q21.

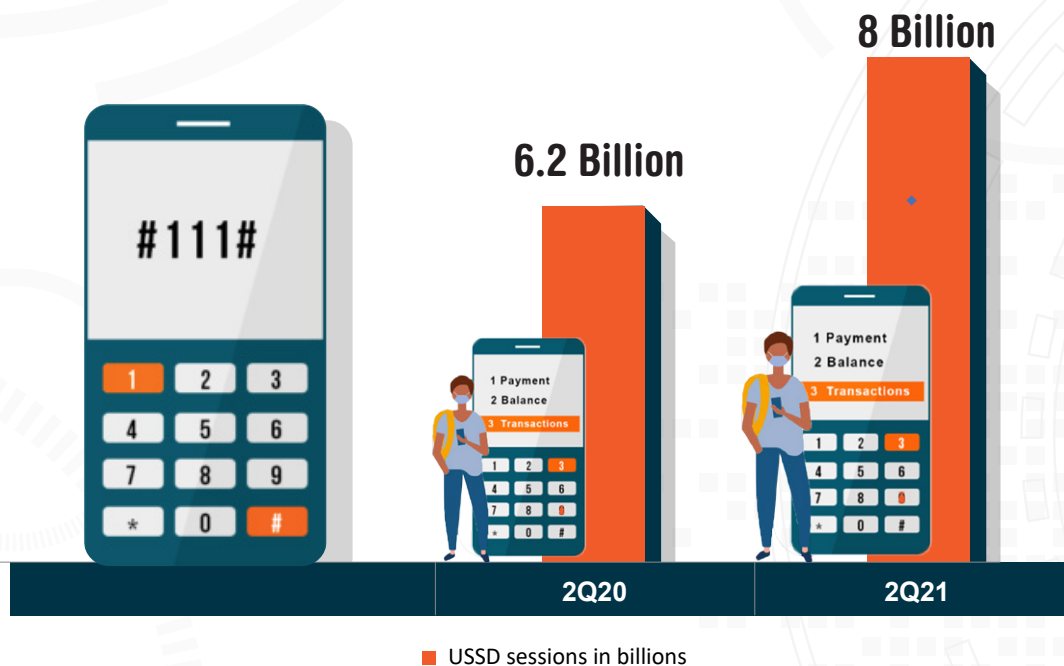


The growth in traffic during the period translates into an average of 803 MBs per user per month during the period.

Unstructured Supplementary Service Data Sessions

The market posted 8 billion USSD sessions during 2Q21. This is a 340 million session quarter on quarter growth from the 7.7 billion sessions of 1Q21.

USSD sessions remain financial service led as they are the access channels of choice for P2P remittances, cash outs, utility and merchant payments. Other USSD traffic drivers are network services like account balance checks, promotions, surveys and other VAS related activities.



The year-on-year USSD session growth stood at 29% between 2Q21 and 2Q20.

With the structural separation of Mobile Financial Services from GSM operations and the licensing of stand-alone MFS providers, the Commission is paying regulatory focus on establishing frameworks for fair and equitable access to USSD channels for third party MFS providers.

