

Peru Telecommunications Report Q2 2016

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Abstracts

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BMI View: The launch of Bitel, offering low cost, prepaid services, while Entel has adopted an aggressive strategy that will increase competition. Meanwhile, Azteca's Fibre Optic Backbone Network, set to be completed in March 2016, will significantly boost wireline 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

306,000 new mobile subscriptions were added in 9M15, taking the total to 32.529mn, reaching a penetration rate of 103.7%. This is solid growth and we anticipate stronger growth in 2016 and newcomer Bitel aggressively adds new subscriptions in the rural and agrarian areas.

4G will become a primary driver of growth, especially with Movistar now having over 1mn LTE subscribers. We estimate 6.972mn 3G/4G subscribers at the end of 2015, a number growing to 12.818mn at the end of 2020.

Contents

BMI Industry View

SWOT Analysis

Industry SWOT

Industry Forecast

Latest Updates

Structural Trends

Table: Telecoms Sector - Historical Data & Forecasts (Peru 2013-2020)

Telecoms Risk/Reward Index

Industry Risk Rewards Index

Table: Latin Americas Telecoms Risk/Rewards Index - Q216

Industry Risk Reward Ratings

Market Overview

Market Drivers & Trends

Mobile

Wireline Voice & Broadband

Table: Peru Fixed Line Data, 2007-2014

Pay-TV/Convergence

Table: Pay-TV Subscriptions In Lima, 2014

Regulatory Development

Table: Peru: Regulatory Bodies And Their Responsibilities

Industry Developments

Competitive Landscape

Mobile Market Data

Table: Peru Mobile Market Overview

Table: Movistar

Table: Claro

Table: Entel (Nextel)

Table: Bitel

Company Profile

America Movil Peru (Claro)

Entel Peru

Telefonica del Peru

Telefonica Moviles Peru (Movistar)

Demographic Forecast

Demographic Outlook

Table: Population Headline Indicators (Peru 1990-2025)

Table: Key Population Ratios (Peru 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Peru 1990-2025)

Table: Population By Age Group (Peru 1990-2025)

Table: Population By Age Group % (Peru 1990-2025)

Glossary

Table: Glossary Of Terms

Methodology

Industry Forecast Methodology

Sources

Risk/Reward Index Methodology

Table: Risk/Reward Index Indicators

Table: Weighting Of Indicators

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