



UGANDA
COMMUNICATIONS
COMMISSION

Market Performance Report Q4 2024 (Oct - Dec 2024)



Industry Snapshot December 2024



51.0
Million

Mobile
Registered
Subscriptions



Mobile Money Registered
Subscriptions

50.5
45.6 MILLION

*Statistics from BOU



Domestic
Mails

309,651
303,412



Mobile Subscriptions
(Active 90 Day)

41.6M
40.0 MILLION



Mobile Money Active
Subscriptions (90 Day)

32.1M
30.4 MILLION

*Statistics from BOU



East Africa
Inbound Packages

17,399
17,289



Mobile Internet Subscriptions
(Active 90 Day)

19.5M
17.2 MILLION



Mobile Money
Transaction Counts

2.15B
1.96 BILLION

*Statistics from BOU



East Africa
Outbound Packages

8,931
5,050



On-Net Traffic (Minutes)

19.6B
19.1 BILLION



Smartphones

18.2M
17.3 MILLION



Express Mail
Inbound (EMS)

2,923
2,596



Off-Net Traffic (Minutes)

1.2B
1.0 BILLION



Towers

5,204
5,158



Express Mail
Outbound (EMS)

2,303
2,047



Internet Traffic (GBs)

226.5M
218.1 MILLION



Fibre (Kilometres)

47,771
44,910



Rest of Africa
Incoming Packages

6,287
5,287



ONA Incoming Traffic
(Minutes)

221.8M
284.7 MILLION



Gross Telecom
Revenue (UGX)

1.70 TRILLION
1.65 TRILLION



Rest of Africa
Outgoing Packages

2,090
1,838



ONA Outgoing Traffic
(Minutes)

34.2M
27.8 MILLION



International Incoming
Traffic (Minutes)

13.5M
15.8 MILLION



International Outgoing
Traffic (Minutes)

