Latin America - Mobile Voice and Mobile Broadband Statistics (tables only)

Description: This report provides 350 tables and 35 charts illustrating the mobile statistics for Latin America, both for individual countries and the region as a whole. Short market analyses and overviews are given for each country, but the original documents should be accessed for full descriptions and analysis.

Telephony services in Latin America have increasingly turned towards mobile solutions, in part a legacy response to poor fixed-line infrastructure and the continuing emphasis on investment in mobile networks rather than fixed-line networks. As a result, many people in rural areas have become mobile subscribers by default, lacking a fixed-line alternative for voice and basic data services. Natural factors have also contributed to the popularity of wireless services, since the region has many areas of mountainous terrain and hurricanes and earthquakes cause regular and major destruction to fixed-line networks. In addition, the large number of remote rural communities renders the laying of cable to serve them uneconomical.

About 80% of the region's mobile subscribers are on lower-cost prepaid plans. Prepaid services played an important role in the sector's evolution, as they made cell phones available to millions of low-income users who had been excluded by the contract requirements of monthly payments and credit checks.

Although there are a number of smaller operators across the region, the mobile market in Latin America continues to be dominated by three major operators: América Móvil, Telefónica and Telecom Italia, the last with a significant presence in Brazil. Other major players include Digicel Group, which is active in El Salvador and across the Caribbean, as well as Millicom International, which has a footprint in three Central American and three South American markets.

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