



## South African Cellular Statistics

### Overview 12/2000:

- Market size as of **12/2000: 7.06 million** users  
(Note: 80% of these are active users)
- Potential by 2005: 11 million users
- The SA market is currently worth **SA Rands 13 billion** and will grow to around **SAR 20 billion** by 2004  
(US\$1 = SA Rands 7.75)  
(Euro€1 = SA Rands 6.60)
- It is dominated by [MTN](#) and [Vodacom](#) who operate at GSM 900 Mhz.
- A third GSM license was to be awarded in July 2000, but has been delayed because of [political reasons](#)
- Vodacom 55% (4.02million), MTN (3.04 m) 45% market share
- Average *current* connection rate ratios:  
**88%** prepaid, **12%** subscription
- Over 8,500 users sign up per day (mostly prepaid)
- People in previously underserved areas are making over 35 million calls (65 million minutes) per month from Vodacom's 2 135 community phoneshops.
- Vodago is Vodacom's prepaid package and was launched in November 1996 and now accounts for more than 90% of all new connections to the Vodacom network.
- Vodacom's network currently switches 30% of telephone volumes in South Africa and 10% of Africa's.
- During the last financial year (ending March 31, 2000), Vodacom spent more than R2,3 billion increasing its network capacity. Vodacom has invested some R10 billion in its network to date.
- Vodacom's network covers almost 13 000 km's of national roads, about 80% of the country's population and 52% of the total land surface.
- Growth from 1998 to 1999 was dominated by prepaid service, which grew by over **200%**
- Most of the urban areas and national roads in South Africa have GSM 900 coverage.
- Together the two GSM networks cover **more than 71%** of the population.