7.4M
7.6 MILLION

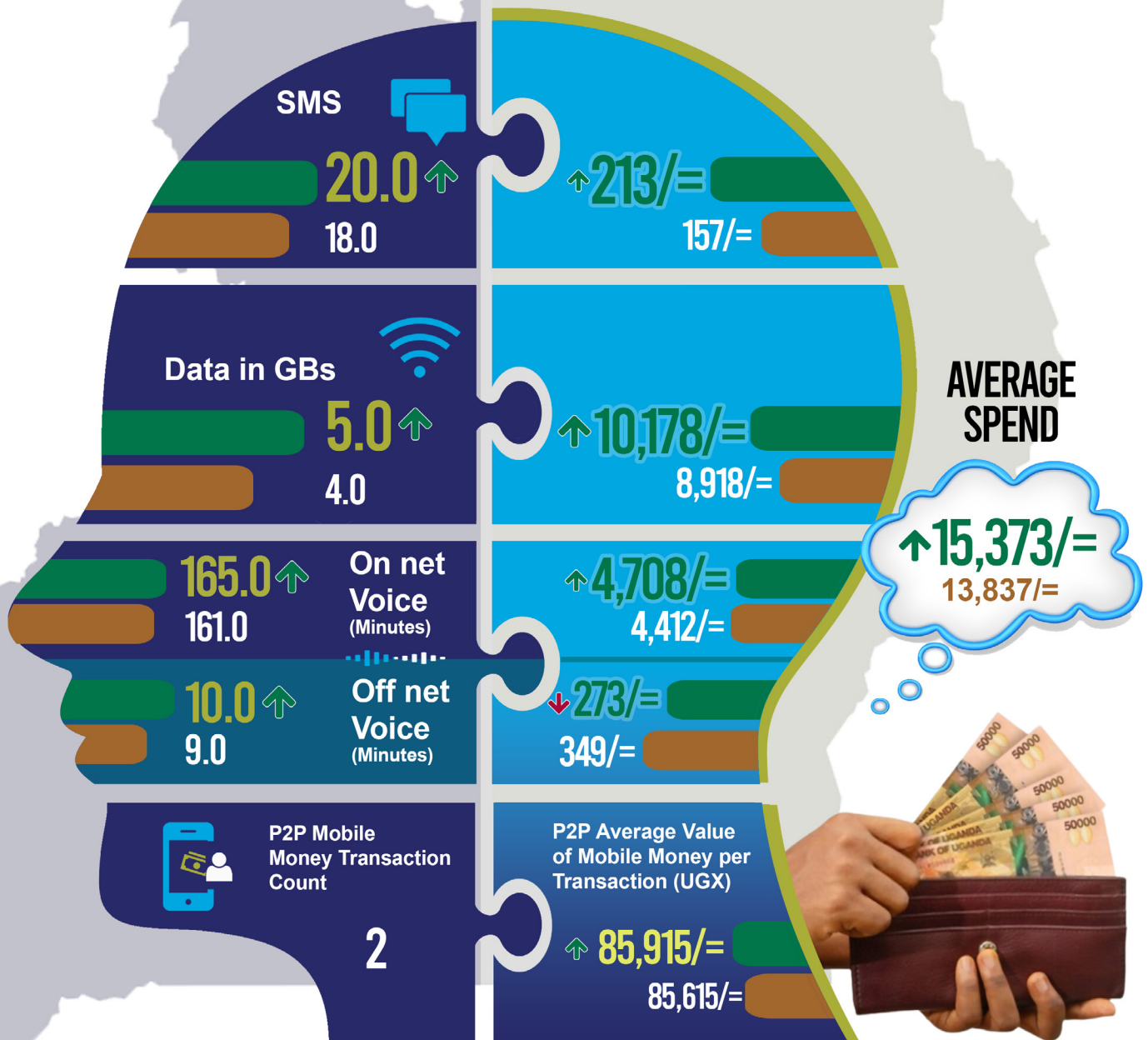


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December 2024 Average User Profile

Average Monthly Service Usage (Volumes)

Monthly Service Usage Spend (UGX)



● Q4 2024

● Q3 2024



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The information and figures contained herein were obtained from licensees' submissions to 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 fourth quarter of 2024, starting October to December 2024. The report covers:

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

Domestic Highlights



Key Headlines (Oct - Dec 2024)

17th December 2024



UCC cracks the whip on vulgar and obscene content

In a press conference held on 17th December 2024, UCC issued a directive prohibiting the broadcast, promotion, and sharing of vulgar and obscene content across all media platforms in Uganda. This included the suspension of controversial songs such as “*Enkudi*”, “*Dooze*”, “*Okwepiicha*”, “*Enyama*”, and “*Omunio*”.

In accordance with the Stage Plays & Public Entertainment Act and its associated regulations, concert organisers were reminded to obtain permits from UCC.

Under the provisions of Section 31 and Schedule 4 of the Uganda Communications Act 2013, as well as the Uganda Communications (Content) Regulations 2019, broadcasting any material that includes profanity or sexually explicit content is explicitly forbidden.



4th October 2024



UCC wins “Best Sector Exhibitor” at UMA 2024

The Uganda Manufacturers Association (UMA) held its annual exhibition from October 2nd to 10th, 2024, at the UMA Show Grounds in Kampala, themed “*Celebrating 30 Years of Industrial Excellence*”, where the Commission was recognized as the “Best Sector Exhibitor” in the Regulatory Category. UCC’s setup included a 3D mini theatre, one-on-one interactions with movie stars, and consumer rights and obligations educational

9th October 2024



World Postal Day 2024 in Gulu

UCC, in partnership with other stakeholders, including Uganda Post Limited, celebrated World Post Day in Gulu District from October 7th to 10th, 2024. The event featured various activities, including radio shows, school visits, presentations, and a public blood donation drive, all highlighting the importance of postal services in connecting people and communities.

16th October 2024



UCC Launches Telecom Market Definition & Assessment Study

A study on telecommunications market definition and assessment was commissioned to improve industry competitiveness and identify barriers to competition. During a UCC meeting in Bugolobi, telecommunication operators were introduced to the consultancy team, Tilil Technologies Limited and Acacia Economics (PTY) Limited, who will evaluate the competition, market participants, and

25th October 2024



UCUSAF/UCC distributes 300 subsidised phones in Tororo

The Uganda Communications Universal Service and Access Fund (UCUSAF) phone distribution campaign in Tororo district aims to boost the digital capacity of over 300 SMEs, providing them with subsidised smartphones to digitise their operations and enhance competitiveness.

