

# Quarterly Market Indicators Report

**Q1 2025**

## Disclaimer



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# Main Telecom Market Indicators (Q1 2024 – Q1 2025)

| 1                                                                                                                                         | Q1 2024     | Q2 2024     | Q3 2024     | Q4 2024     | Q1 2025     |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|
|  Mobile penetration                                       | 154%        | 158%        | 156%        | 161%        | *           |
|  Average outgoing minutes from mobile (Domestic & Inter.) | 122         | 121         | 111         | 112         | 108         |
|  Fixed telephony subscriptions                            | 210,358     | 209,822     | 210,358     | 210,572     | 209,948     |
|  Fixed telephony penetration (Excluding ISDN)             | 13.3%       | 13.3%       | 13.2%       | 13.2%       | 13.2%       |
|  Domestic monthly average minutes per line                | 50          | 50          | 47          | 47          | 43          |
|  International outgoing minutes (Mobile)                  | 173,367,504 | 171,564,023 | 164,950,106 | 144,403,145 | 129,206,449 |
|  International outgoing minutes (Fixed telephony)         | 1,329,043   | 1,292,542   | 1,206,334   | 1,131,485   | 1,081,348   |
|  Mobile broadband subscriptions                           | 2,334,647   | 2,397,786   | 2,388,169   | 2,433,567   | 2,430,998   |
|  Mobile broadband penetration rate                        | 147%        | 150.9%      | 150.3%      | 153.2%      | 153%        |
|  Fixed broadband subscriptions                            | 179,111     | 179,690     | 181,503     | 181,607     | 182,356     |
|  Fixed broadband penetration per household**              | 63%         | 63%         | 64%         | 64%         | 64%         |
|  Total data usage (Petabyte)                             | 475         | 502         | 508         | 513         | 514         |
|  Average total data usage per month per subscription    | 62          | 64          | 65          | 65          | 66          |

\* Mobile-voice subscriptions are currently under review.

\*\*Fiber Broadband penetration is based on the latest available number of households provided by IGA in 2024.

# Main Telecom Market Indicators for Q1 2025



Mobile subscribers & Penetration: \*

Average Int. & Domestic minutes per month per mobile subscription: 108

Average data usage per mobile broadband subscription\*\*: 24.56

Fixed telephony subscriptions (Excl. ISDN): 209,948

Penetration: 13.2%

Fixed Wired Telephony subscriptions 95%

Fixed Wireless Telephony subscriptions: 5%

Mobile Broadband subscriptions: 2,430,998

Mobile Broadband penetration rate: 153%

Fixed Broadband subscriptions: 182,356

Fixed Broadband penetration rate per household: 64%\*\*\*



Mobile Prepaid subscriptions: \*

Mobile postpaid subscriptions: \*

% of prepaid out of Mobile market subscriptions: \*

% of postpaid out of Mobile market subscriptions: \*

Domestic monthly average minutes per line: 43

International Outgoing Minutes (Mobile): 129,206,449

International Outgoing Minutes (Fixed telephony): 1,081,348

Total Data Usage: 514 Petabyte

Fiber Broadband Traffic: 289 Petabyte

Avg. Traffic per broadband subscription per month: 66 GB

Avg. Fiber Broadband Traffic per month: 534 GB

\* Mobile-voice subscriptions figures are currently under review.

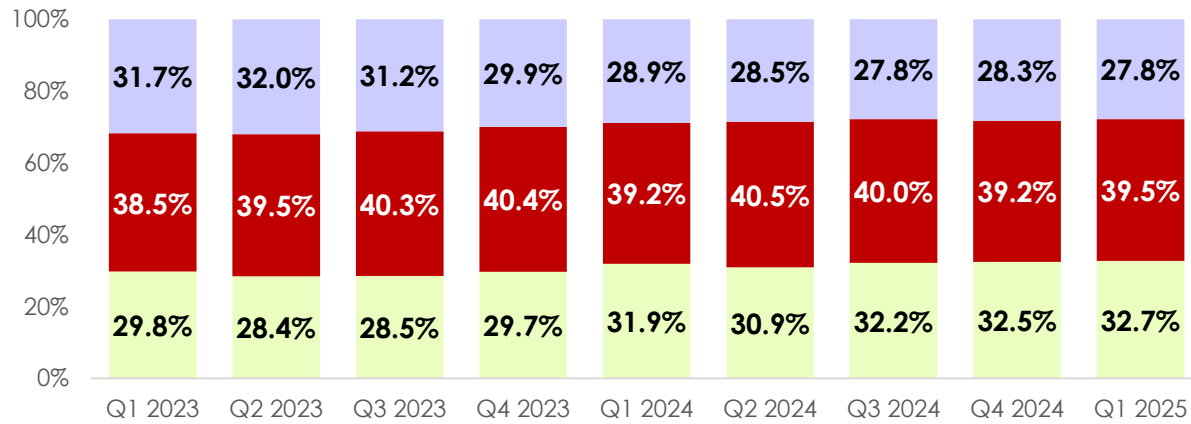
\*\*Average data usage per mobile broadband subscription excludes Standalone subscribers' traffic.

\*\*\* Based on latest available number of households provided by IGA.

