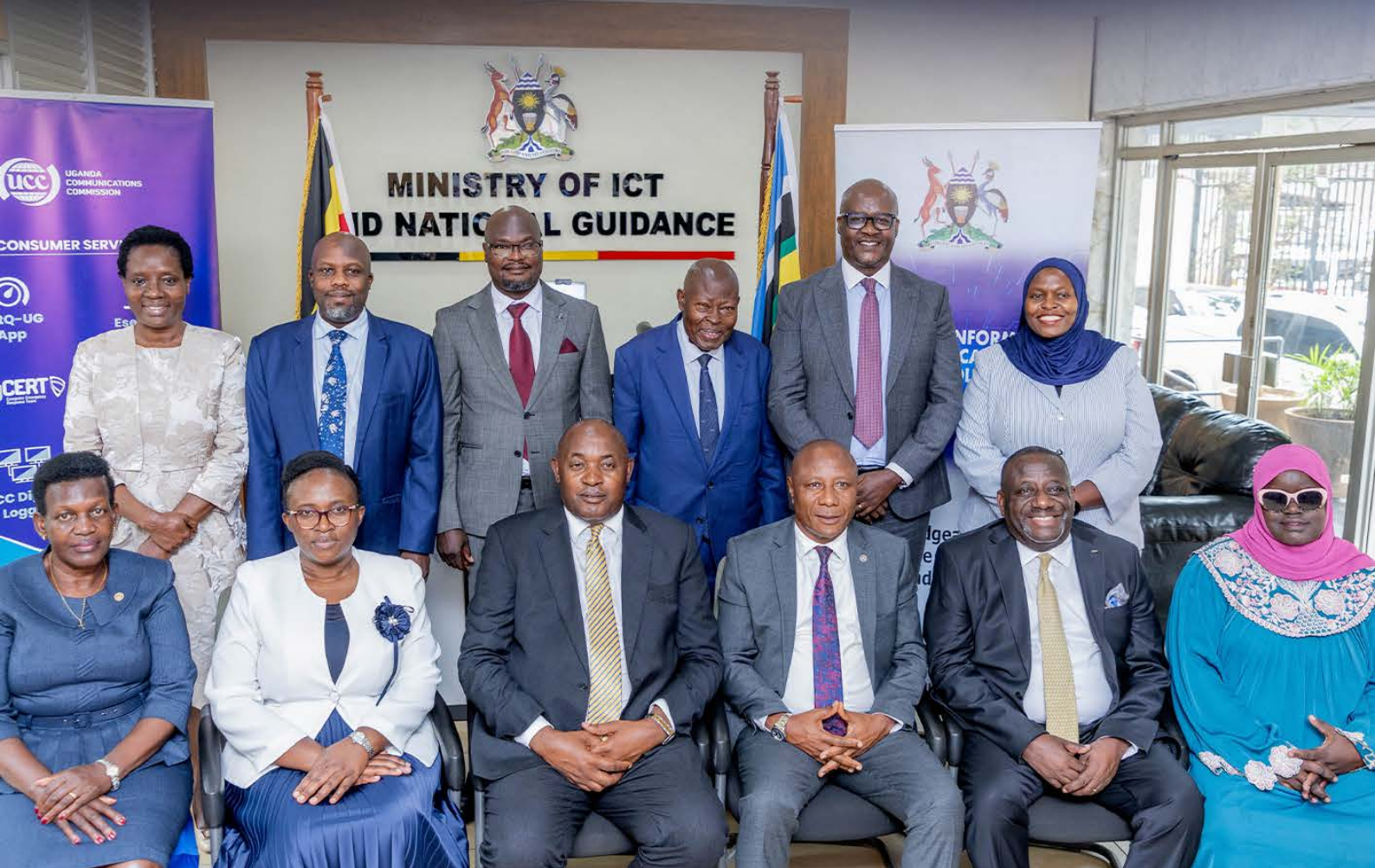




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COMMISSION

# Market Performance Report Q2 2025 (Apr – Jun 2025)





# Industry Snapshot June 2025



**55.8**  
Million

Mobile  
Registered  
Subscriptions



Mobile Money Registered  
Subscriptions

**51.1M**

50.5 MILLION

\*Statistics from BOU



Domestic  
Mails

**375,433**

371,853



Mobile Subscriptions  
(Active 90 Day)

**44.3M**

43.2 MILLION



Mobile Money Active  
Subscriptions (90 Day)

**34.6M**

33.7 MILLION

\*Statistics from BOU



East Africa  
Inbound Packages

**17,863**

17,534



Mobile Internet Subscriptions  
(Active 30 Day)\*

**16.5M**

16.0 MILLION

\*Subscribers that use more than 30MB per month



Mobile Money  
Transaction Counts

**2.18B**

2.13 BILLION

\*Statistics from BOU



East Africa  
Outbound Packages

**10,178**

9,824



On-Net Traffic (Minutes)

