

*Internet Services Providers in Guadalajara, Jalisco –Update:  
Telecom & IT Trends Mexico 2004*

**International Market Insight  
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With Mexico ranked as the second country in Latin America with the largest number of Internet users, it represents a very important market for ISPs as well as e-commerce, telecommunications, software and hardware companies.

The market for Internet access service is covered by numerous companies already based in Mexico. Nevertheless, technology is continuously evolving, and Mexico should be seriously considered as a potential market for U.S. product and service providers.

**INTERNET USERS IN MEXICO 1997-2003**

ACTIVITY	1997	1998	1999	2000	2001	2002	2003
Home	141,000	297,000	478,000	1,066,000	4,392,961	5,594,021	6,879,408
Business	455,000	925,000	1,343,000	1,646,000	3,017,162	4,438,653	5,370,876
<b>Total</b>	<b>596,000</b>	<b>1,222,000</b>	<b>1,821,000</b>	<b>2,712,000</b>	<b>7,410,123</b>	<b>10,032,674</b>	<b>12,250,285</b>

Sources: Select

[www.inegi.gob.mx/informatica/espanol/estadisticas/conectividad/con\\_10.html](http://www.inegi.gob.mx/informatica/espanol/estadisticas/conectividad/con_10.html)

[www.inegi.gob.mx/informatica/espanol/estadisticas/disps2002/comparativo%20internacionl es/c-u.inter.html](http://www.inegi.gob.mx/informatica/espanol/estadisticas/disps2002/comparativo%20internacionl es/c-u.inter.html)

**WEB SERVERS IN MEXICO AND WORLWIDE, 1999-2001**

PERIOD	MEXICO A/	WORLDWIDE B/
1999	14,968	8,972,063
2000	20,345	9,231,584
2001	52,896	26,368,934

A/ For 1999 figures until Aug; for 2000 and 2001, figures until February

B/ For 1999 figures until December; for 2000 and 2001, until February

Source: [www.inegi.gob.mx/informatica/espanol/estadisticas/conectividad/con\\_15.html](http://www.inegi.gob.mx/informatica/espanol/estadisticas/conectividad/con_15.html)

## **CURRENT INTERNET PCS INSTALLED IN MEXICO**

	<b>2001</b>	<b>2002</b>	<b>2003</b>
Home	1,868,226	2,313,133	2,771,947
Business	1,766,779	2,136,496	2,528,143
<b>Total</b>	<b>3,635,005</b>	<b>4,449,629</b>	<b>5,300,090</b>

Source: Select

## **TOTAL PCS INSTALLED IN MEXICO**

	<b>2001</b>	<b>2002</b>	<b>2003</b>
Home	3,266,604	4,119,636	4,751,804
Business	3,735,731	3,994,795	4,386,281
<b>Total</b>	<b>7,002,335</b>	<b>8,114,431</b>	<b>9,138,085</b>

Source: Select

As these statistics demonstrate, the demand for internet access service within México has grown rapidly, generating a more competitive market among ISP companies. In Mexico, there are many companies that provide Internet access service, and the majority of them offer dial-up access, even though cable and wireless Internet access are also available. In Western Mexico, and particularly in Guadalajara, Jalisco, the following companies provide Internet access service, with prices and services included (valid as of date of this report). Please note that prices are in Mexican Currency (pesos):

