



UGANDA
COMMUNICATIONS
COMMISSION

Market Performance Report Q1 2025 (Jan – Mar 2025)



Industry Snapshot March 2025



55.6
Million

Mobile
Registered
Subscriptions



Mobile Money Registered
Subscriptions

53.4

50.5 MILLION

*Statistics from BOU



Domestic
Mails

371,853

309,651



Mobile Subscriptions
(Active 90 Day)

43.2M

41.6 MILLION



Mobile Money Active
Subscriptions (90 Day)

33.7M

32.1 MILLION

*Statistics from BOU



East Africa
Inbound Packages

17,534

17,399



Mobile Internet Subscriptions
(Active 90 Day)

22.3M

19.5 MILLION



Mobile Money
Transaction Counts

2.13B

2.15 BILLION

*Statistics from BOU



East Africa
Outbound Packages

9,824

8,931



On-Net Traffic (Minutes)

20.4B

19.6 BILLION



Smartphones

18.4M

18.2 MILLION



Express Mail
Inbound (EMS)

2,940

2,923



Off-Net Traffic (Minutes)

1.3B

1.2 BILLION



Towers

5,258

5,204



Express Mail
Outbound (EMS)

2,199

2,303



Internet Traffic (GBs)

239.1M

226.5 MILLION



Fibre (Kilometres)

48,336

47,771



Rest of Africa
Incoming Packages

8,484

6,287



ONA Incoming Traffic
(Minutes)

227.5M

221.8 MILLION



Gross Telecom
Revenue (UGX)

1.78 TRILLION

1.70 TRILLION



Rest of Africa
Outgoing Packages

2,994

2,090



ONA Outgoing Traffic
(Minutes)

40.7M

34.2 MILLION



International Incoming
Traffic (Minutes)

12.8M

13.5 MILLION



International Outgoing
Traffic (Minutes)

