

## Operator Blast Articles

### **Route Spotlight: Spain to Latin America**

Many regions and countries around the world share common cultures and language, but are divided by large land masses or vast oceans. Sybase 365 is helping bridge these separations with the simple power of text.

The Latin language-speaking countries of the Americas—from The Patagonia to Mexico—spans over 10,500 kms (6,500 miles), 21 countries, 20 islands, and is populated with more than 570 million people. Taking into consideration the large numbers of migrant workers from Spanish-speaking America to Spain, and the heavy holiday travel of Spanish citizens to the Caribbean and South America, Spanish operators saw a potential for substantial volumes of SMS traffic, and approached Sybase 365 to open international connectivity to all of its Latin American routes. The resulting message flow has been fantastic.

Sybase 365 worked to get the first connection up quickly, and by October of 2006 texts were flowing across the Atlantic. Other operators were connected in quick succession; Sybase 365 connects to 48 operators throughout Latin America, and at this point 90% are sending and receiving traffic with Spain.

Sybase 365 is currently transporting over 1,000,000 MO + MT messages between Spanish and Latin American operators each month. What is perhaps surprising, however, is how the messaging is distributed. While the number one destination country for traffic is Argentina (225,000 MO & 261,000 MT per month), the top single operator destination is Nucleo in Paraguay (120,000 MO & 60,000 MT per month), even though their subscriber base is just over 1.1 million.

Sybase 365 transports the majority of international mobile traffic between Spain and Latin America, and traffic growth is forecast to continue. The continued increase in data flow will be both organic—as Latin America is still in a rapid adoption phase with enormous upside on penetration levels—as well as through additional operator connections as they come on line.

### **Country Focus: Canada**

It has been six years since Canadian inter-operator connectivity was introduced, and Canada will be celebrating the 5th anniversary of the common short code on May 15th at an event hosted by the CWTA (Canadian Wireless Telecommunications Association). Since that time, Canadian mobile data usage has seen nothing short of explosive growth.

Canada has the second largest landmass of any nation, yet has an astounding geographic mobile service coverage of 98%. And the market still has strong growth potential as the wireless penetration stands at just above 62%, according to the latest data.

"We haven't been experiencing any slowdown in growth," says Marc Choma, Director of Communications for the CWTA. "Canada is adding 1.5 million new customers each year, which is quite healthy in a country of 33 million."

Because they share the same +1 global code and have very similar mobile rules and regulations as the US market, it is almost always beneficial to enter the Canadian market at the same time.

"Over 80% of the Canadian population lives within 200 KM of the US border, exposing those markets to shared radio and television signals from advertisers," says Eric Perelshtein, Sybase 365 Canada Country Manager. "Canadians are subscribers to the vast majority of US magazine publications and are acutely aware of US culture. In most cases Canadian customers are automatically exposed to US brands and promotional programs simply by virtue of proximity."

Canada boasts some impressive statistics. Since 2003 over 1000 applications have been processed with CSC's, and there are over 300 programs currently running. Mobile data usage has at least doubled every year since interoperability was introduced (sometimes even tripling!), and in 2007 the country broke the 10 billion MO message mark for the first time.

Sybase 365 has direct connections to all major Canadian operators, and has a long and healthy relationship with the CWTA.

For more information on the Canadian wireless data market visit <http://www.txt.ca/>.

Graphic:

Mobile Originated Text Messages in Canada: 2006—2007 (courtesy CWTA)