

Kenya's internet market recovers lost ground

 By Tom Jackson

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Kenyan internet subscriptions increased by 1.2 million to 13.1 million between October and December last year, recovering from losing almost one million subscribers during the previous quarter, according to the latest figures from the Communications Commission of Kenya (CCK).



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HumanIPO reported in January [the number of subscribers had declined](#) for the first time on record, but in its latest [quarterly figures](#) the CCK said the internet segment had recovered lost ground, which it put down to promotional activities by operators.

"The 13% growth could be largely driven by the numerous promotions and special offers on internet/data by the mobile operators as a strategy towards growing their market shares," the CCK said.

Mobile subscribers remain the greatest contributor of internet subscriptions, accounting for 99%, while the number of recorded internet users also increased - by 11% to 21.2 million users.

Marginal growth

Kenya's mobile sector again saw marginal growth, with subscribers increasing to 31.309 million from 31.301 million, leaving the penetration rate unchanged at 76.9%. Safaricom remains the biggest operator, with its subscribers increasing by 2.1% to 20,820,618, though second operator Airtel saw a fall of 6.3% to 5,504,018.

Essar, which is looking to dispense with [yuMobile](#), saw a 4.3% fall in subscribers to 2,768,323, while Orange saw 2.1% growth to 2,208,547.

The country's mobile money market continued its steady growth, hitting 26 million users in December 2013, with the number of active agents rising to 93,689 from 91,750.

Meanwhile, on the broadcasting front, the CCK said local content in the form of dramas, news, discussions and documentaries is continuously being promoted, though internationally produced music and movies remain more popular amongst broadcasters.

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ABOUT TOM JACKSON

Co-founder @DisruptAfrica. Tech and business journalist in Africa. Passionate about the vibrant tech startups scene in Africa, Tom can usually be found sniffing out the continent's most exciting new companies and entrepreneurs, funding rounds and any other developments within the growing ecosystem

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