5-15th November 2024



Regional Workshops for Filmmakers and Broadcasters

UCC conducted regional sensitization workshops for broadcasters and film operators in Arua (Nov 5), Gulu (Nov 8), Mbale (Nov 12), and Mbarara (Nov 15) on broadcasting standards, film licensing, copyright laws, and government initiatives for the industry. A total of 1,231 attendees participated, including stakeholders, filmmakers, and broadcasters from the four regions.

21st November 2024



UCC launches a Test Bed for Emerging & Future Technologies

The Test Bed offers cutting-edge tools such as IoT sensors, AI workstations, 3D printing, and more for beneficiaries to test, refine, and launch groundbreaking ideas. With free access to top-tier resources, from open datasets to high-performance computing, the Test Bed is the ultimate space for turning ambitious ideas into transformative solutions.

16th October 2024



Annual Broadcasters Conference 2024

ABC 2024 focused on several key issues within the broadcasting sector, including the use of government airtime. Held at the Imperial Royale Hotel in Kampala, the conference addressed matters such as election guidelines and minimum broadcasting standards, alongside the allocation of free airtime for government programming.

25th October 2024



Government, UTel Investors Sign Agreement

The Government of Uganda signed an agreement with United Arab Emirates based Rowad Capital Commercial (RCC) to invest in the government-owned Telecom operator, Uganda Telecommunications Corporation Limited (UTCL).

