

NEW YORK, Sept. 30, 2013 /PRNewswire/ -- Reportlinker.com announces that a new market research report is available in its catalogue:

[Africa - Mobile Voice Market and Major Network Operators](http://www.reportlinker.com/p0184366/Africa---Mobile-Voice-Market-and-Major-Network-Operators.html#utm_source=prnews&utm_medium=pr&utm_campaign=Wireless_Technology) http://www.reportlinker.com/p0184366/Africa---Mobile-Voice-Market-and-Major-Network-Operators.html#utm_source=prnews&utm_medium=pr&utm_campaign=Wireless_Technology

Market penetration to reach 60% among Africa's one billion people in 2012

Mobile phones represent more than 90% of all telephone lines in Africa. Market penetration passed the 50% mark in 2010 and is expected to reach 60% in 2012. Subscriber growth across the continent has slowed to around 17% p.a, but several individual markets are still growing at 50% p.a. or more and others stand at only single-digit penetration rates. The continent's most advanced markets have passed the 100% penetration mark.

Although the greatest demand is in the major cities, cellular solutions are also being employed to increase accessibility in rural and other disadvantaged areas. In addition to mobile networks, Wireless Local Loop (WLL) systems have been introduced in a large number of countries for the provision of fixed-wireless services, with CDMA-2000 1x having evolved as a preferred technology. Additional choices are available through satellite-based mobile services such as Globalstar, ICO, Iridium and Thuraya.

The introduction of prepaid services and a steady decline in tariffs has meant that more than half of Africa's one billion people can now afford a mobile phone. However, as lower income groups are being targeted, the declining Average Revenue per User (ARPU) is putting pressure on the network operators profit margins. Literal price wars have broken out in some markets where a large number of operators have been licensed. Despite this, international investors are still very keen to enter the market through new mobile licences or shares in existing mobile operations in Africa.

With their superior national coverage and large subscriber bases, Africa's mobile network operators have built up a level of market power to the extent that they have been called the new incumbents. Newly introduced converged licensing regimes have increased the competitive pressure but also allow the mobile operators to branch out into new service segments.

A variety of companies have established themselves as regional major players in Africa's mobile sector. France Telecom, through its Orange mobile division has established a presence in 18 African countries,

South Africa's

MTN in 16, in addition to several in the Middle East

India's

Bharti Airtel took over 15 of the 16 African operations of

Kuwait's

Zain for

US\$10.7 billion

and is now operating in a total of 17 African countries.

MTN's archrival in its South African home market, Vodacom's expansion across the continent has been limited to a total of only five countries due to restrictions from the partnership agreement with its majority shareholder, Vodafone which itself operates in three countries.

Millicom from Luxembourg was also among the early investors and is now operating under the Tigo brand in seven African countries.

Orascom from Egypt divested most of its sub-Saharan operations between 2002 and 2005, mostly in markets with low penetration and high growth potential, to concentrate on the more developed North African and Middle Eastern markets. However, in 2008 it established a new subsidiary Telecel Globe to re-enter sub-Saharan Africa, including some of the same markets it had abandoned five years earlier.

Other regional players with major funding from the Middle East include the UAE's Etisalat under the Moov brand, Warid Telecom, and the

Lebanon

-based Comium Group. Other African companies that have expanded beyond their home markets include

Zimbabwe's

Econet, Maroc Telecom (with backing from Vivendi of France

),

Libya's

LapGreen and

Sudan's

Sudatel under the Espresso brand.

Further consolidation is expected as smaller players are finding it increasingly difficult to compete. But even the bigger pan-African operators have become potential takeover targets for even bigger global players.

Market highlights:

Mobile market penetration in Africa to reach 60% in 2012;

Unsustainable price wars are raging in some countries;

Mobile ARPU has bottomed in some markets but is still falling rapidly in others;

Some mobile operators are rolling out national fibre optic backbone networks and are entering new service sectors under converged licensing regimes;

Subscriber statistics and estimates for 2012 for each country;

Mergers and acquisitions (M&A) are expected to intensify in an increasingly crowded market.

Top 10 African countries by annual growth - mid-2011

Country | Annual growth Ethiopia | 116%

Mali | 62%

Djibouti

| 60%

Burundi

| 58% Comoros Islands | 58%

Mayotte

| 51%

Burkina Faso

| 49%

Somalia

| 48%

Equatorial Guinea

| 45%

Zimbabwe

| 43% (Source: BuddeComm based on various sources)

1. Algeria

1.1 Overview of

Algeria's

mobile market

1.1.1 Mobile statistics

1.2 Regulatory issues

1.2.1 Registration of subscriber

details

1.3 Major mobile operators

1.3.1 Algerie Telecom (Mobilis)

1.3.2 Orascom Telecom

Algerie (Djezzy)

