Price Comparisons of MTN, Globacom, Etisalat and Airtel Data Bundle Services in Nigeria with Foreign Jurisdictions

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Abstract—This study encompasses internet Communications services price comparison study. The GSM operators covered by the study includes: Airtel, Etisalat, Globalcom and MTN. These were categorised under mobile wireless/Code Division Multiple Access (2G,3G,3.75G,4G) services. This aim is to assess price, usage and beneficial Comparisons among communication companies along with their market competition in Nigerian economy and to evaluate the factors that influence the decisions of Nigerian telecommunication commission on price changes. The number of internet subscribers were collated using Nigeria Communication commission database. Comparism of active, inactive and installed capacity was deduced using multiple bar chart and international currency converter for efficient comparism. The study, using trend analysis, examined the effects of the competition on availability, quality and cost of telecommunications services in Nigeria. The study found that: teledensity increased from 78.21 to 86.62 implying a high internet penetration; there was an increase in range of services but the quality of which desired much improvement; while cost of internet connection fell by as much as 9%, tariffs only fell by 10% compared to 2012 service. This strategy will increase the quality of the services offered, and possibly at cheaper price. The study concluded that more regulatory measures and launching of another communication satellite by the Nigerian Communications Commission (NCC) are needed to terminate perceived dominance, enhance competition, improve service quality and as well bring down tariffs to meet international service standard.

Keywords— Nigeria Communications Commission; Internet data bundles; tariff; Wireless mobile internet; Monthly data plans

I. INTRODUCTION

In Nigeria, provision of public service is grossly inadequate and poor in the early 90’s. Necessary telecommunication services, as public service, needed for meaningful investment are lacking and, where financial commitments are very expensive. The situation is worse in Nigeria (Soludo, 1998) with its teeming population. Prior to the introduction and adoption of GSM services in Nigeria, it costs about US$10 to fax one page message to overseas like America, Canada and United Kingdom. About US$8 to do the same task locally when the wirelines were functioning properly. The number of installed telephones, masts for internet and satellite discs was grossly inadequate to equate demands. This phenomenon was responsible for poor call completion rates, subscriber dissatisfaction, and hence, loss of revenue.

Past studies on the Nigerian economy have bothered on the challenges and roles of ICTs (Ndukwe, 2003, 2004; Igwe, 2005). Thus, this paper, specifically, compares pricing of data bundle among telecommunication service providers in relation to the emerging growth effects of ICTs on Nigerian economy; particularly since data bundle for Laptop, Handset public computer are falling in term of price with respect to amount of byte consumption within a period of speculated time.

In relation to foreign justification according to NYT, 2013 has seen a massive uptick in the amount of data that mobile internet users in the US consumptioned per month. A recently published report shows that the amount of data consumption by the average person in the US via mobile connections has almost doubled in 2013. Last year, the average US web user used up to 690 MB per month.

This year (2014), the average mobile web user in the US consumed about 1.2GB of mobile data each month. The figures are based on the submission of an industry analyst Chetan Sharma, a consultant for wireless carriers. The amount of mobile data consumed by individual globally is much smaller at 240MB per month. That is an increase from the 140MB per month in the world average analysis last year (2013).

Some of the massive growth in mobile data consumption in the US is attributed to two factors. Those two factors include significantly faster mobile networks in many parts of the country and smartphones with larger screens. ABI Research predicts that by the end of 2013, there will be about 1.4 billion smartphones in use around the
world. Cisco predicts that by 2016 internet traffic form mobile devices will exceed traffic generated by wired devices like desktop computers. No wonder, many consumers are replacing computers with smartphones and tablets [2].

A. Wireless Broadband Accessibility

The broadband access has been popular in Nigeria. The access to the broadband was confined to the usage of LAN. This made many internet users in Nigeria to face difficulties in accessing the internet facilities outside the office or home. But with the use of new and latest technologies, the wireless broadband is accessible in Nigeria. This has made the access to the internet very simple and easy outside the offices and homes.

As in previous years, the consumer telecom services covered in this year's study include the following stand-alone and bundled services:

i) wireline,
ii) mobile wireless,
iii) broadband Internet access (using wireline technology),
iv) mobile Internet access (using 2G or higher wireless technology), and
v) bundled combinations of the first three services and basic digital TV.

