

Cell C's 4G coverage will be even greater thanks to latest MTN deal

By [Andy Walker](#)

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Cell C and MTN on Monday announced a new roaming agreement, building on and extending the firms' previous agreement made in 2018, and pushing Cell C's LTE coverage further across South Africa.



Cell C CEO Douglas Craigie Stevenson. Image source: Cell C.

Last year's deal saw Cell C's network coverage extend to areas beyond South Africa's largest cities, but the new agreement will push Cell C's coverage to 95% of the South African population, on the back of MTN's network infrastructure.

This also means nearly 90% LTE coverage for Cell C customers, but the two providers will continue to use their respective frequencies and have control over their own customers' experience.

"This is a pivotal step in Cell C's turnaround strategy," said Douglas Craigie Stevenson, Cell C CEO.

"One of the key pillars of this turnaround is to implement a revised network strategy that enables Cell C to manage its network capacity requirements in a more cost-efficient and scalable manner."

Stevenson believes that the deal will allow Cell C to avoid building expensive network infrastructure, and focus on "developing innovative and disruptive service offerings that will be welcomed by data-hungry consumers".

The roaming agreement won't be felt by Cell C customers immediately. It could take up to three years to implement, beginning in early 2020.

ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Memeburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

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