1.3.3 Wataniya Telecom (Nedjma)

1.4 Mobile handsets

1.5 Tariffs

1.6 ARPU

1.7

Third generation (3G)

1.8 GSM-R

1.9 Satellite mobile

1.10 Forecasts

1.10.1 Forecast mobile

subscribers 2013; 2016

2. Angola

2.1 Overview of

Angola's

mobile market

2.1.1 Mobile statistics

2.2 Major mobile operators

2.2.1 Movitel (Angola

Telecom)

2.2.2 Unitel

2.3 Third generation (3G) mobile data services

2.4 Satellite mobile

2.5

Forecasts

2.5.1 Forecast mobile market 2013; 2016

3. Benin

3.1 Overview of

Benin's

mobile market

3.1.1 Mobile statistics

3.2 Major mobile operators

3.2.1 MTN (Spacotel-Benin,

Areeba)

3.2.2 Moov (Telecel Benin)

3.2.3 Libercom (Benin Telecoms)

3.2.4 BCom (Bell

Benin)

3.2.5 Glo Mobile Benin (Globacom)

3.3 Government confrontation with MTN and Moov

3.4

Satellite mobile

4. Botswana

4.1 Overview of

Botswana's

mobile market

4.1.1 Mobile statistics

4.2 Regulatory issues

4.2.1 Backbone infrastructure

4.2.2

Airtime tax4.2.3 Registration of subscriber details4.3 Major mobile operators4.3.1 Mascom Wireless4.3.2 Orange Botswana (formerly Vista Cellular)4.3.3 BeMobile (BTC)4.4 Third generation (3G)5. Burkina Faso5.1 Overview of Burkina Faso's mobile market5.1.1 Mobile statistics5.2 Major mobile operators5.2.1 Bharti Airtel (formerly Zain, Celtel)5.2.2 Telmob (Onatel)5.2.3 Moov (Telecel, Etisalat)5.3 Third generation (3G)6. Burundi6.1 Overview of Burundi's mobile market6.2 Mobile statistics7. Cameroon7.1 Overview of Cameroon's mobile market7.1.1 Mobile statistics7.2 Major mobile operators7.2.1 MTN Cameroon7.2.2 Orange CM7.3 Third mobile licence7.4 Mobile Virtual Network Operators (MVNO)7.5 Satellite mobile7.6 Forecasts7.6.1 Forecasts mobile market 2013; 20168. Chad8.1 Overview of Chad's mobile market8.1.1 Mobile statistics8.2 Major mobile operators8.2.1 Airtel Chad (formerly Zain)8.2.2 Millicom Chad (Tigo)8.2.3 Tchad Mobile (defunct)8.3 Satellite mobile9. Cote d'Ivoire9.1 Overview of Côte d'Ivoire's mobile market9.1.1 Mobile statistics9.2 Major mobile operators9.2.1 MTN Côte d'Ivoire (formerly Loteny)9.2.2 Orange CI9.2.3 Comium (KoZ)9.2.4 Moov (Etisalat)9.2.5 Green Network (Oricel, LapGreen)9.2.6 Warid Telecom9.2.7 Globacom9.2.8 CORA de Comstar and Aircomm CI (Historic)9.3 Satellite mobile10. Democratic Republic of Congo10.1 Overview of the DRC's mobile market10.1.1 Mobile statistics10.2 Regulatory issues10.2.1 GSM licence conditions, fees and taxes10.3 Major mobile operators10.3.1 Vodacom Congo10.3.2 Bharti Airtel (formerly Zain, Celtel)10.3.3 Tigo (Millicom)10.3.4 CCT11. Djibouti11.1 Overview of the, mobile Market in Djibouti11.2 Mobile statistics12. Egypt12.1 Overview of Egypt's mobile market12.1.1 Telecom Egypt's mobile deal12.1.2 Third mobile licence12.1.3 Fourth mobile licence12.1.4 Mobile statistics12.2 Regulatory issues12.2.1 Tariffs12.2.2 International gateways12.2.3 Mobile Number Portability (MNP)12.2.4 Registration of user details12.2.5 GPS ban12.3 Major mobile operators12.3.1 Mobinil (ECMS)12.3.2 Vodafone Egypt12.3.3 Etisalat Misr12.4 Mobile voice services12.4.1 Prepaid services12.4.2 Satellite mobile12.4.3 Mobile VoIP12.5 3G mobile broadband12.6 Forecasts mobile subscribers 2013; 201613. Eritrea13.1 Overview of mobile Market in Eritrea13.2 Mobile statistics14. Ethiopia14.1 Overview of Ethiopia's mobile market14.1.1 Mobile statistics14.2 Mobile operator14.2.1 Ethio-Mobile14.3 Third generation (3G)14.4 Satellite mobile14.5 Forecasts14.5.1 Forecast mobile subscribers 2013; 201615. Gabon15.1 Overview of Gabon's mobile market15.1.1 Mobile statistics15.2 Major mobile operators15.2.1 Bharti Airtel (formerly Zain, Celtel)15.2.2 Libertis (Gabon Telecom)15.2.3 Moov (Telecel Gabon)15.2.4 Azur (USAN, Bintel)15.3 3G16. Gambia16.1 Overview of Gambia's mobile market16.1.1 Mobile statistics16.2 Major mobile operators16.2.1 Gamcel16.2.2 Africell16.2.3 Comium16.2.4 QCell16.2.5 Additional licences16.3 Third generation (3G)16.4 Satellite mobile17. Ghana17.1 Overview of Ghana's

