

## Two-thirds of mobile plans in Latin America offer zero rating

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Despite net neutrality regulations limiting zero-rating in the Western world, this mobile pricing strategy remains prevalent in Latin America, particularly for WhatsApp. An analysis using Tarifica's Telecom Pricing Intelligence Platform reveals that 67 percent of mobile plans across 17 Latin American countries include some form of zero-rated data, with WhatsApp being the most popular (92% of these plans). Over half of all plans in the region offer unlimited WhatsApp usage.

Other commonly zero-rated apps include Facebook, Instagram, X (Twitter), YouTube, and Waze, reflecting a focus on social, messaging, and navigation services. The cost of unlimited WhatsApp varies significantly across countries, with prices adjusted for purchasing power parity (PPP) ranging from roughly USD 10 to USD 60 per month.



**CATEGORIES:** Mobile

**COMPANIES:** YouTube, Waze, Tarifica

**REGIONS:** Latin America and the Caribbean

**TAGS:** Data services, Messaging, Pricing, Market research