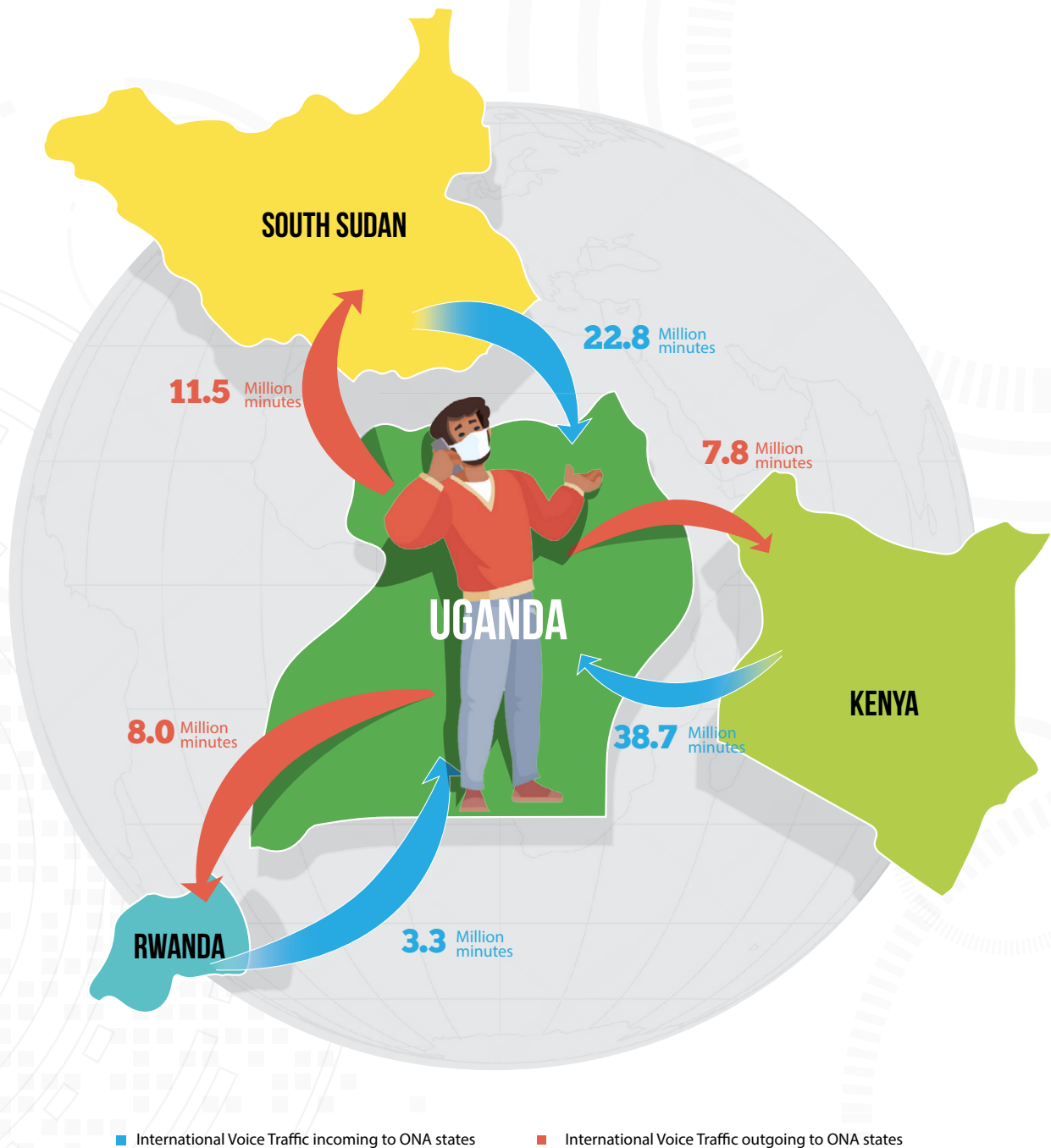
An industry consultation on the development of Access, Pricing and Usage rules for wholesale messaging services (including USSD and SMS) is currently underway.

International Voice Traffic

The market posted a total of 127 Million international minutes during the months April - June 2021. Of these, 87 Million were international incoming minutes while 40 million were international outgoing minutes.

Of the 127 Million minutes, 42.5 million minutes were either traffic from or terminating within the One Network Area (ONA) partner states of Kenya, Rwanda and South Sudan.

In terms of distribution, Uganda yet again remains a net traffic recipient amongst ONA partner states receiving 65 million minutes compared to 27.6 million minutes from Uganda to the partner states within the quarter.



Pricing Highlights

Retail service pricing in the market was largely driven by the seasonal Ramadhan calendar as well as the Covid influenced changes in mobility and business practices.

MTN mobile money withdrawal charge revision.

For the second time in 6 months, MTN revised its withdrawal charges across the various withdrawal bands on 1st May 2021.