mobile market17.1.1 Mobile statistics17.2 Regulatory issues17.2.1 Licensing17.2.2 Tariffs17.2.3 Interconnect17.2.4 Taxation17.2.5 Mobile Number Portability (MNP)17.2.6 Infrastructure sharing17.2.7 Registration of subscriber details17.3 Major mobile operators17.3.1 Vodafone (Ghana Telecom, OneTouch)17.3.2 MTN Ghana (formerly ScanCom, Spacefon Areeba)17.3.3 Millicom Ghana (Mobitel, Tigo)17.3.4 Kasapa17.3.5 Zain (Celtel, Westel)17.3.6 Globacom17.4 Average revenue per user (ARPU)17.5 Third generation (3G)17.6 Local handset manufacturing17.7 Satellite mobile17.8 Forecast mobile market 2013; 201618. Guinea18.1 Overview of Guinea's mobile market18.1.1 Mobile statistics18.2 Major mobile operators18.2.1 MTN Guinea (Areeba)18.2.2 Sotelgui (Lagui)18.2.3 Orange Guinea (formerly Spacetel Guinee)18.2.4 Intercel Guinea (formerly Télécél)18.2.5 Cellcom Guinee18.3 Satellite mobile19. Kenya19.1 Overview of Kenya's mobile market19.1.1 Mobile statistics19.2 Regulatory issues19.2.1 Interconnection19.2.2 International gateways19.2.3 Mobile Number Portability (MNP)19.2.4 Quality of Service (QoS) control19.2.5 Registration of subscriber details19.2.6 Taxes19.2.7 Tariff regulation19.3 Major mobile operators19.3.1 Safaricom Ltd19.3.2 Bharti Airtel Kenya (formerly Zain, Celtel, KenCell)19.3.3 Essar Telecom Kenya (Yu, formerly Econet)19.3.4 Orange Kenya (Telkom Kenya)19.4 Mobile voice services19.4.1 Prepaid cards19.4.2 Special regional tariffs19.4.3 International roaming19.4.4 VoIP19.4.5 Flashback19.4.6 GSM community phones19.4.7 Price war19.4.8 Low-cost handsets19.4.9 Satellite mobile19.5 3G19.6 LTE (4G)19.7 Forecasts19.7.1 Forecast mobile subscribers 2013; 201620. Lesotho20.1 Overview of Lesotho's mobile market20.1.1 Mobile statistics20.2 Major mobile operators20.2.1 Vodacom Lesotho20.2.2 Econet Ezi-Cel20.3 Third generation (3G) mobile 20.4 Satellite mobile21. Liberia21.1 Overview of Liberia's mobile market21.1.1 Mobile statistics21.2 Regulatory issues21.2.1 Licence reform21.2.2 The Comium-Liberia Act21.2.3 GSM spectrum reallocation21.2.4 Interconnection21.3 Major mobile operators21.3.1 MTN Liberia (LoneStar)21.3.2 Cellcom21.3.3 Comium21.3.4 LiberCell21.4 Additional licences22. Libya22.1 Overview of Libya's mobile market22.1.1 Mobile statistics22.2 Major mobile operators22.2.1 Al-Madar (El-Madar)22.2.2 Libyana22.3 3G/HSDPA22.4 Satellite mobile23. Madagascar23.1 Overview of Madagascar's mobile market23.1.1 Mobile statistics23.2 Major mobile operators23.2.1 Bharti Airtel (formerly Madacom, Zain/Celtel)23.2.2 Orange Madagascar (formerly SMM)23.2.3 Telma Mobile23.2.4 Madamobil23.3 Mobile handsets23.4 Third generation (3G)23.5 Satellite mobile23.6 Forecasts mobile market 2013; 201624. Malawi24.1 Overview of Malawi's mobile market24.1.1 Mobile statistics24.2 Major mobile operators24.2.1 TNM24.2.2 Bharti Airtel (formerly Zain, Celtel)24.3 Third and fourth mobile licence24.3.1 G-Mobile (GAIN)24.4 Third generation (3G)24.5 Forecasts mobile market 2013; 201625. Mali25.1 Overview of Mali's

