



# ***When thy neighbor hath put thee to shame: Mobile price benchmarking in Latin America***

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# About DIRSI

*“DIRSI is a network of professionals and institutions specialized in ICT policy and research in Latin America. We conduct research, and facilitate dialogue on pro-poor ICT policy, regulation and governance in Latin America”*

## 2009-11 Research Cycle

- Broadband for all
- Mobile Opportunities 2.0
- New ICT indicators

- Young Researchers grants
- Training programs
- Rapid Regulatory Response

**Research + Capacity-building + Dialogue**

# How our mobile price benchmarking studies sparked regulatory action

What we saw

Despite growing penetration, tariff structure discourages mobile use among poor.

What we did

International mobile price benchmarking (including South Asia) *and* affordability studies.

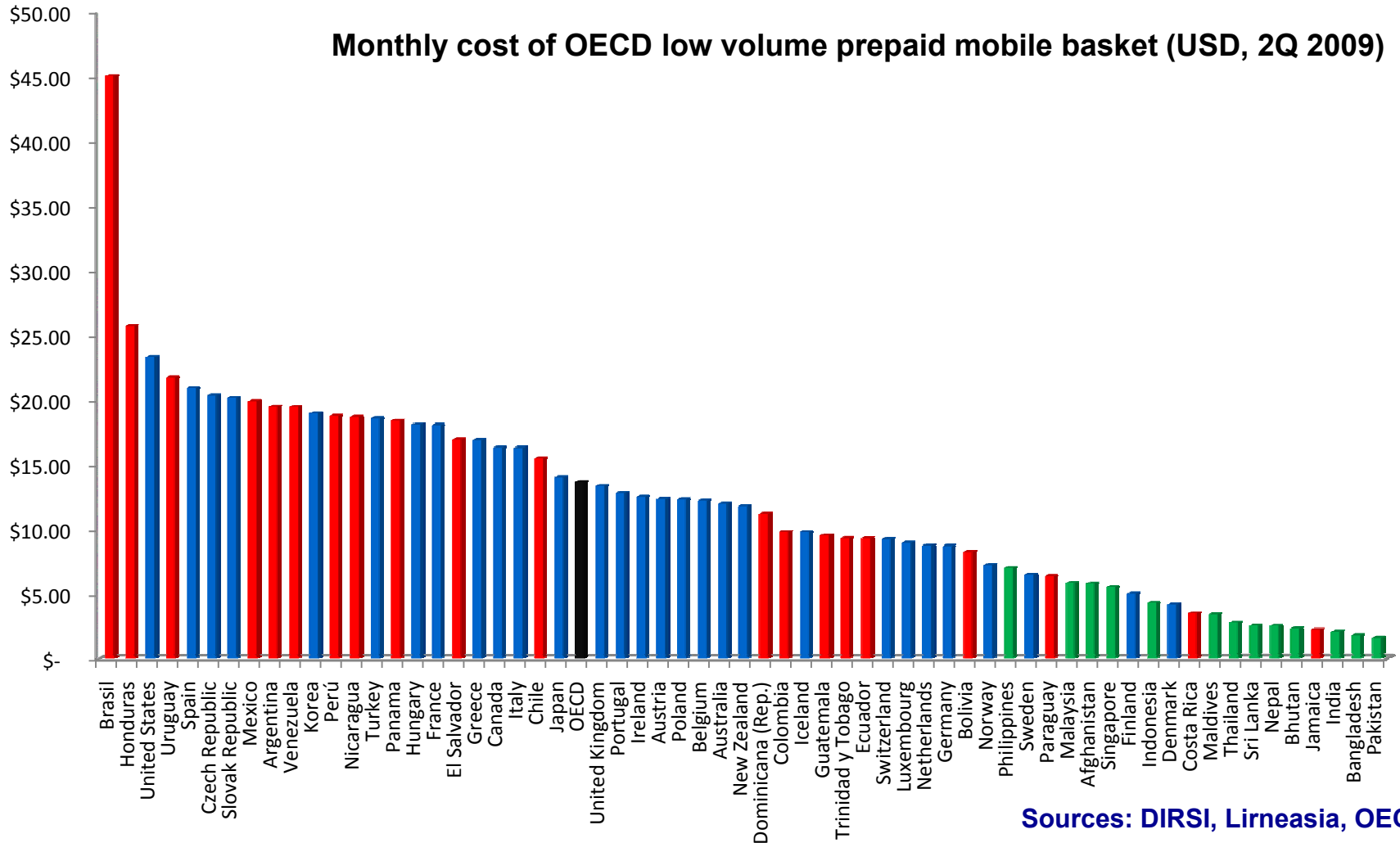
What helped us

Wide media diffusion of results (old and new media).