Select Withdraw charges				
Min (UGX)	Max (UGX)	Before May 2021	Effective 1st May 2021	% Change
500	2,500	350	330	-5.7
5,001	15,001	750	700	-6.7
15,001	30,000	950	880	-7.4
45,001	60,000	1,600	1,500	-6.3
60,001	125,000	2,050	1,925	-6.1
250,001	500,000	7,350	7,000	-4.8
500,001	1,000,000	13,000	12,500	-3.8
1,000,001	2,000,000	16,000	15,000	-6.3

**the 0.5% tax on the amount withdrawn is not inclusive in the computation of the withdraw fees*

Further, MTN revamped its loyalty bonus points dubbed “MTN Senkyu” to offer points to customers using MTN MoMo services.

MTN customers earn points for using MTN services including airtime, bundle purchase, making calls, using MTN MoMo. Points earned can be converted into GSM benefits such as voice minutes, SMS, MBs or MoMo pay.

Airtel Non-expiry Bundles



Following MTN’s introduction of non-expiring “Freedom” data bundles in 1Q21, Airtel has followed with the launch of its own non expiring chillax data bundles on 19th May 2021.

These bundles can be accessed via *175*100# and purchased via Airtel money and Airtime.

Promotional Ramadhan offers

During the quarter ending June 2021, MTN and Airtel launched one-month promotional Ramadhan offerings to their customers with voice calls and data bundles.

The table below shows Ramadhan promotional offers in April 2021.

	Resources/ offer	Validity	Fine print/ Price	Launch date
 MTNite Calls	60 free on net minutes	Midnight-6:00am	Airtime, voice minutes and data purchase worth Ugx.500 and more at any time during the day	24 th April 2021
 Airtel Ramadhan offer	1GB data	10pm-6am	Ugx.2,000	15 th April 2021
	Voice 20 mins	10pm-6am	Ugx.300	

Repackaged services for Roke Telkom

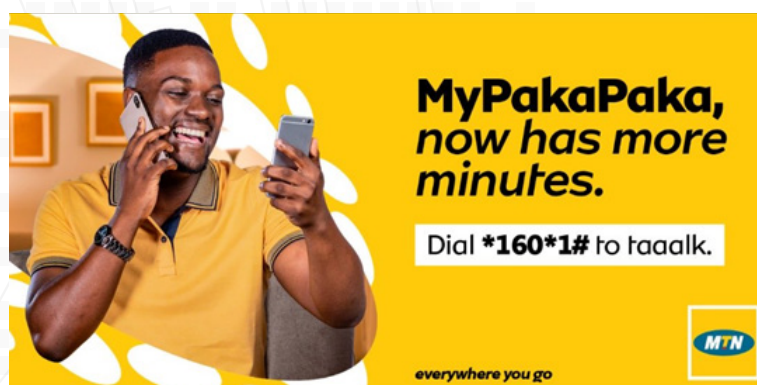
On 1st April 2021, Roke telecom a fixed broadband provider increased its data offers by 50% across its Roke Plus bundle package plans while maintaining the retail prices. This was effectively a 50% price reduction.

The table below shows the volume changes effected,

Bundle	Old volume offer	New volume offer	%age change in bundle size	Price (UGX)
Roke Classic Plus	40 GB	60 GB	50%	112,000
Roke Unlimited Plus	100 GB	150 GB	50%	280,000
Roke Mega Plus	300 GB	450 GB	50%	728,000

Airtel MyPakalast and MTN MyPakaPaka offer revisions

During the quarter ending June 2021, MTN and Airtel Uganda revised their MyPakalast and MyPakaPaka micro offers increasing voice minutes and data offers across the different customer classes.



Industry Revenues



The industry has maintained a trillion gross revenue mark in the last 4 quarters. In terms of a year-on-year comparison, the industry gross revenue grew from UGX 976 billion to UGX 1.11 trillion between 2Q20 and 2Q21 translating into a 14% growth.

This gross revenue excludes mobile money revenues for the month of June 2021 following the structural separation of the GSM and mobile money operations within the quarter.



Revenues generated from the mobile voice services continue to dominate with a 42% contribution to the total gross revenues within the quarter ending June 2021.