## **INTERNET SERVICE PROVIDERS (ISP) IN GUADALAJARA**

**NOTE: All prices are in Mexican Pesos**

COMPANIES	PRICES	SERVICES INCLUDED
<p><b>ACCESO TERRA INTERNET</b> (Dial up) <a href="http://www.terra.com.mx">www.terra.com.mx</a></p>	<p><b>TERRA PREMIUM:</b> (Pre-paid) Monthly unlimited access \$179.00* - \$190.00* Six-month unlimited access \$969.00* - \$1,020.00*</p> <p>Annual unlimited access \$1,790.00* - \$1,890.00*</p> <p><b>TERRA PREPAGO:</b> (Pre-paid card)</p> <p>750 minutes 1,500 minutes 4,000 minutes</p> <p>*Plus 15% taxes (IVA)</p>	<p>E-mail account (25 Mb). Technical support via telephone and online. Virtual Hard disk ( 10 Mb). Web hosting(12 Mb). Free Internet courses. Instant Messenger</p> <p>E-mail account. Virtual Hard disk (10 Mb). On line technical support. Web hosting(12 Mb).</p> <p>Coverage in 41 cities within Mexico and over 150 countries</p>
<p><b>AMERICA ON LINE</b> (Dial up, Wireless Application Protocol) <a href="http://www.aol.com.mx">www.aol.com.mx</a></p>	<p>Monthly unlimited access \$199.00* - \$219.00* Six-month unlimited access \$899.00 – 12 month contract unlimited access with 12 monthly payments of \$134.00* Six-month contract unlimited access with 6 monthly payments of \$150.00*</p> <p><b>LIMITED ACCESS:</b> Limited access of 5 hours per month \$99.00* plus \$21.00* per additional hour. Limited access of 10 hours per month \$149.00* plus \$18.00* per additional hour.</p>	<p>7 E-mail addresses for each account. Web browser Online technical support Instant messenger Exclusive AOL channels</p> <p>Coverage in over 55 cities within Mexico and global access in over 1,500 cities worldwide. Headquarters located in Mexico City.</p>
<p><b>AT&amp;T (ALESTRA)</b> (Dial up) <a href="http://www.att.com.mx">www.att.com.mx</a></p>	<p>Monthly unlimited access \$190.00* (one month free) Six-month unlimited access \$799.00* Annual unlimited access \$1,497.00*</p>	<p>E-mail account. Technical support via telephone.</p> <p>Coverage 22 cities within Mexico and 1,400 worldwide. Headquarters located in Monterrey, Nuevo Leon.</p>

<p><b>AVANTEL</b> (Dial up) <a href="http://www.avantel.com.mx">www.avantel.com.mx</a></p>	<p>Monthly unlimited access \$175.00* – 185.00* Three-month unlimited access \$390.00* (Promotion: pay 3 months and receive 6 months of service)</p>	<p>E-mail account. Technical support (24 hours, 365 days/year).  Coverage in 56 cities within Mexico. Headquarters located in Monterrey, Nuevo Leon.</p>
<p><b>AXTEL</b> (Dial up) <a href="http://www.axtel.com.mx">www.axtel.com.mx</a></p>	<p>Monthly unlimited access \$175.00* Six-month unlimited access \$800.00* Annual unlimited access \$1,400.00*</p>	<p>E-mail account (10 Mb) Free roaming Technical support via telephone.  Coverage in 6 cities within Mexico. Headquarters located in Monterrey, Nuevo Leon.</p>
<p><b>CENCAR UNIVERSIDAD DE GUADALAJARA</b> (Dial up, 56 kbps) <a href="http://www.mexplaza.com.mx">www.mexplaza.com.mx</a></p>	<p><b>CONECTES</b> Monthly, 30 hours \$150.00* Annual, 30 hours \$1,500.00*</p> <p><b>STANDARD</b> Monthly, 100 hours \$200.00* Annual, 100 hours \$2,200.00*</p> <p><b>UNLIMITED ACCESS</b> Monthly \$500.00* Annual \$5,000.00*</p> <p><b>ADDITIONAL SERVICES</b> Subscription \$50.00* Re-connection \$10.00* Additional hour \$ 6.00* PC configuration \$50.00 to \$150.00*</p>	<p>E-mail account (2 Mb)</p> <p>4 E-mail accounts (2 Mb each)</p> <p>6 E-mail accounts (2 Mb each)</p> <p>Coverage in Puerto Vallarta and the Metropolitan area of Guadalajara, Jalisco. Headquarters located in Guadalajara, Jalisco</p>