Service Access and Subscriptions



Q4 2024 Subscriptions



41.6 Million

Active Mobile Subscriptions

196.0 Thousand

Fixed Line Subscriptions

Devices and Terminals



2.4 Million
Basic Phones



26.7 Million
Feature Phones



18.2 Million
Smart Phones

Subscriptions



50.5 Million
Mobile Money
(Registered)

19.5 Million
Mobile Internet

106 Thousand
Fixed Internet

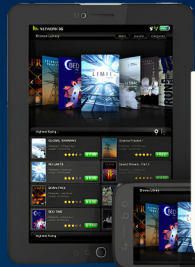
Traffic and Usage



Q4 2024 Traffic



**2.15
Billion**
Mobile Money
Transactions



**226.5
Million**
GigaBytes (GBs)
Downloaded



**17.0
Billion**
USSD
Sessions



**19.6
Billion**
Domestic On
Net Minutes



**1.2
Billion**
Domestic Off
Net Minutes



**221.8
Million**
One Net Area
(ONA) In Minutes



**34.2
Million**
One Net Area
(ONA) Out Minutes



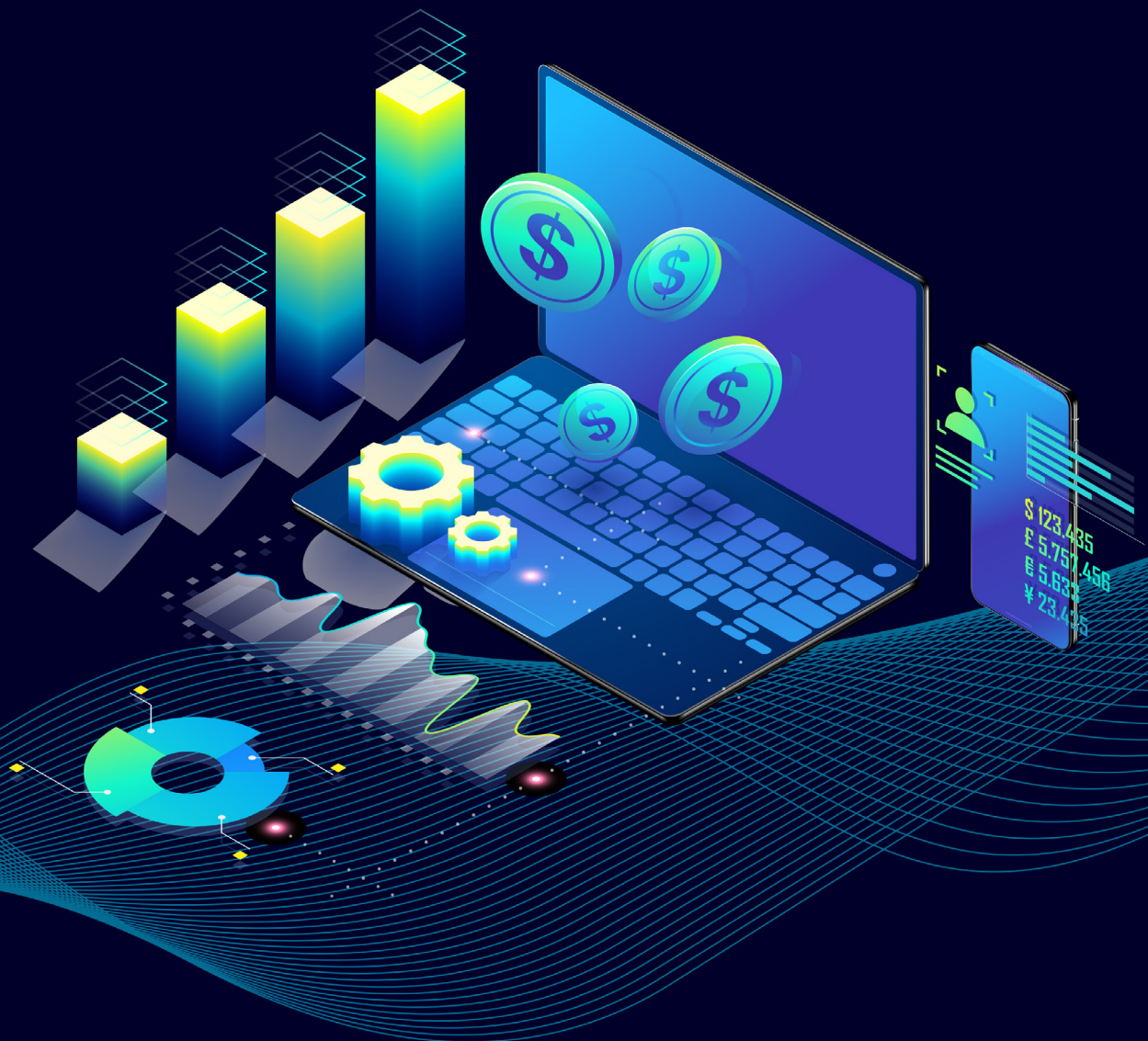
**13.5
Million**
International
Voice In Minutes



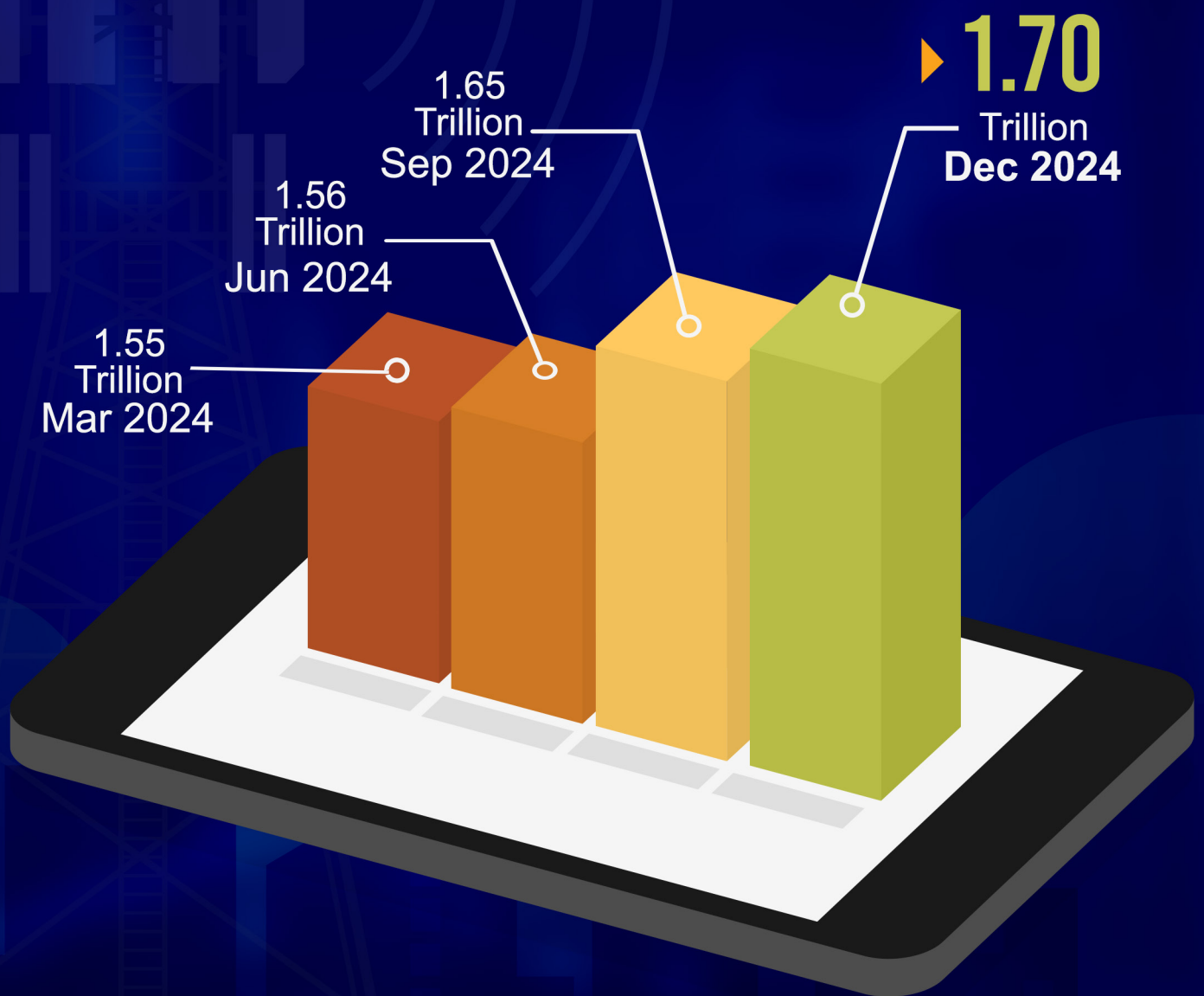
**7.4
Million**
International
Voice Out Minutes