Post And Courier Services



Innovation in Mail Box Services

In order to remain afloat, Uganda Post Limited (UPL) introduced an innovative business strategy dubbed the virtual Post Office (PO) Box. The virtual box was launched to boost the traditional physical mailbox stationed in different postal locations.



Hon. Judith Nabakooba (right) and MD Uganda Post Ltd, Mr. James Arinaitwe (left) at the launch of ePosta.

Ag. ED UCC Irene Kaggwa Sewankambo at the launch of ePosta

The electronic mailbox system known as ePosta has enabled digitization of the Post Office (PO) Boxes and attracted the tech savvy Ugandans to acquire virtual PO Boxes at a cost of UGX 20,000.

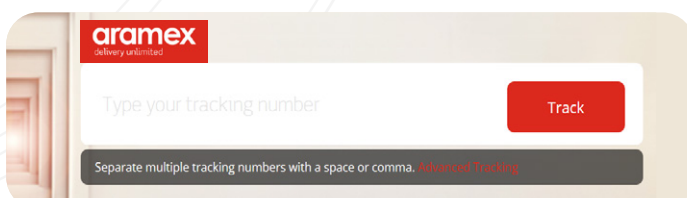
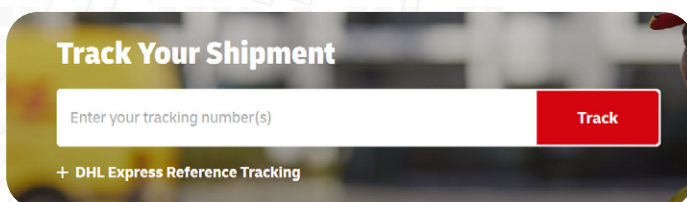
This service enables customers to receive notifications upon receipt of physical mail, permits track and trace services as well as physical addressing using the Global Positioning System (GPS).

Service	Annual Subscription Fee (UGX)	Annual Renewal Fee (UGX)
Virtual PO Box (ePosta)	20,000	20,000
Small Physical Mailbox	90,000	90,000

The above rates are applicable to individuals only

Digitization of the Courier services

The Courier service access has become more digital in this era to address the dynamic customer needs and preferences effectively. Companies like Godel launched an app to ensure safe and just in time delivery services, introduction of an open Track and Trace portal on the websites of most operators like DHL, Skynet, Aramex, that have translated into growth in business.



During the pre-Covid 19 period, Uganda Post Limited relied on private commercial buses for domestic mail delivery to all the District Post Offices (DPOs).

The movement restrictions during the 2nd wave of Covid-19 prompted the Designated National Operator to boost the domestic mail delivery operations with a new fleet of mail delivery vans.

