

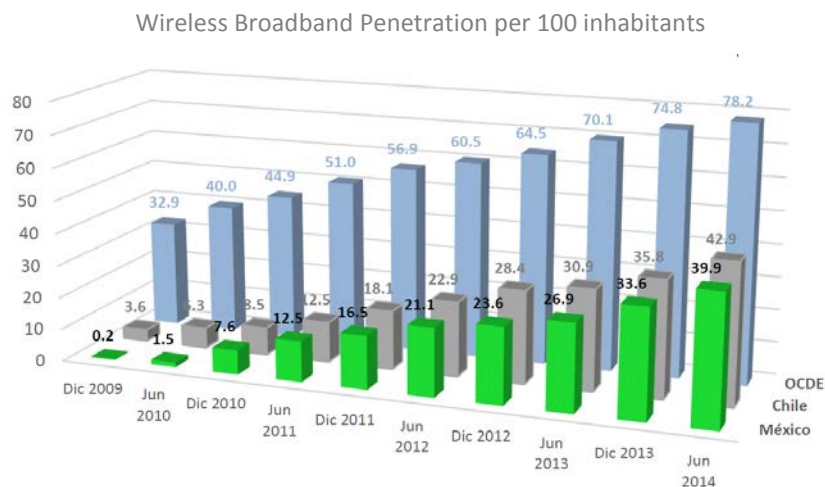
## Press Release Number 13/2015

Mexico City, February 26<sup>th</sup>, 2015.

### IFT UNVEILS NEW BROADBAND DATA

- The base subscriptions reached 47,284,849 on June 2014, equivalent to almost 40 of 100 inhabitants with access to the service
- New prepayment schemes that promote the use of social networks and greater competition in the prepaid segment detonate growth

The subscriber base of wireless broadband in the country amounted to 47,284,849 in June 2014, whereby a penetration of 39.9 subscribers per 100 inhabitants with access to band wireless broadband was reached, which includes satellite services (08%), fixed wireless (1.11%) and Mobile Broadband (98.8%).



Source: IFT's elaboration with OECD data.

This level of subscriptions can be explained in part by the incursion of new prepayment schemes in the mobile market, which incorporates access or services, such as social networks that are available

## Press Release Number 13/2015

to a large volume of prepaid subscribers that exist in Mexico as well as by increased competition for postpaid contract users by mobile operators. With this, Mexico moves and positions with penetration levels above Hungary, Turkey, Portugal and Greece, and very close to Chile.

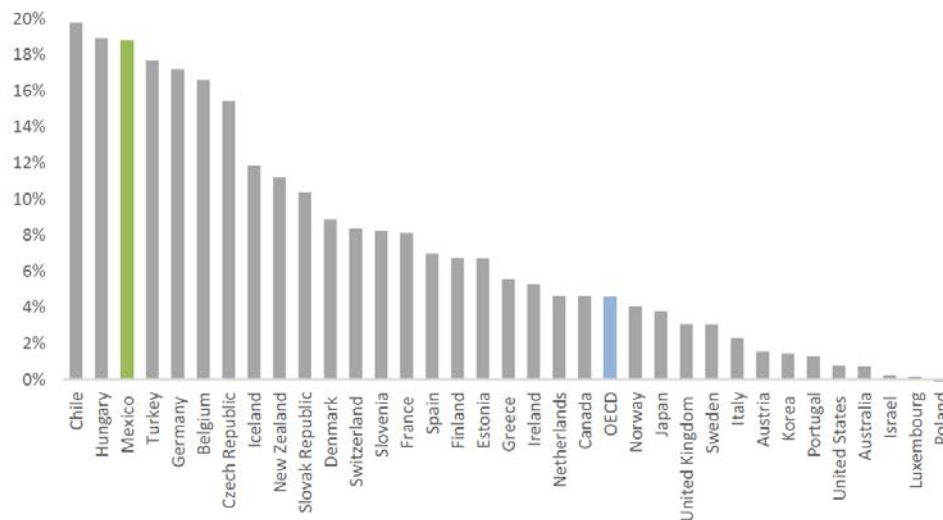
*According to the definition of the Organization for Economic Cooperation and Development (OECD), broadband subscriptions are those that have an announced speed of 256 kbps or higher. Subscriptions must allow Internet access via http and should be used to make a data connection via Internet Protocol on its previous three months. SMS messages and MMS do not count as an active interconnection of broadband Internet, even if they are delivered via IP. This indicator is measured in number of subscriptions per 100 inhabitants.*

Besides, the Federal Telecommunications and Broadcasting Law provides measurements that the telecommunications and broadcasting sectors must adhere to internationally recognized methodologies that allow the measurement of progress and international comparison, while the regulator awarded best tools for information of concessionaires. Based on the above, the IFT adheres to international standards and uses variables consistent with those provided by the International Telecommunication Union (ITU) and the OECD, such as subscriptions with access at speeds greater than 256 kbps. With this methodological change revised from 2010 to penetration of mobile broadband wireless data is presented.