7.1M

7.4 MILLION

Q1 2025

Q4 2024

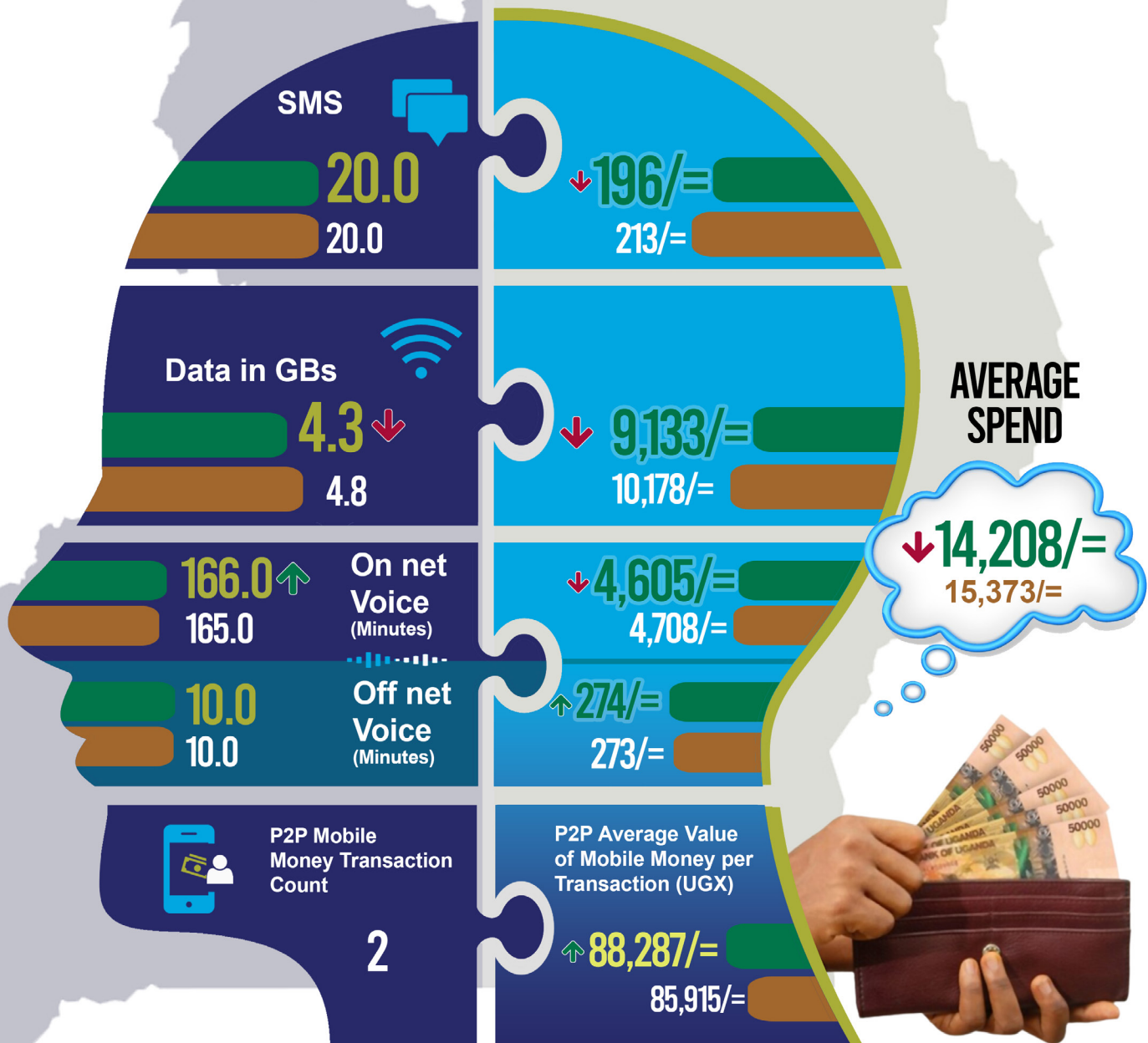


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March 2025 Average User Profile

Average Monthly Service Usage (Volumes)

Monthly Service Usage Spend (UGX)



● Q1 2025

● Q4 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 first quarter of 2025, starting January to March 2025. 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 (Jan - Mar 2025)

11th March 2025



The inaugural Telecommunications CEO-Consumer Forum (TCCF)

The Uganda Communications Commission (UCC) successfully convened the first Telecommunications CEO-Consumer Forum on March 11, 2025, at the Mestil Hotel in Kampala, creating a platform for direct engagement between industry leaders and consumers. This forum underscored UCC's dedication to transparency, accountability, and consumer empowerment, reflecting its broader commitment to protecting consumer rights, promoting fair competition, and enhancing service quality within Uganda's communications sector.

 **74** Telecom Representatives

71 Consumer Representatives **2,334** Participants (Online and In-person)

Fraud?

Customer Care?

Network Coverage?

Fake Devices?

Data Prices?



Key Headlines Ctd..(Jan - Mar 2025)

1st – 28th March 2025



3rd edition of Regional Film Competition

UCC's 3rd Regional Film Competition (RFC 2025), run from the 1st to 28th March 2025 under the theme "**Ugandan Stories, Our Heritage!**" across Uganda's Northern, Eastern, Central, and Western regions. It included regional film screenings, training sessions, and award ceremonies recognising excellence in categories such as Best Film, Best Smartphone Film, and Best Community Impact. RFC 2025 drew **3,949** participants across the four regions, trained **145** film makers, and awarded **32 winners** (8 per region), from a total of **126** local film submissions.



32
Winners



145
Trainees



3,804
Total Attendees



3,949
Total Participants



11th January 2025



Airtel Uganda's new Managing Director visits UCC

Mr. Soumendra Sahu, paid a courtesy visit to UCC's Executive Director Hon. George William Nyombi Thembo, where they discussed regulatory support and collaboration. Hon. Nyombi congratulated Airtel Uganda for its compliance with regulatory standards and emphasized UCC's commitment to working with licensees to expand ICT access, foster innovation, and protect public interests.

27th January 2025



UCC invites applications for new FM radio licenses

UCC opened applications for new FM radio broadcasting licenses in underserved areas including Mayuge, Ntoroko, Arua, Kasese, Kabale, Kotido, Zombo, Yumbe, and Kitgum, with available frequencies ranging from 500 to 1000 watts. This initiative aims to expand radio access and optimize the use of Uganda's radio frequency spectrum.

28th Jan - 8th Feb 2025



UCC carries out Digital skills training across Uganda

UCC/UCUSAF conducted multiple trainings across the country in underserved and unserved communities. Over 1,700 youths from selected districts across the country have so far been trained in ICTs and Multimedia skills. In addition, over 12,000 women from 75 districts have been skilled including farmers, youth, persons with disabilities, rural communities, micro and small businesses and the elderly.

