

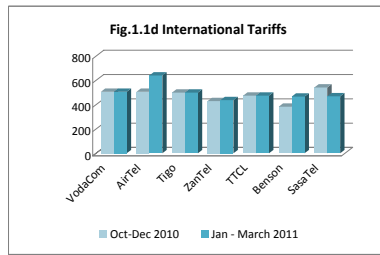
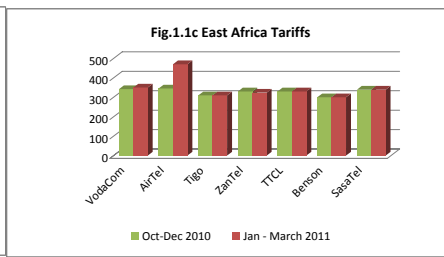
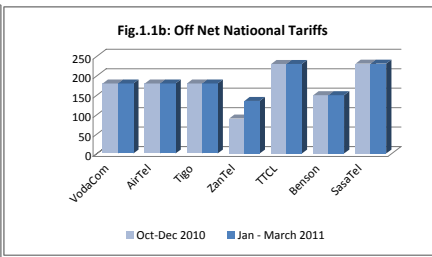
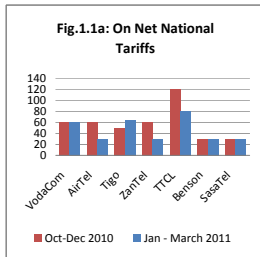
# QUARTERLY TELECOM STATISTICS

Quarter 3 (March 2011) Report

## 1. Tariffs

1.1 Average Weighted Tariffs per Operator (Tshs)

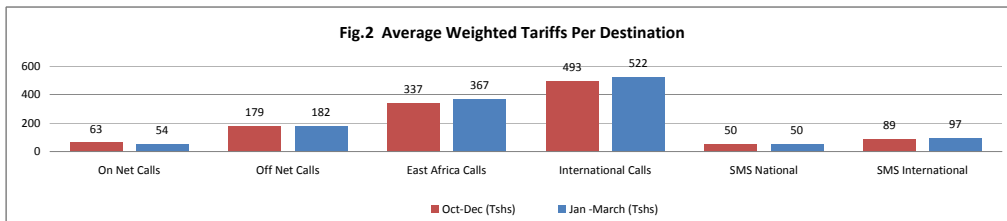
	VodaCom	AirTel	Tigo	ZanTel	TTCL	Benson	SasaTel
Oct - Dec 2010							
<i>On Net Calls</i>	60	60	50	60	120	30	30
<i>Off Net Calls</i>	180	180	180	180	90	230	150
<i>East Africa Calls</i>	342	345	310	330	330	300	339
<i>International Calls</i>	507	507	500	500	430	475	383
<i>SMS National</i>	45	59	49	0	0	25	40
<i>SMS International</i>	100	120	98	0	0	70	77
Jan - March 2011							
<i>On Net Calls</i>	60	30	65	30	80	30	30
<i>Off Net Calls</i>	180	180	180	135	230	150	231
<i>East Africa Calls</i>	350	470	310	324	330	300	339
<i>International Calls</i>	507	641	500	438	475	467	469
<i>SMS National</i>	45	59	49	0	0	25	40
<i>SMS International</i>	100	120	98	0	0	70	77



1.2 Average Weighted Tariffs per Destination (AWD)

These are estimated charges incurred on average per each call destination. They are obtained by weighting the tariffs per operator with its market shares on traffic

	On Net Calls	Off Net Calls	East Africa Calls	International Calls	SMS National	SMS International	Aggregate Tariff (Voice)	Aggregate Tariff (SMS)
Oct-Dec (Tshs)	63	179	337	493	50	89	73	51
Jan - March (Tshs)	54	182	367	522	50	97	64	51