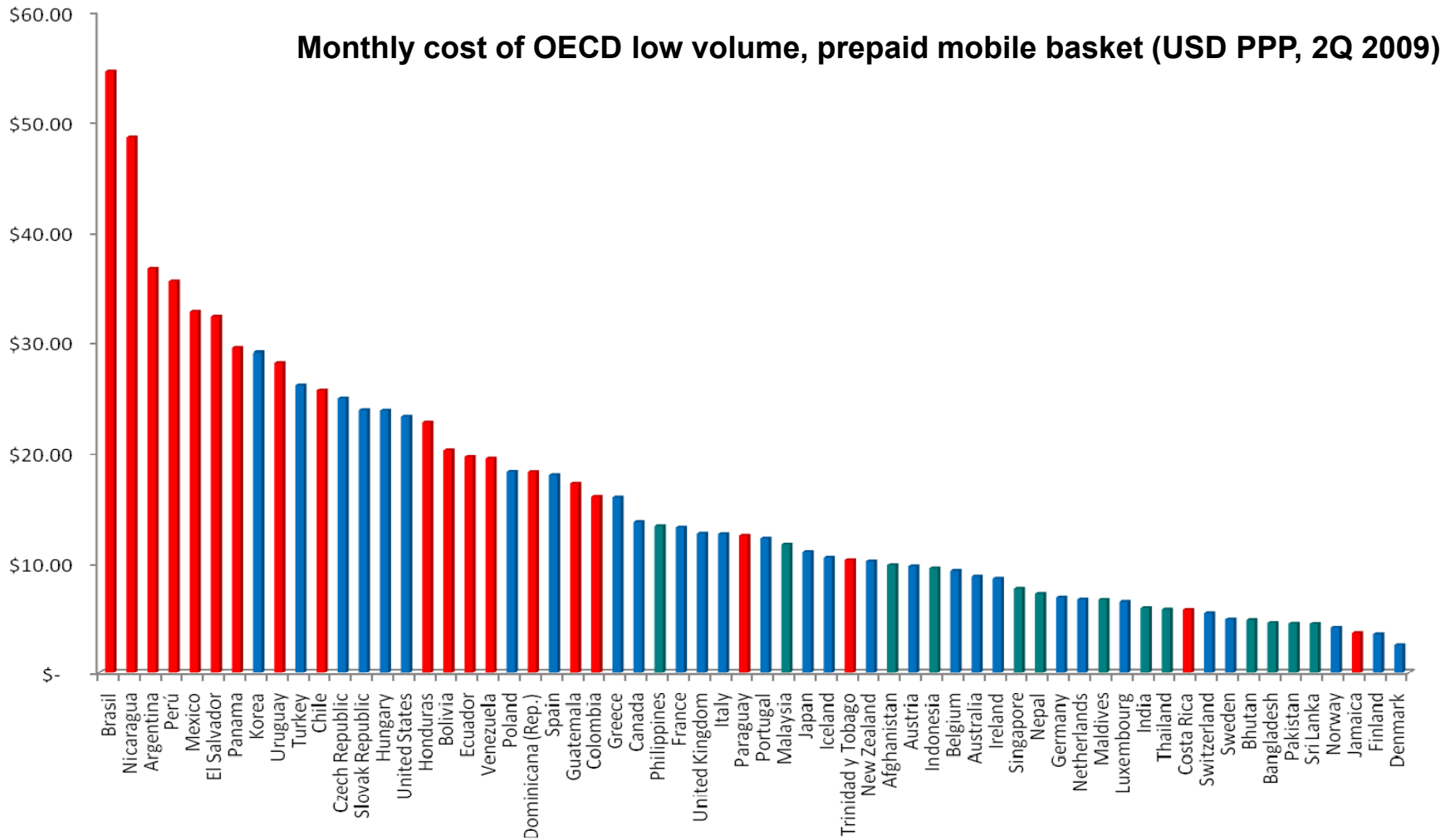
What happened

Inquiry into termination rates (Peru), taxes (Brazil) and number portability (Mexico).

