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**MEDIA RELEASE**

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**MTC experiences continued growth in data traffic**

**Namibia's leading mobile network, MTC, has again recorded a staggering number of SMS traffic during the past year, especially during peak festive days like Christmas and New Year's Day.**

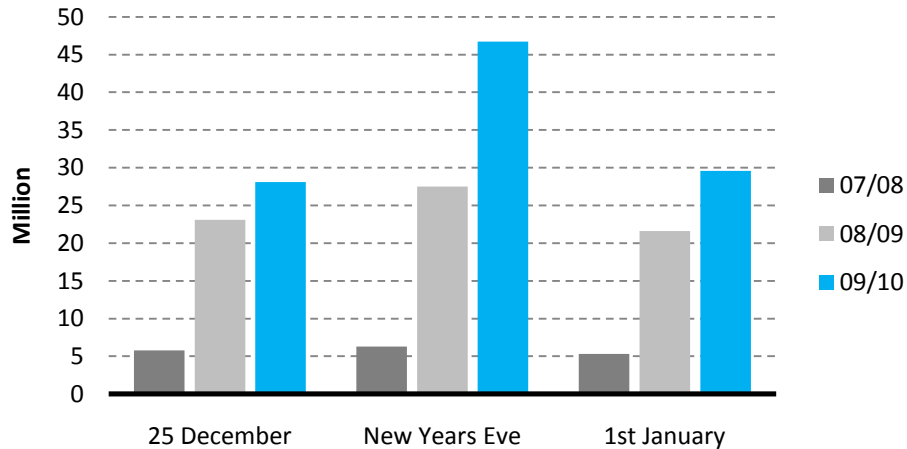
[Windhoek, Namibia, 10 January 2010] – MTC's Managing Director, Miguel Geraldes said the short message traffic on the MTC network has increased significantly over the past year and attributes the growth to the level of the company's service at Christmas and End of Year. He said the record number of 10.4 Billion SMSes in 2009 doubled compared to the 5 Billion SMSes of 2008, marking a significantly good year for MTC in terms of messaging usage.

MTC experienced high SMS traffic volumes on Christmas Day in 2009 and the first day of 2010. According to Geraldes, over 28.1 million short text messages were recorded on 25 December 2009 compared to 23 million messages on Christmas Day of the previous year.

Similarly, short text traffic has also increased significantly on New Year's Eve and New Year's Day compared to the corresponding period last year. Around 27.5 million messages were sent on New Year's Eve in 2008, with the number increasing to **46.7 million** SMSes on New Year's Eve of last year (2009).

On the first day of this year, a record number of 29.6 million messages were registered on the network compared to 21.6 million messages on New Year's Day of 2009.

## Number of SMSs Handled



Geraldes said, the MTC network did not experience any congestion and transmission delays due to the high volume of SMS messages sent during peak holiday periods.

Geraldes also pointed out that this tremendous growth in usage is the result of the company's free SMS campaigns, meaning that near to 95% of the SMSes originated by MTC customers today are completely free; bringing the average price of an MTC SMS to only 2 cents.

On a month-on-month basis, the SMS traffic increased from 622 million in January 2009 to 1.4 billion in December 2009. Over the past three years MTC handled 1.5 billion messages in 2007, raising the figures to 5 billion in 2008 and shooting up to **10 billion** in 2009.

This growth, he said, is only possible because of the upgraded SMS-C and Core Network finalized at the start of 2009. The upgraded network has positioned MTC to offer additional services and promotions to its customer base which has recently exceeded one point three million (1.3 million) active subscribers. The upgrade will also cater for future growth, ensure service reliability and network availability to all MTC customers.

Said Geraldes: "MTC has the biggest capacity to process a SMS per customer in Africa. The company can currently process 4.4 messages per active customer or 5.8 million messages per hour. MTC will always continue to explore meaningful ways to boost its network capacity while at the same time improving on its products and services to its valued customers."

End/

## **MTC Namibia**

MTC (Mobile Telecommunications Limited) was established in 1995 as a joint venture between Namibia Post and Telecommunications Holdings (NPTH), Telia and Swedfund. During May 2004, NPTH concluded a deal that saw it hold 100% of the shares in MTC by acquiring the 49% held by Telia Overseas AB and Swedfund International AB. NPTH is 100% owned by the Government of the Republic of Namibia. On 1 September 2006 the sale of 34% of MTC shares to Portugal Telecom (PT) was concluded with the management contract also ceded to PT.

[http://: www.mtc.com.na](http://www.mtc.com.na)

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