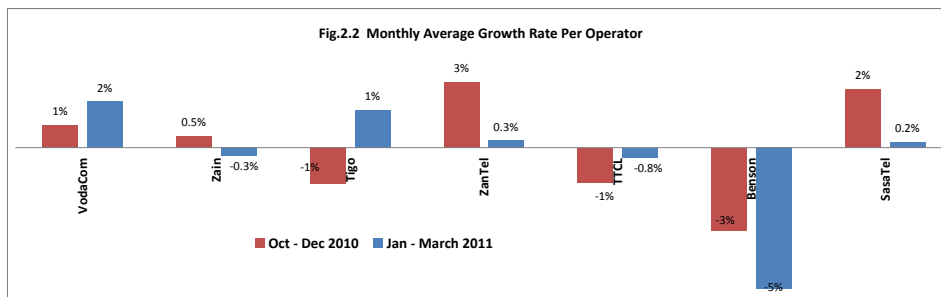


## 2. Voice TeleCom Subscriptions

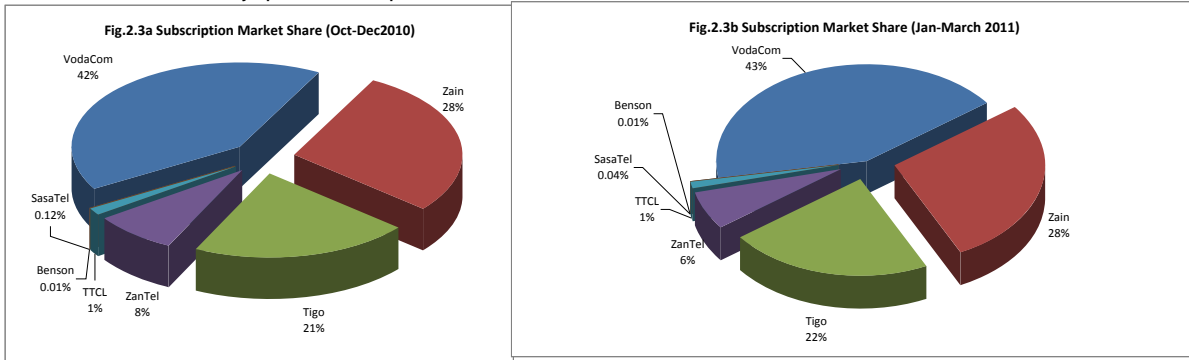
2.1 Subscriptions per Operators

	VodaCom	AirTel	Tigo	ZanTel	TTCL	Benson	SasaTel	TOTAL
October	8,521,990	5,967,169	4,604,586	1,632,045	252,720	2,560	23,744	21,004,814
November	8,583,565	6,010,210	4,546,149	1,658,273	250,602	2,386	24,254	21,075,439
December	8,670,536	6,021,091	4,477,510	1,715,985	246,019	2,396	24,827	21,158,364
January	8,711,628	5,966,283	4,539,071	1,346,970	227,851	2,321	8,469	20,802,593
February	8,572,468	5,948,380	4,564,393	1,360,897	226,034	2,190	8,222	20,682,584
March	9,014,195	5,927,417	4,671,263	1,354,098	226,153	2,074	8,498	21,203,698

2.2 Quarterly Average Growth Rate(AGR) per Operator



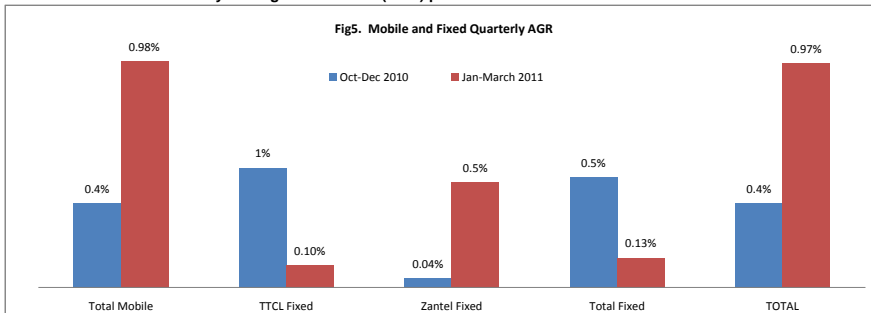
### 2.3 Quarterly Operator's Subscriptions Market Shares



### 2.4 Subscriptions to Fixed and Mobile Networks

	Total Mobile	TTCL Fixed	Zantel Fixed	Total Fixed	TOTAL
October	20,831,951	157,419	15,444	172,863	21,004,814
November	20,901,066	158,927	15,446	174,373	21,075,439
December	20,983,853	159,054	15,457	174,511	21,158,364
January	20,628,169	158,942	15,482	174,424	20,802,593
February	20,507,895	159,129	15,560	174,689	20,682,584
March	21,028,821	159,254	15,623	174,877	21,203,698

