



COMMUNICATION STATISTICS  
2024

BY THE  
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## Acronyms and Abbreviations

<b>GAMCEL</b>	Gambia Cellular Company Limited
<b>GAMTEL</b>	Gambia Telecommunication Company Limited
<b>GMD</b>	Gambian Dalasi
<b>GRTS</b>	Gambia Radio and Television Services
<b>GSM</b>	Global System for Mobile communications
<b>ICT</b>	Information and Communication Technology
<b>IDI</b>	ICT Development Index
<b>ISPs</b>	Internet Service Providers
<b>ITU</b>	International Telecommunication Union
<b>MICS</b>	Multiple Indicator Cluster Survey
<b>PURA</b>	Public Utilities Regulatory Authority
<b>SMS</b>	Short Message Service

## Foreword

This report provides Information and Communication Technology (ICT) Statistics of The Gambia for the year 2024. It presents the state of ICT infrastructure, access, and use for the period under review. Most of the data in this report is sourced from the Public Utilities Regulatory Authority (PURA), and the data on Gross Domestic Product (GDP) is from the Gambia Bureau of Statistics, specifically the National Accounts Unit. PURA is mandated by an act to provide guidelines on rates and fees, ensuring that public services are regulated and protecting the interests of consumers and public utilities. Thus, it currently regulates the Telecommunication, Energy, Water and Sewage, and Electricity sectors in the country.

The report contains data on internet subscriptions, volume of calls, tariffs charged, employment, the number and types of broadcasting media, and the proportion of the population with access to ICT. This report can be accessed on the Gambia Bureau of Statistics (GBoS) website (<https://www.gbosdata.org/>). Users who have specific data needs can contact the Tourism, Transport and Communication Statistics Unit of GBoS for assistance.

On behalf of the Bureau of Statistics, I would like to express my sincere gratitude to PURA and the telecommunications operators for making the necessary data available for compiling the ICT Statistics. My special thanks to the entire staff of the Tourism, Transport and Communication Statistics Unit of GBoS. I am also thankful to the Director of the Economic Statistics Directorate for facilitating the preparation of this report. I hope that users will find this report useful.

Nyakassi M.B. Sanyang

Statistician General

# Information and Communication Technology (ICT) Statistics Report- 2020-2024

## 1: Introduction

This report highlights the use of and access to Information and Communication Technology (ICT) infrastructure in terms of internet subscription, volume of calls, tariffs charged, employment, number, types of broadcasting media, and proportion of the population that had access to ICT.

The importance of ICT in a country cannot be overemphasized as it can help boost various sectors of an economy, such as health, education, agriculture, tourism, and the like. Improved communication network enhances the dissemination of information and make the world a global village. Social relationships have improved through the use of ICT products and services. In addition, learning has become easier for the population at large; thus, it is important to report on the state of ICT in the country to enable better planning.

## 2. ICT Infrastructure and Access

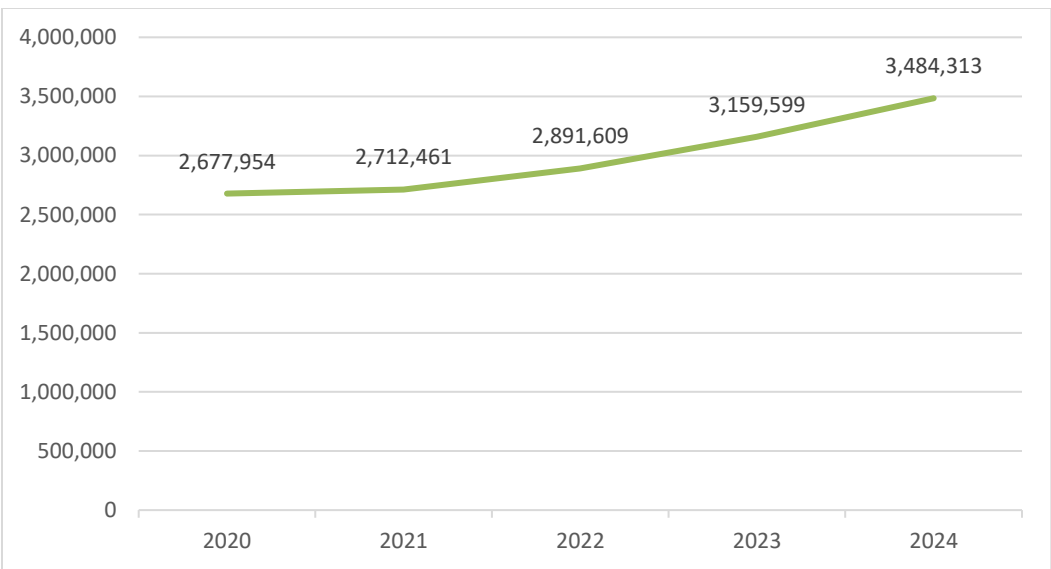
### 2.1 Service providers and available infrastructure