Moreover, the latest statistical report from the OECD on broadband shows that from December 2013 to June 2014, a penetration increase of 18.8% of mobile wireless broadband in our country was recorded, with this, Mexico ranks third place among the OECD countries that reported the highest growth percentage in penetration of this market.

## Press Release Number 13/2015

Mobile Broadband Penetration  
Growth Rate from Dec 2013 to Jun 2014

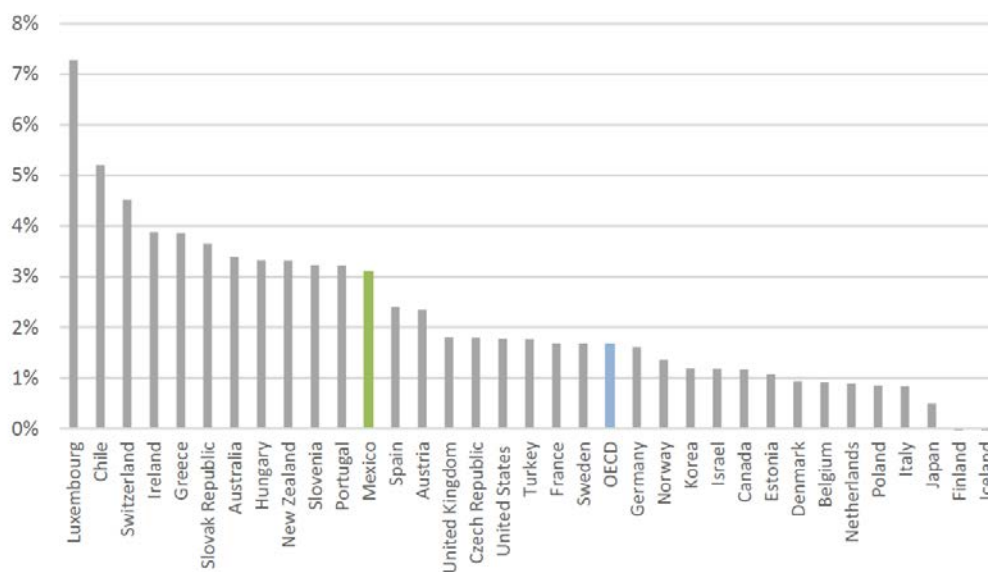


Source: IFT's elaboration with OECD data.

In the case of fixed broadband, between December 2013 and June 2014, a growth in penetration for this service of 3.1% is observed, which places Mexico at number 12 of the countries with the highest percentage growth in penetration, above the OECD average.

## Press Release Number 13/2015

Fixed Broadband Penetration  
Growth Rate from Dec 2013 to Jun 2014



During the first quarter of 2015, the IFT will publish a statistical report for the third quarter of 2014, in which the main indicators of the telecommunications sector will be included, the methodology of measurement shall be consistent with international best practices and guidelines used by the ITU and OECD. Among the main changes, the information will be provided with the highest level of disaggregation, in addition to the figures collected will be reflected directly from operators, avoiding as far as possible the preliminary or estimated data.

## Press Release Number 13/2015

\*\*\*\*\*

The Federal Institute of Telecommunications (IFT) is the autonomous body entrusted with the regulation, promotion and supervision of the efficient performance of broadcasting and telecommunications sectors in Mexico, and also exercises, in exclusive manner, the authorities in matters of economic competition of such sectors pursuant to the Decree whereby several provisions of Articles 6, 7, 27, 28, 94 and 105 of the Political Constitution of the United Mexican States are amended and supplemented in telecommunications matters, published in the Federal Official Gazette on June 11<sup>th</sup> of 2013.

Media Relations Department  
Insurgentes Sur 1143 1<sup>st</sup> floor, Col. Nochebuena,  
Benito Juárez. C.P. 03720  
50 15 40 21 and 50 15 42 00  
[www.ift.org.mx](http://www.ift.org.mx)