In terms of layout of this report, the next section provides a brief review of the methodology used to measure and compare bundles service price, and describes all changes made in the year's study relative to previous year's study. Nigeria and international price comparisons results in table 1 for mobile wireless, mobile Internet access and broadband Internet and mobile wireless services. In terms of geographic coverage, price data is flat rates in all 36 states especially usability in mega cities like Lagos, Abuja and others, take advantage of high bandwidth services. In terms of geographic coverage, price data is flat rates in all 36 states especially usability in mega cities like Lagos, Abuja and others, take advantage of high bandwidth services. This year 2014, GSM internet providers realaese more data bundles for various devices like Andriod, Blackberry, Galaxy tab, as a result of rivalry and competitions. Over the course of the last five years, Bundle 1 have been remained relatively unstable due to end-users demands and provisions of wireless service which include broadband services for public cybercafes and corporate bodies.

C. International Comparison

Nigeria bundled service rates increase in the middle of the group of surveyed countries. While differences across countries in the underlying services included in the bundles (especially mobile internet services) can make bundled service comparisons somewhat tedious, it is noteworthy that Nigeria bundled service rates continue to compare very favourably to those in the U.S.A., Canada, France and UK where service pricing and provisioning are similar to those in Nigeria GSM internet providers.

D. Benefit of GSM Networks

Imagine traveling to a remote place where you can gain access to internet service. Starcomms or multilinks may not be available in that village, but with the GSM services like Glo, MTN, Airtel, and Etisalat users will still be able to access internet with average signal strength with 3G/2G technology. So all investors easily transact business with easy access to internet service over Laptops and phones (Andriods, black berry etc)

All data plans from the four major GSM network operators in Nigeria were tested and verified respectively (Glo, Airtel, MTN and Etisalat). Airtel and Etisalat have always been top contenders for the best tariff quality of internet service in terms of cost and quality of data bundle slotted for limited period followed by Globacom with strong signal strength, high cost of data plans but the data plans exhausted with high rate. Any user that subscribed to an MTN data plan, get overall advantage over other internets of usable time frames that occurs in the mid-night and low tariff.

II. METHODOLOGY

A. Nigeria Price Data

The Nigeria price data included in the study has been collected from a variety of telecom service providers such as Globacom, MTN, Airtel, and Etisalat. Prices offered by reseller (Cybercafe) are also taken into account. For mobile services. In terms of geographic coverage, price data is flat rates in all 36 states especially usability in mega cities like Lagos, Abuja and others, take advantage of high bandwith of 3G, 3.75G technology. Table 1 provides a list of the service providers data aquired from Nigeria communications commission (NCC) in the year 2013. No changes have been made to data bundles GSM operators for this year 2014 study relative to last year.

B. Service bundle Design

This study relies on the service bundles, service price comparison methodology described in details in GSM operator internet products and services. Methodology report states that regular internet services modifications are usually done by each GSM operator as a result of rivalry amongst competitors. Proper examination has been made to carry over into this year 2014 study. All additional changes in their services will effect soonest this year 2014 as a result of products competition.
Nigeria Communications Commission examined alternative approaches for conducting population of internet subscribers on all GSM internet service providers and price comparison of data bundles, Wireless and Internet Services in justification with Foreign Jurisdiction. The price comparison methodology used in this study is based on a "GSM operators internet service data bundles" approach where separate service data bundles are defined on the basis of service usage levels, service benefits, economic factor, accessibility and tariff rate. In Mobile wireless services, there are three separate service modules that are defined as follow:

i. **Level 1**: entry level or low-volume internet service usage  
   *Speed*: "Level 1" Internet service with projected download speed of up to **3.0 Mbps** (targeted speed in the upper end of the range).  
   *Data usage per month*: **10-500MB**

ii. **Level 2**: average or mid-level internet service usage  
   *Speed*: "average" (Nigeria) high-speed Internet service with designated download speed of **4.0 to 15 Mbps** (targeted speed in the upper end of the range).  
   *Data usage per month*: **1-3 GB**

iii. **Level 3**: premium level or high-volume internet service usage  
   *Speed*: high-speed Internet service with speculated download speed of **16 to 40 Mbps** (targeted speed in the upper end of the range).  
   *Data usage per month*: **4-20 GB**

This study captured very-high speed broadband Internet services to improve cybercafe activities and eradication of C-Band, KU Band usage due to high cost of installations and subscription of which are now commonly available in Nigeria for study. In the case of broadband Internet services, only three service technology are included in the study. Each of the service bundle has been designed to reflect typical low, mid/average and high-volume Nigeria telecom service consumption rates by individual and corporate users.