There has been significant growth in the telecommunications industry over the years, especially in the area of internet services. The growth has been witnessed by an increasing number of firms providing internet solutions to businesses, organizations, homes, and individuals in addition to the GSM providers. The internet service providers are Insist Global (INET), Unique Solutions, Netpage, Qcell, Gamtel, Africell, and DK Telecoms.

### 2.2 Mobile Cellular and Internet Subscriptions

Mobile active subscribers increased from 3.16 million in 2023 to 3.48 million in 2024, representing a rise of over 320,000 users. This significant rise underscores the continued growth in mobile service adoption and the expanding network reach during this period.

Figure 1: Mobile Active Subscribers, 2020-2024

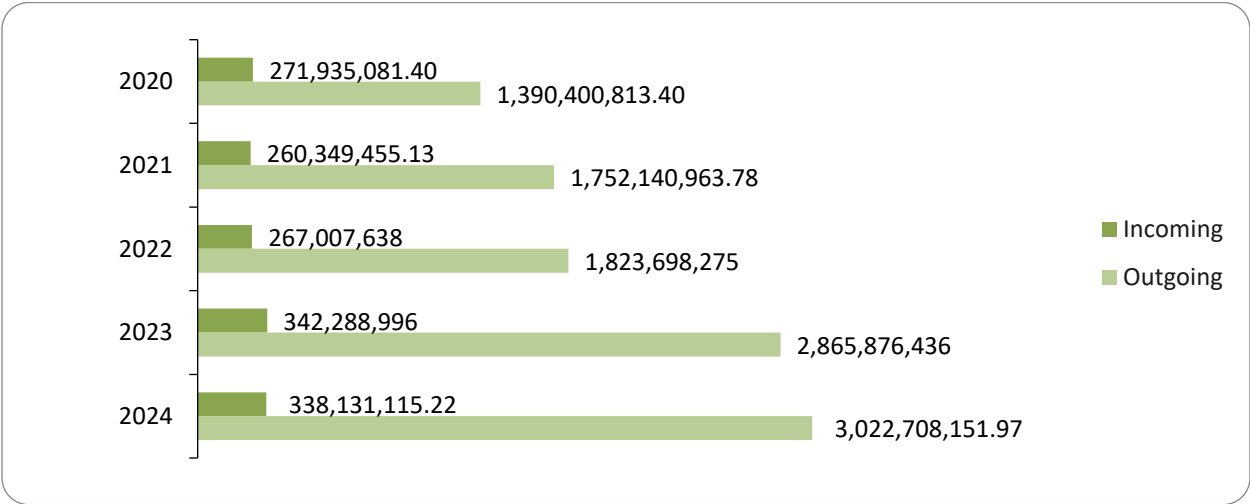


2.3 Communication Traffic

2.3.1 Local calls

Local call traffic saw a major surge in 2023 and 2024, with outgoing calls reaching 2.87 billion and 3.02 billion minutes, respectively, the highest in the five years. Incoming calls also peaked at 342.3 million in 2023. In 2024, the figure slightly declined to 338.1 million minutes, a marginal drop of 1.2%, yet it remained well above previous years.