# Brazil, we have a problem



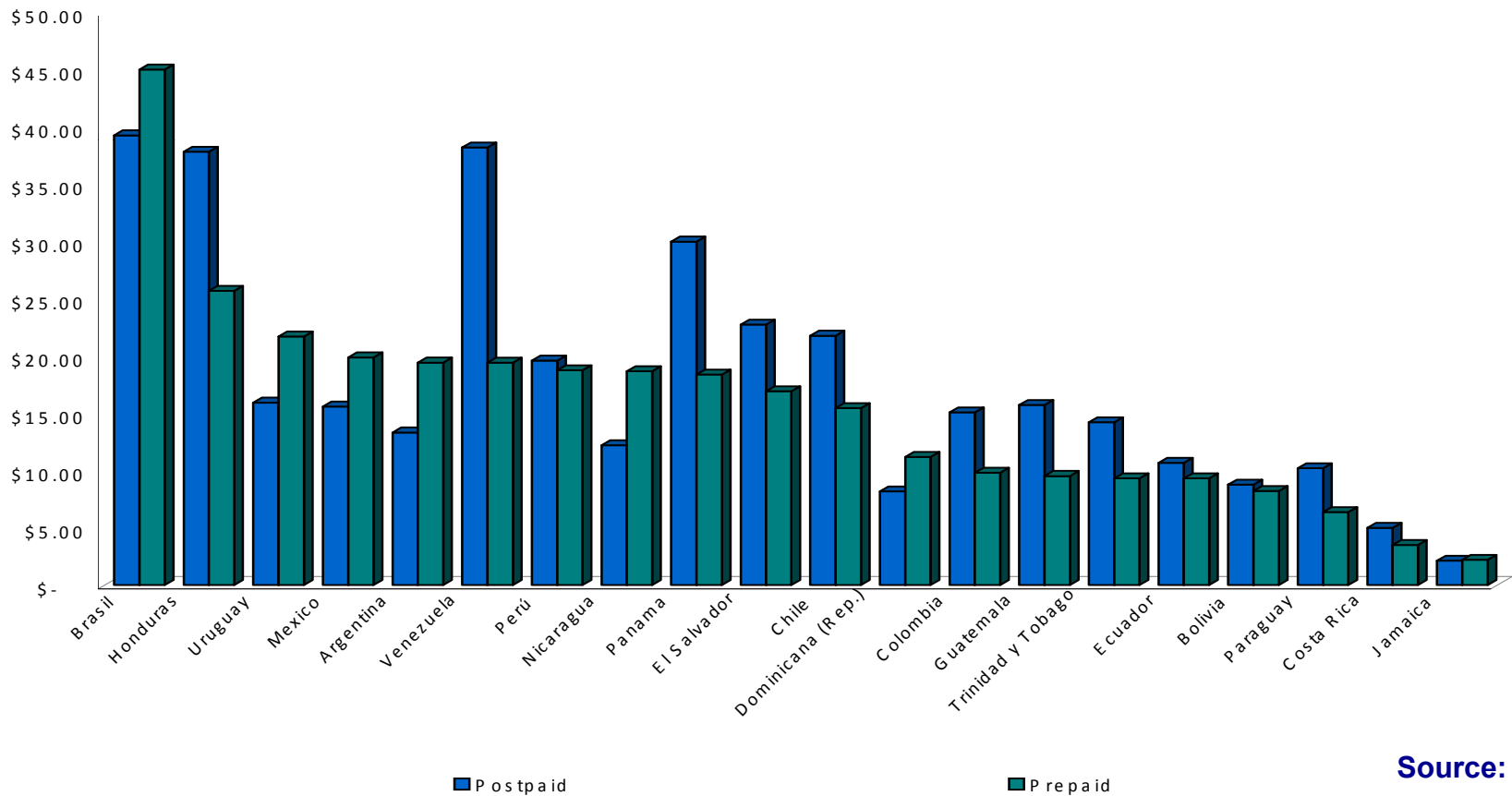
# But wait, it gets worse



Sources: DIRSI, Lirneasia, OECD

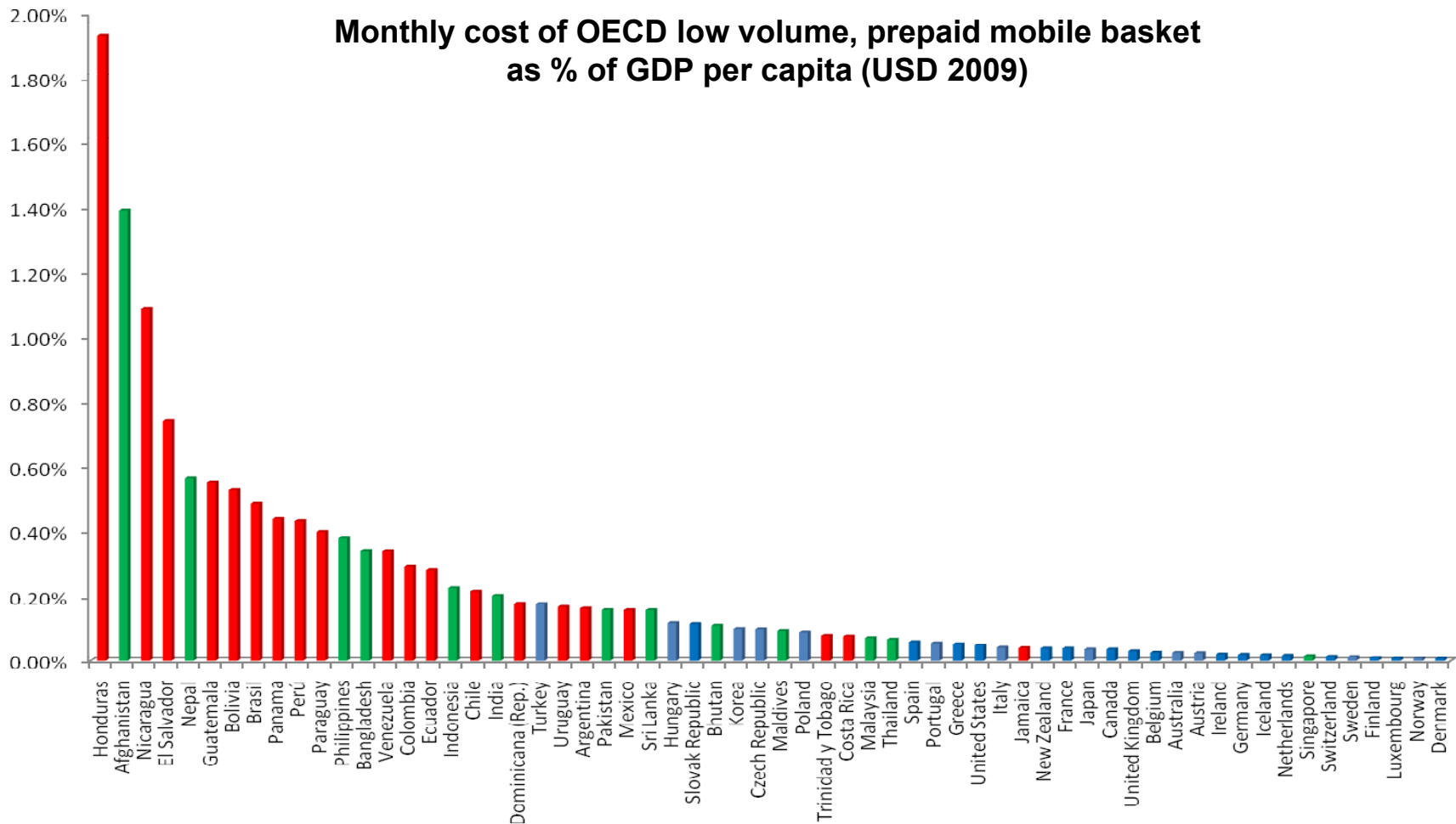
# And it's not about a poverty penalty for prepaid