**20.1B**

20.4 BILLION



Smartphones\*

**17.6M**

17.2 MILLION

\* Changed metric in calculation



Express Mail  
Inbound (EMS)

**2,733**

2,940



Off-Net Traffic (Minutes)

**1.4B**

1.3 BILLION



Towers

**5,327**

5,258



Express Mail  
Outbound (EMS)

**3,173**

2,199



Internet Traffic (GBs)

**254.1M**

239.1 MILLION



Fibre (Kilometres)

**56,486**

48,336



Rest of Africa  
Incoming Packages

**9,126**

8,484



ONA Incoming Traffic  
(Minutes)

**197.6M**

227.5 MILLION



Gross Telecom  
Revenue (UGX)

**1.78 TRILLION**

1.78 TRILLION



Rest of Africa  
Outgoing Packages

**3,828**

2,994



ONA Outgoing Traffic  
(Minutes)

**40.9M**

40.7 MILLION



International Incoming  
Traffic (Minutes)

**11.0M**

12.8 MILLION



Gross Postal & Courier  
Revenue (UGX)

**12.4 BILLION**



International Outgoing  
Traffic (Minutes)

**6.6M**

7.1 MILLION



Q2 2025



Q1 2025

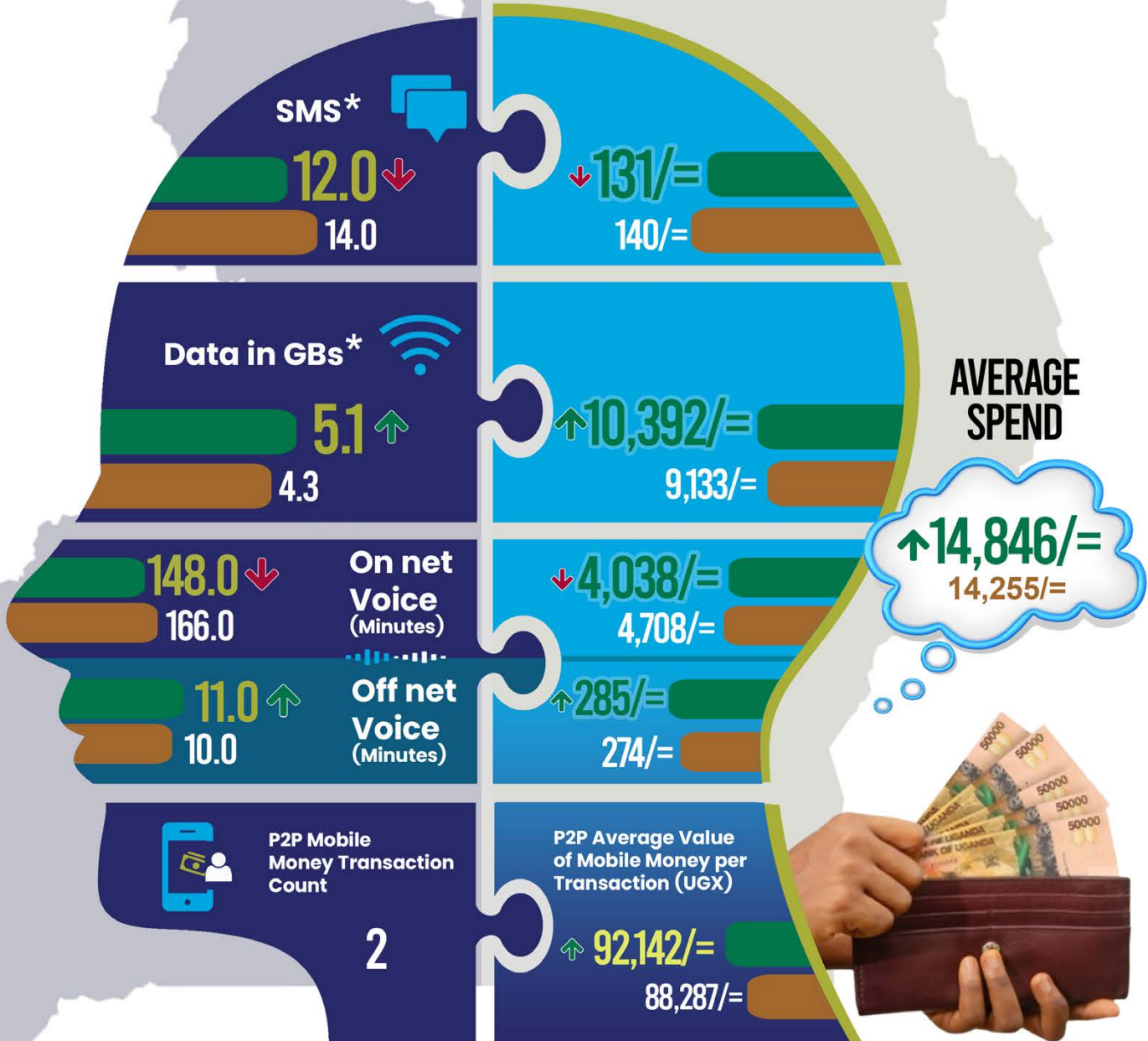


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# June 2025 Average User Profile