12th - 14th February 2025



UCC distributes tablets to rural and underserved communities

The Ministry of Information, Communication Technology and National Guidance (MoICT&NG), and UCC/UCUSAF distributed over 150 tablets to households in Kalungu. Each tablet has six months of free internet to support online learning. Additionally, 50 preloaded tablets and solar panels were distributed to Akuli B village in Apac Sub-county.

17th February 2025



UCC pilots special frequency for Community Radios

UCC piloted community radios with regulated frequencies and limited broadcast radius to replace the outlawed megaphones. Kiboga District was selected for this inception project, where trained and licensed operators will manage the radios to ensure compliance with broadcasting standards and reduce noise pollution. The outdoor megaphones are among the illegal equipment according to the Uganda Communications Act 2013.

28th February 2025



UCC and Security Agencies join forces to combat hate speech

UCC announced a strengthened partnership with security agencies, including the Uganda Police Force and Uganda People's Defence Forces, to combat hate speech, fake news, and disinformation ahead of the 2026 elections. The initiative aims to uphold national security, public order, and responsible communication across media platforms in Uganda.

7th March 2025



Feasts Farms App launched in partnership with UCC

The Application is under UCC/UCUSAF's E-Booster programme which has supported five ICT innovators. It aims to boost farmers' productivity by providing a digital solution for farm management. Other previously funded programmes include: Blind Assistant Application - designed for visually impaired students, Cinamon Clubs, Farm sell, and Smart Case probono portal.

12th March 2025



UCC granted MTN Uganda a new 079 number range

Effective 12th March 2025, new MTN customers can acquire numbers between the 0790000000 and 0790999999 range. This development does not affect existing MTN numbers. The 079 prefix joins MTN Uganda's other ranges; 077, 078, 031, 039, 076 and aims to ensure continued accessibility for new subscribers.

14th -15th March 2025



UCC celebrates World Consumer Rights Day in Luwero

UCC painted the Luwero Subcounty Community Hall as part of a series of consumer-focused activities in Luweero District under the theme “Empowering Consumers in the Digital Age: Responsibilities and Innovation.” The Director of Corporate Affairs, Mr. Fred Otunu, who represented the Executive Director, launched the colorful celebrations and awareness engagements on consumer rights.

19th March 2025



UCC rolled out engagements for Persons with Disabilities (PWDs)

The nationwide sensitization engagements for consumers in the communications sector, are specifically targeting Persons with Disabilities (PWDs), to raise awareness about illegitimate devices. The campaign was launched in the Central Region at Kyambogo University. Key issues discussed included accessibility challenges and possibilities for collaboration to get better solutions for PWDs.

26th March 2025



MTN Group and Airtel Africa sign Network Sharing agreements

MTN Group and Airtel Africa have entered into network sharing agreements in Uganda and Nigeria to enhance digital and financial inclusion across these countries. The collaboration aims to improve network cost efficiency, expand coverage, and provide better mobile services, especially in underserved rural and remote areas.

27th March 2025



Education Sector Digital Agenda Strategy 2021–2025

The Ministry of Education and Sports, in partnership with UCC, hosted a consultative engagement to advance the Education Sector Digital Agenda Strategy 2021–2025. UCC Executive Director Hon. Nyombi Thembo reported that over 12,000 teachers have been trained to use ICT in classrooms, and 1,200 schools now benefit from interactive digital science content.