### III. RESULTS

A total of 32,513,261 Nigerians are accessing the Internet through telecommunication networks as revealed by a report obtained by *SUNDAY PUNCH* on Friday May 12 2013 by Everest Ameefule, Abuja. This means that out of the estimated population of 45 million Nigerians that have access to the Internet, 72.25 per cent are dependent on telecommunications networks. This leaves a total of 12,486,739 users or 27.75 per cent depending on other smaller Internet Service Providers that deploy various technologies including Very Small Aperture Terminals.

Currency converter is employed in the extraction of data pricing in local domain of jurisdictions as shown on Table 1. Nigeria bundle price comes second in term of high cost implication after Canada pricing plan but most canada price plan designs are unlimited.

<table>
<thead>
<tr>
<th>Plans</th>
<th>Duration</th>
<th>Nigeria</th>
<th>Canada</th>
<th>France</th>
<th>UK</th>
<th>U.S.A.</th>
</tr>
</thead>
<tbody>
<tr>
<td>500MB</td>
<td></td>
<td>$43.50</td>
<td>N/A</td>
<td>$6.79</td>
<td></td>
<td>$20</td>
</tr>
<tr>
<td>1.0GB</td>
<td>1Week</td>
<td>$18.36</td>
<td>$48.50</td>
<td>$14.20</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>1.5GB</td>
<td>1month</td>
<td>$24.48</td>
<td>N/A</td>
<td>$20.28</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>2.0GB</td>
<td>1month</td>
<td>N/A</td>
<td>N/A</td>
<td>$20.28</td>
<td>$10.18</td>
<td></td>
</tr>
<tr>
<td>2.5GB</td>
<td>1month</td>
<td>N/A</td>
<td>$85.00</td>
<td>N/A</td>
<td>$13.57</td>
<td>$30</td>
</tr>
<tr>
<td>3.0GB</td>
<td>1month</td>
<td>$39.79</td>
<td>$78.50</td>
<td>N/A</td>
<td>16.29</td>
<td>N/A</td>
</tr>
<tr>
<td>3.5GB</td>
<td>1month</td>
<td>N/A</td>
<td>N/A</td>
<td>$30.43</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>4.5GB</td>
<td>1month</td>
<td>N/A</td>
<td>N/A</td>
<td>$34.98</td>
<td>$23.17</td>
<td>$40</td>
</tr>
<tr>
<td>5.0GB</td>
<td></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>6.5GB</td>
<td>1month</td>
<td>$48.97</td>
<td>N/A</td>
<td>$44.65</td>
<td>N/A</td>
<td>$50</td>
</tr>
<tr>
<td>8.5GB</td>
<td>1month</td>
<td>N/A</td>
<td>N/A</td>
<td>$62.01</td>
<td>$60</td>
<td></td>
</tr>
<tr>
<td>10GB</td>
<td>1month</td>
<td>N/A</td>
<td>N/A</td>
<td>$50.71</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>10.5GB</td>
<td></td>
<td>$61.21</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$70</td>
</tr>
<tr>
<td>20GB</td>
<td>3Months</td>
<td>$110.18</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Source: GSM Nigeria, T-Mobile (US,Canada, UK) and currency converter*
Table 2: QUARTERLY SUMMARY OF TELECOMMUNICATIONS SUBSCRIBERS IN NIGERIA (Dec ’12 – Sept ’13)