Monthly cost of OECD low volume, prepaid vs. postpaid mobile basket (USD 2009)



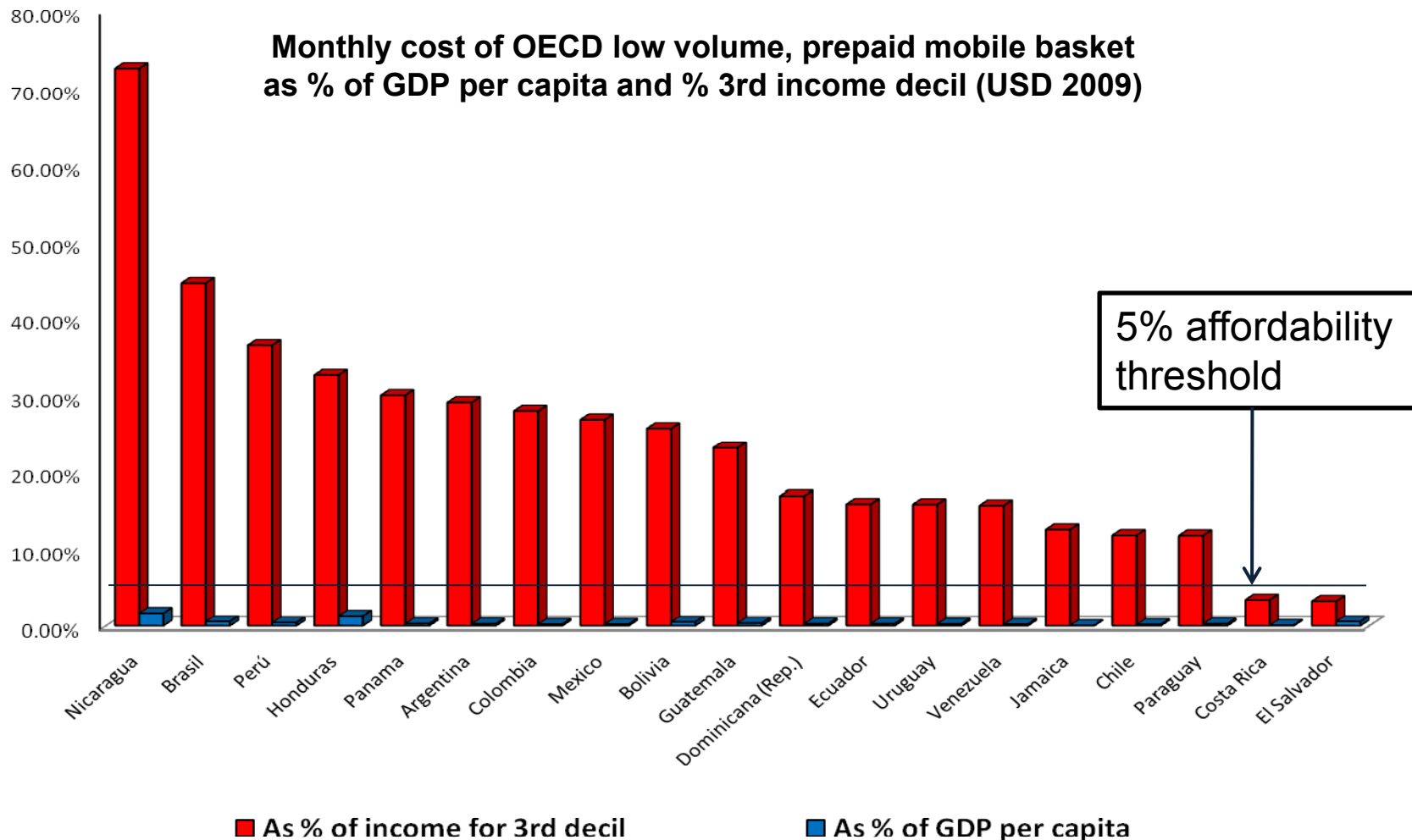
Source: DIRSI

# But what about affordability?



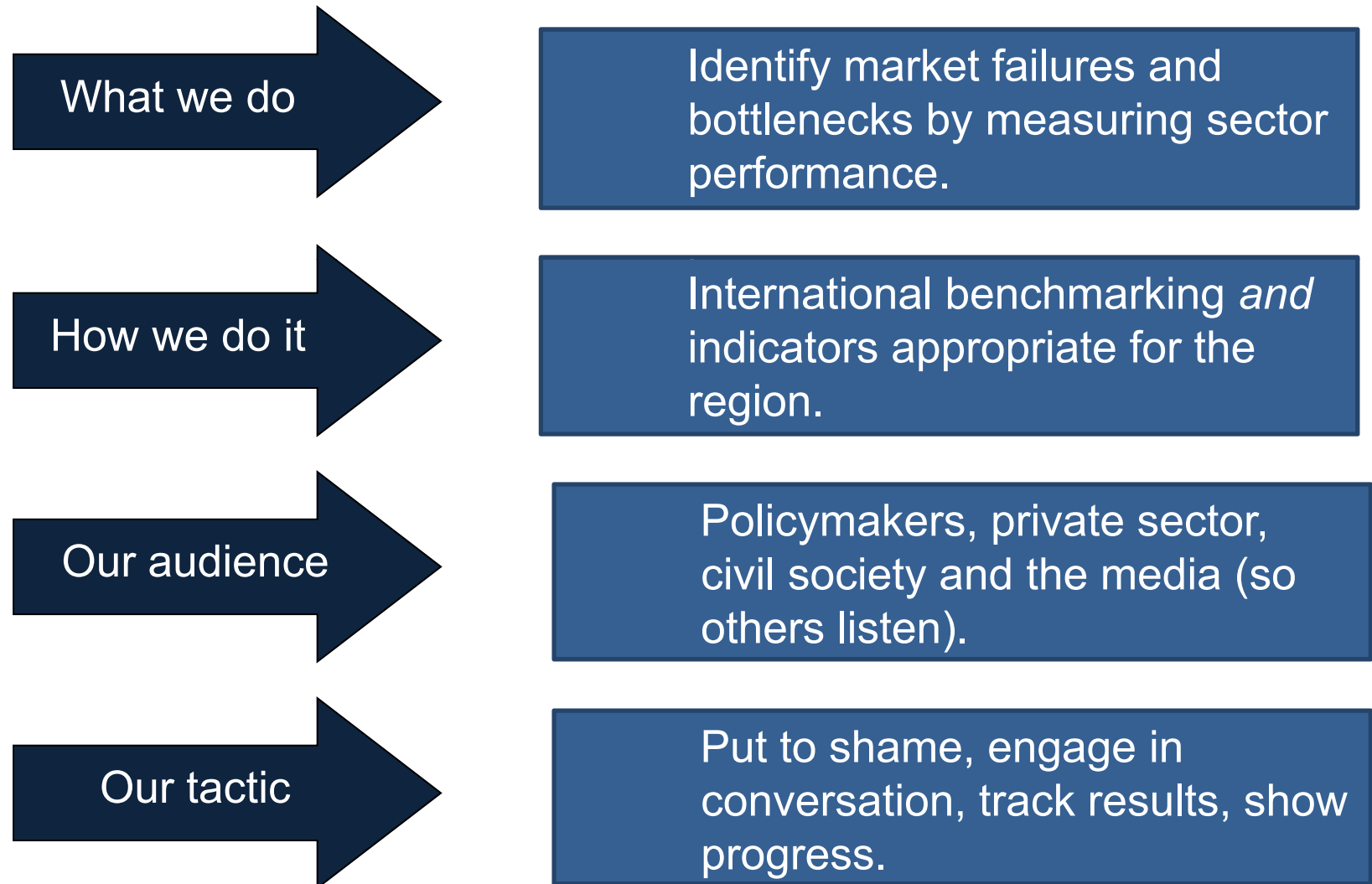
Sources: DIRSI, Lirneasia, OECD

# Why I only use my mobile to receive calls...



Source: DIRSI

# Conclusions: Why supply-side indicators and international benchmarking matter





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**More information:**  
**[www.dirsi.net](http://www.dirsi.net)**



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