mobile market25.1.1 Mobile statistics25.2 Third mobile licence25.3 Major mobile operators25.3.1 Malitel25.3.2 Orange Mali (formerly Ikatel)25.4 Third generation (3G)26. Mauritius26.1 Overview of the Mauritian mobile market26.1.1 Mobile statistics26.2 Major mobile operators26.2.1 Orange (MT, Cellplus)26.2.2 Emtel26.2.3 Mahanagar (MTML)26.3 Third generation (3G)26.4 Forecasts mobile market 2013; 201627. Morocco27.1 Overview of Morocco's mobile market27.2 Mobile statistics27.3 Major mobile operators27.3.1 Maroc Telecom (IAM)27.3.2 Medi Telecom (Meditel)27.3.3 Inwi (formerly Wana)27.4 Third-generation (3G) mobile27.4.1 Licensing27.4.2 Services27.5 Satellite mobile28. Mozambique28.1 Overview of Mozambique's mobile market28.2 Mobile statistics28.3 Major mobile operators28.3.1 mCel28.3.2 Vodacom Mozambique28.4 Third mobile licence28.5 Third generation (3G)28.6 ARPU28.7 Forecasts mobile market 2013; 201629. Namibia29.1 Overview of Namibia's mobile market29.1.1 The long road to Namibia's second mobile licence29.1.2 Mobile statistics29.2 Major mobile operators29.2.1 MTC29.2.2 Cell One (Leo)29.3 Satellite mobile30. Nigeria30.1 Overview of Nigeria's mobile market30.1.1 Mobile statistics30.2 Regulatory issues30.2.1 GSM licence terms30.2.2 Interconnection30.2.3 Mobile tariffs30.2.4 International gateways30.2.5 Unified licensing regime brings new competition30.2.6 Universal service30.2.7 Mobile number portability30.2.8 Central equipment identity register30.2.9 Poor quality of service30.2.10 Registration of subscriber details30.2.11 Foreign ownership30.3 Major mobile operators30.3.1 MTN Nigeria30.3.2 Bharti Airtel (formerly Zain/Celtel Nigeria)30.3.3 Globacom30.3.4 M-Tel30.3.5 Unified service licensees30.4 3G30.4.1 Licensing30.4.2 Globacom30.4.3 Zain30.4.4 MTN30.4.5 CDMA EV-DO30.5 LTE30.6 Satellite mobile30.7 Forecasts mobile subscribers 2013; 201631. Rwanda31.1 Overview of Rwanda's mobile market31.1.1 Mobile statistics31.2 Major mobile operators31.2.1 MTN Rwanda31.2.2 Rwandatel (formerly Terracom Mobile)31.2.3 Millicom Rwanda (Tigo)31.3 Mobile handsets31.4 Third generation (3G)31.5 Forecasts mobile market 2013, 201632. Senegal32.1 Overview of Senegal's mobile market32.1.1 Mobile statistics32.2 Regulatory issues32.2.1 Mobile number portability (MNP)32.2.2 Registration of customer details32.2.3 Per-second billing (PSB)32.2.4 MVNO licences32.2.5 Millicom licence dispute32.3 Major mobile operators32.3.1 Orange (Sonatel Mobiles)32.3.2 Tigo (Sentel GSM)32.3.3 Espresso (Sudatel)33. Sierra Leone33.1 Overview of Sierra Leone's mobile market33.1.1 Mobile licensing33.1.2 Mobile statistics33.2 Major mobile operators33.2.1 Bharti Airtel (formerly Zain, Celtel)33.2.2 Comium33.2.3 Africell (Lintel)33.2.4 Tigo (now part of Africell)33.2.5 Sierratel33.2.6 Datatel33.2.7 Cellcom33.2.8 Ambitel GreenN33.3 Satellite mobile34. South Africa34.1 Overview of South Africa's mobile market34.1.1 Mobile statistics34.1.2 Market liberalisation and licence obligations34.1.3

