

ntel Insights



HOW NIGERIANS SPENT N20.87BILLION DAILY ON DATA IN 2025

TECH CABAL

Nothing illustrates Nigeria's growing dependence on the internet more than how much people now spend on data. Between 2024 and 2025, national data spending jumped 171.41% to 7.62 trillion (\$5.58 billion), according to TechCabal's analysis of Nigerian Communications Commission (NCC) consumption data and average data pricing.

NCC LAUNCHES REVIEW OF NIGERIA'S TELECOM POLICY AFTER 26 YEARS

BUSINESS DAY

The Nigerian Communications Commission (NCC) has initiated a comprehensive review of Nigeria's National Telecommunications Policy (NTP) 2000, which marks the first major overhaul of the framework in nearly three decades.

The commission announced the move on Monday with the release of a consultation document inviting feedback from industry stakeholders, policymakers, operators, and the public.

NCC stated that the review aims to modernise the policy to reflect current realities in digital services, internet governance, satellite communications, broadband development, and universal connectivity, while reinforcing the sector's role in economic growth.

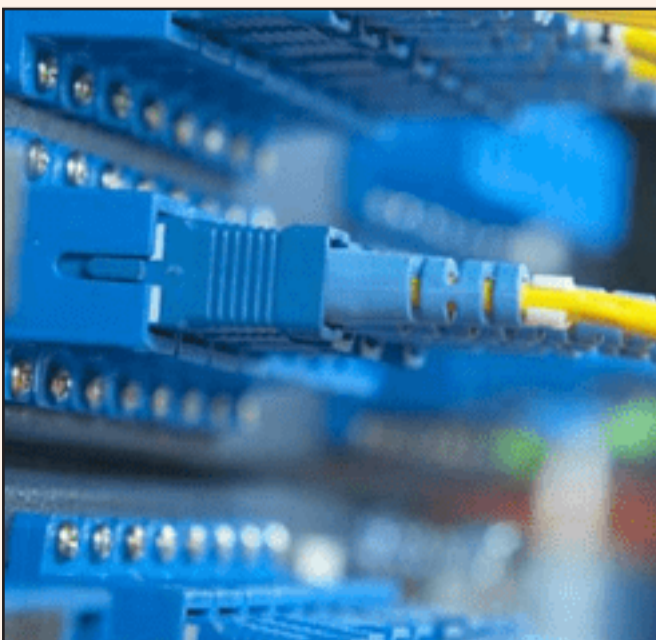


FG SEEKS PRIVATE SECTOR SUPPORT TO CLOSE BROADBAND GAP

PUNCH

The Federal Government called on private sector players to partner in closing Nigeria's last-mile broadband gap, with Minister of Communications, Innovation and Digital Economy Dr. Bosun Tijani emphasizing that massive public investment in digital infrastructure must be matched by device affordability, service innovation, and targeted connectivity for critical institutions. Speaking at the Flagship Nigeria: Electrification + Connectivity Convening in Abuja, Tijani announced that Nigeria is leading Africa in deep digital infrastructure investments,

including a 90,000-kilometre fibre-optic backbone project supported by the World Bank, two new communications satellites, and 3,700 telecom towers in rural areas expected to connect approximately 20 million currently unconnected Nigerians. The minister noted that the telecommunications sector had struggled when the current administration took office, but a modest tariff adjustment restored profitability and attracted over \$1 billion in new operator investments. World Bank Country Director Mathew Verghis stressed that digital inclusion depends on reliable electricity, broadband infrastructure, and affordable devices, calling for better coordination in planning and financing power and fibre networks through integrated investment that reduces costs and accelerates universal access.





NCC LAUNCHES REVIEW OF NIGERIA'S TELECOM POLICY AFTER 26 YEARS

The NCC has launched public consultation on comprehensive review of the National Telecommunications Policy of 2000; the first major policy update in 25 years. This is a very significant development as this means this policy has the potential to shape industry dynamics in the coming decades. The commission proposed 15 fundamental policy changes across infrastructure access, universal service, satellite communications, local content development, cyber security and fiscal support.

As a stakeholder and a telecommunications license holder NTEL would participate in contributing to this policy reform. Stakeholder submissions are due by March 20, 2026, this process presents a rare and time-sensitive opportunity for industry players to shape the rules that will govern network deployment, wholesale economics and digital inclusion for the next decade. For NTEL, in particular, the review represents a chance to align regulatory outcomes with the company's relaunch.

