

Peru Telecommunications Report Q1 2016

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Abstracts

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BMI View: The launch of Vietnamese based Viettel into the Peruvian market by offering low cost, prepaid services has intensified competition and there are signs that Entel's recent shakeup has forced the company to adopt an aggressive strategy that will increase competition. In the fixed sector, BMI supports the view that Azteca's Fibre Optic Backbone Network, set to be completed in March 2016, will significantly boost broadband coverage, although mobile broadband will continue to be a key growth area. Despite telecoms penetrations lagging behind many other countries in the region, the market is innovative with mobile banking and OTT TV launching. Due to Peru's size, stronger long-term growth can be achieved if infrastructural problems and piracy are overcome.

Latest Updates and Industry Developments

163,000 new mobile subscriptions were added in H115, taking the total to 31.189mn, reaching a penetration rate of 100.1%. This is solid growth and we anticipate higher growth towards the end of 2015 and 2016 and Vietnam based Viettel aggressively adds new subscriptions in the rural and agrarian areas of Peru.

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