<p><b>CYBERCABLE</b> Cable Internet access 56, 128, 256 and 512 kbps <a href="http://www.cybercable.com.mx">www.cybercable.com.mx</a></p>	<p><b>SERVICIO RESIDENCIAL</b> Subscription \$260.00** 64 kbps, cable Internet access \$259.00** - \$299.00**</p> <p>Subscription \$199.00** 128 kbps, cable Internet access \$329.00** - \$369.00**</p> <p>Subscription \$299.00** 256 kbps, cable Internet access \$369.00** - \$449.00**</p> <p>Subscription \$350.00** \$738.00** - \$818.00**</p> <p>Cable Modem for sale (optional) \$1799.00**</p> <p>** Price include 15% tax (I.V.A.)</p>	<p>E- mail account Technical support via telephone and e- mail.</p> <p>Coverage in the cities of Zapopan, Jal; Ciudad Guzman, Jal; Puerto Vallarta, Jal; Nuevo Laredo, Tamps. Headquarters located in Guadalajara, Jalisco.</p>
<p><b>ICANET</b> (Dial up, 56 kbps., Wireless) <a href="http://www.gdlicanet.net.mx">www.gdlicanet.net.mx</a></p>	<p>Monthly, unlimited access</p>	<p>Roaming.</p> <p>Coverage in 7 cities within Mexico. Headquarters located in Mexico City.</p>
<p><b>INTERNET DE GUADALAJARA</b> (Dial up) <a href="http://www.igu.com.mx">www.igu.com.mx</a></p>	<p><b>STANDARD</b> 60 hours per month \$130.43*</p> <p><b>PLUS</b> Monthly, unlimited access \$169.57*</p> <p><b>EJECUTIVO</b> Monthly, Unlimited access \$226.09*</p> <p><b>EMPRESARIAL</b> Monthly, unlimited access \$850.00*</p>	<p>E- mail account</p> <p>2 e- mail accounts Web hosting (5 Mb)</p> <p>3 e- mail accounts (10Mb) Without Lan- modem, proxy and automatic dial.</p> <p>With Lan- modem, proxy or automatic dial.</p> <p>Local coverage within the Metropolitan area of Guadalajara, Jalisco. Headquarters located in Zapopan, Jalisco.</p>

<p><b>LIZA INTERNET</b>  <a href="http://www.liza.net.mx">www.liza.net.mx</a></p>	<p>N/A</p>	<p>N/A  Local coverage with headquarters located in Guadalajara Jalisco.</p>
<p><b>MEGACABLE</b>  Cable Internet access  56, 256, 384 kbps and 512, 1024, 2048 kbps  <a href="http://www.megared.net.mx">www.megared.net.mx</a></p>	<p><b>RESIDENCIAL</b>  Contract (only for Cable TV service customers)  \$269.00*</p> <p>Monthly, cable Internets access 64 kbps \$299.00*  Monthly, cable Internet access 384 kbps \$499.00*  Network card (optional) \$189.00*</p> <p><b>EMPRESARIAL</b>  Contract main PC \$399.00*  Monthly, cable Internet access 384 kbps \$650.00* (maximum 1 additional PC)  Monthly, cable Internet access 512 kbps \$975.00* (additional PCs unlimited)  Monthly, cable Internet access 1024 kbps \$2,300.00* (additional PCs unlimited)  Monthly, cable Internet access 2048 kbps \$4,999.00*</p>	<p>E-mail account.  Technical support.</p> <p>Coverage within 17 cities within Mexico.  Headquarters located in Guadalajara, Jalisco.</p>
<p><b>PRODIGY / TELMEX</b>  (Dial up 56 kbps and 256, 512, 2048 kbps)  <a href="http://www.prodigy.net.mx">www.prodigy.net.mx</a></p>	<p><b>PRODIGY</b>  Monthly unlimited access \$189.00* (First month free).  Pre-paid Annual plan \$1,499.00*</p> <p><b>PRODIGY INFINITUM</b>  (Based in ADSL technology)  <b>PRODIGY INFINITUM 256</b>  Rent \$499.00* per month plus \$2,999.00* installation fee.  <b>PRODIGY INFINITUM 512</b>  Rent \$899.00* per month plus \$2,999.00* installation fee.  <b>PRODIGY INFINITUM</b></p>	<p>E-mail account (25 Mb).  Free Internet course  Technical support 24 hours, 365 days/year.  Web hosting (10 Mb).  <b>PRODIGY INFINITUM</b>  Reception speed: 256,512,2048 kbps  Permanent connection, no need to dial.  Technical support 24 hours, 365 days/year.  Includes connection equipment to install this service to one PC or to a local network.  E-mail accounts.  Web hosting (10 Mb)</p>

