

## Chile tops LatAm mobile data affordability ranking

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Mobile users in Chile benefit from by far the cheapest retail prices for mobile data in Latin America, while those in Argentina paying the most, according to a report published by Tarifica. The study, which tracked mobile data pricing in eight countries, revealed significant disparities in costs, with prices in Chile more than 35 percent lower than the regional average.

The report found that Chile boasts the lowest mobile data costs for plans ranging from 1GB to 5GB per month due to competitive pricing among all four major mobile operators (Claro, Entel, Movistar and WOM). Entel, the costliest provider, has rates that are just 17 percent more expensive than Movistar, the cheapest provider, said the researcher.

Peru and Brazil followed behind Chile in terms of affordability across all user types, with Peru ranking second overall, albeit 2.83 times more expensive on average, followed by Brazil at 3.0 times Chile's prices due to significant price increases for higher data usage.

Uruguay (4.0 x Chilean prices), Colombia (5.17) and Ecuador (5.17) followed in fourth and equal fifth positions, with Paraguay (6.83) coming in seventh due to higher prices than its counterparts, except for the 50GB profile where it ranked sixth.

Argentina was by far the costliest market in the region, with prices coming in at an average 8.0 times those seen in Chile, especially for the 5GB user type, due above all to the country's ongoing economic instability and rampant inflation.

The report added that markets like Chile, Peru, Uruguay and Colombia saw prices increase incrementally with higher data usage. The average cost for 50GB of data came to USD 27.69 across the four countries, just 41 percent more than for 10GB, whereas in Brazil, Paraguay and Ecuador, a 50GB bundle cost 71 percent more than 10GB on average.