Service Access and Subscriptions



Q1 2025 Subscriptions



43.2 Million

Active Mobile Subscriptions

212.0 Thousand

Fixed Line Subscriptions

Devices and Terminals



2.7 Million
Basic Phones



26.9 Million
Feature Phones



18.4 Million
Smart Phones

Subscriptions



52.4 Million
Mobile Money
(Registered)

22.3 Million
Mobile Internet

113 Thousand
Fixed Internet

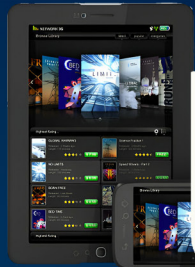
Traffic and Usage



Q1 2025 Traffic



**2.14
Billion**
Mobile Money
Transactions



**239.1
Million**
GigaBytes (GBs)
Downloaded



**16.1
Billion**
USSD
Sessions



**20.4
Billion**
Domestic On
Net Minutes



**1.3
Billion**
Domestic Off
Net Minutes



**227.5
Million**
One Net Area
(ONA) In Minutes



**40.7
Million**
One Net Area
(ONA) Out Minutes



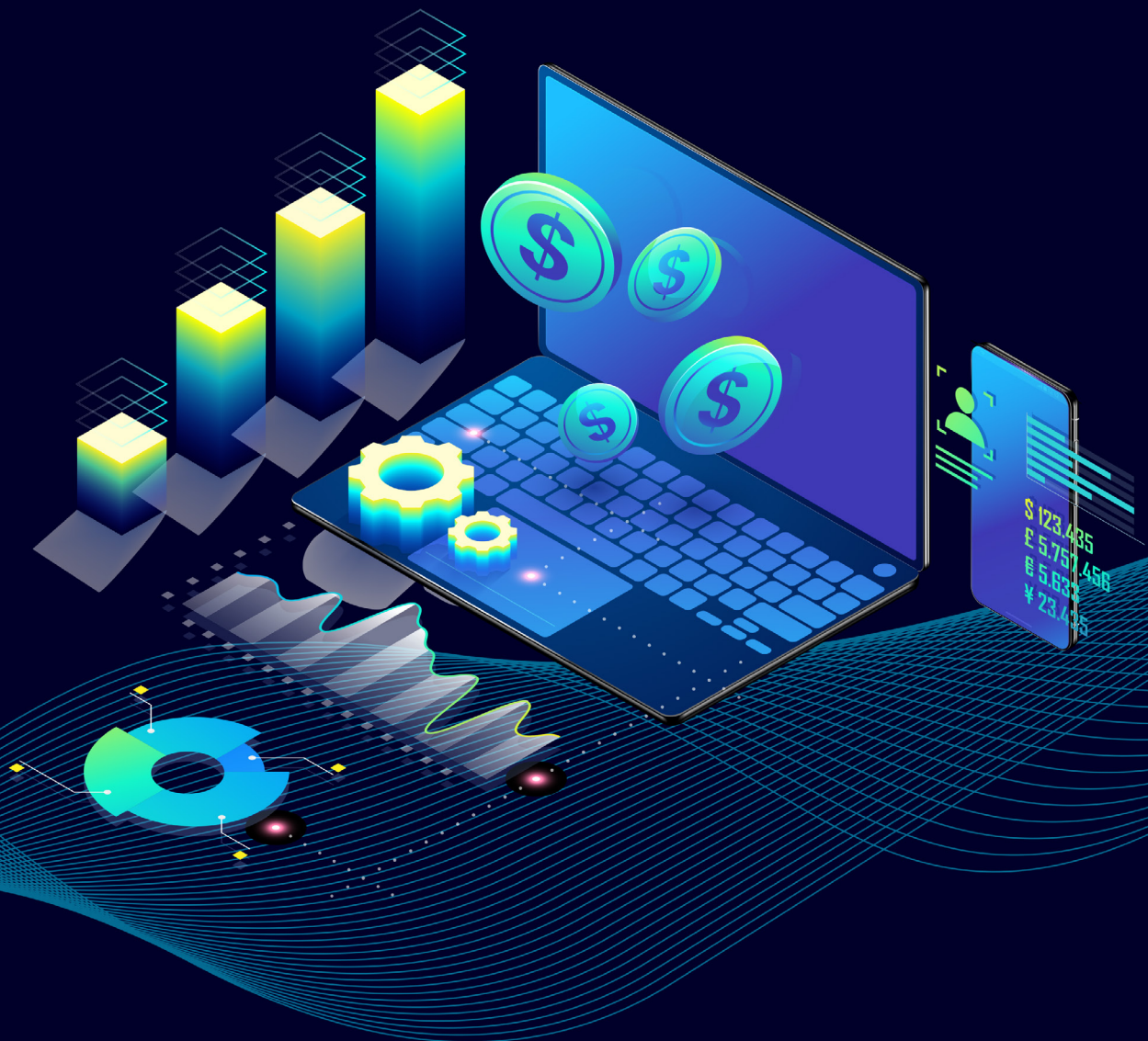
**12.8
Million**
International
Voice In Minutes