## Average Monthly Service Usage (Volumes)

## Monthly Service Usage Spend (UGX)



\* Changed Metric in Calculation

● Q2 2025

● Q1 2025



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# Legal Disclaimer

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- 1. The industry,*
- 2. Prospective entrants,*
- 3. Government,*
- 4. Academia and other stakeholders.*

*UCC does not give any warranty and may not be liable for the interpretation arising from its use or misuse.*

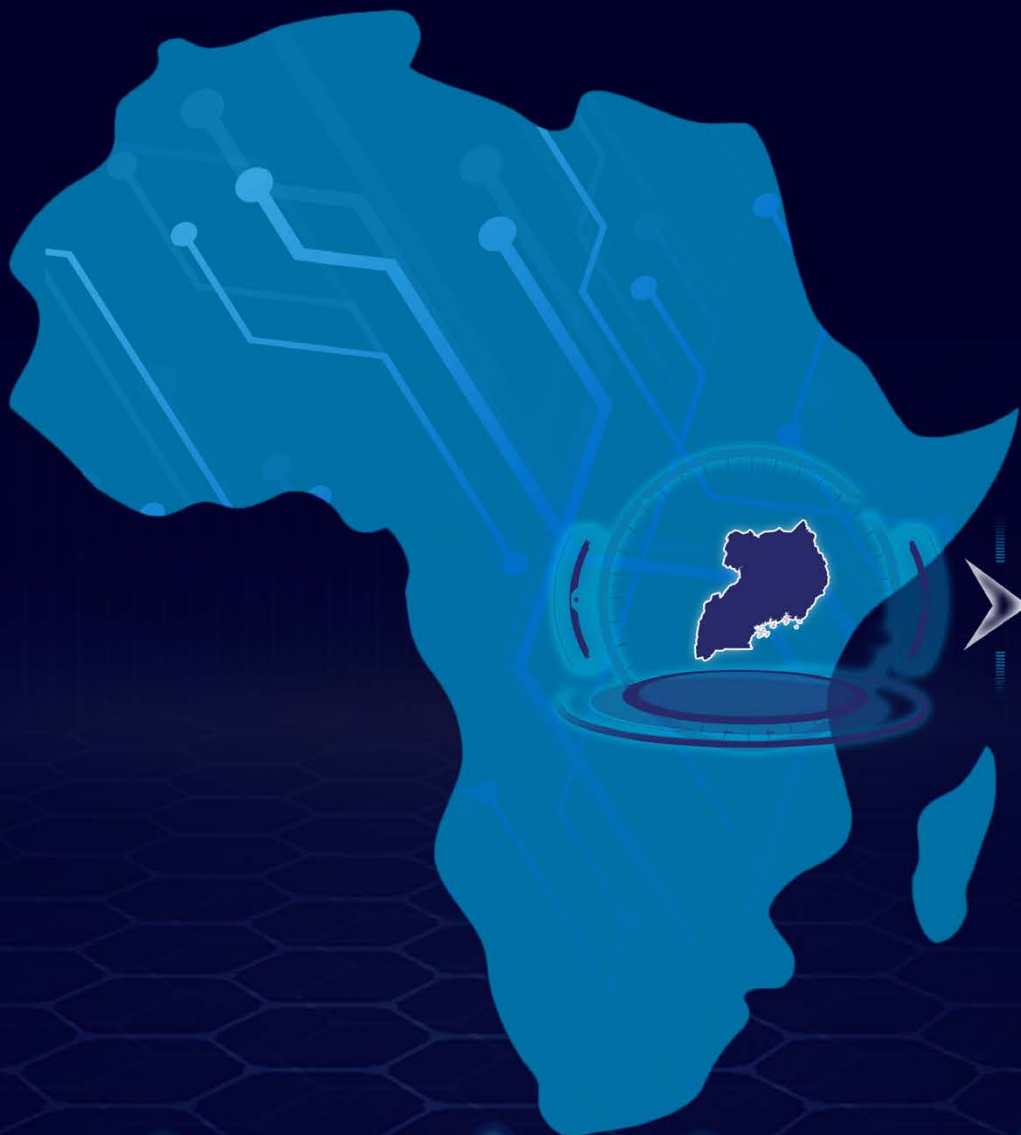


# Introduction

This is a review of the industry performance, trends, and key developments for the second quarter of 2025, starting April to June 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 (Apr - Jun 2025)

**2nd April 2025**

## **UCC Swears in New Board**



On 2<sup>nd</sup> April 2025, the Uganda Communications Commission (UCC) officially inaugurated its newly appointed Board Members, led by Dr. Charity Basaza Mulenga, an accomplished electrical engineer and academic leader. The new UCC Board of Directors comprises of professionals from the technology, legal, and public health sectors, who have pledged to uphold integrity and spearhead Uganda's digital transformation.