### 2.5 Quarterly Average Growth Rate(AGR) per Network



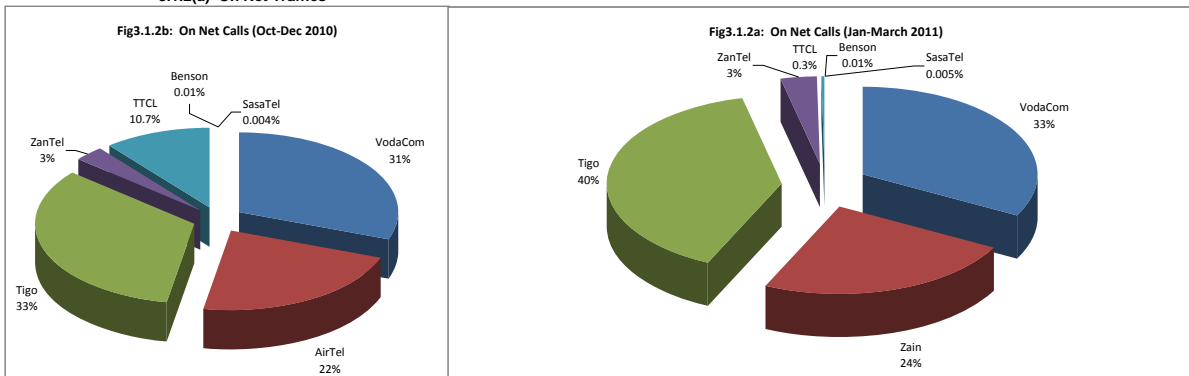
### 3. Traffic Calls (Minutes)

#### 3.1 National Traffic

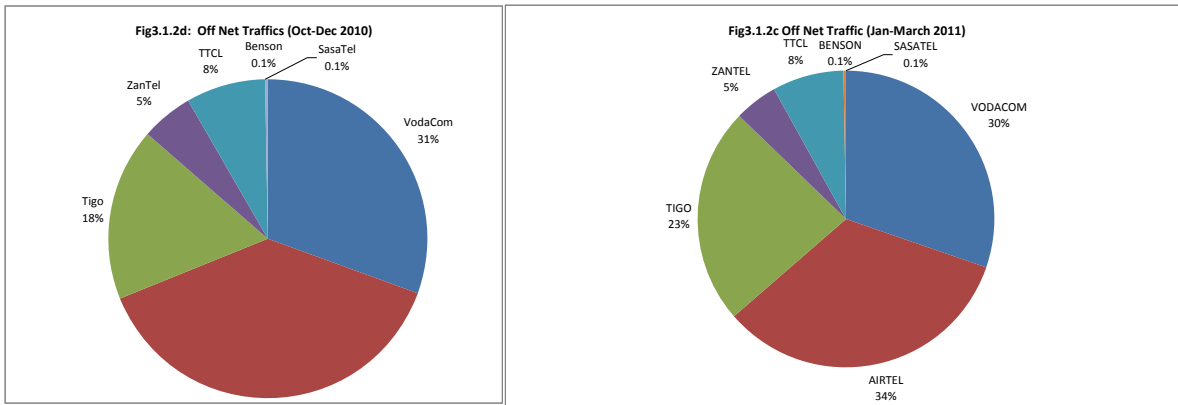
	Oct-Dec 2010	Jan-March 2011
On Net Calls	4,348,126,632	3,884,209,569
Off Net Calls	200,057,847	206,291,867
<b>Total</b>	<b>4,548,184,479</b>	<b>4,090,501,436</b>