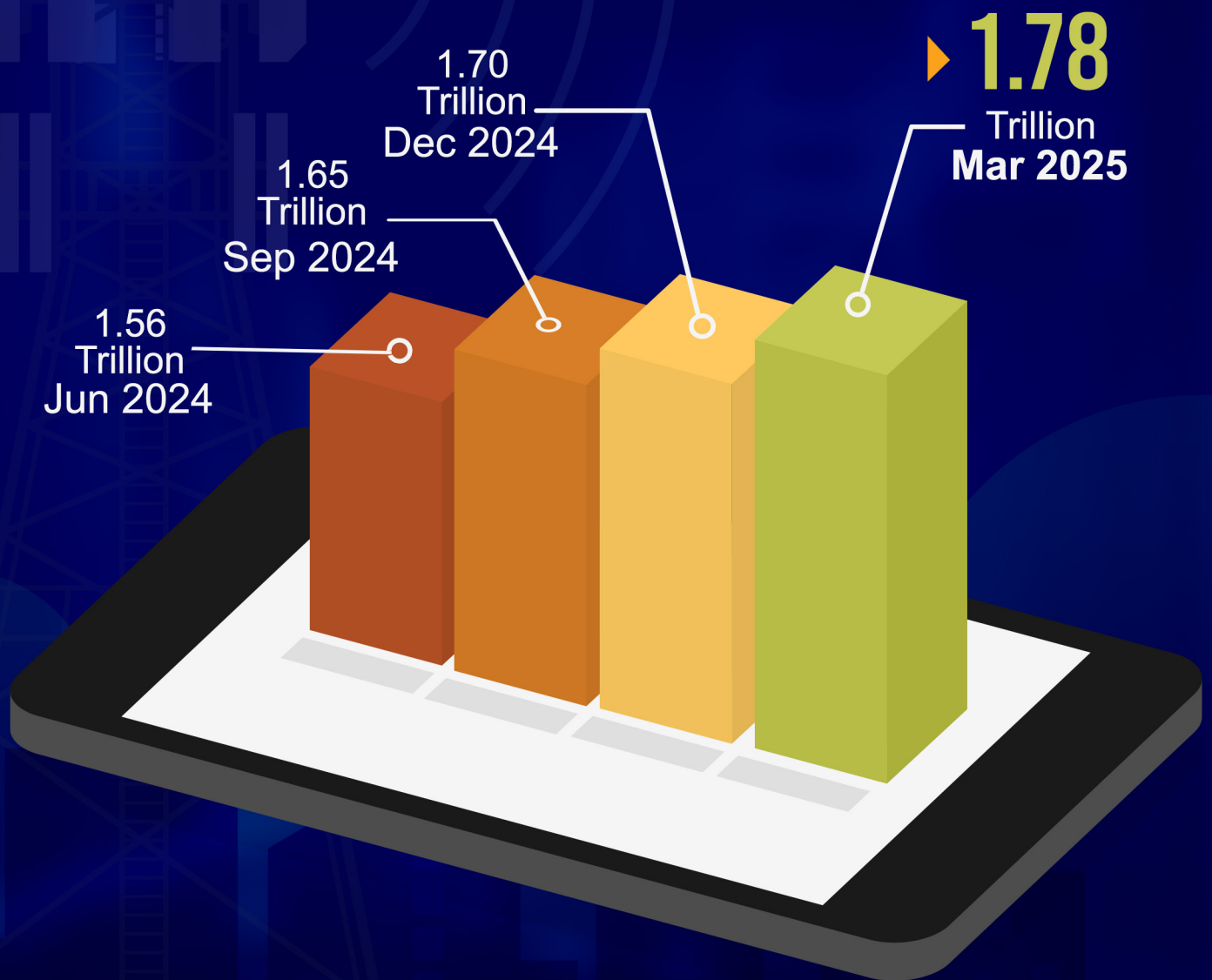
**7.1
Million**
International
Voice Out Minutes



Financial Performance



Q1 2025 Telecom Revenue



Postal and Courier Sector Highlights



KEY HEADLINES

13th - 14th March 2025



Postal and Courier Engagement against illegal operators

On 13th and 14th March 2025, UCC hosted a two-day Stakeholder Engagement for postal and courier sectors under the theme "**Enhancing Collaboration and Compliance: Shaping the Future of Postal and Courier Services in Uganda.**" The event convened over 95 participants to discuss regulatory frameworks, share best practices, and address industry challenges. Day one featured interactive dialogues at Imperial Royale Hotel, Kampala, while day two focused on a training and benchmarking session for Uganda Post Ltd management on Tanzania Post Corporation's digital transformation journey.