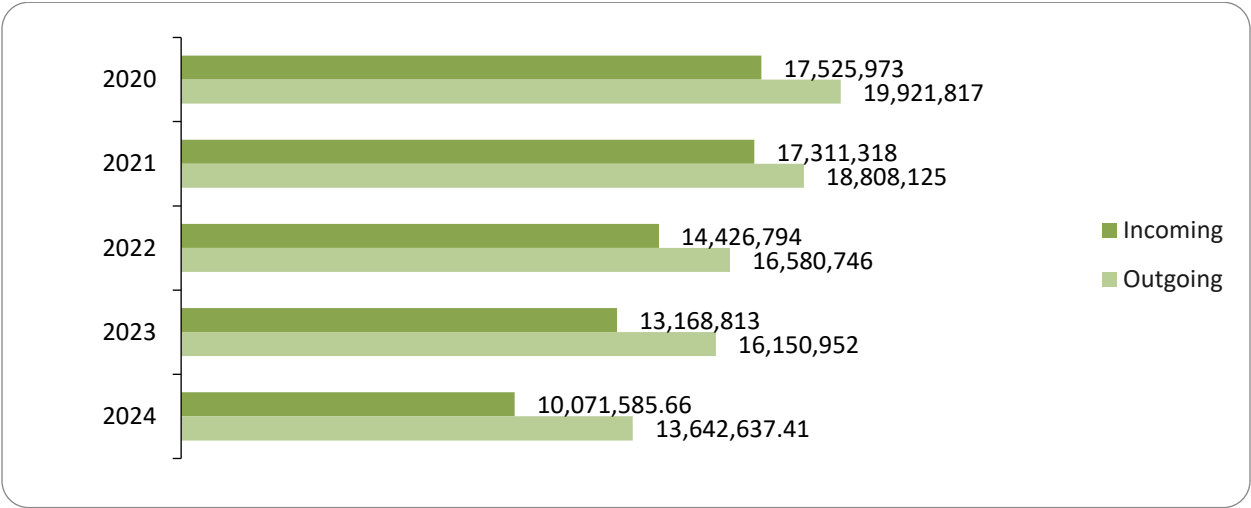
Figure 2: Volume of Local Calls (in minutes), 2020-2024



2.3.2 International calls

In 2023, the volume of incoming international calls stood at 13.2 million minutes, while outgoing calls totaled 16.2 million minutes. However, by 2024, both categories saw significant reductions: incoming traffic dropped to 10.1 million minutes, and outgoing traffic declined to 13.6 million minutes. This represents a 23.5% decrease in incoming calls and a 15.5% decrease in outgoing calls between 2023 and 2024

Figure 3: Volume of International Calls (in minutes), 2020-2024

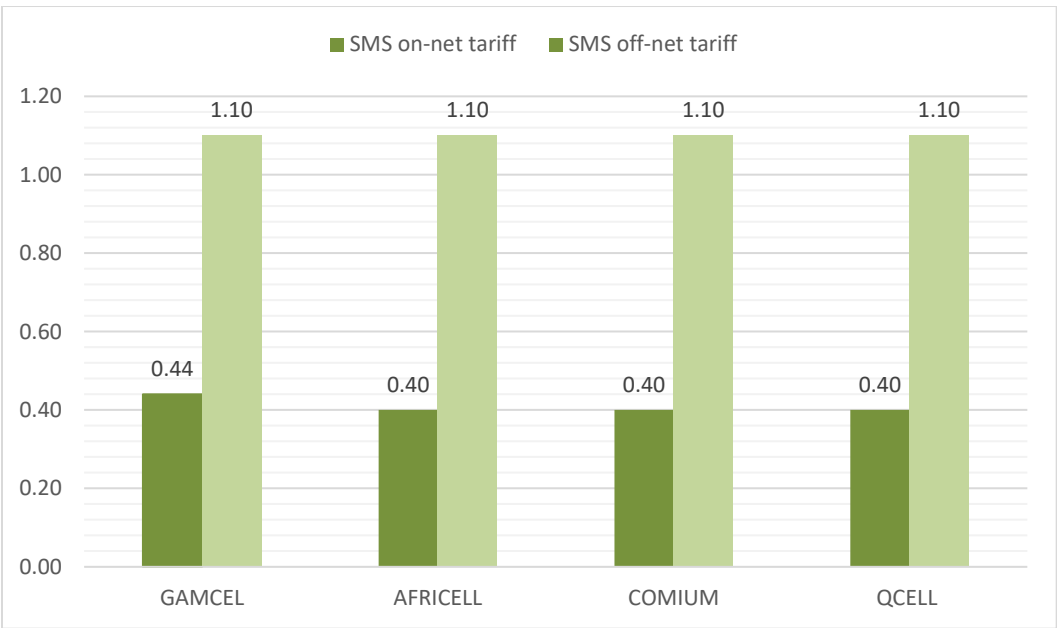


2.4 Tariffs

2.4.1 Short Message Service (SMS)

In 2024, GSM operators in the country maintained uniform pricing for off-net SMS, with all providers charging GMD 1.10 per message, indicating no variation across networks for messages sent to different operators. For on-net SMS, a slight disparity was observed, Gamcel charged GMD 0.44 per message, which is 0.04 GMD (10%) higher than the GMD 0.40 charged by the other GSM operators. This reflects a minor deviation in on-net SMS pricing, while off-net tariffs remained consistent across all networks.

