

# Colombia Telecommunications Report Q4 2015

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## Abstracts

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**BMI View:** Increased competition on the Columbian mobile market is eroding the market shares of traditional mobile network operators such as Claro. Virgin Mobile has been particularly successful in increasing its presence in the Columbian market, growing its market share from zero to almost 4% in just two years. The regulator is keen to open the market up to new MVNOs and has recently launched a consultation to revise the rules for introduction of new MVNOs. It has been reported that Spain's MVNO Pepephone is interested in starting operations in Colombia. Additionally, the Columbian ICT ministry has published rules for another 4G auction, which means that additional bandwidth will be available to the market as of 2016. This should have a positive impact on LTE services growth.

### Key Data

Mobile virtual network operator (MVNO) Virgin Mobile Colombia's subscriber base was 2.118mn by the end of March 2015, compared to 440,667 a year earlier, according to data from Ministry of Information Technologies and Communication (MinTIC). Other local MVNOs Uff! Movil, Grupo Exito, Avantel and Empresa de Telecomunicaciones de Bogotá (ETB) registered 1.182mn subscribers total at the end of 2014.

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