

Session #	International Internet Connectivity (ICC) - Individual country experiences
Title of presentation	International Internet Connectivity. A perspective from LatinAmerica
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ABSTRACT

In Latin America the capacity for international traffic is growing in line with the increase in demand that internet is generating. IP pricing in the main countries of LatinAmerica is falling sharply but is still far from Europe and the USA due to lower consumption levels.

From our point of view International IP connectivity remains a little portion of the retail local services total cost.

The most appreciated internet contents by final users are generated in the USA, remaining the intraregional traffic very low.

We consider that the most efficient solution would be to approach the content to the final user. In this context Content Delivery Platforms (CDN) are the key technologies to deliver a continuous flow of content from the original source to the end user in multiple formats. This solution can reduce the inefficient solution that current Internet Model is providing to the data explosion.

Finally it is important to take into consideration the importance of:

- Generate an environment that encourages the investment and the implementation of innovative technical solutions and services.
- Leave market forces to compete in a fair play arena.
- Promote the development of local contents.