**Dr. Charity  
Basaza Mulenga**  
Board Chair



**Mr. Bernard  
M. Katureebe**  
Board Member



**Hon. Sylvia  
Namabidde Musisi**  
Board Member



**Mr. Stephen  
D. Kabugu**  
Board Member



**Ms. Hawa  
Tuku**  
Board Member



**Eng. Paul  
Odoi**  
Board Member



**Eng. Geoffrey  
Agoi**  
Board Member



**Hon. George W.  
Nyombi Thembo**  
Board Member





# Key Headlines Ctd..(Apr - Jun 2025)



**14th Apr – 6th Jun 2025**

## 12th edition of the Uganda Film Festival (UFF) 2025

This year's 12th UFF festival kicked off with screenings, workshops, and a gala, attracting 365 film submissions across multiple categories. Over 3,000 participants attended screenings.

Eleven capacity-building workshops trained over 691 film stakeholders, covering technical and creative skills. The award ceremony on 6<sup>th</sup> June celebrated talent, notably for the films "Nkinzi" and "Kimote," which won multiple key awards.



**30**

**Winners**



**691**

**Trainees**



**3,064**

**Cinema Attendees**



**1,700**

**UFF Gala Guests**





**April 2 – April 24, 2025**

**International Girls in ICT 2025**



UCC marked International Girls in ICT Day 2025 with regional engagement activities across five regions: Arua, Gulu, Mbale, Mbarara, and Kampala between April 2<sup>nd</sup> and 17<sup>th</sup>, empowering girls from secondary schools through skills-based learning sessions. The month-long activities culminated in a national celebration at the Uganda Institute of Information and Communications Technology, Nakawa, on April 24<sup>th</sup>, featuring keynote addresses, an ICT debate, testimonials, and a panel of prominent women leaders in ICT, under the theme *"Girls in ICT for an Inclusive Digital Transformation."*

**April – June 2025**

**ONGOING INITIATIVES**

## **UCC/UCUSAF Digital Skilling Empowers Over 900 Persons with Disabilities Across 28 Districts in Uganda**

The second phase launched with intensive digital skills training in 28 districts nationwide, reaching over 900 PWDs. Trainings focus on essential digital tools and assistive technologies tailored to those with hearing and mobility impairments.





## **DECEDA Project Launched to Advances Digital Learning in 31 Primary Schools Across Uganda**

The Digitally Enabled Community-Centered Early Childhood Development Approach (DECEDA) project is funded by UCC/UCUSAF and implemented in partnership with the Ministry of Education and Sports, and targets 31 public primary schools in Uganda. It focuses on underserved rural communities to improve educational outcomes and equitable access for teachers and learners amid challenges like overcrowding and limited resources.



## **Financial Sector Anti-Fraud Consortium (AFC) and Collaborative Nationwide Public Awareness Campaign Kickoff**

AFC is a strategic alliance committed to combating financial fraud in Uganda. The AFC brings together regulators, financial institutions, payment service providers, law enforcement, and industry associations to collectively anticipate, detect, prevent, and respond to fraud. UCC and the Bank of Uganda (BoU) partnered to conduct a joint nationwide public awareness campaign via radio across Uganda's Eastern, Western, Northern, and Central regions including towns like Jinja, Mbale, Arua, Gulu, and Kampala, under the theme "*E-Payments and Anti-Fraud Consortium*." The campaign aims to raise awareness about safe and inclusive use of e-payment systems, engage consumers on digital safety, and highlight the Anti-Fraud Consortium's role in combating fraud.





**15<sup>th</sup> April 2025**



## **UCC and U.S. Embassy Bilateral Cooperation Meeting**

UCC leadership led by the Executive Director Hon. Nyombi Thembo, met with a delegation from the U.S. Embassy in Kampala, led by Mr. Luis Salas – Economic Unit Chief of the U.S. Embassy, to discuss collaboration on ICT licensing, cybersecurity, AI regulation, and infrastructure development, aiming to strengthen Uganda's ICT sector and regional partnerships.

**15<sup>th</sup> April – 7<sup>th</sup> May 2025**



## **“YO SIM CARD, YO LIFE” Nationwide RICA Campaign**

UCC launched a campaign to promote compliance with the 2024 SIM Card Registration Regulations. Starting in Soroti and extending through Mbale, Jinja, and northern Uganda (including Arua and Gulu). This campaign emphasised digital security, consumer rights, and legal compliance.