Among the proposals under consideration, one of the most consequential for Ntel is proposal 5 on economic regulation and infrastructure access. This section could significantly reshape wholesale market dynamics by clarifying or strengthening non-discriminatory access rules for national roaming, spectrum sharing and MVNO operations. roaming and capacity agreement negotiations.

In an increasingly consolidated market dominated by a small number of large mobile network operators, the viability

of Ntel's Project Beam depends heavily on fair and predictable wholesale access pricing. If NCC introduces clearer cost-based pricing framework or enforces stronger access obligations on dominant operators, Ntel would have more favourable roaming and capacity agreement negotiations.

Another proposal that aligns closely with Ntel's evolving strategy is the proposed broadening of the universal service provision fund (USPF) from a narrow focus on basic access to a wider mandate for digital inclusion reflects the commission's commitment to not only having improved connectivity but also improving access. The broadening of the fund creates a policy opening for initiatives like NTEL's NYSC Digital Onboarding and any other rural or youth focused initiatives under Project Beam. By designing these initiatives as models for digital inclusion, Ntel can potentially access funding or policy support that would reduce customer acquisition costs as commercial strategy would align with public policy.

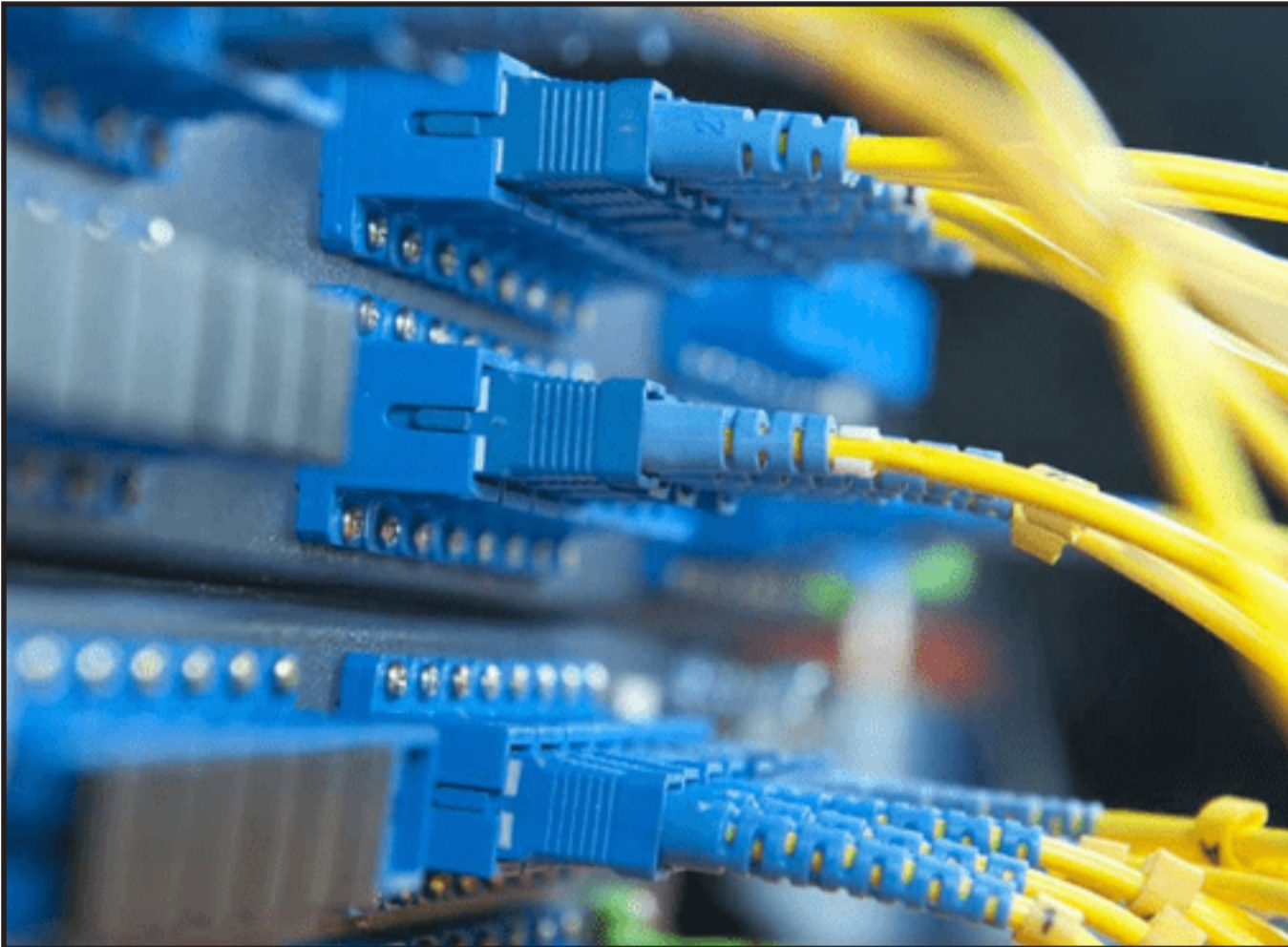
Directly relevant to Ntel's financial position and restructuring is Proposal 9, which addresses fiscal and monetary support mechanisms for operators in the telecommunications sector. With particular emphasis on tax and fiscal policy reforms, the proposal outlines several fiscal support strategies including tax incentives, import duty relief and further incentives to encourage local manufacturing for telecommunications equipment, granting of pioneer status to qualified investors, obligations for operators in profitable areas to provide services