# Mobile services: Subscriptions

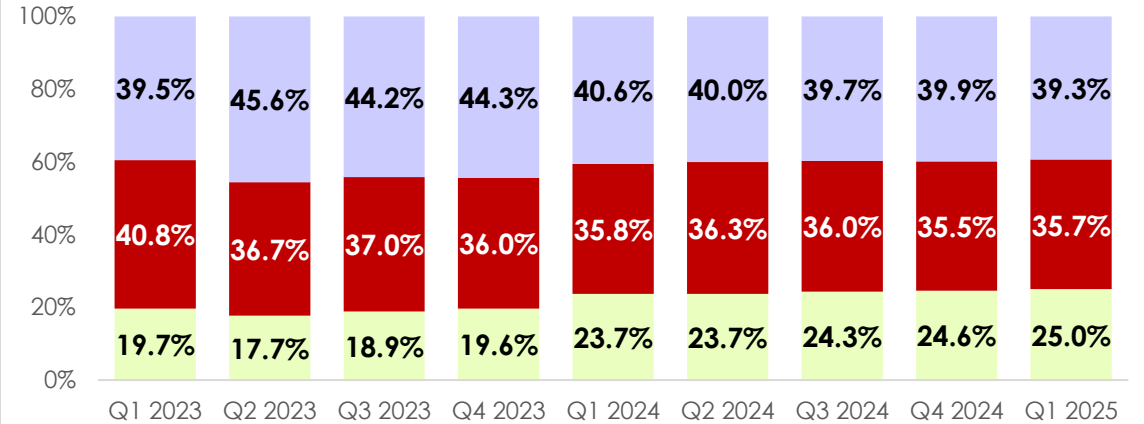
### Prepaid Market Share %

Zain Batelco STC



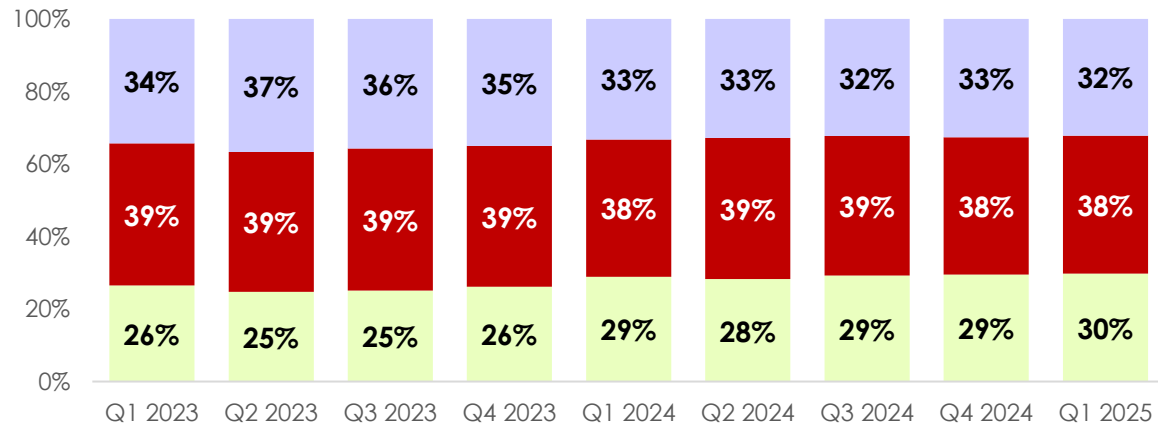
### Postpaid Market Share %

Zain Batelco STC

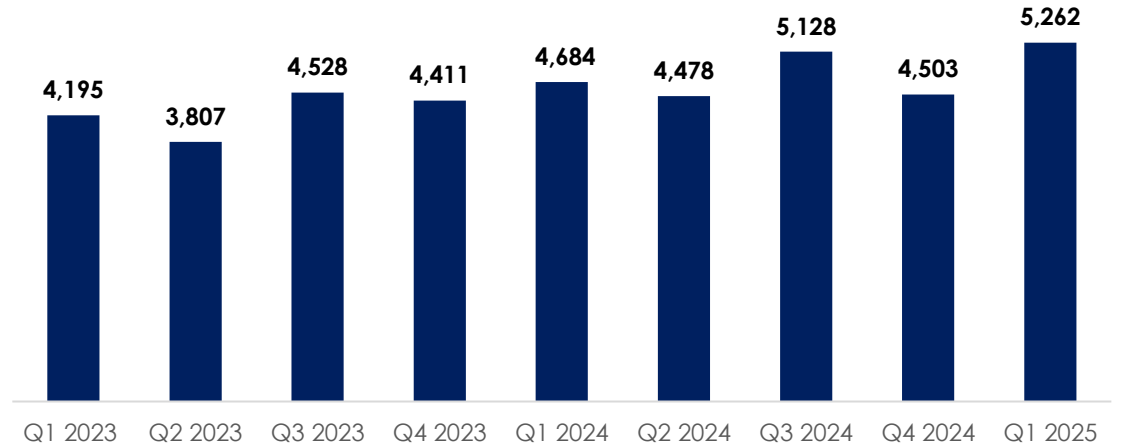


### Total Mobile Market share

Zain Batelco STC



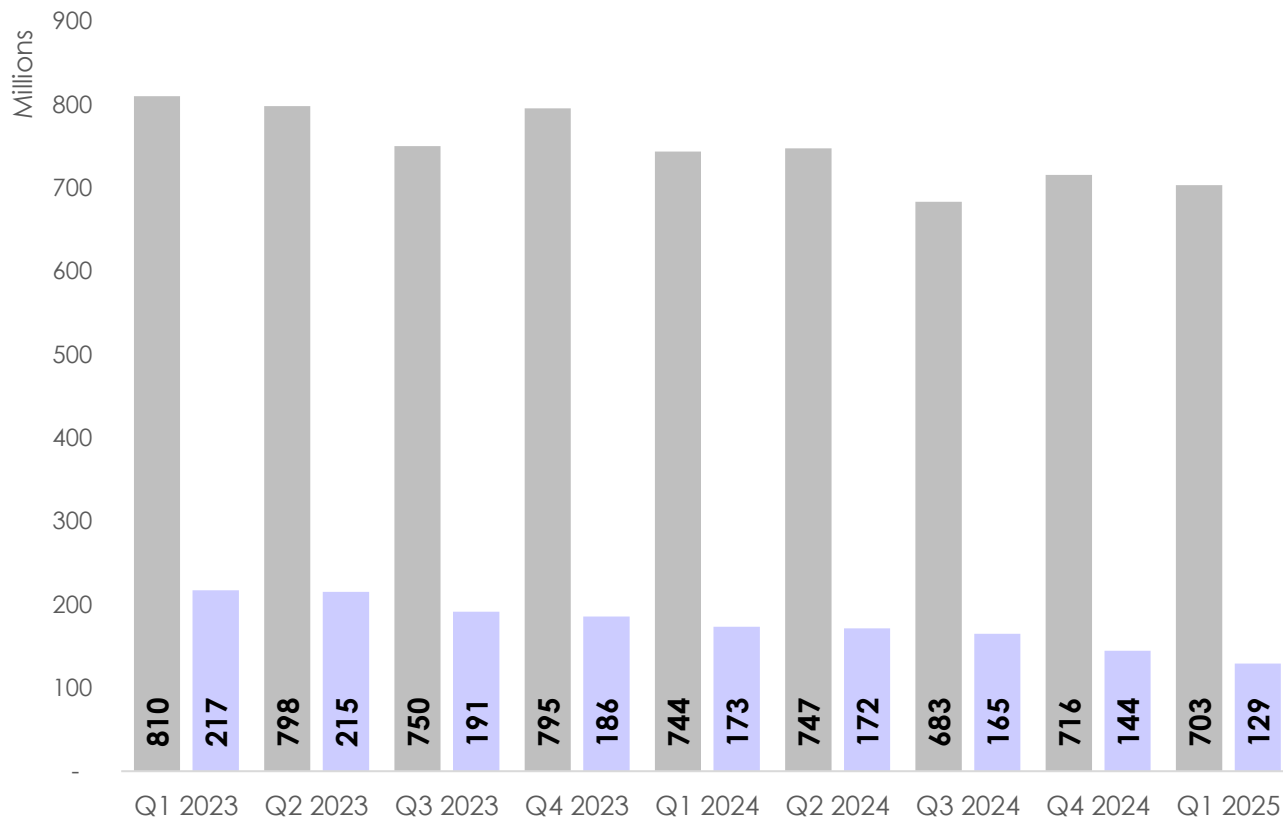
### Number of Accepted Mobile Porting Requests



# Mobile services: Traffic\* (Minutes) (1/2)

Total Outgoing Mobile Voice Traffic in Millions of Minutes  
(Domestic-International)

■ Total Domestic Outgoing calls ■ Total International Outgoing calls



\* Mobile voice traffic for Q1 2025 is subject to change.



Total Outgoing Traffic in Minutes  
(Domestic + International)