<table>
<thead>
<tr>
<th>Operators</th>
<th>Dec 2012</th>
<th>March 2013</th>
<th>June 2013</th>
<th>Sep. 2013</th>
<th>Q4-Q1</th>
<th>Q1-Q2</th>
<th>Q2-Q3</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTN Nigeria Communication</td>
<td>47,440,991</td>
<td>51,294,654</td>
<td>55,238,430</td>
<td>55,596,025</td>
<td>8.12</td>
<td>7.69</td>
<td>0.65</td>
</tr>
<tr>
<td>Globacom Limited</td>
<td>24,124,716</td>
<td>23,833,796</td>
<td>25,019,862</td>
<td>24,129,183</td>
<td>-1.21</td>
<td>4.98</td>
<td>(3.56)</td>
</tr>
<tr>
<td>Airtel</td>
<td>23,092,195</td>
<td>23,670,986</td>
<td>21,591,904</td>
<td>22,726,698</td>
<td>2.51</td>
<td>-8.78</td>
<td>5.26</td>
</tr>
<tr>
<td>Etisalat</td>
<td>4,455,290</td>
<td>4,932,188</td>
<td>5,170,786</td>
<td>5,540,676</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Nigeria Communications commission (NCC)

Note that only the incumbents primary name GSM mobile services are taken into account for this study, not their respective flanker brand mobile services (such as Rainbonet, Starcomms Limited, Multilinks Telkom etc).
Q1 – Q2 is considered for quarterly subscription as shown on table 2 above and the GSM operators captures are: MTN, Globacom, Etisalat and Airtel been the ultimate and giant GSM operators with highest coverage in 36 states and accessibility in mega cities, town and villages.

Nigeria Communication commission acquired internet data bundles and make significant traffic impacts on three categories data subscribers from October 2012 to September 2013. Connected lines indicate the available GSM lines on the global cells and the active lines describes usage of lines depending on products and services demanded by subscribers. Also, installed capacity measures signals coverage area in Nigeria.

Table 4 Nigeria GSM Internet Service Providers for databundles comparison

<table>
<thead>
<tr>
<th>User Levels</th>
<th>Plans</th>
<th>Duration</th>
<th>MTN</th>
<th>GLO</th>
<th>AIRTEL</th>
<th>ETISALAT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10MB</td>
<td>24hours</td>
<td>N100</td>
<td>N100</td>
<td>N100</td>
<td>N100</td>
<td></td>
</tr>
<tr>
<td>25MB</td>
<td>7days</td>
<td>N400</td>
<td></td>
<td>N400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50MB</td>
<td>7days</td>
<td></td>
<td></td>
<td>N500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100MB</td>
<td></td>
<td></td>
<td>N100</td>
<td></td>
<td>N100</td>
<td></td>
</tr>
<tr>
<td>150MB</td>
<td>24hours</td>
<td>N500</td>
<td></td>
<td>N500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>200MB</td>
<td>30days</td>
<td>N1000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>260MB</td>
<td>30days</td>
<td></td>
<td></td>
<td>1000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>500MB</td>
<td>30days</td>
<td></td>
<td></td>
<td>N3000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Level 2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0GB</td>
<td>30days</td>
<td>N3000</td>
<td>N3000</td>
<td>N3000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5GB</td>
<td>30days</td>
<td></td>
<td></td>
<td>N4000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6GB</td>
<td>30days</td>
<td></td>
<td></td>
<td>N2000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.0GB</td>
<td>30days</td>
<td>N6000</td>
<td>N5000</td>
<td>N5000</td>
<td>N5000</td>
<td></td>
</tr>
<tr>
<td><strong>Level 3</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4GB</td>
<td>300hours</td>
<td>15000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5GB</td>
<td>30days</td>
<td></td>
<td></td>
<td>N5000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6GB</td>
<td>30days</td>
<td>N7500</td>
<td>N8000</td>
<td>N8000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10GB</td>
<td>30days</td>
<td>N10000</td>
<td>N15000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15GB</td>
<td>30days</td>
<td>N15000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20GB</td>
<td>30days</td>
<td>18,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

_Note: Update were made from MTN, Globalcom, Etisalat and airtel web portal for comparism_

Source: Web Trend Nigeria Posted on Sep 1, 2010 in News

The determinant factor has largely been emphasis on the data-cap introduced by most of the service providers; most users (top level-end users) are not very comfortable with low bandwidth irrespective of uplink/downlink configured with most services in accordance to data limits.

The most beneficiary of them all is the ones offered by Airtel and Etisalat; Dataplan for level 1 internet users. Many preferred Etisalat services based on reliability, stability and cost effective. Globacom and Etisalat has high-end user internet fast connectivity. Etisalat is a big minus compared to signal coverage in all states but excellent and effective in Lagos.