Community service telephones (CST)34.1.4 Fixed-mobile convergence (FMC)34.2 Regulatory issues34.2.1 Prices34.2.2 Interconnection34.2.3 Handset subsidies34.2.4 International gateways34.2.5 Fees and obligations for 1800MHz spectrum34.2.6 Registration of subscriber ID34.2.7 Mobile Number Portability (MNP)34.2.8 Quality of service (QoS)34.2.9 Mobile handsets, smartphones34.3 Major mobile operators34.3.1 Vodacom South Africa34.3.2 MTN South Africa34.3.3 Cell C34.3.4 Telkom SA34.3.5 Mobile Virtual Network Operators (MVNO)34.4 3G and 3.5G (HSPA)34.4.1 Mobile broadband overview34.4.2 Vodacom34.4.3 MTN34.4.4 Cell C34.4.5 Telkom SA34.5 LTE (4G)34.6 Forecast mobile subscribers 2013, 201635. Sudan35.1 Overview of Sudan's mobile market35.2 Mobile statistics35.3 Major mobile operators35.3.1 Bharti Airtel (formerly Zain)35.3.2 MTN Sudan (Bashair Telecom, Investcom/Areeba)35.3.3 Sudani (Sudatel)35.4 Third generation (3G)35.5 Satellite mobile35.6 Southern Sudan35.6.1 Overview35.6.2 The five national operators35.6.3 Local operators36. Swaziland36.1 Overview of Swaziland's mobile market36.1.1 Mobile statistics36.2 Swazi MTN36.2.1 Shareholders36.2.2 Licence conditions36.2.3 Network rollout and coverage36.2.4 Services and tariffs36.2.5 Distribution channels36.2.6 ARPU analysis36.3 Third generation (3G)37. Tanzania37.1 Overview of Tanzania's mobile market37.1.1 Mobile statistics37.2 Major mobile operators37.2.1 Vodacom Tanzania37.2.2 Bharti Airtel (formerly Zain, Celtel)37.2.3 Millicom Tanzania (Mobitel, Tigo)37.2.4 Zantel37.3 Tariffs37.3.1 Special regional tariffs37.3.2 Free international roaming37.3.3 Price war 201037.4 Forecasts mobile market 2013, 201638. Tunisia38.1 Overview of Tunisia's mobile market38.1.1 Mobile statistics38.2 Major mobile operators38.2.1 Tunicell (Tunisie Telecom)38.2.2 Tunisiana38.2.3 Orange Tunisie38.3 Third Generation (3G)38.4 Satellite mobile38.5 GSM-R39. Uganda39.1 Overview of Uganda's mobile market39.1.1 Mobile statistics39.2 Regulatory issues39.2.1 Licensing39.2.2 Taxes39.2.3 infrastructure sharing39.3 Major mobile operators39.3.1 MTN Uganda39.3.2 Bharti Airtel Uganda (formerly Zain, Celtel)39.3.3 Uganda Telecom Ltd (UTL)39.3.4 Warid Telecom39.3.5 Orange Uganda (HiTS Telecom)39.3.6 i-Tel39.4 Tariffs and price war39.4.1 Per-second billing39.4.2 Free calls39.4.3 Flat rates39.4.4 MTN Zone39.4.5 Free international roaming39.4.6 Forecasts mobile market 2013; 201640. Zambia40.1 Overview of Zambia's mobile market40.1.1 Mobile statistics40.2 Major mobile operators40.2.1 Bharti Airtel (formerly Zain/Celtel, Zamcell)40.2.2 MTN Zambia (formerly Telecel)40.2.3 Cell Z (Zamtel)40.3 Average revenue per user (ARPU)40.4 Third generation (3G)40.5 Local handset manufacturing40.6 Satellite mobile40.7 Forecasts mobile market 2013; 201641. Zimbabwe41.1 Overview of Zimbabwe's mobile market41.1.1 Mobile statistics41.2 Major mobile operators41.2.1 Econet Wireless Zimbabwe (EWZ)41.2.2 NetOne41.2.3 Telecel Zimbabwe41.3 Third generation (3G)41.4 Satellite mobile42. Glossary of AbbreviationsTable 1 Mobile subscribers and penetration rate in Algeria 1999 - 2012Table 2 Mobile subscribers by operator and annual change in

Africa - Mobile Voice Market and Major Network Operators

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Algeria

September 2010Table 3 Djezzy blended ARPU in

Algeria

2002 - 2010Table 4 Forecast mobile subscribers in

Algeria

2013; 2016Table 5 Mobile subscribers and penetration rate in

Angola

1999 - 2012Table 6 Unitel 3G broadband pricing in

Angola

2011Table 7 Forecast mobile subscribers in

Angola

2013; 2016Table 8 Mobile subscriber and penetration rate in

Benin

1999 - 2012Table 9 MTN Benin ARPU 2003 - 2010Table 10 Mobile subscribers and penetration rate in

Botswana

1999 - 2012Table 11 Mobile subscribers by operator and annual change in

Botswana

September 2010Table 12 Mascom ARPU in

Botswana

2005 - 2011Table 13 Mobile subscribers and penetration rate in

Burkina Faso

1999 - 2012Table 14 Zain Burkina Faso subscribers and ARPU 2006 - 2009Table 15 Zain

Burkina Faso financial results and capital expenditure 2006 - 2009Table 16 Telmob subscribers and ARPU in

Burkina Faso

2007 - 2011Table 17 Mobile subscribers and penetration rate in

Burundi

1999 - 2012Table 18 Mobile subscribers and penetration rate in

Cameroon

1998 - 2012Table 19 Mobile subscribers by operator and annual change in

Cameroon

June 2011Table 20 MTN Cameroon ARPU 2003 - 2011Table 21 Forecast mobile subscribers in