#### 3.1.2 Quarterly National Traffic Operator's Market Share

##### 3.1.2(a) On Net Traffics



### 3.1.2(b) Off Net Traffic

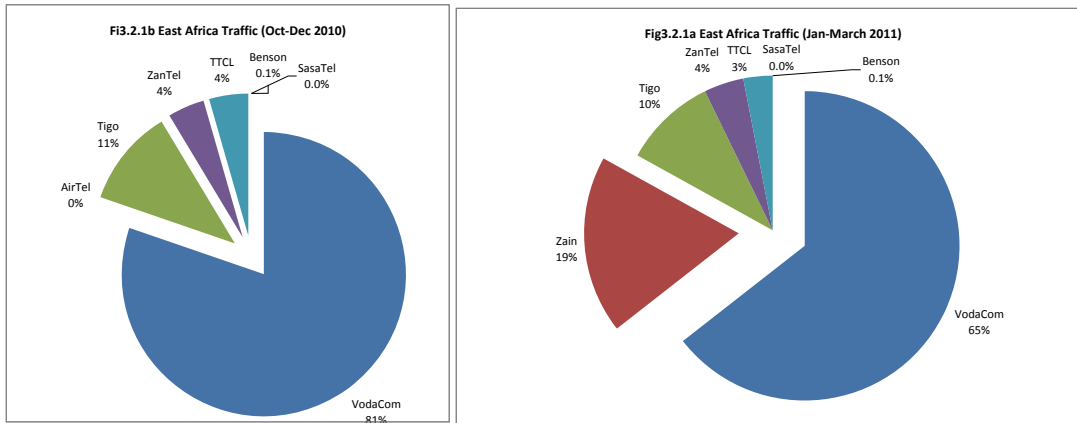


### 3.2. International Traffic

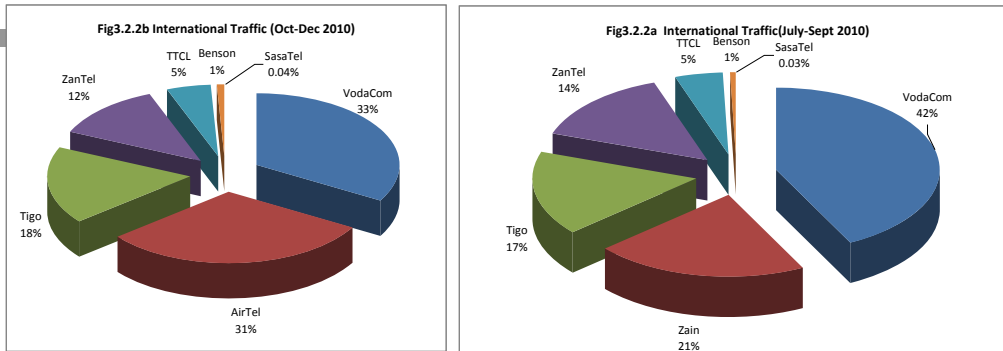
	Oct-Dec 2010	Jan-March 2011
To East Africa	10,094,069	12,317,225
From East Africa	17,310,483	22,972,923
To other Internati.	28,000,132	26,334,506
From other Internati	56,473,466	44,535,543

#### 3.2.1 Quarterly International Traffic Operator's Market Share

##### 3.2.1 East Africa Traffics



##### 3.2.2 International Traffic



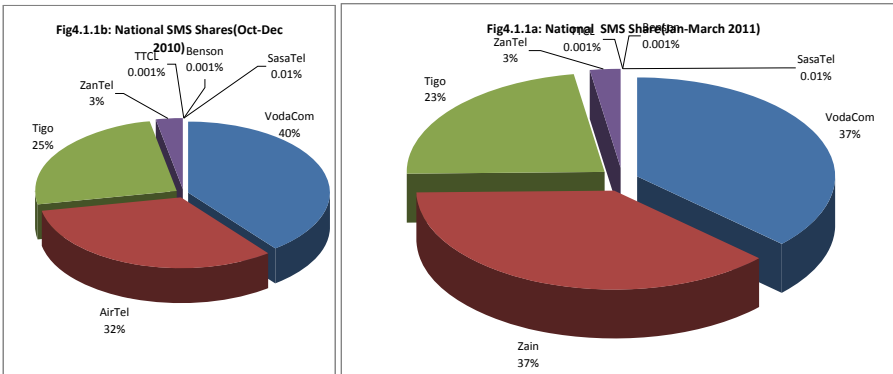
4. Data (SMS & MMS)

4.1 National Traffic

	Oct-Dec 2010	Jan-March 2011
On Net SMS	536,700,873	566,975,550
Off Net SMS	142,424,035	143,993,624
On Net MMS	112,180	150,623
Off Net MMS	13,682	11,414

4.1.1 Quarterly national SMS Operator's Market Share

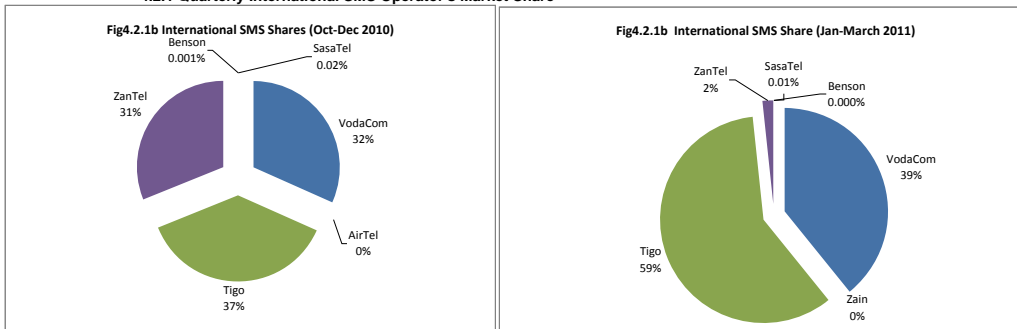
4.1.1(a) National SMS



4.2 International Traffic

	Oct-Dec 2010	Jan-March 2011
SMS to Internationa	8,264,695	9,005,547
SMS from Internatio	39,483,296	72,296,305
MMS to Internationa	2,938	2,290
MMS from Internati	3,619	2,287

4.2.1 Quarterly International SMS Operator's Market Share



5. Average Usage of Voice and SMS

	Minutes Per User	No. SMS Per User	ARPU Voice	ARPU SMS	ARPU	ARPU/ Month
Oct-Dec 2010	218	33	Tshs 15,883	Tshs 1,663	Tshs 17,546	Tshs 5,849
Jan-March 2011	198	34	Tshs 12,647	Tshs 1,757	Tshs 14,404	Tshs 4,801