**22<sup>nd</sup> April 2025**



## **UCC Joins World Digital Audio Broadcasting (WorldDAB)**

UCC was officially welcomed as a member of WorldDAB, enhancing Uganda's participation in advancing the development and regulation of digital radio broadcasting across the continent. DAB is a global digital radio standard that transmits audio digitally, offering better sound quality, more efficient spectrum use, and extra data services.

**24<sup>th</sup> April 2025**



## **Telecom Towers Recognised as Critical Infrastructure**

President Museveni committed to designating telecom towers as critical national infrastructure to curb vandalism and improve service reliability. Discussions with officials from the Ministry of ICT & National Guidance, and American Tower Company Uganda (ATC Uganda), emphasised extending electricity to remote tower sites as key to digital inclusion efforts.



**25<sup>th</sup> – 30<sup>th</sup> April 2025**



## **Simu Klear Campaign for Authentic Devices in Kalangala and Jinja Districts**

The consumer protection campaign promoted genuine mobile device usage to prevent risks associated with counterfeit products. Awareness activities were held in Kasekulo Village and Masese Landing Site, targeting increased adoption of legitimate technology.

**8<sup>th</sup> May 2025**



## **Africa AI Summit 2025**

UCC Executive Director Hon. Nyombi Thembo delivered the opening address at the Africa AI Summit in Kampala. Emphasising AI's transformative potential. He noted that AI could improve workforce productivity by up to 40%, and called for inclusive, community-centric AI development across Africa.

**12<sup>th</sup> May 2025**



## **MTN Uganda's Contribution to UCC Universal Service Fund**

MTN Uganda contributed UGX 50.55 billion, equating to 2% of its gross revenue, fulfilling licensing obligations. This represented an increase from UGX 42.5 billion the previous year. Half of the funds support Uganda's Universal Service and Access Fund aimed at extending ICT services to underserved areas.

**13<sup>th</sup> May 2025**



## **Airtel Uganda's Annual Revenue Contribution**

Airtel Uganda Managing Director Soumendra Sahu announced a contribution of UGX 37.9 billion (2% gross revenue levy) to UCC. These funds support ICT infrastructure expansion, digital inclusion for persons with disabilities, and initiatives targeting marginalized communities.



**15<sup>th</sup> May 2025**



## **Launch of 'TOKIGEZA' Campaign Against Telecom Infrastructure Vandalism**

UCC in collaboration with leading telecom operators MTN Uganda, Airtel Uganda, and ATC Uganda, united to combat infrastructure vandalism through the 'TOKIGEZA' campaign, signalling a coordinated effort to protect essential ICT assets nationwide. The campaign name is derived from a Luganda phrase meaning "Don't try it."

**27<sup>th</sup> May 2025**



## **Broadcast & Digital Media Convention 2025**

Hosted at Four Points by Sheraton, this convention brought together broadcasters, regulators, and content creators to discuss AI-driven media innovations. Vice President HE Jessica Alupo, officially opened the event. UCC's Director of Corporate Affairs, Fred Otunnu, highlighted challenges and opportunities of AI integration in media.

**29<sup>th</sup> – 30<sup>th</sup> May 2025**



## **Participation in Musevenomics Conference 2025**

The Musevenomics conference is a socio-economic transformation discussion, attended by senior political and economic figures including Minister of Justice and Constitutional Affairs – Norbert Mao and Bank of Uganda Governor – Dr. Michael Atingi-Ego. The conference focused on policy interventions to accelerate national development.

**5<sup>th</sup> June 2025**



## **Data Protection & Privacy CEO Forum 2025**

The Data Protection & Privacy CEO Forum 2025 brought together CEOs, Technology leaders, Regulators & Legal experts for powerful conversations on data governance in the digital age. Key topics discussed by UCC included: responsible data handling, balancing innovation & consumer privacy, legal compliance & digital rights, and building trust through transparency.



**16<sup>th</sup> – 20<sup>th</sup> Jun 2025**



## **15th Communications Consumer Parliament (CCP-15)**

CCP-15 themed *"Digital Safety, Your Priority,"* was held across the Teso sub-region of Uganda, covering nine districts including Soroti, Kumi, Bukedea, and Katakwi. The week-long event included diverse activities such as SACCO town hall meetings, youth symposiums, radio talk shows, roadshows, and an online X Space session, reaching over **1,031,784 people**. The main event took place on June 20 at Soroti Hotel with 400 participants from

government, service providers, consumer groups, and security agencies. Key discussions focused on digital financial safety, consumer rights, network quality issues.