Cameroon

2013; 2016Table 11 Mobile subscribers and penetration rate in

Chad

2000 - 2012Table 22 Zain Chad subscribers 2005 - 2010Table 23 Zain Chad ARPU 2002 -

2009Table 24 Tigo Chad subscribers 2008 - 2011Table 25 Tigo Chad quarterly ARPU 2009 -

2010Table 12 Tchad Mobile (defunct) subscribers 2001 - 2004Table 26 Mobile subscribers and penetration rate in Cote d'Ivoire 2000 - 2012Table 27 MTN-CI subscribers in Cote d'Ivoire 2002

- 2011Table 28 MTN Côte d'Ivoire ARPU 2005 - 2011Table 29 Orange CI subscribers in Cote d'Ivoire 2002 - 2011Table 30 Comium CI subscribers in Cote d'Ivoire 2007 - 2010Table 31 Mobile

subscribers and penetration rate in DRC 1999 - 2012Table 32 Vodacom Congo subscribers in

DRC 2002 - 2011Table 33 Vodacom Congo ARPU in DRC 2003 - 2011Table 34 Zain DRC

ARPU 2002 - 2009Table 35 Mobile subscribers and penetration in

Djibouti

2000 - 2012Table 36 Mobile subscribers and penetration in

Egypt

2000 - 2012Table 37 Mobinil active subscribers in

Egypt

2000 - 2011Table 38 Mobinil financial results in

Egypt

2002 - 2011Table 39 Mobinil blended monthly ARPU in

Egypt

2002 - 2011Table 40 Vodafone Egypt subscribers 2000 - 2011Table 41 Vodafone Egypt

blended monthly ARPU 2003 - 2011Table 42 Forecast mobile subscribers in

Egypt

2013; 2016Table 43 Mobile subscribers and penetration in

Eritrea

2004 - 2012Table 44 Mobile subscribers and penetration rate in

Ethiopia

1999 - 2012Table 45 Forecast mobile subscribers in

Ethiopia

2013; 2016Table 46 Mobile subscribers and penetration rate in

Gabon

1999 - 2012Table 47 Zain Gabon subscribers and ARPU 2002 - 2009Table 48 Libertis

subscribers and ARPU in

Gabon

2007 - 2011Table 49 Mobile subscribers and penetration rate in

Gambia

1999 - 2012Table 50 Mobile subscribers and penetration rate in

Ghana

1999 - 2012Table 51 Mobile subscribers by operator and annual change in

Ghana

May 2010Table 52 MTN Ghana ARPU 2002 - 2010Table 53 MTN Ghana 3G mobile broadband

pricing August 2010Table 54 Vodafone Ghana 3G mobile broadband prepaid pricing August

2010Table 55 Vodafone Ghana 3G mobile broadband postpaid pricing August 2010Table 56

Forecast mobile subscribers in

Ghana

2013; 2016Table 57 Mobile subscribers and penetration rate 1999 - 2012Table 58 MTN Guinea

subscribers and ARPU 2006 - 2010Table 59 Orange Guinea subscribers 2007 - 2011Table 60

Mobile subscribers and penetration rate in

Kenya

1999 - 2012Table 61 Mobile subscribers by operator and quarterly change in

Kenya

September 2011Table 62 Safaricom ARPU in

Kenya

2007 - 2011Table 63 Zain Kenya ARPU 2006 - 2009Table 64 Forecast mobile subscribers in

Kenya

2013; 2016Table 65 Mobile subscribers and penetration rate in

Lesotho

Africa - Mobile Voice Market and Major Network Operators

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1997 - 2012Table 66 Vodacom Lesotho subscribers, ARPU and churn rate 2002 - 2011Table 67 Mobile subscribers and penetration rate in

Liberia

2001 - 2012Table 68 LoneStar/MTN Liberia subscribers, ARPU and market share 2003 - 2011Table 69 Mobile subscribers and penetration rate in

Libya

1998 - 2012Table 70 Mobile subscribers by operator, technology, and annual change in Libya

March 2010Table 71 Libyana 3G/HSDPA broadband pricing July 2010Table 72 Mobile subscribers and penetration rate in

Madagascar

2000 - 2012Table 73 Zain Madagascar financial data before takeover 2006 - 2009Table 74 Orange Madagascar subscribers 2007 - 2011Table 75 Forecast mobile subscribers 2013; 2016Table 76 Mobile subscribers and penetration rate in

Malawi

1999 - 2012Table 77 TNM ARPU in

Malawi

2003 - 2009Table 78 Forecast mobile subscribers in

Malawi

2013; 2016Table 79 Mobile subscribers and penetration rate in

Mali

2000 - 2012Table 80 Mobile operators, subscribers and annual change in

Mali June

2011Table 81 Malitel subscribers and ARPU 2008 - 2011Table 82 Mobile subscribers and penetration rate in

