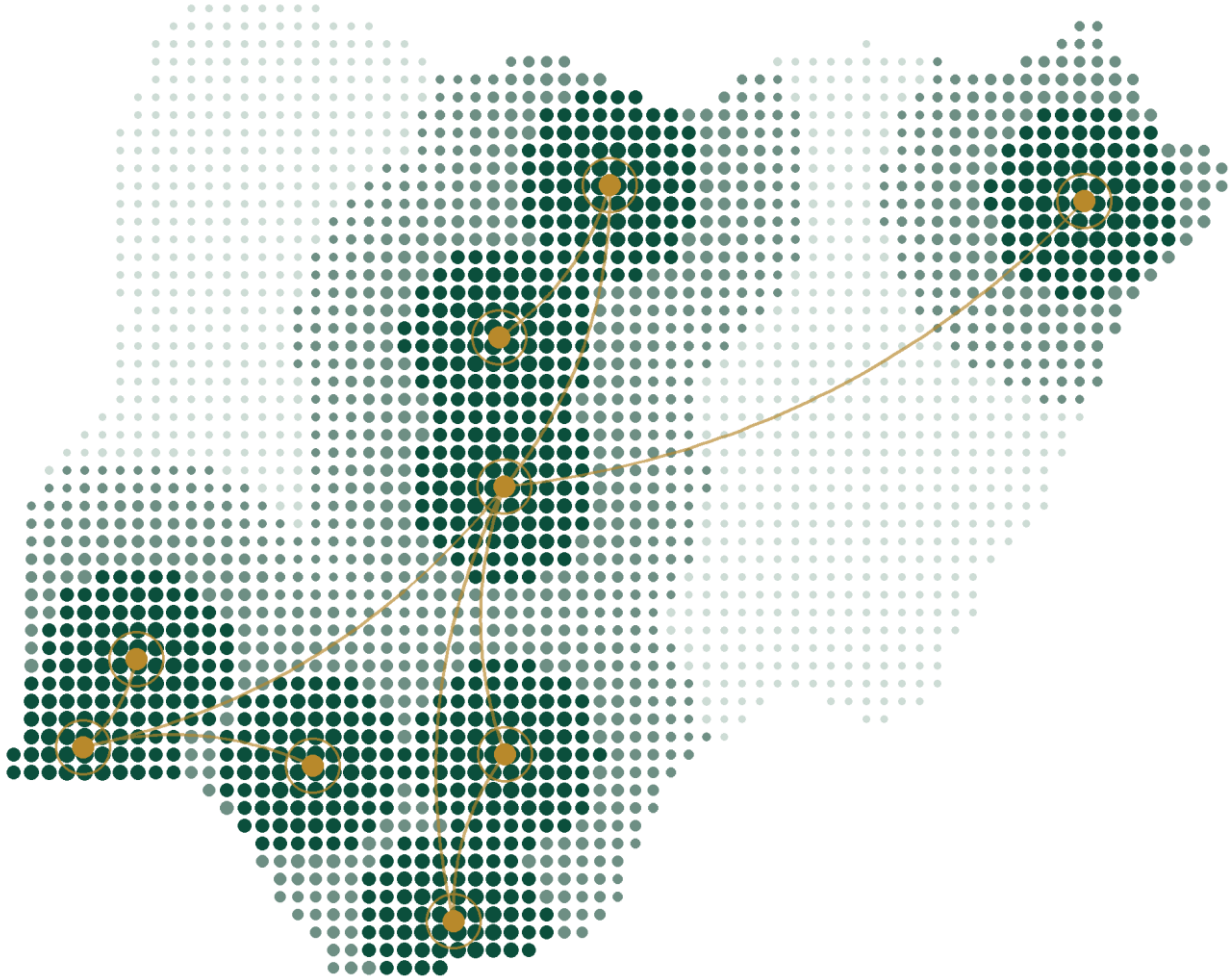
Nigerian Communications Commission
Network Improvement Programme



Device Model Adoption & Performance Benchmarking

Q3 2026 Public Report | Data: January 2025 – August 2026

02

CONTENTS

This report looks at which phones Nigerians use and how device choice shapes their experience.

What this report covers

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09 What it means

Source: Speedtest® by Ookla® crowdsourced data, analysed by Ookla Advanced Analytics Services for the NCC.

03

AT A GLANCE

Device choice matters, but so does the network and the technology the device connects to.

Samsung and Apple lead, and 5G devices deliver a large speed boost.

58.4%

of observed devices are Samsung or Apple

292.1 Mbps

download speed of the fastest model, the Honor 90 Lite

~9x

faster median download on MTN 5G than on MTN LTE

1.46x

urban download advantage over rural areas

Source: Speedtest® by Ookla® crowdsourced data, analysed by Ookla Advanced Analytics Services for the NCC.