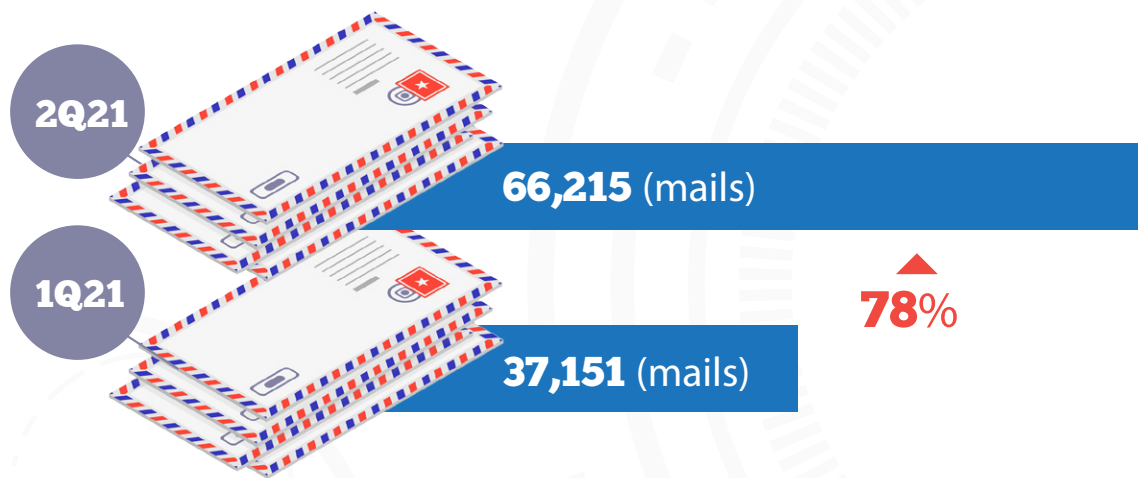


Part of the fleet of courier service operators

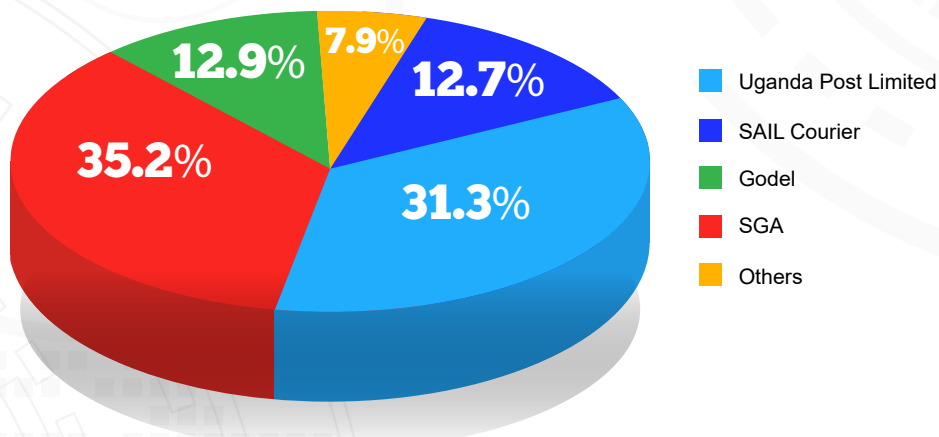


Mail Traffic Volumes

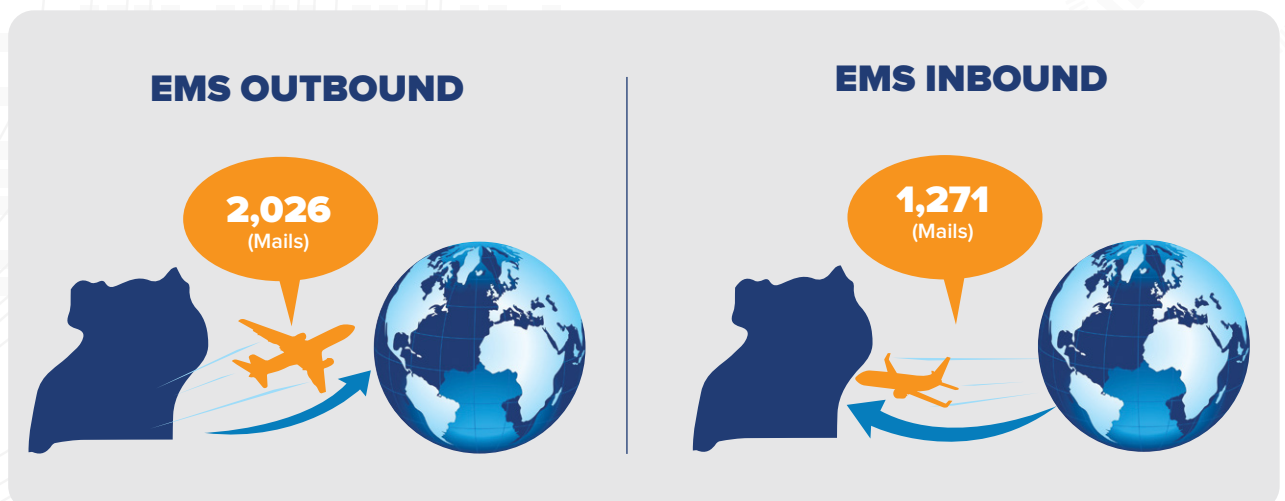
In 2Q21, the domestic mail volume grew to 66,215 mails from 37,151 mails in 1Q21, translating into a 78% quarter on quarter growth. This growth is partly attributed to the emergence of the ePosta service as well as the current domestic fleet owned by most courier operators like DHL, Godel ,SGA ,Nation courier, S-M Cathan Logistics, Sail Courier and UPL.