Mauritius

1995 - 2012Table 83 Forecast mobile subscribers in

Mauritius

2013; 2016Table 84 Mobile subscribers and penetration rate in

Morocco

2000 - 2012Table 85 Mobile subscribers by operator, technology and annual change in Morocco

September 2011Table 86 Maroc Telecom domestic mobile subscribers and market share in Morocco

2002 - 2011Table 87 Maroc Telecom domestic blended monthly mobile ARPU and churn rate in

Morocco

2003 - 2011Table 88 Maroc Telecom domestic mobile revenue and EBIT in

Morocco

2005 - 2011Table 89 Meditel mobile subscribers and market share in

Morocco

2002 - 2011Table 90 Mobile subscribers and penetration rate in

Mozambique

1997 - 2012Table 91 Mobile subscribers by operator and annual change in

Mozambique

September 2010Table 92 Vodacom Mozambique financial results 2007 - 2010Table 93 mCel

3G prepaid pricing in
Mozambique
May 2011Table 94 Vodacom 3G post-paid pricing in
Mozambique
2010 vs. 2011Table 95 Vodacom Mozambique ARPU 2004 - 2010Table 96 Forecast mobile
subscribers in
Mozambique
2013; 2016Table 97 Mobile subscribers and penetration rate in
Namibia
1995 - 2012Table 98 MTC ARPU in
Namibia
2004 - 2010Table 99 Mobile subscribers and penetration rate in
Nigeria
1998 - 2012Table 100 Mobile subscribers by operator, technology in
Nigeria
June 2011Table 101 MTN Nigeria ARPU 2002 - 2011Table 102 Zain Nigeria ARPU 2006 -
2009Table 103 Starcomms total and mobility/mobile subscribers in
Nigeria
2005 - 2011Table 104 Forecast mobile subscribers in
Nigeria
2013; 2016Table 105 Mobile subscribers and penetration rate in
Rwanda
1999 - 2012Table 106 Mobile subscribers by operator in
Rwanda
November 2011Table 107 MTN Rwanda ARPU 2002 - 2011Table 108 Forecast mobile
subscribers in
Rwanda
2013; 2016Table 109 Mobile subscribers and penetration rate in
Senegal
2000 - 2012Table 110 Mobile subscribers by operator, technology, annual change in
Senegal
June 2011Table 111 Sonatel/Orange mobile subscribers in
Senegal
1999 - 2011Table 112 Orange mobile ARPU, prepaid versus postpaid in
Senegal
2004 - 2011Table 113 GSM licences and operations in
Sierra Leone
1998 - 2011Table 114 Mobile subscribers and penetration rate in
Sierra Leone
2000 - 2012Table 115 Zain SL subscribers and market share in
Sierra Leone
2003 - 2009Table 116 Celtel/Zain SL ARPU in
Sierra Leone
2002 - 2009Table 117 Mobile subscribers and penetration rate in
South Africa
1994 - 2012Table 118 Vodacom South Africa subscribers and market share 2002 - 2011Table

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119 Vodacom South Africa key statistics year ended March 2011Table 120 MTN South Africa subscribers and market share 2002 - 2011Table 121 MTN South Africa key statistics six months ended June 2011Table 122 Vodacom broadband subscribers in South Africa 2006 - 2011Table 123 Telkom SA mobile subscribers 2009 - 2011Table 124 Forecast mobile subscribers in South Africa 2013; 2016Table 125 Mobile subscribers and penetration rate in Sudan 1996 - 2012Table 126 Major mobile operators, subscribers and annual change in Sudan March 2010Table 127 Zain Sudan ARPU 2003 - 2010Table 128 MTN Sudan ARPU 2006 - 2010Table 129 Zain Sudan 3G/HSDPA pricing July 2010Table 130 Zain Sudan 3G/HSDPA corporate pricing July 2010Table 131 Mobile subscribers and penetration rate in Swaziland 1999 - 2012Table 132 Swazi MTN messaging prices in Swaziland 2009; 2010Table 133 Swazi MTN ARPU in Swaziland 2001 - 2011Table 134 Mobile subscribers and penetration rate in Tanzania 1999 - 2012Table 135 Mobile subscribers by operator and annual change in Tanzania September 2011Table 136 Vodacom Tanzania ARPU 2003 - 2011Table 137 Zain Tanzania ARPU 2002 - 2009Table 138 Forecast mobile subscribers in Tanzania 2013; 2016Table 139 Mobile subscribers and penetration rate in Tunisia 1995 - 2012Table 140 Mobile subscribers by operator, technology and annual change in Tunisia September 2011Table 141 Tunisiana subscribers and blended monthly ARPU 2002 - 2011Table 142 Mobile subscribers and penetration rate in Uganda 1996 - 2012Table 143 MTN Uganda subscribers 2000 - 2011Table 144 MTN Uganda ARPU 2002 - 2011Table 145 Zain Uganda subscribers 2002 - 2009Table 146 Zain Uganda ARPU 2006 - 2009Table 147 Forecast mobile subscribers in Uganda 2013; 2016Table 148 Mobile subscribers and penetration rate in Zambia 1995 - 2012Table 149 Mobile ARPU in Zambia Zain and MTN 2005 - 2009/10Table 150 Forecast mobile subscribers in Zambia 2013; 2016Table 151 Mobile subscribers and penetration rate in Zimbabwe 1999 - 2012Table 152 Mobile operators, subscribers and annual change in

