



MALTA COMMUNICATIONS AUTHORITY


Market Developments for Electronic Communications and Post

A Review of Outcomes for Q1 2026

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 (+356) 2133 6840  info@mca.org.mt  www.mca.org.mt

 Valletta Waterfront, Pinto Wharf, Floriana FRN1913, Malta

During the first quarter of 2026, consumer demand continued to shift towards higher internet speeds and post-paid mobile plans, while mobile data consumption reached new highs. Meanwhile, television services continued to embrace streaming-style viewing experiences, and businesses increased their uptake of dedicated connectivity solutions.

Fixed internet

The provision of fixed internet services is characterised by the continued investment in fibre infrastructure and the migration of customers towards higher-speed services. Fibre now accounts for half of all internet subscriptions, while Gigabit connectivity continues to gain traction, reaching more than one in every four internet connections.

Subscriptions were up by 2.1% overall. All operators in Malta offer Gigabit speed plans with availability extending across most of the country. The number of Gigabit-subscribed users rose to 69,875. This is equivalent to 28.4% of all internet subscriptions, up from 21.7% a year earlier. Almost 91% of all fixed internet users take the service as part of a bundle.

Despite these developments, the average revenue per internet user (ARPU) declined marginally from €68.31 to €67.76. This may reflect continued competitive pressures, including promotional offers and discount periods, alongside ongoing plan upgrades.

Mobile telephony

The mobile services subscription base expanded by 7.5% year-on-year to reach 827,776 subscriptions, pushing mobile penetration to 140% of the population.

Growth continued to be driven by post-paid plans, which now account for 57.0% of all mobile subscriptions, compared with 54.4% a year earlier. This reflects consumers' growing preference for plans offering larger data allowances and greater flexibility. The trend is further reflected in mobile data usage patterns, as 45,952 million megabytes were consumed during the first quarter of 2026, up 38.5% over the same period in 2025. At the same time, SMS volumes declined by 8.7%, while voice traffic remained broadly stable.

Mobile ARPU declined from €37.90 to €35.87, which reflect a combination of competitive pricing, as well as the growing prevalence of plans allowing and unlimited voice and data usage.

Pay-TV

Pay-TV subscriptions increased by 2.4% year-on-year to reach 201,289 by the end of March 2026, marked by an increasing demand for flexible, app-based and on-demand content. More

users were also recorded for the business segment, which accounted for 12.3% of all TV subscriptions, up from 11.3% a year earlier.

With operators having integrated streaming-like functionalities into traditional TV services and increasingly using promotional bundles that include free TV periods for new subscribers, average revenue per pay-TV user declined from €42.38 to €40.91.

Fixed telephony

The fixed telephony subscription base remained broadly stable, increasing by 0.4% year-on-year to reach 256,604 subscriptions. Growth was concentrated in business user demand for enhanced telephony solutions, which increased by 5.7% over the same period.

While subscriptions remained stable, usage declined, in line with the trends observed in previous years. Outgoing voice calls fell by 7.0%, while call minutes decreased by 14.0%.

Fixed telephony ARPU dropped from €24.16 to €23.17 over the same period.

High-quality dedicated connections

Demand for dedicated connectivity solutions continued to increase among businesses requiring guaranteed performance, resilience and service-level commitments. The number of dedicated connections increased by 6.3% year-on-year to reach 1,124.

National connections accounted for most of the market, primarily within the 100 Mbps to 500 Mbps speed range. However, International connections were more gigabit-oriented, reflecting the requirements of internationally oriented and data-intensive businesses.

Postal activity

The growth of e-commerce and the continued digitalisation of communications are reshaping the postal sector. Total postal mail volumes declined to 6.03 million items during the first quarter of 2026, as traditional letter-based mail volumes declined.

The decline is attributed to the drop in postal mail volumes within the universal service area. Outside the scope of the universal area, mail volumes were up by almost 14% year-on-year, mirroring demand for parcel delivery services driven by e-commerce.

Together with the significant share of inbound cross-border mail, these developments highlight the increasingly important role of parcel and logistics services within Malta's postal market.

Notes

- (i) Data cut-off date: 16th June 2026.
- (ii) Revenue figures are based on the operators' own apportionment methodologies.



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