Q1 2024

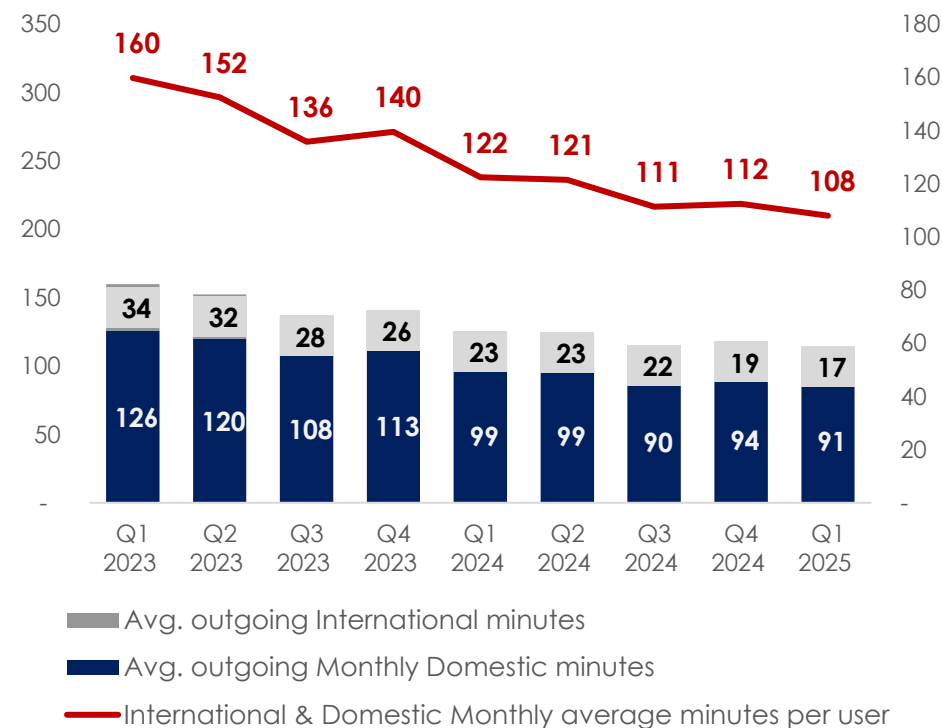
916,898,384

Q1 2025

832,569,065

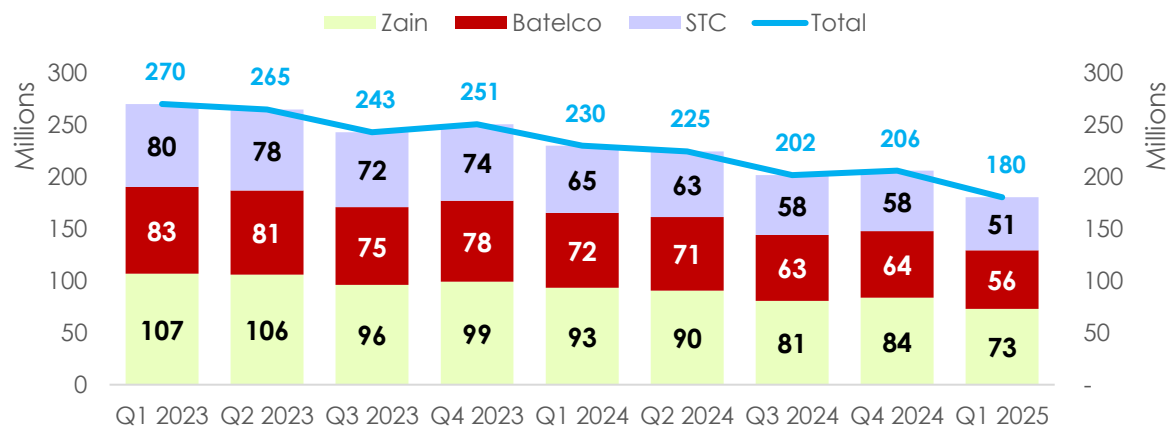
▼9%

Average Monthly Minutes per User

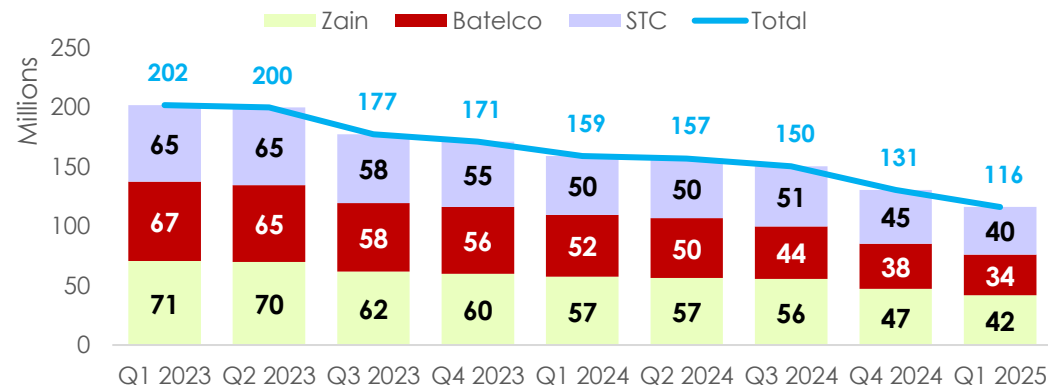


# Mobile services: Traffic\* (Minutes) (2/2)

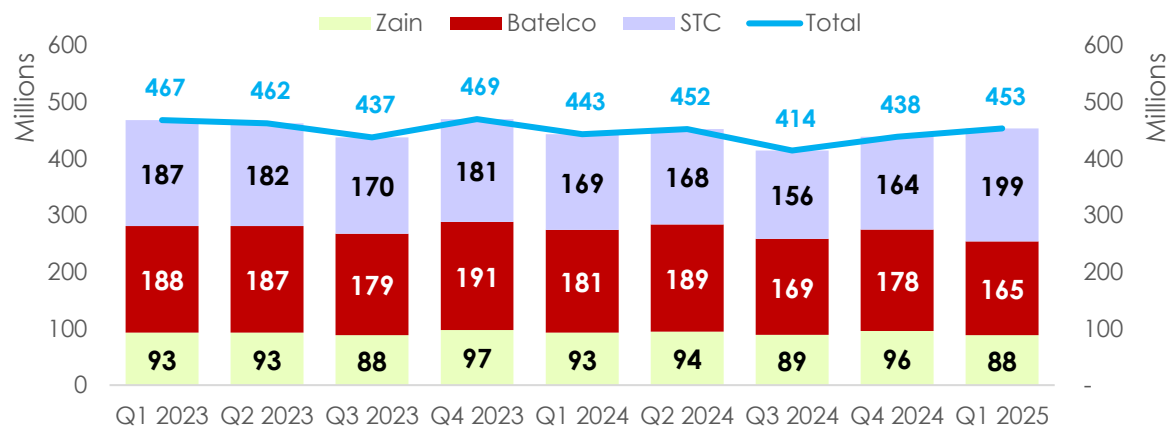
Prepaid Domestic Outgoing traffic (minutes) - residential



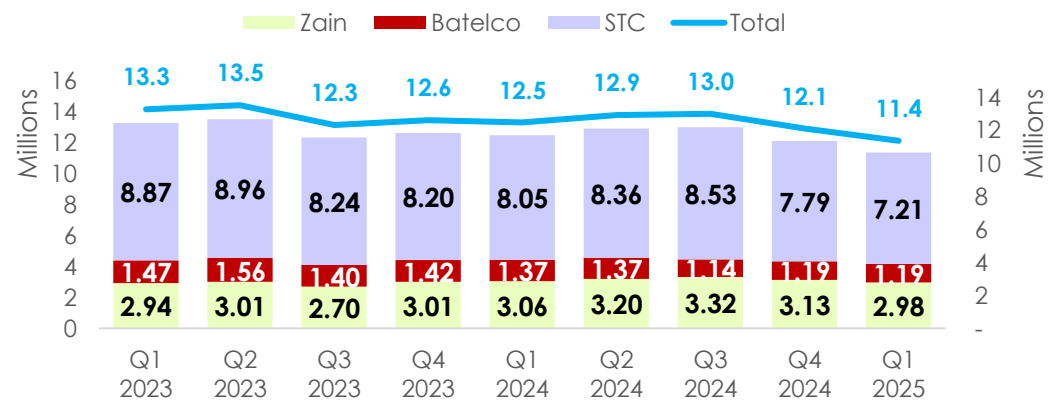
Prepaid International Outgoing traffic (minutes) - residential



Postpaid Domestic Outgoing traffic (minutes) - residential



Postpaid International Outgoing traffic (minutes) - residential



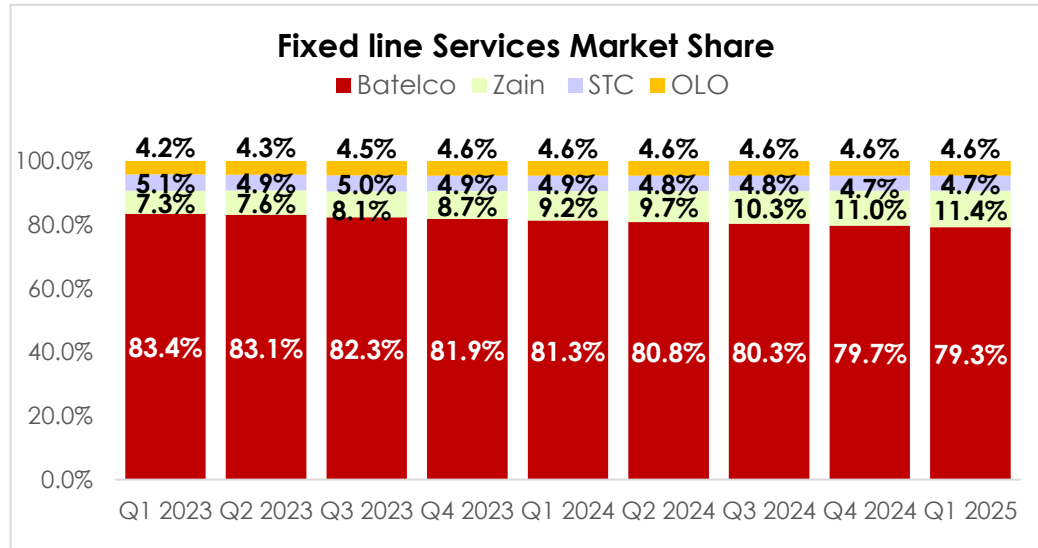
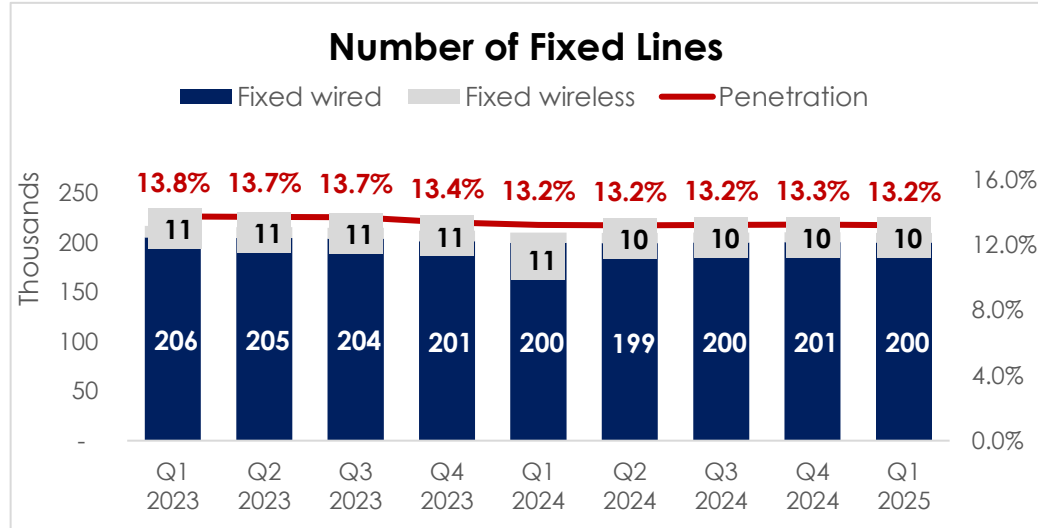
\* Mobile voice traffic for Q1 2025 is subject to change.