Financial Performance



Q4 2024 Telecom Revenue



Post and Courier Sector Highlights



Q4 2024 Post and Courier Overview

2,303

Express Mail Service
(EMS) Outbound



17,399

East Africa
Inbound



8,931

East Africa
Outbound



309,651

Mails Delivered
Country-wide



2,923

Express Mail Service
(EMS) Inbound



187,297

Rest of the World
Outbound



152,878

Rest of the World
Inbound



Broadcast and Multimedia



Q4 2024 Broadcasting Overview

Country Mapping for The Pay-TV market in Uganda



DStv
Satellite

Country
Wide

zuku
Satellite

Country
Wide

azamTV
Satellite

Country
Wide

StarTimes
Satellite

Country
Wide

StarTimes
Terrestrial

Kampala, Wakiso,
Mpigi, Masaka,
Mbarara, Fortportal,
Jinja, Mukono,
Kalangala, Luweero,
Gulu and Mbale

GOtv
Terrestrial

Kampala, Jinja,
Iganga, Mbale, Lira,
Gulu, Arua, Kasese,
Mbarara,
Masaka and Wakiso

SIMBA TV
Cable

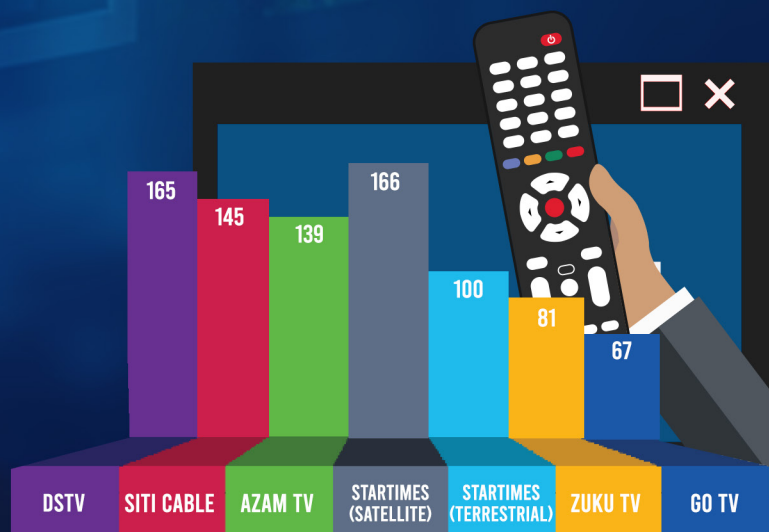
Kampala & Jinja

PAY TV (DECEMBER 2024)