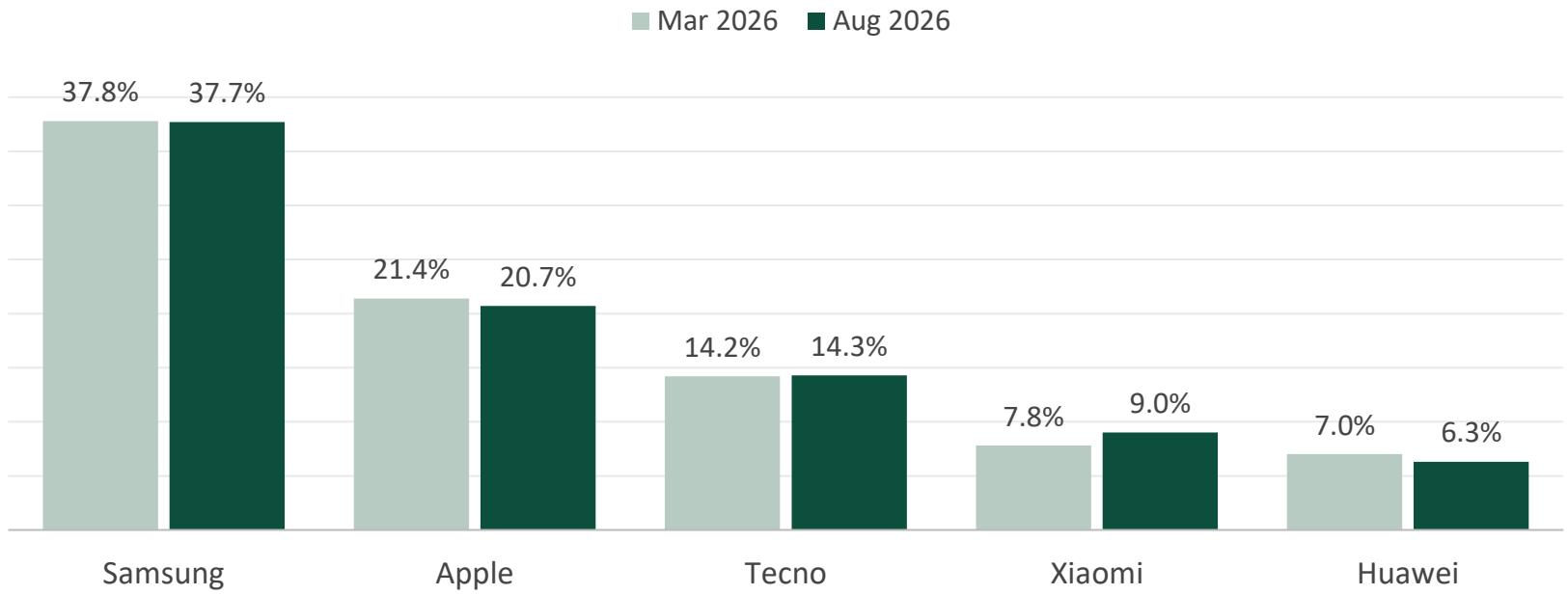
04

MARKET SHARE

Samsung (37.7%) and Apple (20.7%) still lead, but Xiaomi rose from 7.8% to 9.0%.

Xiaomi gained the most market share since March

Share of observed devices by manufacturer (%)



- **Most-used model.** The Huawei Mate 40 Pro 5G remains the single most observed device, followed by the Redmi 14C.

Source: Speedtest® by Ookla® crowdsourced data, analysed by Ookla Advanced Analytics Services for the NCC.

05

FASTEST DEVICES

The fastest download device is not always the most responsive: speed and latency rankings differ.

Top download speeds come from a mix of brands

Device model	Download (Mbps)	Upload (Mbps)	Latency (ms)
Honor 90 Lite	292.1	45.6	37.4
iPad 11th Gen	238.5	34.2	30.2
Nothing Phone (2)	231.1	36.8	56.8
Mate 60 Pro	162.7	59.6	30.2

Models with at least 500 tests. The Mate 60 Pro has the highest upload speed among the top performers.

NCC + OOKLA

Source: Speedtest® by Ookla® crowdsourced data, analysed by Ookla Advanced Analytics Services for the NCC.