Africa - Mobile Voice Market and Major Network Operators

Written by Australian Business

Zimbabwe

March 2010Chart 1 Mobile subscribers and penetration rate in

Algeria

2002 - 2012Chart 2 Mobile operators by market share in

Algeria

September 2010Chart 3 Mobile subscribers in

Angola

2002 - 2012Chart 4 Mobile subscribers in

Botswana

2002 - 2012Chart 5 Mobile subscribers and penetration rate in

Burkina Faso

2002 - 2012Chart 6 Mobile subscribers and penetration rate in

Burundi

2002 - 2012Chart 7 Mobile subscribers and penetration rate in

Cameroon

2002 - 2012Chart 8 Mobile subscribers and penetration rate in

Chad

2002 - 2012Chart 9 Mobile subscribers and penetration rate in Cote d Ivoire 2002 - 2012Chart

10 Mobile subscribers and penetration rate in DRC 2002 - 2012Chart 11 Mobile subscribers and penetration rate in

Djibouti

2002 - 2012Chart 12 Mobile subscribers and penetration rate in

Egypt

2002 - 2012Chart 13 Mobile subscribers and penetration rate in

Eritrea

2004 - 2012Chart 14 Mobile subscribers and penetration rate in

Ethiopia

2002 - 2012Chart 15 Mobile subscribers in

Gabon

2002 - 2012Chart 16 Mobile subscribers and penetration rate in

Gambia

2002 - 2012Chart 17 Mobile subscribers and penetration rate 2002 - 2012Chart 18 - Mobile subscribers and penetration rate in

Kenya

1999-2012Chart 19 Mobile subscribers and penetration rate in

Lesotho

2002 - 2012Chart 20 Mobile subscribers and penetration rate in

Liberia

2002 - 2012Chart 21 Mobile subscribers and penetration rate in

Libya

2002 - 2012Chart 22 Mobile subscribers in

Madagascar

2002 - 2012Chart 23 Mobile subscribers and penetration rate in

Malawi

2002 - 2012Chart 24 Mobile subscribers and penetration rate in

Mali

2002 - 2012Chart 25 Mobile subscribers and penetration rate in Mauritius

2002 - 2012Chart 26 Mobile subscribers and penetration rate in Morocco

2002 - 2012Chart 27 Mobile subscribers and penetration rate in Mozambique

2002 - 2012Chart 28 Mobile subscribers and penetration rate in Namibia

2002 - 2012Chart 29 Mobile subscribers and penetration rate in Nigeria

2002 - 2012Chart 30 Mobile subscribers and penetration rate in Rwanda

2002 - 2012Chart 31 Mobile subscribers and penetration rate in Senegal

2002 - 2012Chart 32 Mobile subscribers and penetration rate in Sierra Leone

2002 - 2012Chart 33 Mobile subscribers and penetration rate in South Africa

2002 - 2012Chart 34 Mobile subscribers and penetration rate in Sudan

2002 - 2012Chart 35 Mobile subscribers and penetration rate in Swaziland

2002 - 2012Chart 36 Mobile subscribers in Tanzania

2002 - 2012Chart 37 Mobile subscribers and penetration rate in Tunisia

2002 - 2012Chart 38 Mobile subscribers and penetration rate in Uganda

2002 - 2012Chart 39 Mobile subscribers and penetration rate in Zambia

2002 - 2012Chart 40 Mobile subscribers and penetration rate in Zimbabwe

2002 - 2012Exhibit 1 An analysis of Egypt's

third mobile licence valuationExhibit 2 Vodafone Egypt's public listing and delistingExhibit 3 Emergency rescue scheme for Lake Victoria in Kenya

Tanzania

and UgandaExhibit 4 Nigerian Ownership battle from EWN to Vee Networks to V-Mobile to Celtel/Zain to BhartiExhibit 5 e-Soko in RwandaExhibit 6 Spotlight on Vodacom GSM community payphones in South AfricaExhibit 7 Map of SudanExhibit 8 Swazi MTN licence conditions in SwazilandExhibit 9 Vodacom in and out and back in ZambiaExhibit 10

One million dollars

per minute in

Zimbabwe

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