According to findings and observation Multilinks have data limits on their services. Their connection is fast and well priced compared to other internet service providers but the data cap is highly expensive. Starcomms is stable, fast and accessible with high tariff but exorbitant pricing discouraged end users despite its poor signal coverage outside Lagos and Ibadan mega cities.

Source: Web Trend Nigeria Posted on Sep 1, 2010 in News
For Zoom, (hope not in vain) The chances is slim for zoom internet service to commence transmission from the current deadlock. Zoom internet service was established in 2006, best as at that time and quite a number of users embraced their network thereafter, the problem of scaling the service occurs. Zoom disappointed end-users for every installation requirement on system, restrictions of 75% software installation was mandated to all users to visit head office for technical support for installation and configuration. Due to rigidity and complexity on internet service, users always visit Zoom office to obtain internet card (which is different from the normal call cards unlike Starcomms) to recharge/load on network device. Apparently they lost 99.99% customers to competitors and their customer relation is weak.

Internet access remains the bedrock of any successful internet business, for now, we still have what is called “shadow broadband internet access” in Nigeria. The understanding is that most Nigerians try to get the best, affordable, and fast internet service in Nigeria. The highlighted below prices of internet subscriptions in Nigeria is in two segments; 1st compares the ones offered by telecom operators (GSM) and then CDMA telecom operators. These services are targeted at small scale business to personal internet needs (comparison of corporate internet services).

According to findings telecom internet service provider was tested virtually all of them and categorically, they work effectively for basic internet needs. Location is also a pointer to whether end-user will get best coverage offered by these firms. In most locations like cities where there are 3G in most cities and 4G in mega cities (State Capital), most times HSDPA and EVDO signals, these are real broadband (in Nigerian context).

Table 6: Data Bundles

<table>
<thead>
<tr>
<th>Prepaid Bundles</th>
<th>Validity Period</th>
<th>Bundle Price in NGN</th>
<th>Out-of-Bundle Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPU (Pay-Per-Use)</td>
<td>Not applicable</td>
<td>Not applicable</td>
<td>NGN 3,100 per GB</td>
</tr>
<tr>
<td>1GB</td>
<td>30 days</td>
<td>NGN 1,800</td>
<td>3GB</td>
</tr>
<tr>
<td>3GB</td>
<td>30 days</td>
<td>NGN 4,000</td>
<td>10GB</td>
</tr>
<tr>
<td>10GB</td>
<td>30 days</td>
<td>NGN 10,000</td>
<td>20GB</td>
</tr>
<tr>
<td>20GB</td>
<td>30 days</td>
<td>NGN 19,000</td>
<td>50GB</td>
</tr>
<tr>
<td>50GB</td>
<td>30 days</td>
<td>NGN 45,000</td>
<td></td>
</tr>
<tr>
<td>Wi-Fi Starter Pack</td>
<td></td>
<td>NGN 31,000</td>
<td>One Wi-Fi router + one SIM with 10GB free data loaded at activation</td>
</tr>
</tbody>
</table>

Table 7: Summary of Nigeria GSM internet service providers

<table>
<thead>
<tr>
<th>Operators</th>
<th>MTN</th>
<th>Etisalat</th>
<th>Globacom</th>
<th>Airtel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed</td>
<td>High</td>
<td>Highest</td>
<td>Average</td>
<td>Below Average</td>
</tr>
<tr>
<td>Cost</td>
<td>High</td>
<td>High</td>
<td>Highest</td>
<td>Below Average</td>
</tr>
<tr>
<td>Coverage</td>
<td>Highest</td>
<td>Below Average</td>
<td>High</td>
<td>Average</td>
</tr>
</tbody>
</table>

According to findings on most recognised GSM internet service providers in Nigeria, The highest result shows the best of all, which is followed by high, which stand second best , average indicates not high, not low interns of services, and the below average justify the poor performance.

IV. DISCUSSION

Statistics provided by the Nigerian Communications Commission showed that as at September 2013; 11,307,307 connected lines Internet subscribers depended on Global System for Mobile Communications networks while 2,438,590 Internet users depended on Code Division Multiple Access networks. According to this research, among GSM subscribers, MTN Nigeria Communications Limited had the biggest proportion of Internet users 47,440,991 or 0.65 to 8.12 per cent of the total number of Internet users that depend on GSM networks.