**26<sup>th</sup> – 27<sup>th</sup> Jun 2025**

## **Second Workshop on Digital Fraud Prevention**



Held at Lake Victoria Serena Hotel, the Second Digital Financial Services workshop convened regulators, banks, telecoms, fintechs, and law enforcement to address digital financial fraud losses. Discussions focused on AI fraud detection, biometric SIM registration, national awareness campaigns, legal reforms, and improved stakeholder coordination. Key interventions shared during the workshop included the deployment of AI fraud detection tools, SIM Swap APIs, biometric verification, and national awareness campaigns like "Bera Steady" and Tonfera.

**27<sup>th</sup> Jun 2025**



## **The Inaugural Africa Electricity Symposium 2025**

The Electricity Regulatory Authority (ERA) successfully hosted the Inaugural Africa Electricity Symposium (AES) from 25th to 27th June 2025 at Mestil Hotel Kampala, under the theme *"Powering Africa: Smart Innovations and Sustainable Energy for Growth."* UCC Executive Director Hon. Nyombi Thembo stressed that reliable power supply is critical to support Uganda's expanding digital infrastructure, and called for strengthened collaboration.

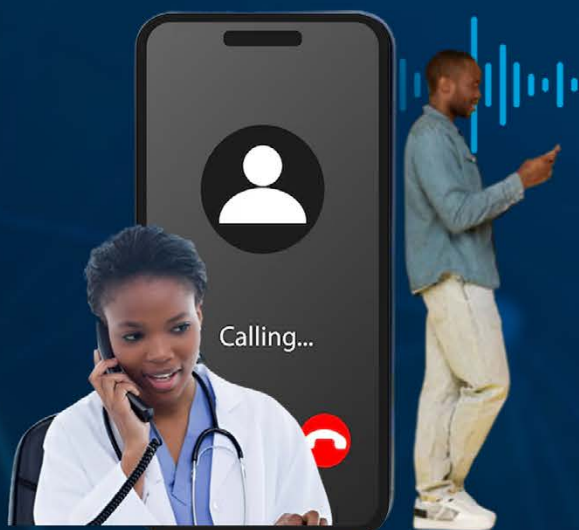


# Service Access and Subscriptions





# Q2 2025 Subscriptions



**44.3 Million**

Active Mobile Subscriptions

**227.0 Thousand**

Fixed Line Subscriptions

## Devices and Terminals



**6.0 Million**  
Basic Phones



**30.0 Million**  
Feature Phones



**17.6 Million**  
Smart Phones

## Active Subscriptions



**34.6 Million**  
Mobile Money

**16.5 Million**  
Mobile Internet

**0.4 Million**  
Fixed Internet



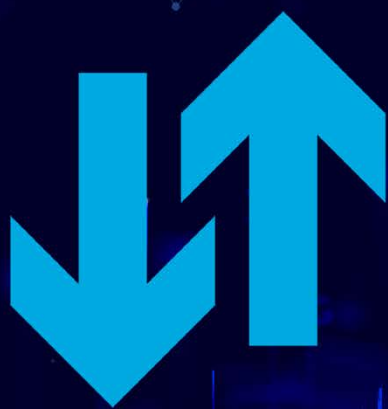
# Social Media Subscriptions

As of June 2025





# Traffic and Usage





# Q2 2025 Traffic



**2.18  
Billion**  
Mobile Money  
Transactions



**254.1  
Million**  
GigaBytes (GBs)  
Downloaded



**15.5  
Billion**  
USSD  