95 Day 1 Participants

15

Day 2 Workshop Participants

30+

Postal and Courier Operators



Q1 2025 Postal and Courier Overview

2,199

Express Mail Service
(EMS) Outbound



17,534

East Africa
Inbound



9,824

East Africa
Outbound



371,853

Mails Delivered
Country-wide



2,940

Express Mail Service
(EMS) Inbound



192,329

Rest of the World
Outbound



153,439

Rest of the World
Inbound

Broadcast and Multimedia



Q1 2025 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

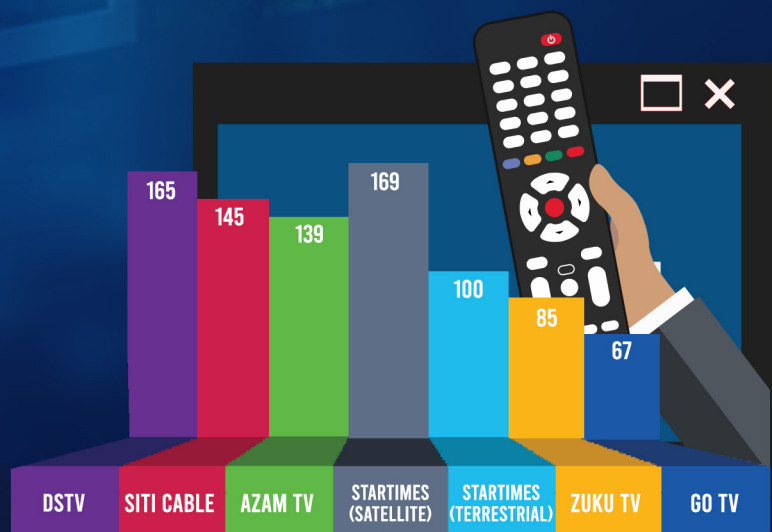
Kampala & Jinja

PAY TV (MARCH 2025)

1.0
Million
Subscribers



Channels Offered



Film and Cinema



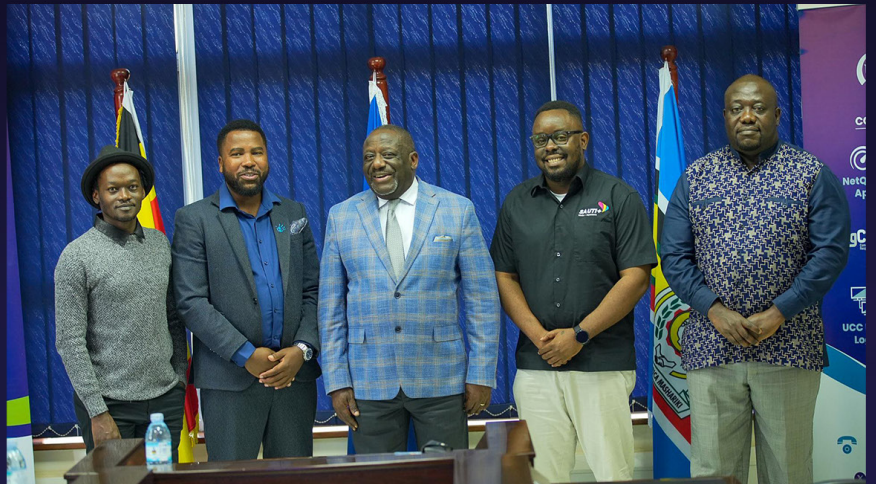
Q1 2025 Local Film Overview

10th February 2025



UCC Partners with iKon Awards to Boost Ugandan Filmmakers

UCC partnered with the third edition of the iKon Awards to support and promote the growth of Uganda's film and creative industry. This collaboration aims to recognize and celebrate outstanding talent in the sector, encourage professionalism, and enhance the visibility of Ugandan creatives both locally and internationally. The partnership is part of UCC's broader efforts to nurture the creative economy and foster sustainable development within the country's arts and entertainment landscape.



29th March 2025

3rd Edition of the iKon Awards held at the Kampala Serena Hotel

The 2025 iKON Awards ceremony, held at Kampala Serena Hotel, celebrated outstanding achievements in Ugandan and African film and television. Key figures such as Humphrey Nabimanya, Ramsey Nouah, and Eddy Kenzo were present to honor winners across multiple categories. The event also recognized emerging talents, and highlighted the vibrant and expanding creative scene in Uganda and Africa.