# Fixed telephony services: Subscriptions (PSTN & Fixed wireless)\*

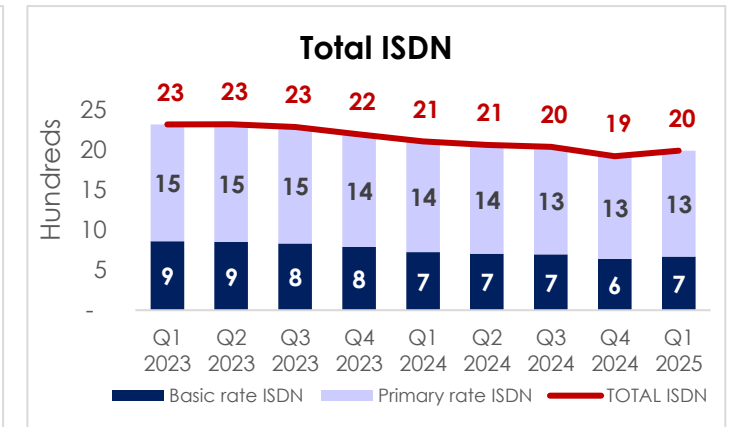
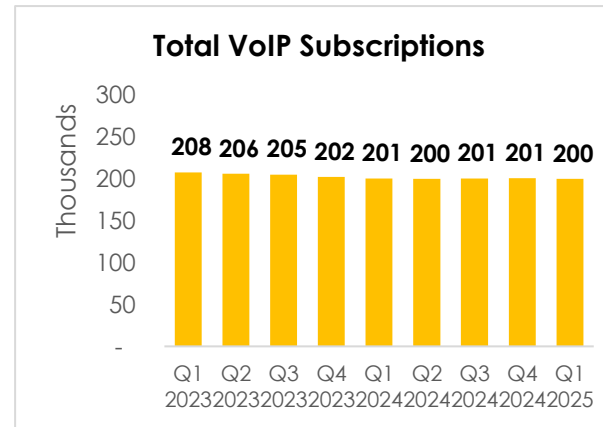
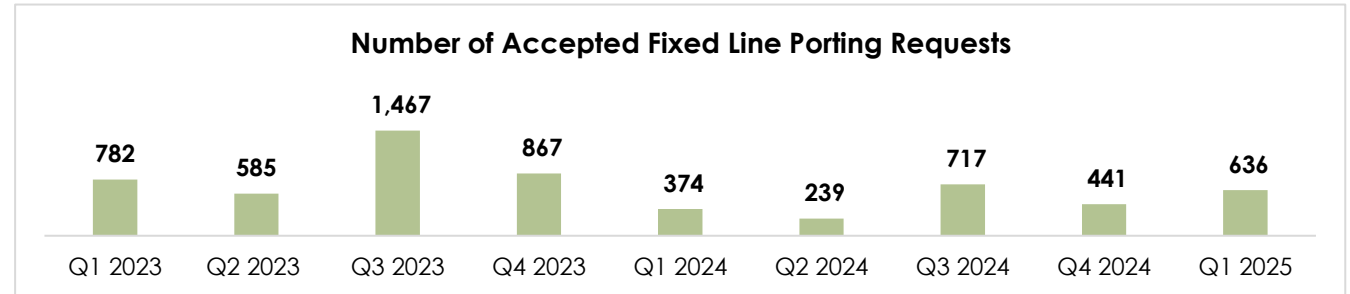


No. of fixed telephony subscriptions  
(Excluding ISDN)



| End of Q1 2024         | End of Q1 2025         |
|------------------------|------------------------|
| <b>210,358</b>         | <b>209,948</b>         |
| 13.2% Penetration rate | 13.2% Penetration rate |

|                     | 2022    | 2023    | 2024    | Q1 2025 |
|---------------------|---------|---------|---------|---------|
|                     | 217,077 | 212,204 | 210,572 | 209,948 |
| % of Fixed Wired    | 94%     | 95%     | 95%     | 95%     |
| % of Fixed Wireless | 6%      | 5%      | 5%      | 5%      |



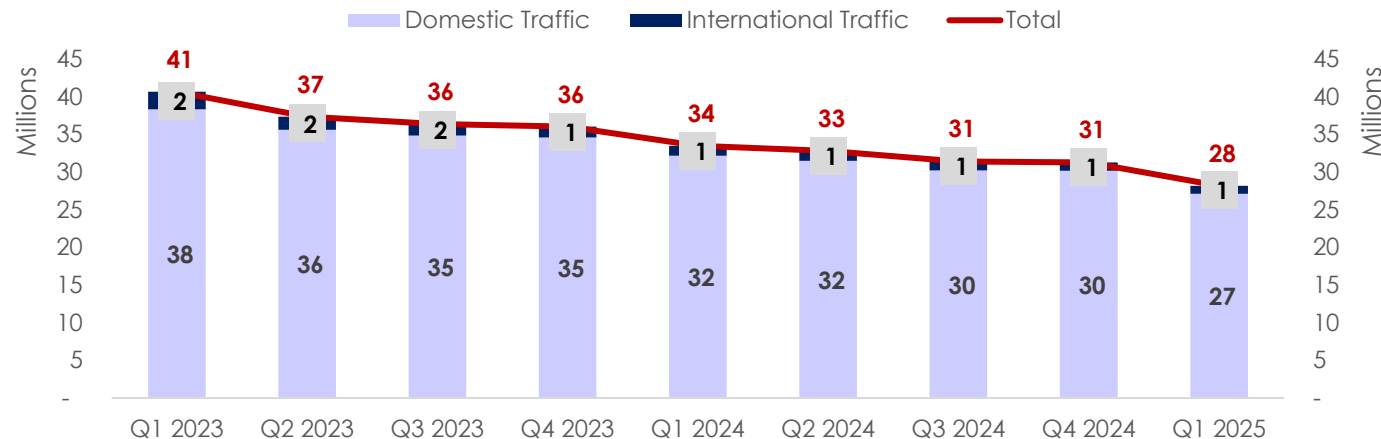
\* Includes VoIP as of 2021 but excludes ISDN.

# Fixed telephony services: Traffic (PSTN & Wireless - Minutes)\*



Total fixed domestic outgoing  
traffic in minutes

Fixed line Domestic & International Outgoing traffic\*\*



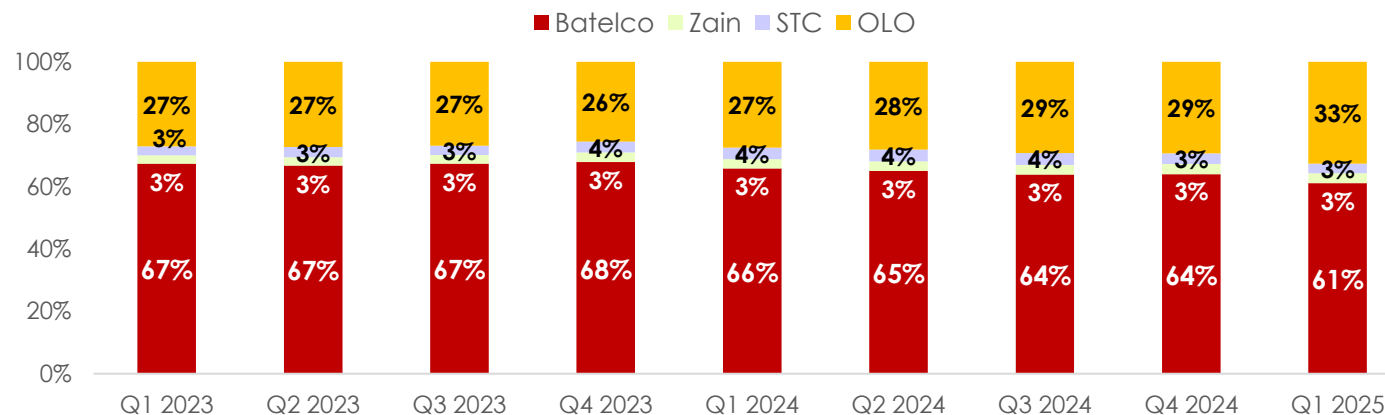
Q1 2024

33,513,606

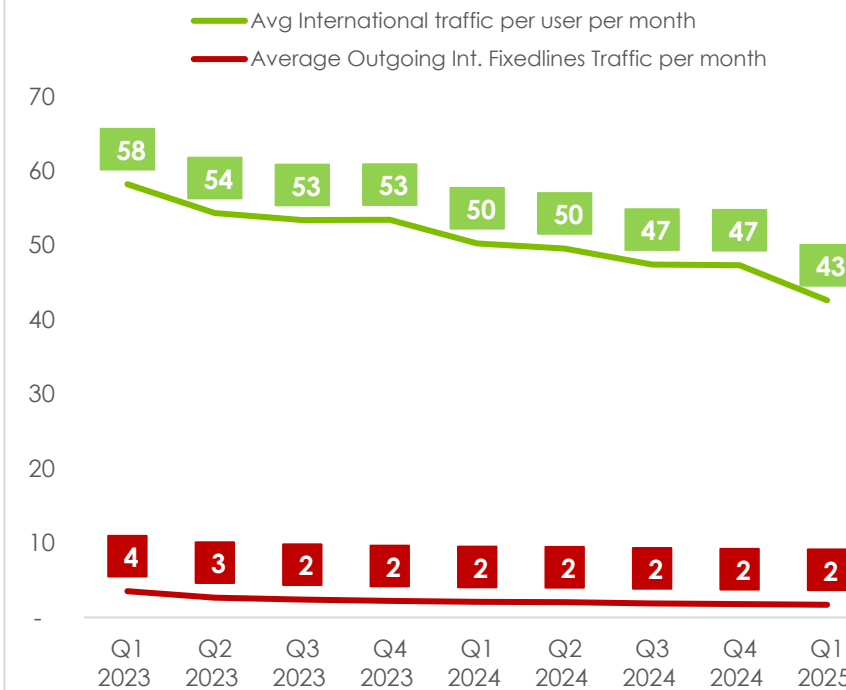
Q1 2025

28,186,796

Fixed line Domestic traffic market share by operators



Monthly Average Outgoing Domestic & International Minutes Per Subscription



\* Includes VoIP and ISDN traffic.