Sessions



**20.1  
Billion**  
Domestic On  
Net Minutes



**1.4  
Billion**  
Domestic Off  
Net Minutes



**197.6  
Million**  
One Net Area  
(ONA) In Minutes



**40.9  
Million**  
One Net Area  
(ONA) Out



**11.0  
Million**  
International  
Voice In Minutes



**6.6  
Million**  
International  
Voice Out Minutes



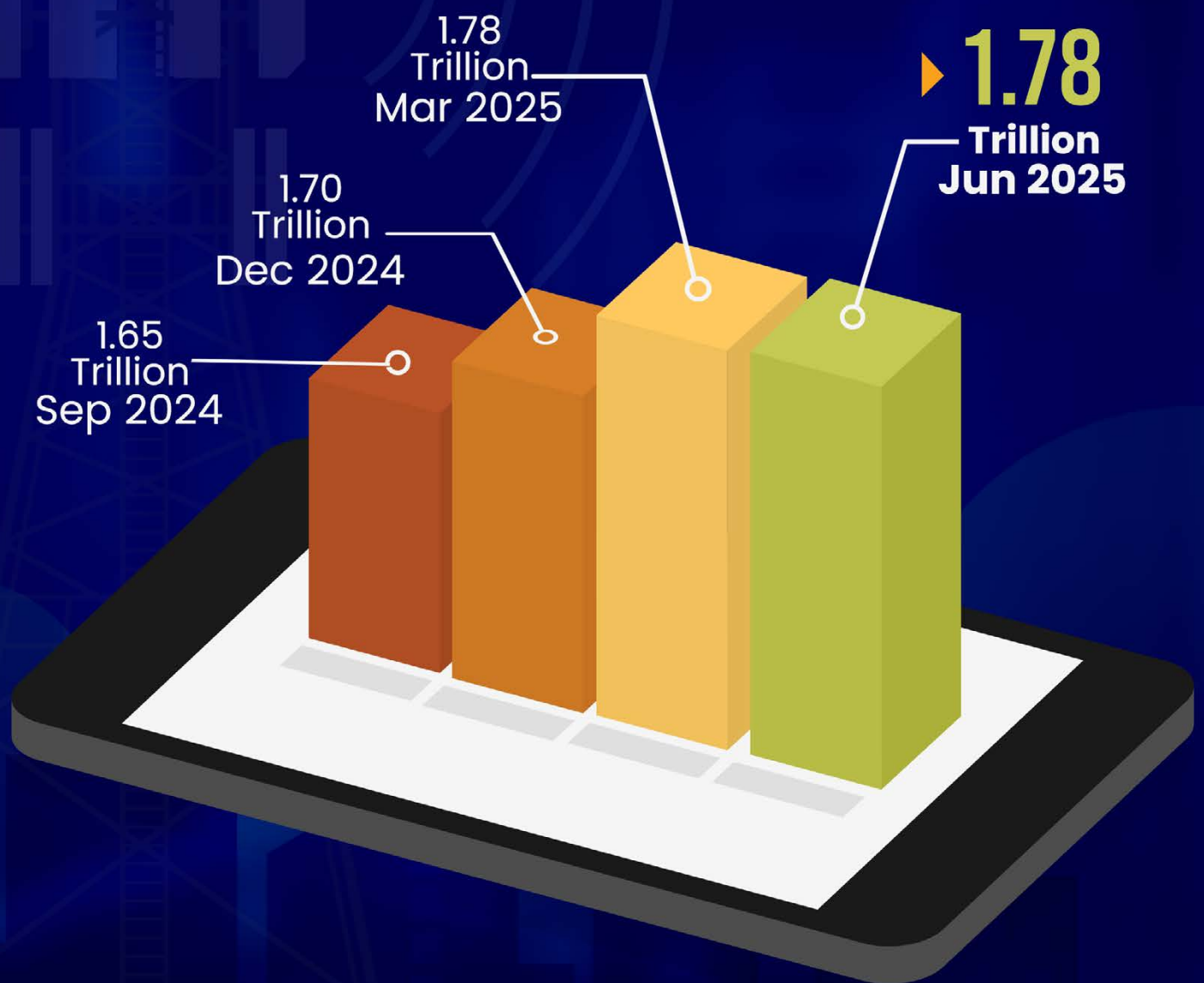


# Financial Performance





# Q2 2025 Telecom Revenue





# Q2 2025 Postal & Courier Revenue

► **12.4**  
Billion  
Jun 2025





# Postal and Courier Sector Highlights





# KEY HEADLINES

13<sup>th</sup> - 14<sup>th</sup> March 2025



## Postal and Courier Baraza 2025

UCC hosted the inaugural Postal and Courier Baraza on April 24<sup>th</sup>, 2025, themed "*Safe Hands, Secure Delivery – Use Licensed Operators*." This event aimed at promoting regulatory compliance by addressing the issue of unlicensed courier operators and raise public awareness about the crucial role of postal and courier services in supporting Uganda's expanding e-commerce sector. Gathering a diverse range of stakeholders from postal operators, policymakers, consumer advocates, e-commerce representatives, to security agencies, the Baraza featured a sector engagement forum, exhibitions, roadshows in Kampala, edutainment sessions, a consumer survey, and a blood donation drive.



**29** Exhibitor Stalls

**269**

participants from operators, schools, Traders Association (KACITA), Insurance, Ministries etc.





# Q2 2025 Postal and Courier Overview

## Postal Traffic (Mails)

**3,173**

Express Mail Service  
(EMS) Outbound



**17,863**

East Africa  
Inbound



**10,178**

East Africa  
Outbound



**375,433**

Total Mails  
Delivered  
Country-wide



**2,733**

Express Mail Service  
(EMS) Inbound



**178,989**

Rest of the World  
Inbound



**216,012**

Rest of the World  
Outbound





# Courier Traffic

Posta Uganda  
(National  
Postal  
Operator)