in rural and less profitable locations and simplified licensing and regulation procedures to encourage rapid private investment; all with an aim to create a policy that can adequate for current market realities. Particularly for Ntel, these policies have the potential to ease the company's financial burdens and its business restructuring.

The NCC has also identified the need to update and modernise its satellite communications policy with a special focus on ensuring satellite services work smoothly with terrestrial networks. While satellite technology such as LEO satellites offering direct connectivity could reduce demand for traditional tower infrastructure in rural areas, Project Titan's sites could serve as strategic ground stations and fiber backhaul points for satellite operators seeking terrestrial integration. A clear regulatory framework for satellite-terrestrial cohabitation would help Ntel position Project Titan either as a partner to satellite providers or as a defensive play to secure tower co-location revenue before satellite alternatives scale.

NCC's policy review is a very unique opportunity for Ntel to ensure policies that would shape the coming decades of the industry would be favourable to the business' going-concern. Thus, it is imperative that the business capitalises on the opportunity the NCC has given to contribute to this policy formation so that the company can continue its restructuring from a place of strength.

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The government's explicit call for private sector partnership to deliver institutional connectivity underscores the opportunity that exists if Project Beam is positioned as a strategic partner to the Federal Government in achieving its goals of increasing connectivity across the county. The minister also noted that there are plans to deploy digital literacy programs via mobile phones in local languages which aligns with some of the outlined plans for Project Beam; validating the proposed business model.

On the other hand, the announcement of 3,700 government funded rural towers creates a direct rivalry to project Titan's roll out. However, it presents a transformational opportunity for Project Titan as Ntel could pitch itself as a partner to the federal government. This means allowing the government bear the infrastructure costs while providing operational expertise for effective running of these towers. If Ntel is successful with such an arrangement it can potentially open an entirely new revenue line. However, this would require Ntel to demonstrate its ability and willingness to undertake such a partnership. Additionally, for Project Eden, this presents an opportunity for Ntel to monetise its extensive rural assets which hitherto have limited commercial viability by potentially leasing portions of these sites for construction of these towers.

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Nigeria's surge in data spending to about 7.62 trillion in 2025, or roughly 20.87 billion daily, confirms that mobile data is now the primary revenue engine in the telecoms market. Usage volumes grew by 35.7%, showing strong and sustained demand for reliable, high-capacity connectivity. For NTEL, this reinforces the the case for a focused market return. The scale of consumer and enterprise spending indicates that capturing even a small share of high-value data users, particularly in dense urban, could translate into meaningful revenue. The continued willingness of customers to pay for quality data services also supports a premium, reliability-led positioning.

However, most of the current spending is being captured by dominant operators with nationwide coverage and ongoing capital investment. Expectations around speed, uptime, and service quality are rising, and regulators are placing greater emphasis on network performance. For NTEL, this makes execution critical. The opportunity lies less in mass-market competition and more in delivering consistent, high-quality broadband to targeted segments such as enterprise clients, fixed wireless users, and high-usage clusters. The ability to deliver high quality service to this market segment is the winning strategy for NTEL.