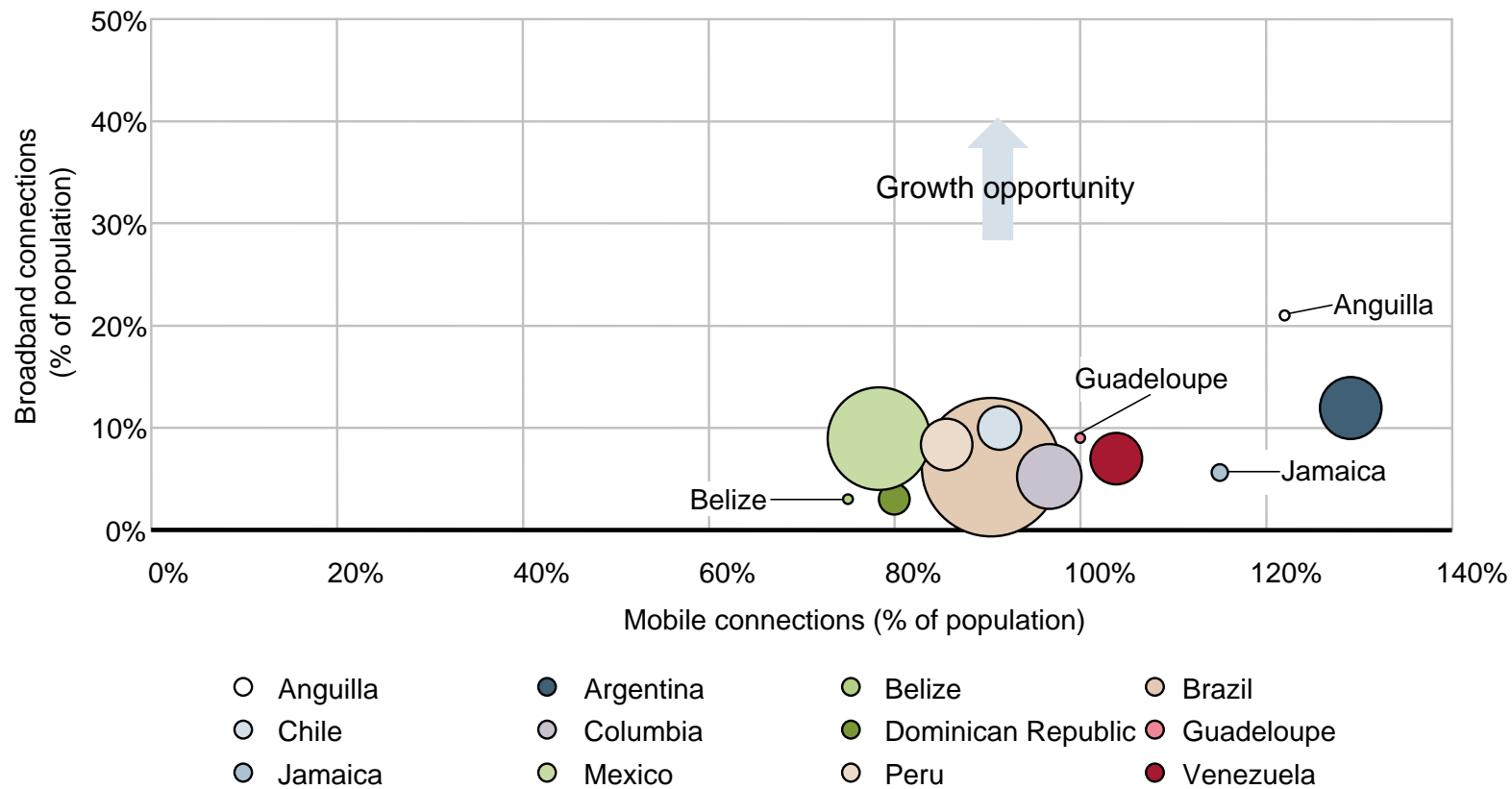


# Regional wireless diversity

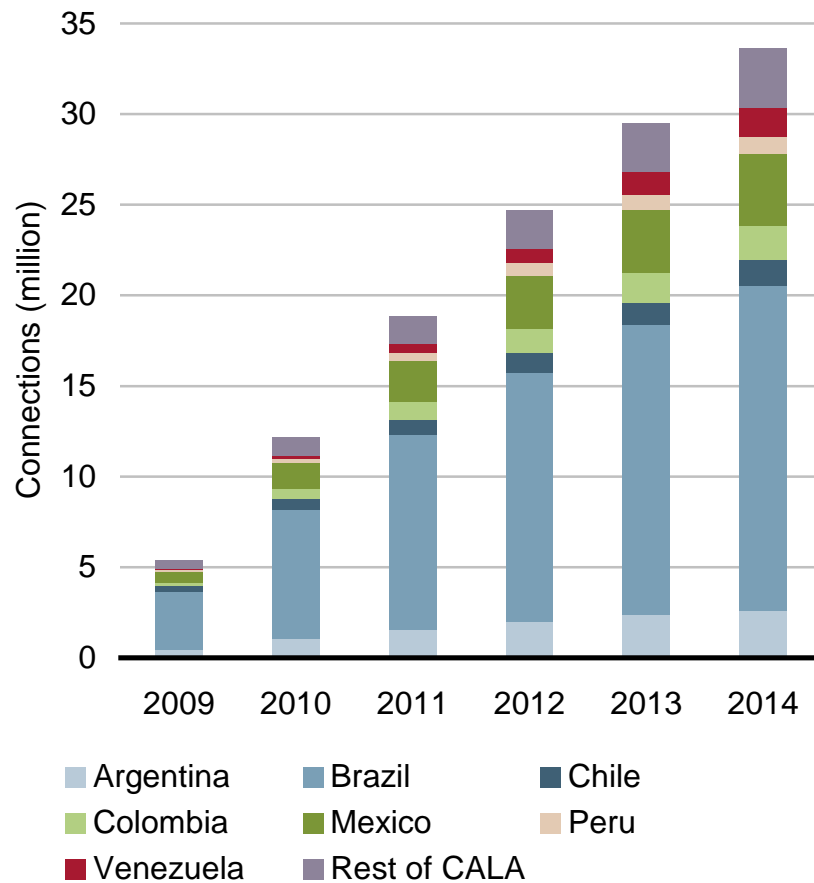
- While the CALA region has high mobile penetration, broadband adoption is low, indicating a significant market opportunity.

**Figure 8:** Mobile broadband market opportunity in CALA [Source: Analysys Mason, 2009]



# The number of mobile broadband connections will increase dramatically in the next five years

**Figure 10:** Mobile broadband connections in CALA, 2009–2014 [Source: Analysys Mason, 2009]



- The number of mobile broadband connections will increase from 5 million in 2009 to 34 million in 2014.
- The largest market in 2014 will be Brazil with 18 million connections, accounting for 53% of the region's total. Brazil's pre-eminence is due to its large population (accounting for one third of the region), fast deployment of advanced wireless technologies and relatively low fixed-broadband penetration.
- By 2014, Mexico will have 4 million connections (12% of the total) and Argentina will have 2.6 million (8% of the total).