Domestic Mail Contributions



The Expedited Mail Service (EMS) - Out bound international Mail volume grew from 1,683 mails in 1Q21 to 2,026 mails in 2Q21, translating into a 20% growth. On the other hand, EMS -Inbound international Mail volume grew from 1,021 in 1Q21 to 1271 mails in 2Q21, registering a 25% increase.



Multimedia and Broadcasting Market



Content Sourcing and Citizen Journalism

In period April to June 2021, Chimp reports an online news broadcaster launched a 1GB data offer to citizen journalists for stories shared and published. The offer is valid for interested citizens with smartphones who capture and share content via Chimp report WhatsApp number +256 752187021 and or email on info@chimpreports.com.



TV Market

Free-to-Air

The delivery of FTA channels is mainly via the government-owned SIGNET UG Ltd. By the end of June 2021, 40 FTAs were carried on the SIGNET platform.

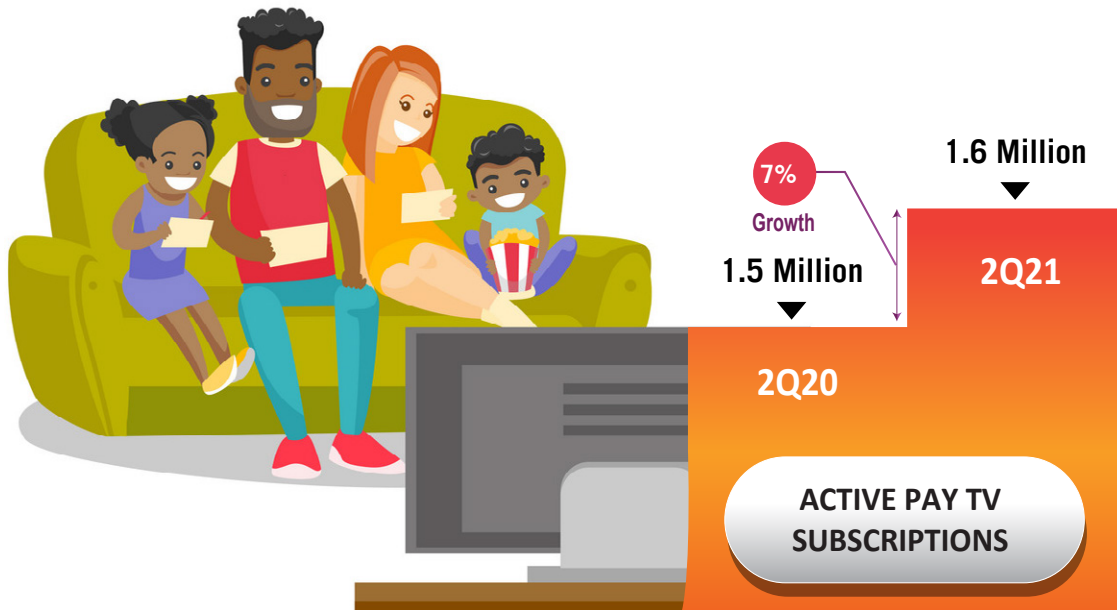
Pay TV

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



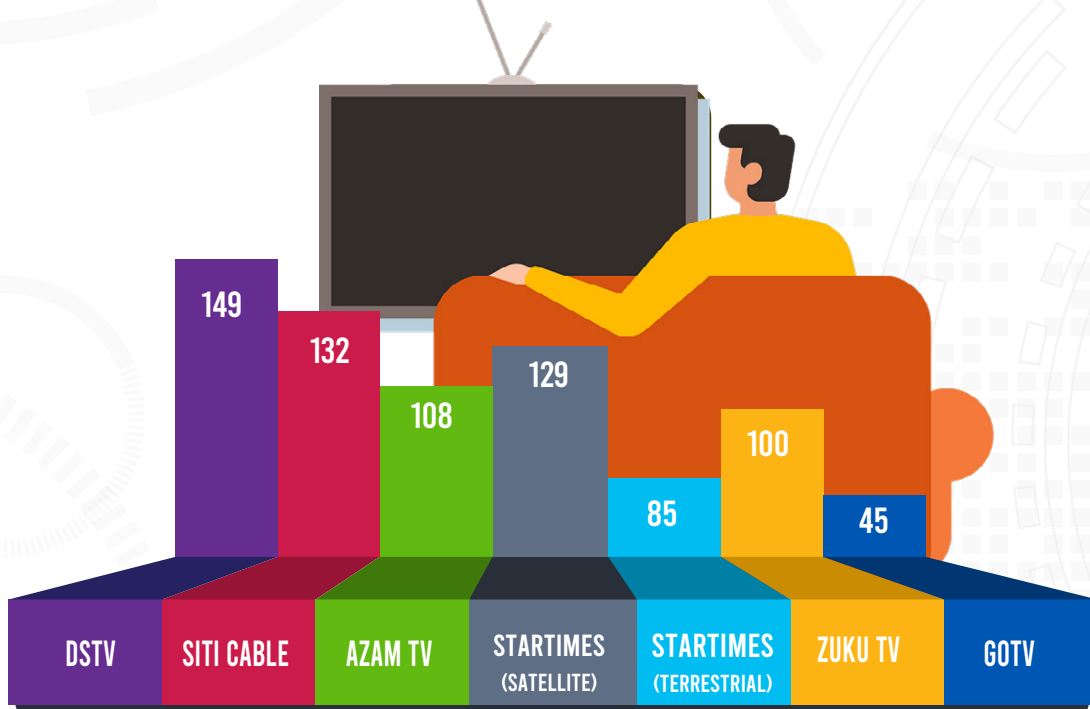
Active Pay TV Subscriptions

2Q21 has seen an increase in the total active subscribers from a total of 1.49 million as of March 2021 to 1.6 million in June 2021. The growth in pay tv subscriptions is seasonal relating to the resumption of major sports leagues which was expected to kickstart the subscription numbers.



Programming

Pay-Tv service providers deliver a range of content on their platforms and the number of channels on a network may vary slightly month to month.



