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| **OBSERVATÓRIO DAS TELECOMUNICAÇÕES**  **SERVIÇOS DE SMS**  **INDICADORES ESTATISTICOS**  **2018 - 2021** | | |  |
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**MERCADO DAS TELECOMUNICAÇÕES**

Nos termos do artigo 8.ºalínea n)**,** da Lei n.º 5/2010, de 27 de maio (Lei de Base das Tecnologias de Informação e Comunicação) compete, entre outras, a ARN, de proteger os interesses dos utilizadores, em coordenação com as entidades competentes, promovendo o esclarecimento dos utilizadores e assegurando a divulgação de informação relativas a utilização das telecomunicações e estabelece no artigo 108, da mesma lei, obrigatoriedade dos operadores licenciados de fornecerem regularmente a informação estatística a ARN.

Em cumprimento desta orientação legal, a ARN publicou em 2018, um Despacho que estabeleceu a forma, o grau de pormenor, os prazos e a periodicidade de envio da informação estatística à ARN pelos operadores e prestadores de serviços públicos.

Em cumprimento da sua atribuição, a ARN publica o presente observatório contendo as informações estatísticas de 2018 a 2021, recolhidas junto dos.

**UTILIZADORES DE SERVIÇOS DE SMS E ROAMING-OUT**

**SMS E ROAMING-OUT**

Nos últimos quatro anos (2018 a 2021), conforme demonstra a tabela 4, o mercado de serviços de SMS e Roaming-Out é incontestavelmente liderado pela Orange Bissau.

A mesma tabela ilustra as evoluções ocorridas em termos de utilização destes serviços, nos 4 últimos anos.

Tabela 1: Evolução de utilização de SMS, Roaming-out e distribuição por operador

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **SMS** | | | | | | | | Anos | Total | Quota de Mercado | | | Crescimento global anual | | | 2021 | 689 054 |  | 92% | 20% | | | 2020 | 572 704 |  | 71% | -9% | | | 2019 | 627 136 |  | 82% | 21% | | | 2018 | 519 755 |  | 85% | - | | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Roaming-out** | | | | | | | | Anos | Total | Quota de Mercado | | | Crescimento global anual | | | 2021 | 95 429 |  | 96% | 40% | | | 2020 | 572 704 |  | 94% | 16% | | | 2019 | 627 136 |  | 93% | -23% | | | 2018 | 519 755 |  | 92% | - | | |

**TRÁFEGO DE SMS**

Tabela 2: Volume global de tráfego de voz

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | ~~Anos~~ | ~~2021~~ | ~~2020~~ | ~~2019~~ | ~~2018~~ | | Tráfego global de SMS | 40 463 731 | 180 789 567 | 110 710 983 | 82 601 013 | | Mensal | 3 371 978 | 15 065 797 | 9 225 915 | 6 883 418 | | Diário | 112 399 | 502 193 | 307 531 | 229 447 | | Crescimento anual | -78% | 63% | 34% | ~~-~~ | | Em 2021, houve uma queda acentuada no envio de SMS, correspondendo a decréscimo de 78%, em relação ao mesmo período de 2020. |

Tabela 3: Variação de quota de mercado de tráfego SMS

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  | | --- | --- | --- | --- | | Variação anual de tráfego  (Mil, SMS) | | | | | 2021 | 2020 | 2019 | 2018 | | 2 562 | 2 798 | 2 426 | 2 029 | | 86% | 68% | 83% | 82% | |  |  |  |  | | |  | | --- | | Trim. | | Variação trimestral de tráfego  (Mil SMS) | | | | | | | | 2021 |  | 2020 |  | 2019 |  | 2018 | | 1T | 580 |  | 639 |  | 563 |  | 540 | | 2T | 656 |  | 996 |  | 623 |  | 457 | | 3T | 637 |  | 590 |  | 613 |  | 512 | | 4T | 689 |  | 573 |  | 627 |  | 520 | |

Tabela 4: variação de N.º médio de mensagem enviadas, por utilizador (mil)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Anos | | 2021 | 2020 | 2019 | 2018 | | SMS User | | 689 054 | 572 704 | 627 136 | 519 755 | | Mil SMS enviadas | | 40 464 | 180 790 | 110 711 | 82 601 | | **N.º médio de SMS enviadas por utilizador** | Anual | 59 | 316 | 177 | 159 | | Mensal | 4,89 | 26,31 | 14,71 | 13,24 | | Diário | 0,16 | 0,88 | 0,49 | 0,44 | | A tabela 20 demonstra a variação de número global de SMS enviadas por utilizador anual, mensal e diariamente. |

Tabela 5: Quota de mercado global de SMS originadas (enviadas), mil

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Anos | 2021 | | 2020 | | 2019 | | 2018 | | | Tráfego SMS enviadas  (mil) | 40 463 | | 180 789 | | 110 710 | | 82 601 | | | Quota | 82% |  | 84% |  | 73% |  | 85% |  | | A tabela 21 demonstra a incontestável liderança da Orange Bissau na prestação de serviços de SMS. |

Tabela 6: Quota de mercado de SMS terminadas, mil

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Anos | On-net | | |  | Of-net | | |  | Internacional | | | | **N.º** | **%** |  |  | **N.º** | **%** |  |  | **N.º** | **%** |  | | 2021 | 38 935 | 88% |  |  | 1 072 | 51% |  |  | 40 464 | 87% |  | | 2020 | 177 136 | 68% |  |  | 1 886 | 66% |  |  | 180 790 | 68% |  | | 2019 | 98 224 | 92% |  |  | 1 872 | 66% |  |  | 110 711 | 92% |  | | 2018 | 79 184 | 94% |  |  | 1 894 | 65% |  |  | 82 601 | 93% |  | |

Tabela 7: mil sms enviadas para o Internacional

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Anos | cedeao | Quota | | Palop | Quota | | cplp | Quota | | Resto\_Africa | Quota | | Resto\_mundo | Quota | |
| 2021 | 128 647 | 65% |  | 28 571 | 91% |  | 44 817 | 59% |  | 26 435 | 70% |  | 227 948 | 61% |  |
| 2020 | 324 076 | 81% |  | 21 852 | 57% |  | 109 292 | 80% |  | 24 712 | 65% |  | 1 287 197 | 86% |  |
| 2019 | 7 979 163 | 99% |  | 183 916 | 95% |  | 1 245 446 | 96% |  | 310 632 | 96% |  | 895 727 | 76% |  |
| 2018 | 446 038 | 79% |  | 9 082\* | 100% |  | 211 133 | 74% |  | 37 814 | 68% |  | 818 770 | 64% |  |

\* dados da Orange Bissau indisponível

Tabela 8: receitas de SMS & Roaming-Out, FCFA

|  |  |  |
| --- | --- | --- |
|  | Roaming\_Out | SMS |
| 2021 | 177 881 826 | 186 701 655 |
| 2020 | 182 688 421 | 230 110 030 |
| 2019 | 118 138 865 | 147 339 655 |
| 2018 | 316 014 358 | 233 509 216 |