# Broadband services: Subscriptions\* (1/2)



No. of broadband subscriptions (End of Q1 2025)

**2,613,360**

164% Penetration rate

Q1 2024

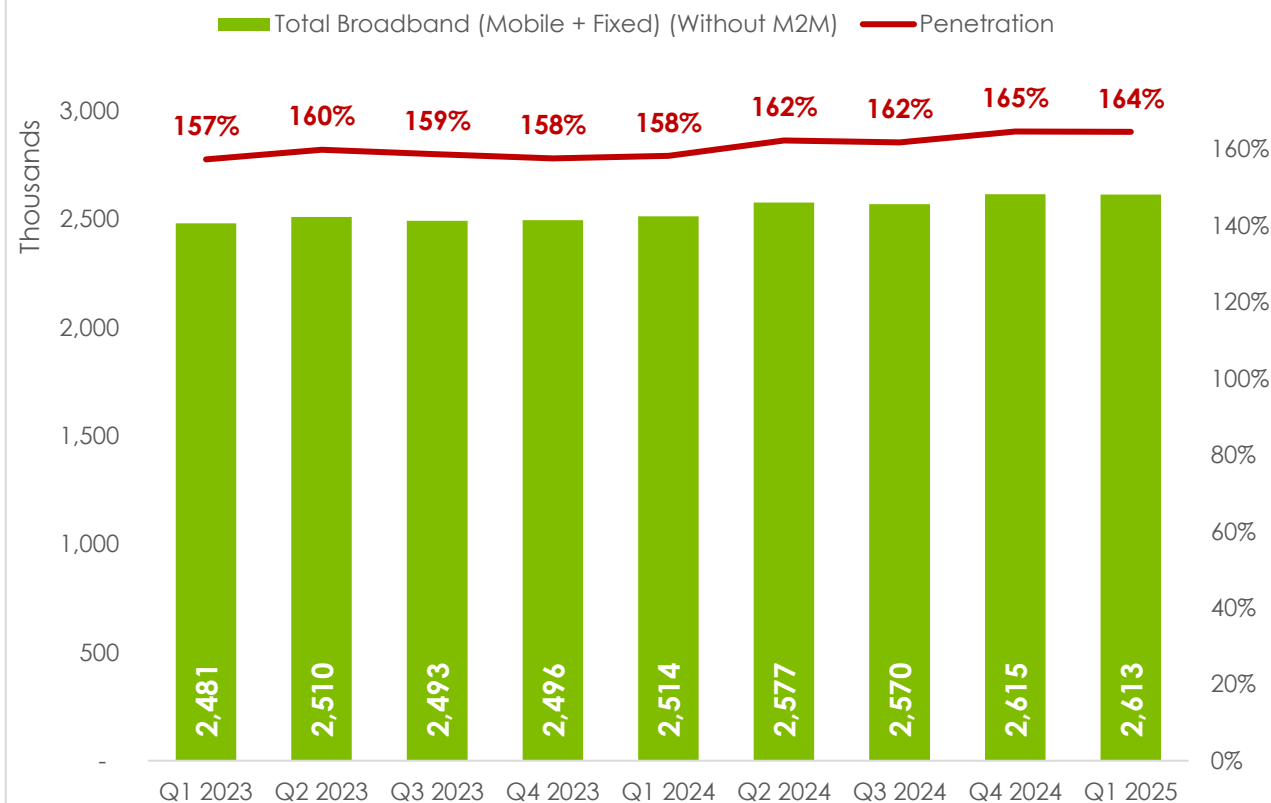
**2,513,758**

Q1 2025

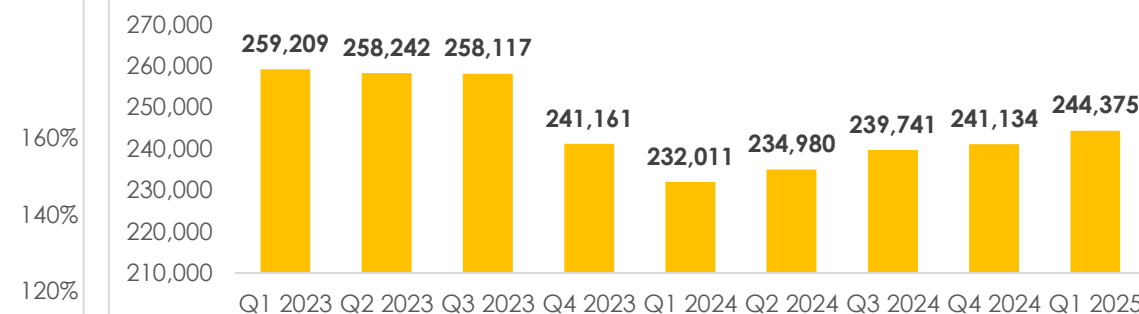
**2,613,360**

▲  
4%

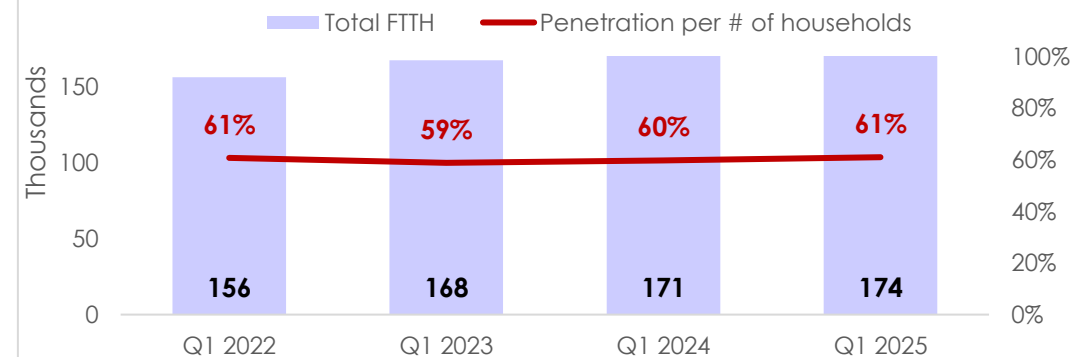
**Broadband Subscriptions and Penetration\*\*\***



**Home Broadband Subscriptions (Including Wired & Wireless)\*\***



**Fiber subscriptions and household penetration\*\*\***



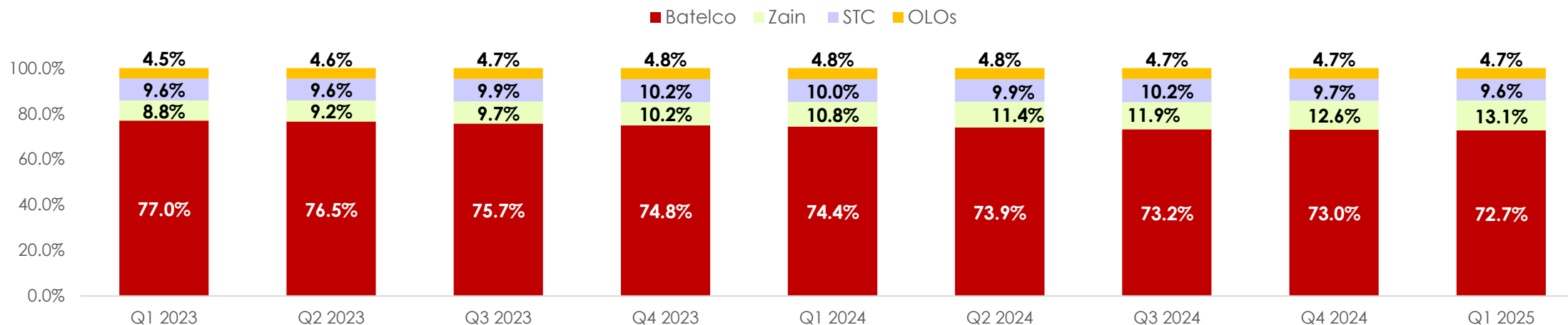
\* Doesn't include M2M.

\*\* Includes residential Fiber, Fixed Terrestrial and Mobile Home BB. Drop in Home Broadband subscriptions is due to activation of voice service.