32 Categories

Such as Best Film, Best Director, Best Lead Actor/Actress, Best Supporting Actor/Actress

24 Winners

Plus special honors such as the Life Achievement Award, African iKON Award, and Rising Star

10 Recognitions

Of filmmakers under the IKON Fellowship Young Filmmakers with guaranteed film project fundings.

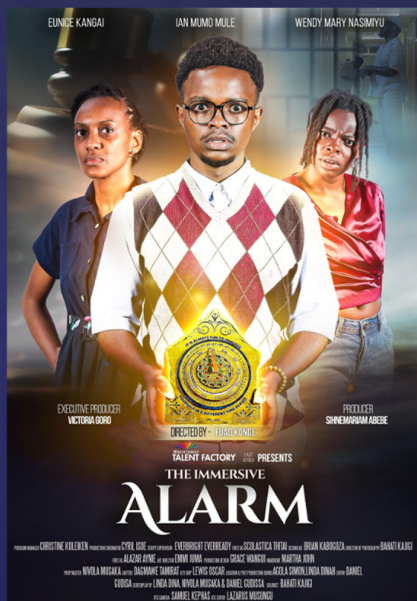
INTERNATIONAL FILM AWARD WINNERS

Lindah Dinah



Best Female Sound Designer - Women in Film Awards (March 2025)

Ugandan filmmaker Linda Dinah won the Best Female Sound Designer award at the 6th edition of the Women in Film Awards (WIFA) Kenya for her two feature films, *The Immersive Alarm* and *Deadbeat*.



Film: The Immersive Alarm (2025)

Genre: Drama

Sound Design: Simon Agola, Linda Dinah

Plot: A troubled teenager's life after his father is put on retrial after being wrongfully accused of murder.

Available on: Maisha Magic Prime



Film: Deadbeat (2025)

Genre: Drama

Sound Design: Simon Agola, Linda Dinah

Plot: The life of Nick Irungu, takes an unexpected turn after the death of his estranged father, Michael.

Available on: Maisha Magic Prime

KEY HEADLINES

13th January 2025



Acting Masterclass by Hollywood actor Morocco Omari

Hollywood actor, screenwriter, and producer Morocco Omari hosted an acting masterclass at UCC House Bugolobi, attracting over 200 participants. The masterclass, part of the Ikonversations initiative, provided practical training where attendees acted out assigned roles, with Omari offering expert advice on authentic performance and confidence on camera. He emphasized the importance of quality content for Uganda's film industry to gain international recognition.

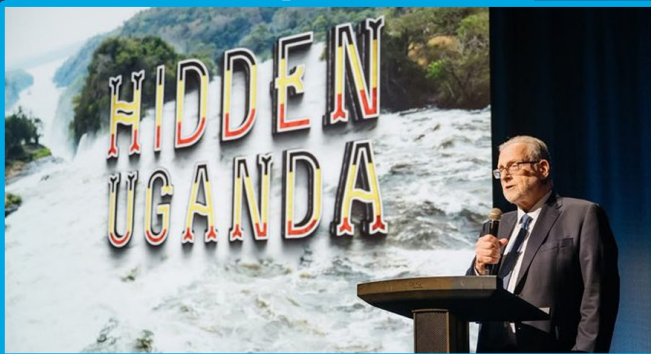
22nd January 2025



Content Development Support Programme launched

UCC announced a call for film project proposals under its Content Development Support Programme (CDSP III), an initiative aimed at supporting the film industry in Uganda. Filmmakers are invited to submit proposals in various categories, including feature films, TV dramas, animation, short films, and documentaries for funding.

14th February 2025



"Hidden Uganda" Documentary Premieres in New York

The travel documentary "Hidden Uganda," produced by renowned journalist Peter Greenberg, premiered to a full house at the Whitby Hotel in New York, marking a major milestone in promoting Uganda's tourism on the global stage. The one-hour film offers viewers an immersive look at Uganda's rich cultural heritage, and stunning landscapes.

23rd February 2025




MultiChoice Uganda hosts Filmmakers' masterclass

MultiChoice Uganda hosted a masterclass at UCC focused on equipping Ugandan filmmakers with essential casting skills, as part of Pearl Magic Prime's 4th anniversary celebrations. Key topics included: talent selection, piracy, monetizing content, and production of high-quality films suitable for international platforms.



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