Bouquet Pricing

Bouquet pricing is diverse, with Pay Tv providers offering packages targeted at various market segments. Subscriber numbers by and large vary heavily with price, indicating a high price sensitivity for Pay-Tv content.

Subscription Distribution Across Bouquet Categories

Value Bouquet Prices			
Station	Bouquet	Price	Channels
DSTV	Access	UGX 35,000	75
SITI CABLE	Ugandan	UGX 15,000	78
AZAM TV	Azam PURE	UGX 10,000	50
STARTIMES (Satellite)	NOVA	UGX 13,500	38
STARTIMES (Terrestrial)	NOVA	UGX 12,000	31
ZUKU TV	Smart	UGX 12,000	53
GOTV	GOTV Lite	UGX 12,000	20

Premium Bouquet Prices			
Station	Bouquet	Price	Channels
DSTV	Premium	UGX 227,000	140
SITI CABLE	ASIAN	UGX 85,000	133
AZAM TV	Azam PLAY	UGX 37,000	105
STARTIMES (Satellite)	Chinese	UGX 80,000	21
STARTIMES (Terrestrial)	Classic	UGX 28,000	14
ZUKU TV	Asia Stand Alone	UGX 39,000	29
GOTV	GOTV Max	UGX 40,000	52



The tariff plans in the communications sector vary according to the market segments. Comparative price plans may be accessed at the UCC Accredited Price Comparison Website at;

www.kompare.ug

kompare.ug

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Updated: 28 Aug, 2021 12:17 AM

Network: Duration:

NETWORK	PLAN	VALIDITY	TECH	DATA	PRICE	EXTRAS
	Data Bundles	12 Months		320 GB	1000000 Per Year	More Info
					1000000 No	Activate Windows



UGANDA
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COVID-19 BUSINESS CONTINUITY MEASURES DURING THE LOCKDOWN

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