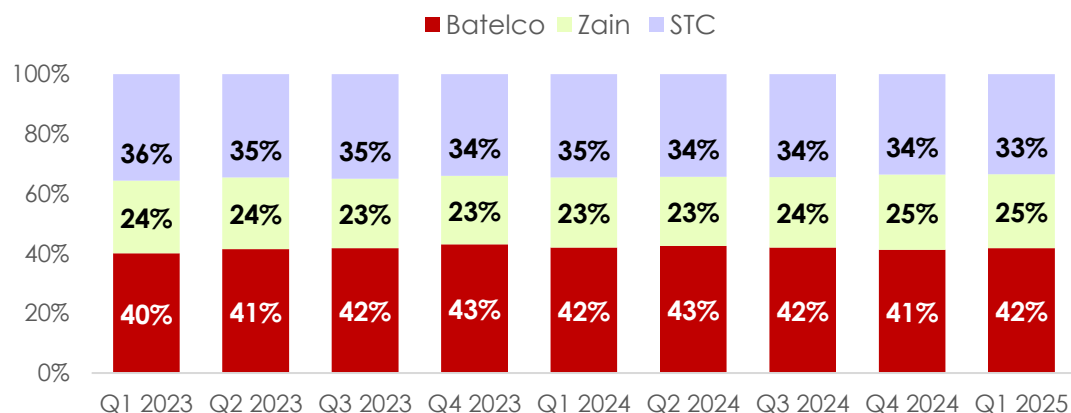
\*\*\* Number of households is based on the latest IGA data in 2024.

# Broadband services: Subscriptions (2/2)

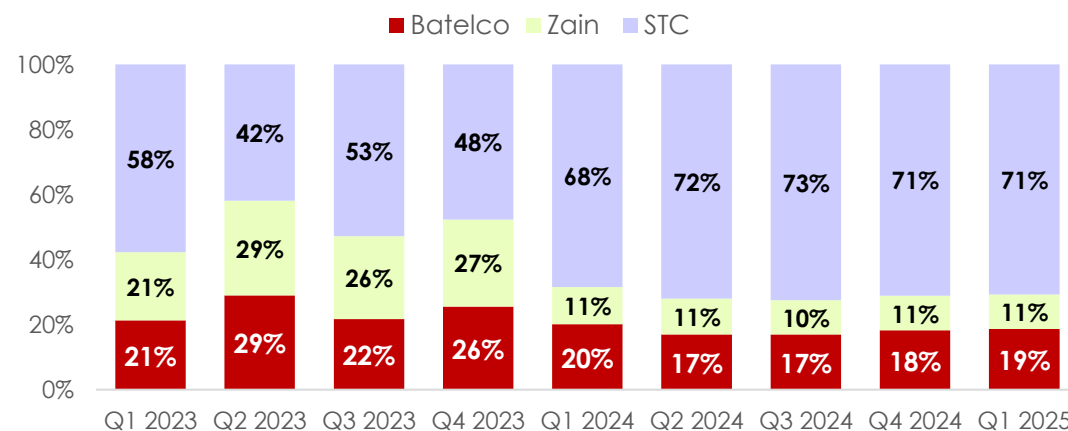
## Fibre Broadband Subscriptions Market Share



## Mobile Broadband Subscriptions Market Shares (Including Add-On, Pay-Per-Use & Standalone)



## Mobile Standalone Broadband Market Share



# Broadband services: Data Traffic 1 of 2



Total data traffic in Gigabyte

Q1 2024

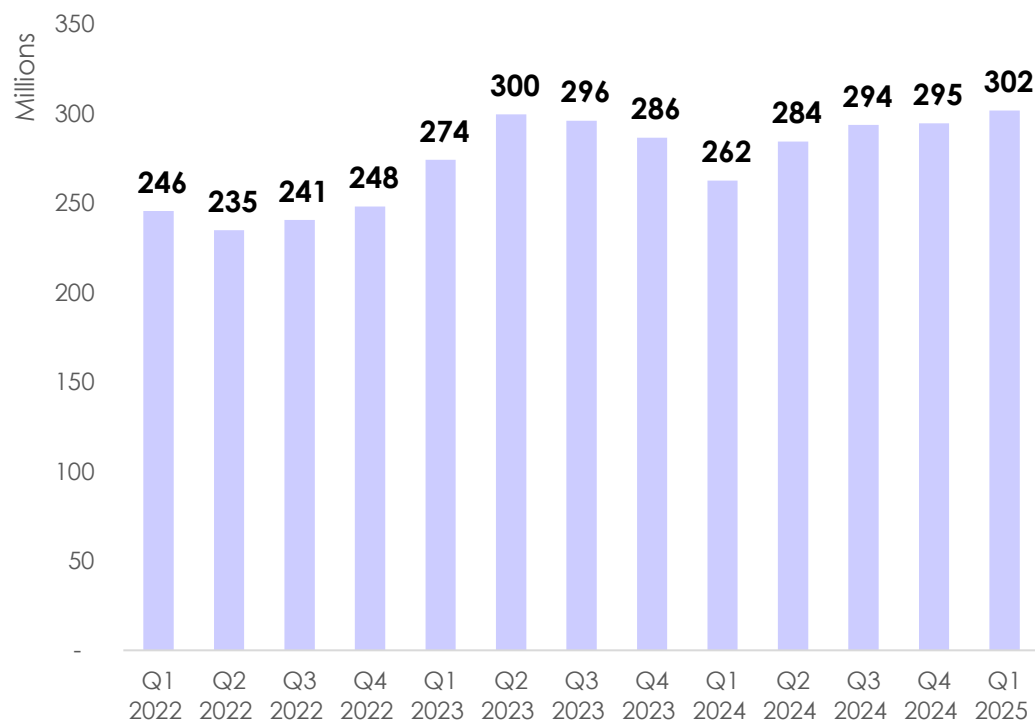
**474,701,396**

Q1 2025

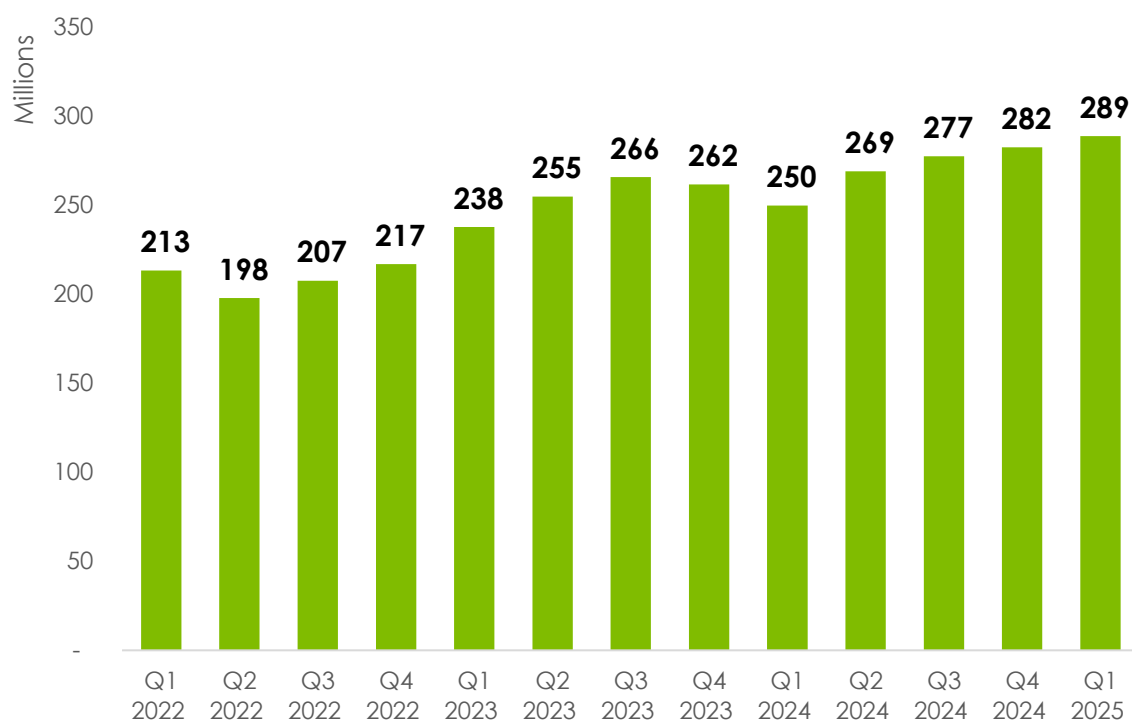
**514,350,852**

▲ 8%

Home Broadband Traffic\* (Including Wired & Wireless)