Figure 4: Short Message Service Rates (in GMD), 2024



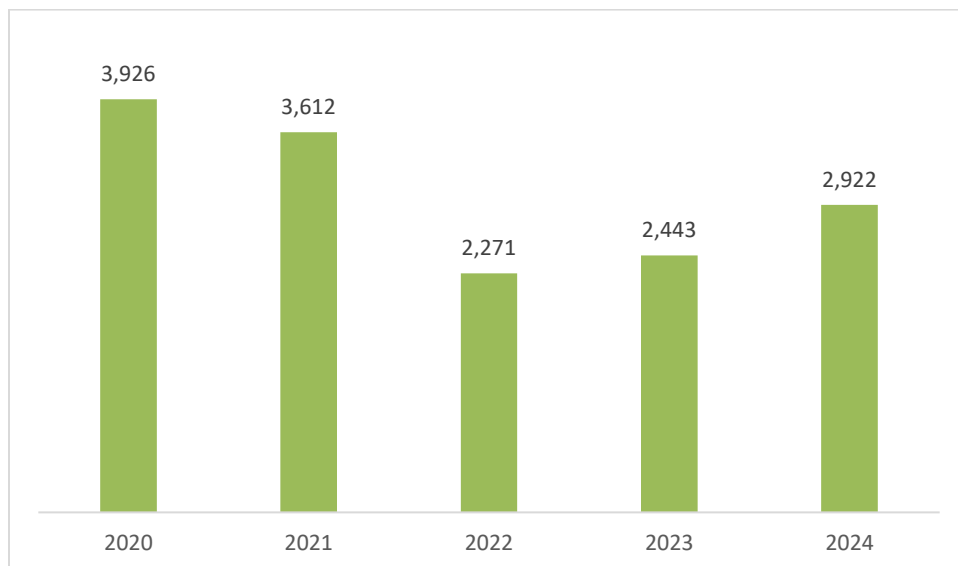


### 3. Contribution of ICT sector to the economy

#### 3.1 Employment

Employment data from GSM operators and internet service providers for 2022, 2023, and 2024 reveal a clear pattern of progressive growth over the three years, suggesting early signs of upward movement. However, the most significant shift is observed in the jump from 2,443 in 2023 to 2,922 in 2024, which represents a strong growth of 19.6%. This sharp increase not only confirms a positive trajectory but also suggests a possible acceleration in the underlying factors driving growth.

Figure 5: Employment in the ICT Sector, 2020-2024<sup>1</sup>



#### 3.2: ICT Contribution to Gross Domestic Product (GDP)

Gross Domestic Product is the market value of the final products of goods and services produced in an economy in a specific time period. Thus, it is the addition of value added of various sectors such as Agriculture, Industry and Service sectors such as Education, Trade, Transport, and ICT.

In The Gambia, the ICT industry recorded a gross value added of approximately GMD 4.8 billion in 2023, which declined to around GMD 3.6 billion in 2024—a 25% decrease year-on-year. Correspondingly, the sector's percentage contribution to GDP dropped from 3.5% in 2023 to 2.4% in 2024, indicating a 1.1 percentage point reduction in its share of the national economy.

N.B: The 2024 GDP figures are provisional

## Appendix

**Table 1: Mobile Active Subscribers**

Year	2020	2021	2,022	2,023	2,024
Mobile Active Subscribers	2,677,954	2,712,461	2,891,609	3,159,599	3,484,313

Source: PURA, 2025

**Table 3: Local Call Traffic (Minutes)**

Year	Incoming	Outgoing
2020	271,935,081	1,395,083,503
2021	260,349,455	1,390,400,813
2022	267,007,638	1,752,140,964
2023	342,288,996	1,823,698,275
2024	338,131,115.22	3,022,708,151.97

Source: PURA, 2025

**Table 4: International Call Traffic (Minutes)**

Year	Incoming	Outgoing
2020	17,525,973	19,921,816
2021	17,311,318	18,808,125
2022	14,426,794	16,580,746
2023	13,168,813	16,150,952
2024	10,071,585.66	13,642,637.41

Source: PURA, 2025

**Table 5: SMS Rates**

PREPAID	Gamcel	Africell	Comium	Qcell
SMS On-NET	0.44	0.4	0.4	0.4
SMS Off- Net	1.1	1.1	1.1	1.1

Source: PURA, 2025

**Table 6: EMPLOYEES OF THE TELECOMMUNICATION SERVICE PROVIDERS**

YEAR	Total
2020	3,926
2021	3,612
2022	2,271
2023	2,443
2024	2,922

Source: PURA, 2025