Total Items  
Delivered Countrywide

**73,366**

Domestic  
Couriers



Total Items  
Delivered Countrywide

**117,082**

International  
Couriers



Total Items  
Delivered Countrywide

**65,896**

Regional  
Couriers



Total Items  
Delivered Countrywide

**9,878**

Inter-City  
Couriers



Total Items  
Delivered Countrywide

**31,545**

Total Items  
Delivered  
Countrywide



**297,767**



# Broadcast and Multimedia





# Q2 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

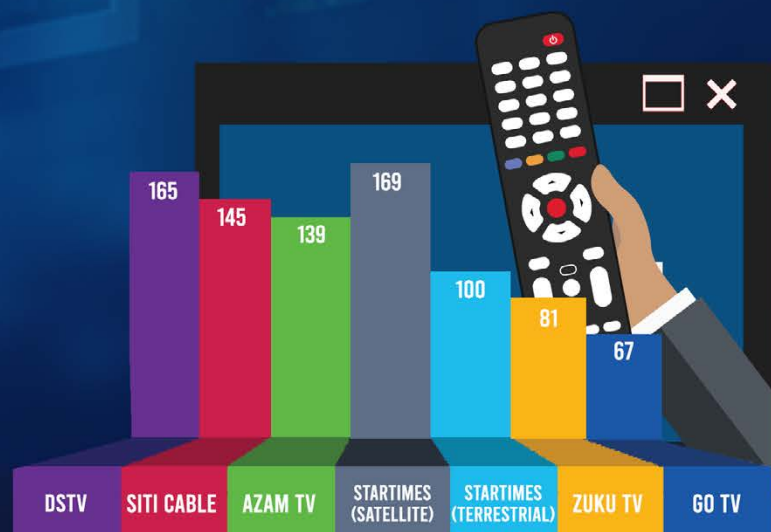
Kampala & Jinja

## PAY TV (JUNE 2025)

**1.0**  
Million  
Subscribers



## Channels Offered





# Film and Cinema





# Q2 2025 Local Film Overview

19<sup>th</sup> May - 5<sup>th</sup> Jun 2025



## Uganda Film Festival 2025 Workshops & Trainings engage 691 participants

The workshops and training sessions focused on enhancing skills within the Ugandan film industry. With 11 key events held across venues such as UCC House, UICT Nakawa, film schools, and online platforms, the initiative engaged 691 participants and covered diverse areas including film production, scriptwriting, cinematography, casting, and more.



**19 – 21 May:** Special Effects, Costumes, Creative Hair & Make-Up for Film

**23 May:** Artificial Intelligence Workshop

**26 – 30 May:** Intro to Film Production

**1 – 2 Jun:** Script writing Master class

**1 – 2 Jun:** The Art of Film Pitching

**3 Jun:** Cinematography (Cameras & Lenses)

**4 Jun:** Strategic Casting & Talent Management

**4 Jun:** Navigating Digital Film

**5 Jun:** Producer's Round Table Workshop

**5 Jun:** Building Strong Industry Guilds





# INTERNATIONAL FILM AWARD WINNERS

## Ugandan filmmakers win five awards at the Zanzibar International Film Festival (ZIFF),

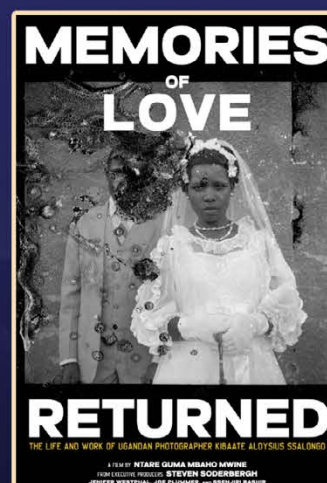
Ugandan filmmakers made a notable impact at the Zanzibar International Film Festival (ZIFF), proudly showcasing the country's talent on an international stage. Highlights include Doreen Mirembe winning Best Actress in a TV Series for her role in *"Damalie"*, Jonathan Curtiss's *"Boy No Fear"* receiving Best Short Film, and Guma Mbaho Mwine's *"Memories of Love Returned"* awarded Best Documentary Film. Peter Odeke earned Best Actor in a Feature Film for *"Janani – The Last Stand"*, which also took home Best Feature Film, directed by Matt Bish. These accolades underscore Uganda's growing prominence and excellence in the regional film industry.



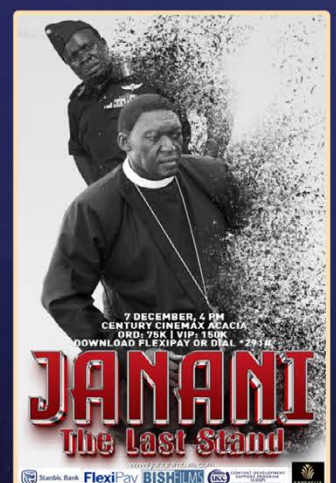
Best Actress



Best Short Film



Best Documentary



Best Actor,  
Best Feature Film







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