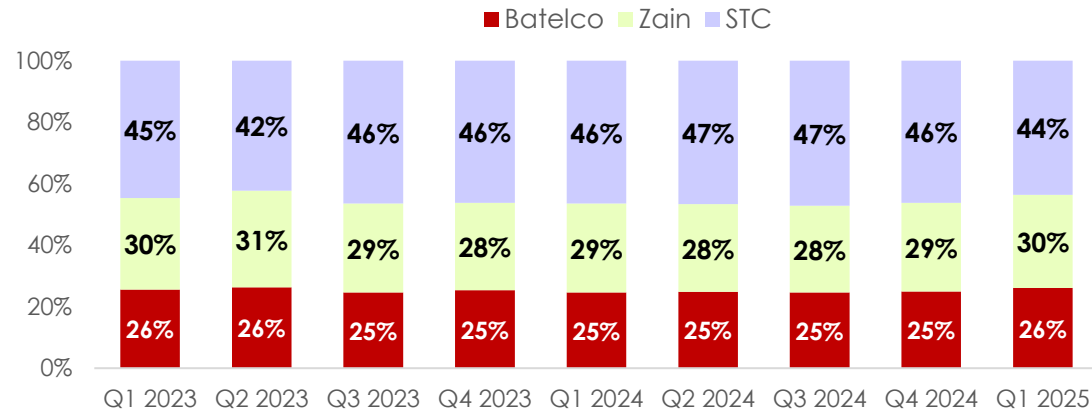
Fibre Broadband Traffic



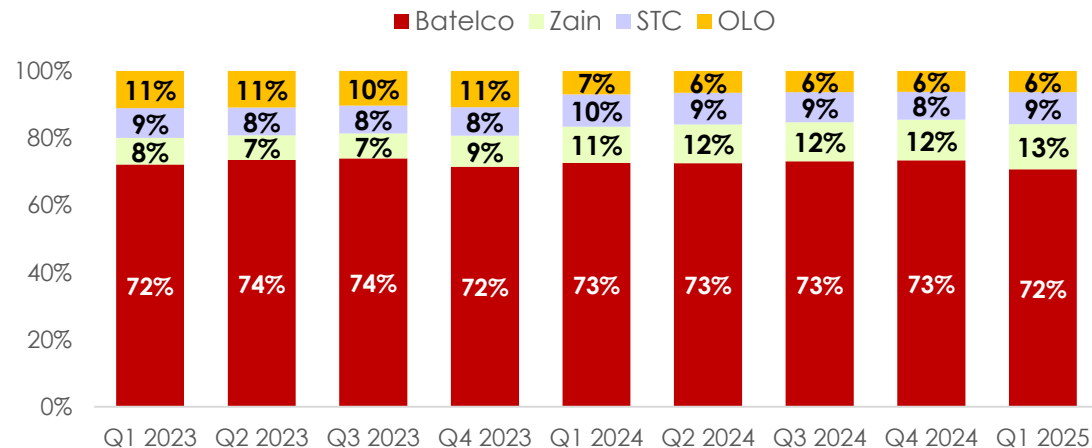
\* Includes residential Fiber, Fixed Terrestrial and Mobile Home BB.

# Broadband services: Data Traffic 2 of 2

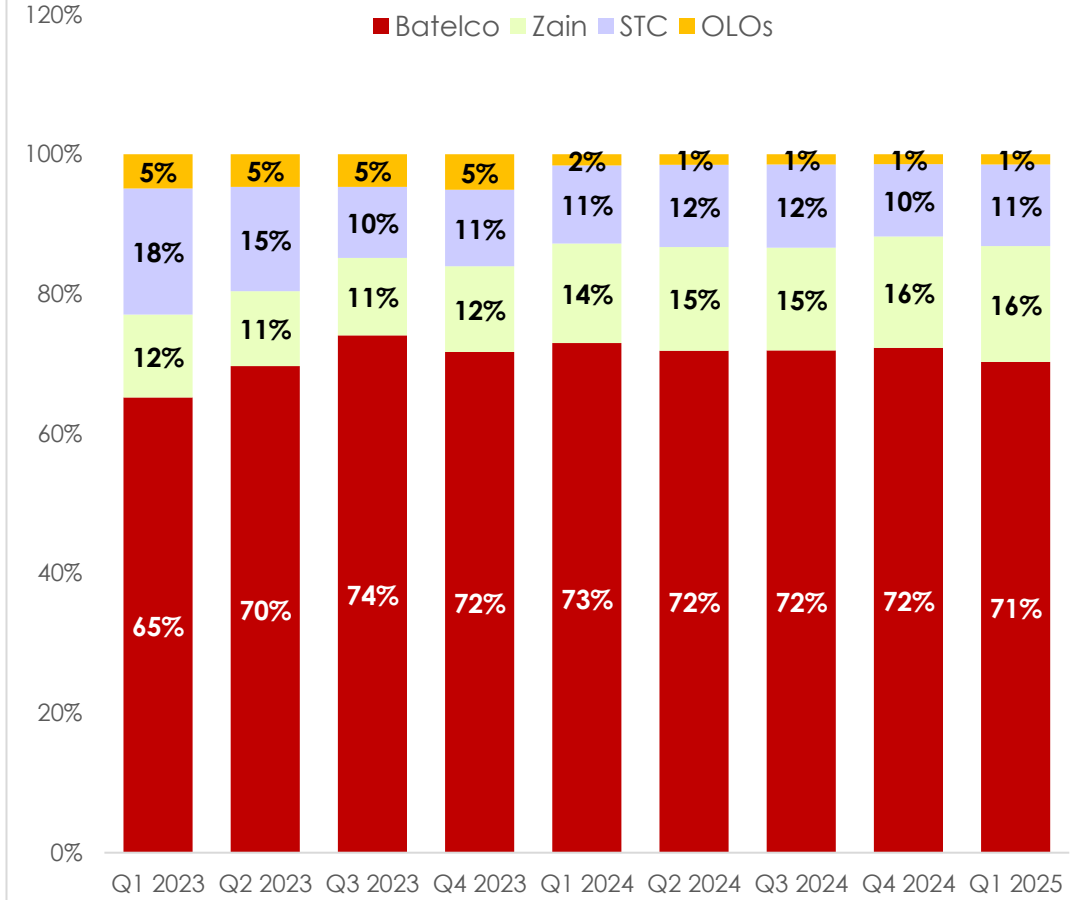
**Mobile Broadband Traffic Market Share (Pay-per-use, Standalone & Add-on)**



**Fixed Broadband Traffic Market Share**

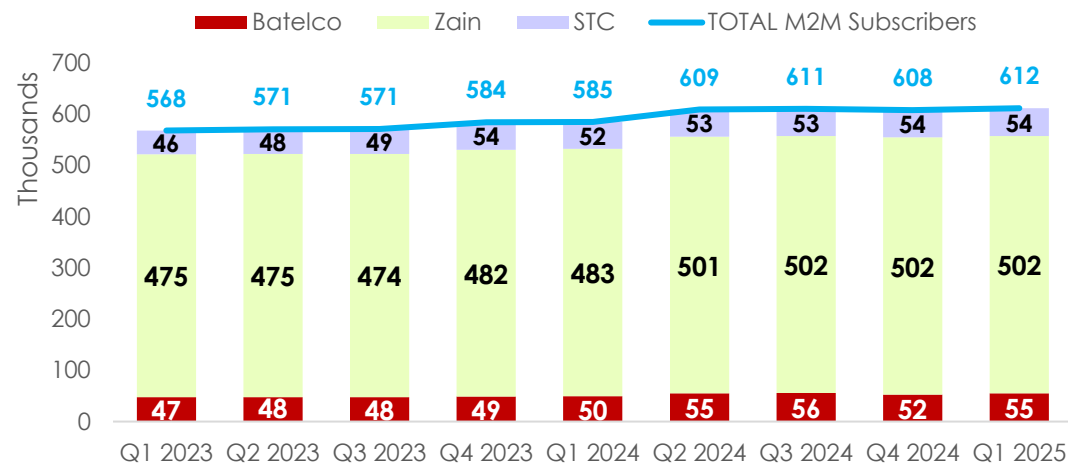


**Home Broadband Market Share (including Fixed wired, Fixed Wireless, Mobile Home BB)**

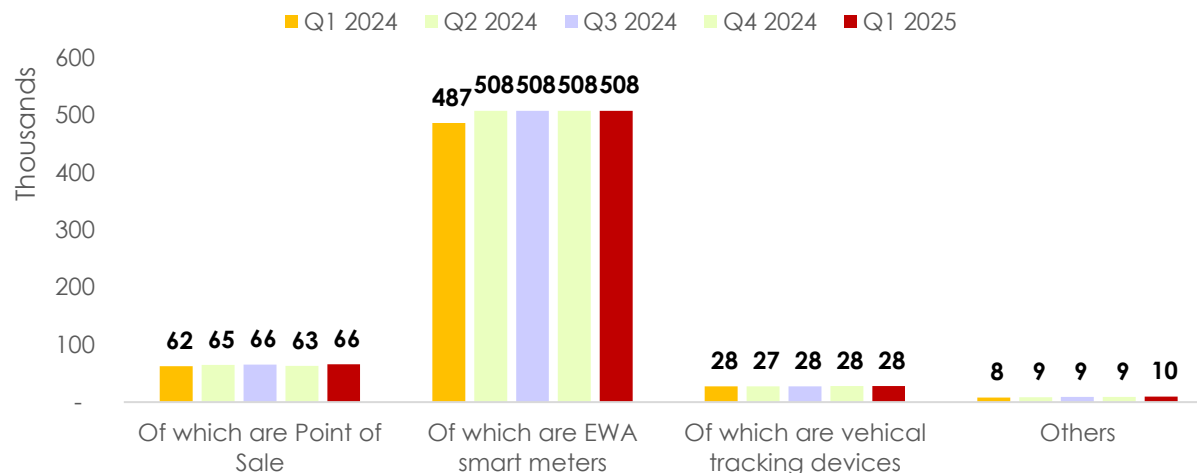


# M2M Subscribers & Traffic

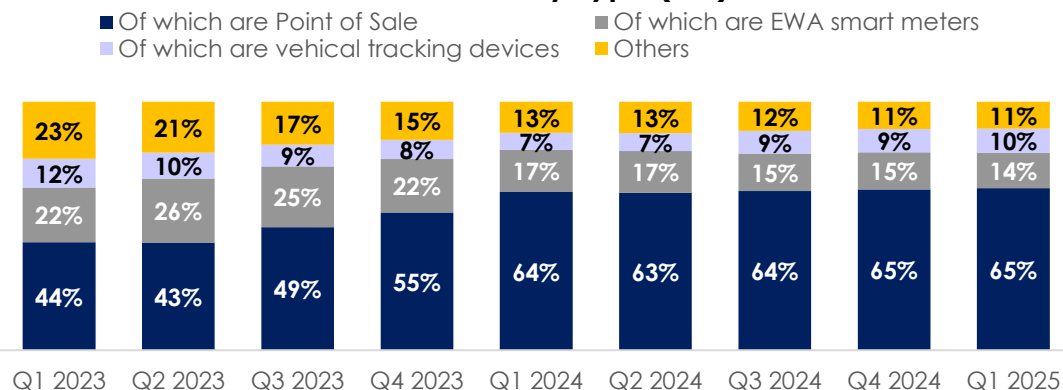
## M2M Subscribers (Thousands)