The second largest network was global communication, with 24,124,716 or -1.21 to 3.56 per cent of the GSM Internet users. Airtel had a total of 23,092,195 or 2.51 to 5.26 per cent. Among the CDMA operators, Multilinks had unlimited data plan at cost rate N9000 (6GB); Starcomms had data plan at cost rate 15,950 (6GB) unlimited while Zoom had N7000 respectively, all valid for 30days.

The statistics also reflected the continued dwindling fortunes of CDMA operators. While some of the GSM subscribers grew their Internet users over a period of time, only MTN grew the number of its Internet subscribers.
among CDMA operators. As at June 30, 2012, Airtel had
3.2 million Internet users and MTN had 16,135,672. Glo
had 1,014,166 while Etisalat had 5,031,019.

Several reasons account for the increasing dependence
of Internet users in the country on mobile telecommunications networks. One of the reasons is the
near absence of fixed networks that carry data. For those
service providers for corporate bodies where satellite disc
equipment are required, Customer Premise Equipment cost
a minimum of about N150, 000. They also charge a monthly
subscription that ranges from N35,00 to N300, 000
depending on type of server acquired. The minimum
dedicated server cost is N350,000 according to field
investigation. Mostly, they serve corporate clients and
cybercafé operators.

On the other hand, the entry cost for individual Internet
subscribers that depend on mobile telecommunications
networks can be as low as N1000 (Naira) for USB
connectors that are just plugged to laptops and desktops,
according to the report.

The geometric increasing popularity of smartphones
such as Galaxy Tabs, Blackberry, Androids and tablets also
means that Internet users do not necessarily need a
computer or any other equipment (apart from their phones
and subscription) to connect to the Internet. Despite the
increasing penetration of Internet in the country, rural
dwellers are less privileged than their counterparts in urban
communities in terms of 3G and 4G signal strength.

The International Telecommunications Union recently
reported that there were 2.75 billion Internet users in the
world by the end of March. On regional basis, there are 140
million users in Africa; 141 million users in Arab States;
1.27 billion in Asia and the Pacific; Commonwealth of
Independent States, 145m; Europe, 467 million users and
the Americas, 582 million users.

Internet World Statistics reports that the total Internet
users present a gender divide that is more evident in the less
developed countries where more men use the Internet
compared to women. In the developed world, there are only
two per cent fewer women than men using the Internet. In
the developing world, however, 16 per cent fewer women
use the internet than men.

With findings, Internet connection in Nigeria is tensely
weak compared with developed country like US, UK,
Canada, China. Most internet service came with unlimited
broadband ie. sky services for just 10 pounds[3].

V. CONCLUSIONS
1. Customers making use of the service by purchasing
bundles on either prepay or pay as you go in
Nigeria while most data bundle plans offer by
overseas GSM countries design were unlimited
with validity range from 1-6months.
2. The monetary value of airtime paid for and loaded
by the customer is higher compared with services
offer at oversea country like USA, UK and France
therefore it appears in the customer's active data
bundle account expressed in bytes
and is valid for limited period and no carryover
data outside validation period.
3. Data bundles are valid for 30 days. Unused bundles
cannot be carried forward after expiry of the
validity period therefore urges all users to exhaust
data bundle before the expire date (Web trends
Nigeria Posted on Sep 1, 2010 in News)

VI. RECOMMENDATION

The bone of contention has largely been the data-cap
introduced by most of the service providers; most people
(high-end users) are not very comfortable with that. Despite
the fastness of 3G, 3.75G and 4G services in major cities;
most average users usually put off by the data limits

Most telecommunications service providers were good
for mobile internet access. The most reasonable of them all
is the ones offered by Airtel mobile internet and mobile
wireless service was tested at different locations and it has
economic advantages like high data bundle plans with
attractive bundle bonuses and low tariff advantage over
others which make uncompromising benefits as a result of
low cost internet data bundles, preferably Etisalat is stable
and fast (high bandwidth than Airtel) but the data plans are
on the high side compared to Airtel.

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