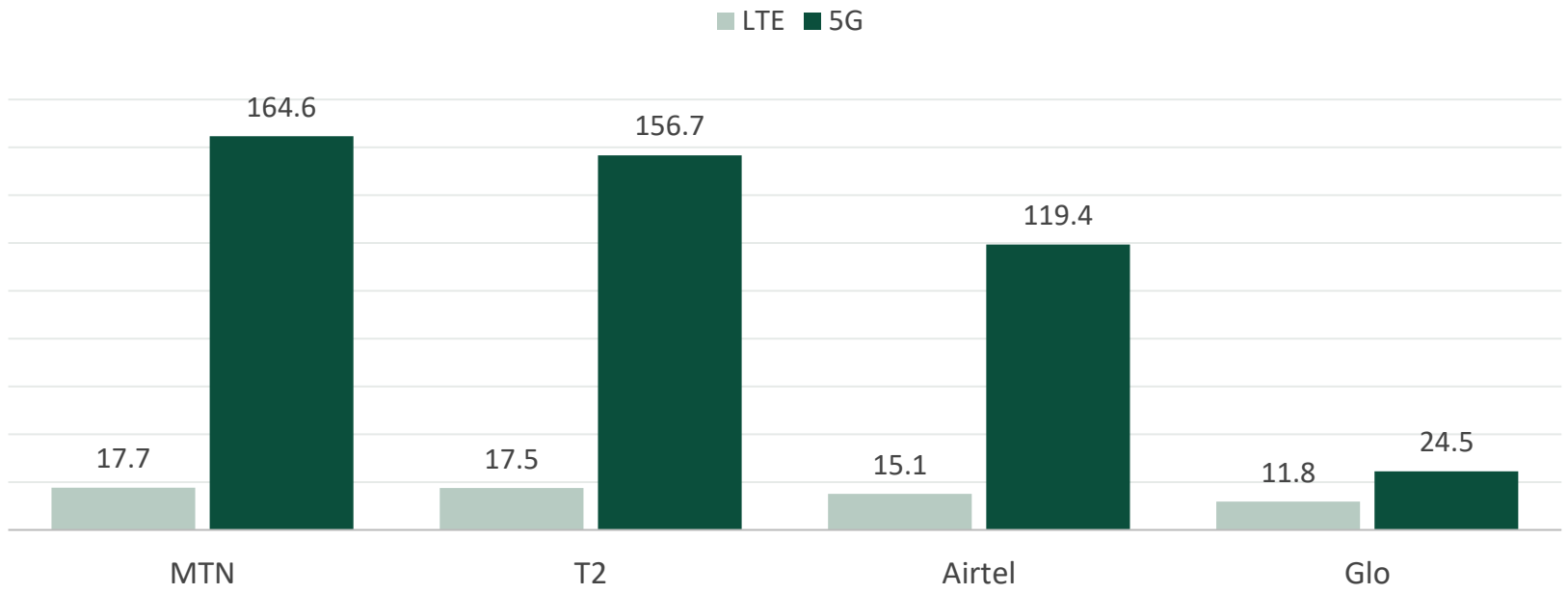
06

THE 5G ADVANTAGE

Connecting on 5G is the single biggest factor for a faster download experience.

5G multiplies download speeds on most networks

Median download speed (Mbps)



- **Device tier.** High-end phones reach 28.31 Mbps median download vs. 15.69 (mid-range) and 14.88 (low-end); upload and latency are similar.

Source: Speedtest® by Ookla® crowdsourced data, analysed by Ookla Advanced Analytics Services for the NCC.

NCC + OOKLA

07

REGIONAL PERFORMANCE

No zone leads on every measure: the North West has the fastest uploads, the North East trails on download and latency.

The South West leads on speed and latency

Geopolitical zone	Download (Mbps)	Upload (Mbps)	Latency (ms)
South West	21.78	11.83	25
North Central	20.30	12.07	37
South South	20.13	10.76	35
North West	17.69	13.82	45
South East	16.76	12.95	38
North East	13.54	11.63	51

Urban 20.24 Mbps vs. rural 13.87 Mbps median download; rural latency is 8 ms higher.

Source: Speedtest® by Ookla® crowdsourced data, analysed by Ookla Advanced Analytics Services for the NCC.

08

OPERATOR PROFILES

The Huawei Mate 40 Pro 5G tops three networks; T2's users favour Samsung.

Each operator has a signature device mix

Operator	Most adopted model	Second most adopted
MTN	Huawei Mate 40 Pro 5G	iPhone 12 Pro Max 5G
Airtel	Huawei Mate 40 Pro 5G	REDMI 15C
Glo	Huawei Mate 40 Pro 5G	Redmi 14C
T2	Galaxy Z Fold7	Galaxy S8

Source: Speedtest® by Ookla® crowdsourced data, analysed by Ookla Advanced Analytics Services for the NCC.

09

WHAT IT MEANS

Device, network and technology together decide the experience users get.

Better devices help, but the network sets the ceiling

- **Look beyond download speed.** The fastest devices for downloads are not always the best for upload or latency.
- **5G readiness.** With 5G delivering up to ~9x LTE download speeds, expanding 5G where capable devices are concentrated offers the biggest gains.
- **Rural focus.** The 1.46x urban–rural gap persists; affordable 4G/5G devices and rural network upgrades remain key.

Source: Speedtest® by Ookla® crowdsourced data, analysed by Ookla Advanced Analytics Services for the NCC.

About this report

This summary is based on the NCC Advanced Analytics report “Device model adoption & performance benchmarking” (Q3 2026), prepared by Ookla Advanced Analytics Services under the Network Improvement Programme.

Results come from crowdsourced, user-initiated Speedtest® measurements (January 2025 – August 2026). They indicate typical user experience and are not a measure of total network capacity or coverage.

Areas, operators or devices with too few valid tests are excluded or flagged. Comparisons refer to the previous public report (Q1 2026).

Thank you