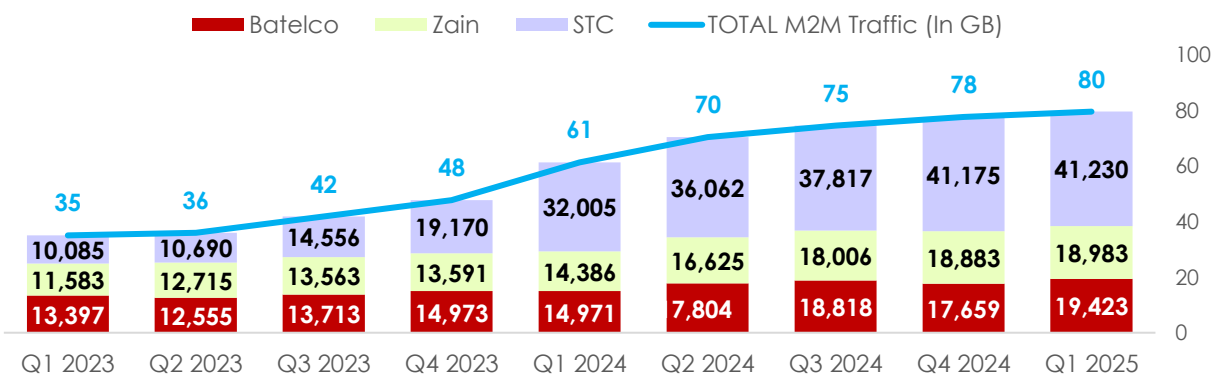
## M2M Subscribers by type



## M2M Traffic by Type (GB)



## M2M Traffic (in GB)



# Definitions

## Fixed-telephone subscriptions

Fixed-telephone subscriptions refers to the sum of all active

- i) analogue fixed-telephone lines,
- ii) voice-over-IP (VoIP) subscriptions,
- iii) fixed wireless local loop (WLL) subscriptions,
- iv) ISDN voice-channel equivalents,
- v) fixed public payphones and vi) satellite-based subscriptions

provided to fixed locations that allow for a voice communication. This indicator was previously called Main telephone lines in operation.

\*Active lines are those that have registered an activity in the past three months.

## Prepaid mobile-cellular telephone subscriptions

Prepaid mobile-cellular telephone subscriptions (ITU code i271p) refers to the total number of mobile-cellular telephone subscriptions that use prepaid refills. These are subscriptions where, instead of paying an ongoing monthly fee, users purchase blocks of usage time. Only active subscriptions should be included (those used at least once in the last three months for making or receiving a call or carrying out a non-voice activity such as sending or reading an SMS or accessing the Internet).

## Postpaid mobile-cellular telephone subscriptions

Postpaid mobile-cellular telephone subscriptions Refers to the total number of mobile-cellular subscriptions where subscribers are billed after their use of mobile services, at the end of each month. The postpaid service is provided on the basis of a prior arrangement with a mobile cellular operator. Typically, the subscriber's contract specifies a limit or allowance of minutes, text messages, etc. The subscriber will be billed at a flat rate for any usage equal to or less than that allowance. Any usage above that limit incurs extra charges. Theoretically, a subscriber in this situation has no limit on use of mobile services and, as a consequence, unlimited credit.

## Active mobile-broadband subscriptions

Active mobile-broadband subscriptions refers to the sum of active handset-based and computer-based (USB/dongles) mobile-broadband subscriptions that allow access to the Internet. It covers actual subscribers, not potential subscribers, even though the latter may have broadband-enabled handsets. Subscriptions must include a recurring subscription fee or if in the prepayment modality, pass a usage requirement – users must have accessed the Internet in the last three months.

Clarification: For mobile data subscription to be considered broadband, the operator must advertise a connection that will be capable of using at least a 3G/UMTS network, so that a nominal downloading speed of 256 kbit/s is at a minimum expected. Hence, subscriptions that are only to use GPRS and EDGE technologies are to be excluded. A contract (post pay) subscription pays a recurrent bill with a predetermined frequency. It should be counted as an active mobile broadband subscription no matter the effective data consumption realized by the user. A prepayment or a pay-as-you-go subscription needs to pass the activity criterion to be considered as 'active': a billable Internet connection must have occurred in the last three months. Note that for a mobile subscription to be considered broadband it must allow access to the public open Internet, hence, any subscription that limits access only to walled garden or services provided in exclusivity by the mobile operator, are not counted as access to the open Internet, and hence, are not 'broadband'. Several cases are defined below. (See Table 4 in ITU document)



# Thank You

# Annex A

# Fixed line subscriptions – raw data

## Fixed line subscriptions – PSTN & VoIP (residential)

|         | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025 |
|---------|---------|---------|---------|---------|---------|
| Batelco | 121,662 | 120,859 | 120,228 | 119,271 | 118,538 |
| Zain    | 17,235  | 18,072  | 18,930  | 20,010  | 20,619  |
| STC     | 7,105   | 7,000   | 6,951   | 6,824   | 5,817   |

## Fixed line subscriptions – PSTN & VoIP (non-residential)

|                |                |                |                |                |                |
|----------------|----------------|----------------|----------------|----------------|----------------|
| Batelco        | 49,347         | 48,695         | 48,767         | 48,541         | 47,883         |
| Zain           | 2,177          | 2,359          | 2,648          | 3,095          | 3,362          |
| STC            | 3,761          | 3,834          | 3,940          | 3,986          | 4,013          |
| OLOs*          | 9,716          | 9,716          | 9,716          | 9,716          | 9,716          |
| <b>Total**</b> | <b>210,358</b> | <b>209,822</b> | <b>210,358</b> | <b>210,572</b> | <b>209,950</b> |

\* Includes residential & non-residential

\*\* Excluding ISDN.

|                   | Q1 2024      | Q2 2024      | Q3 2024      | Q4 2024      | Q1 2025      |
|-------------------|--------------|--------------|--------------|--------------|--------------|
| Basic-rate ISDN   | 726          | 707          | 696          | 641          | 671          |
| Primary-rate ISDN | 1,382        | 1,356        | 1,344        | 1,282        | 1,320        |
| <b>Total</b>      | <b>2,108</b> | <b>2,063</b> | <b>2,040</b> | <b>1,923</b> | <b>1,991</b> |

# Fiber Broadband subscriptions – raw data

## Fiber Broadband subscriptions – (residential)

|              | Q1 2024        | Q2 2024        | Q3 2024        | Q4 2024        | Q1 2025        |
|--------------|----------------|----------------|----------------|----------------|----------------|
| Batelco      | 125,958        | 125,740        | 125,853        | 125,681        | 125,647        |
| Zain         | 16,502         | 17,362         | 18,243         | 19,345         | 19,972         |
| STC          | 13,976         | 13,649         | 13,237         | 12,886         | 12,661         |
| OLOs         | 5,855          | 5,855          | 5,855          | 5,855          | 5,855          |
| <b>Total</b> | <b>162,291</b> | <b>162,606</b> | <b>163,188</b> | <b>163,767</b> | <b>164,135</b> |

## Fiber Broadband subscriptions – (non-residential)

|                    | Q1 2024        | Q2 2024        | Q3 2024        | Q4 2024        | Q1 2025        |
|--------------------|----------------|----------------|----------------|----------------|----------------|
| Batelco            | 1,165          | 1,085          | 1,045          | 986            | 971            |
| Zain               | 1,963          | 2,148          | 2,437          | 2,540          | 2,807          |
| STC                | 2,790          | 3,007          | 4,052          | 3,550          | 3,697          |
| OLOs               | 2,326          | 2,326          | 2,326          | 2,326          | 2,326          |
| <b>Total</b>       | <b>8,224</b>   | <b>8,566</b>   | <b>9,860</b>   | <b>9,402</b>   | <b>9,801</b>   |
| <b>GRAND TOTAL</b> | <b>170,515</b> | <b>171,172</b> | <b>173,048</b> | <b>173,169</b> | <b>173,936</b> |

\*STC figures amended for Q3-Q4 2023.