1.0
Million
Subscribers



Channels Offered



Film and Cinema



AWARD WINNERS

*Ntare Guma
Mbaho Mwine*



Africa International Film Festival - AFRIFF (November 2024)

Memories of Love Returned, Directed by Ntare Guma Mbaho Mwine, won Best International Documentary at the 2024 Africa International Film Festival (AFRIFF) Globe Awards. It also received the Honorable Jury Mention AFRIFF 2024



Film: Memories of Love Returned (2024)

Genre: Documentary

Director: Ntare Guma Mbaho Mwine

Writer: Ntare Guma Mbaho Mwine

Cast: Ntare Guma Mbaho Mwine, Yoweri Museveni, Kibaate Aloysius Ssalongo

Plot: In 2002, while stranded in the small town of Mbirizi, Uganda, filmmaker Ntare Guma Mbaho Mwine encounters a local photo studio and meets Kibaate Aloysius Ssalongo, a photographer whose work documents life in the area from the late 1950s until his passing in 2006. The film serves as both a tribute to Kibaate's legacy and an examination of the impact of photography on memory and identity.

AWARD WINNERS

Damalie



Mashariki African Film Festival 10th Edition (November 2024)

Damalie won the Best TV Series at the Mashariki African Film Festival (10th Edition), representing Uganda.

The show won Best TV Drama Series at the Uganda Film Festival 2024, and the Ikon Awards Film and Television 2024.



TV Series: Damalie (2023 -)

Genre: Drama, Family

Director: Doreen Mirembe

Cast: Doreen Mirembe, Denis Kinani, Ssewanyana Arthur, Phillip Luswata, Sharon Atuhair, Adolu Daniel, Cotilda Inapo, Nana Kagga

Plot: Damalie tells the story of the Mbiddes, guided by the indomitable Damalie, as shocking betrayals unravel upon the return of her husband from abroad.

Available to watch: Pearl Magic Prime (DStv, GOtv) and Showmax

Seasons Available: Two

AWARD WINNERS

The Last Shoemaker



African Movie Academy Awards - AMAA (November 2024)

The Last Shoemaker, a Ugandan film produced by multi-award winner Ali Musoke, has won the Best Short Film award at AMAA 2024. The same film won the Best Short Film at the 11th edition of the Uganda Film Festival in June 2024.



TV Series: The Last Shoemaker (2023)

Genre: Drama, Short

Director: Ali Musoke

Writer: Ali Musoke

Cast: Agume Mark, Lukas Den Admirant, Sarah Kisauzi, King Missy, Allen Musumba

Plot: A family-run shoemaking business struggles to survive.

Available to watch:

<https://www.thelastshoemaker.movie/watch-now>

UCC INITIATIVES

14-18th October 2024



Women in Film Empowerment Program in Gulu District

UCC partnered with the Women in Film Organisation (WIF) for capacity-building workshops, facilitated by industry professionals like Nana Kagga, Allan Manzi, Enock Tamale, and Kaweesi Pretty Asheray. 37 participants were trained in acting, directing, documentary storytelling, and makeup. A short film titled "Down Cast" and two documentaries on Malakwang, a traditional dish, and Bulola, a royal cultural dance were produced by the participants.

17th November 2024



Cairo International Film Festival in Egypt

UCC sponsored Edris Lubega (Uganda Film Festival 2024 Best Actor), Penny Nampanga (UFF 2024 Actress), and Tracy Kababito (UFF 2023) to attend the Cairo International Film Festival in Egypt. The three were sponsored as part of UCC's initiatives to promote the local film industry. CIFF featured films from 72 countries from across the world.

29th November 2024



Mashariki African film festival in Kigali, Rwanda

UCC sponsored 11 content creators and distributors to participate in the 10th edition of the Mashariki African Film Festival and Mashaket Film Market in Kigali, Rwanda. The event featured a diverse program including world premieres, film screenings, workshops, seminars, panel discussions, and networking opportunities.

6 - 7th December 2024




"Janani, The Last Stand" a Feature Film supported by UCC premiered

"Janani: The Last Stand," a film by Bish Films Limited supported by the Uganda Communications Commission (UCC) through the Content Development Support Program (CDSP), had a private screening on December 6, 2024, at Century Cinemax in Nsambya. It premiered to the public in cinemas nationwide on December 7, 2024.



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