	<p>2000 Rent \$4,499.00* per month plus 2,999.00* installation fee.</p>	<p>Browse the web and speak simultaneously.</p> <p>Coverage in over 2,000 locations in Mexico and the U.S. with free roaming service.</p> <p>Headquarters located in Mexico City.</p>
<p><b>TODITO CARD</b> (Dial up pre-paid card) <a href="http://www.toditocard.com">www.toditocard.com</a></p>	<p>INTERNET ACCESS PRE-PAID CARD 15 Hours Internet access \$100.00 30 Hours Internet access \$150.00 90 Hours Internet access \$300.00</p> <p>Expiration date: 3 Months from activation.</p>	<p>Coverage in over 50 cities within Mexico. Headquarters located in Mexico City.</p>
<p><b>TUTOPIA</b> (Dial up) <a href="http://www.tutopia.com.mx">www.tutopia.com.mx</a></p>	<p>TUTOPIA PLUS Monthly unlimited access \$99.00* Three-month unlimited access \$250.00* Six-month unlimited access \$450.00* Annual unlimited access \$720.00*</p>	<p>E-mail account (6 Mb) On line technical support</p> <p>Coverage in over 50 cities in 9 countries of Latin America. Headquarters located in Mexico City.</p>
<p><b>UNIMEDIA</b> <a href="http://www.telemedia.net.mx">www.telemedia.net.mx</a></p>	<p>Subscription \$350.00*</p> <p>RESIDENCIAL UNIMEDIA 64 Monthly, Cable Internet access 64 kbps \$250.00**</p> <p>RESIDENCIAL UNIMEDIA 256 Monthly, cable Internet access 256 kbps \$400.00**</p> <p>**Prices include 15% tax (I.V.A.)</p>	<p>E-mail account. Technical support.</p> <p>Coverage in the cities of Morelia, Guadalajara, Queretaro, Zacatecas and Durango. Headquarters located in Morelia, Michoacan.</p>

\* Prices are in Mexican pesos and do not include 15% tax (I.V.A.)

## DOMAIN NAME HOSTING UNDER .MX

The most important companies in Mexico that provide domain name hosting under .MX are (in order) Telmex (Prodigy-Triara), InterPlanet, and Terra (Infosel –Terra b2b). There were 70,300 .MX domains registered as of March 20, 2002.

For additional information on hosts, DNS, and statistics, please refer to the web site of NIC-Mexico\*: [www.nic.mx](http://www.nic.mx)

\* NIC-Mexico is the organization in charge of the administration of the ccTLD (country code Top Level Domain) in Mexico, a two-letter code assigned to every country according to ISO 3166. It provides registration services and assigns Internet resources in México, including domain names under ccTLD or IP addresses.

According to market research conducted by PROFECO in 2000, Internet access services provided by different companies in Mexico are ranked as follows: monthly paid plans account for 41%, pre-paid annual plans 26.8%, pre-paid six-month plans 18.0%, pre-paid three-month plans 10.4%, two-year plans 2.1%, and counted access 0.8%.

Internet access services are contracted in the following ways in México:

- Via telephone, providing customer information such as: name, address, and telephone number (additional information could be requested depending on the ISP company).
- Online, through the web site of the ISP company.
- Directly at the office of the ISP company.

## **OPPORTUNITIES**

With Mexico ranked as the second country in Latin America with the largest number of Internet users, it represents a very important market for ISP companies, as well as e-commerce, telecommunication, software and hardware companies.

The market for Internet access service is covered by numerous companies already based in Mexico. Nevertheless, technology is continuously evolving and Mexico should be seriously considered as a potential market for American products.

## **EXPO COMM MEXICO 2004**

The U.S. Commercial Service, U.S. Embassy in Mexico encourages U.S. companies interested in market opportunities in Mexico to participate in the USA Pavilion and Product Literature Center at EXPO COMM MEXICO 2004, February 10 to 13. EXPO COMM MEXICO 2004, a U.S. Department of Commerce certified trade show and in its 13<sup>th</sup> year, is Mexico's leading telecom, IT, wireless, networking and Internet technologies exhibition and conference. For more information, contact Beth Harrington of E.J. Krause at [harrington@ejkrause.com](mailto:harrington@ejkrause.com) or 301-493-5500 x3312 or Angeles Avila of the U.S. Embassy in Mexico at [Angeles.Avila@mail.doc.gov](mailto:Angeles.Avila@mail.doc.gov) or 011-52-55-5140-2621. The U.S. Embassy and U.S. Department of Commerce thank the sponsors of the USA Pavilion, Intel and Nextel de Mexico.

## **TELECOM & IT TRENDS MEXICO 2004**

This International Market Insight, produced as part of the Telecom & IT Trends Mexico 2004 project, is one in a series of special reports on the telecommunications, Internet, and IT market in the country. Telecom & IT Trends Mexico 2004 is a collaborative project of

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