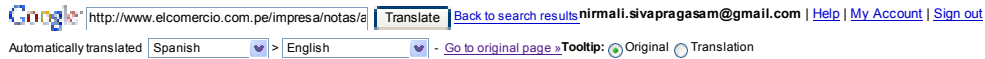


7/28/2009

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24 July 2009

SECTIONS SUPPLEMENTS

YOUR MONEY

Save on Internet, cable and phone

There are packages for all tastes and budgets

Modernity has created new needs. One is the constant demand for communication and information. Today it is almost unthinkable to imagine a day without being notified by phone, without Internet access, or not knowing what is happening in Lima or in the world.

This new application incorporates additional expenses to families. But, as has happened in most parts of the world, the supply of the telephone companies have responded to this demand, introducing more economical options. The operators now offer products with the greatest amount of services.

These are the packages that integrate telecommunications telephony, Internet and cable television. Separate contracts can be expensive. Cheaper to buy packaged.

Market issues

The service packages are quite varied because the operators are trying to reach all socioeconomic levels (SEL). It responds to the customs of the Peruvian families, in terms of telecommunications, are very different.

The reason should be that this spending is necessary, but would have a behavior similar to a luxury goods. According to the study "The spending on telecommunications in Peru" by Aileen Agüero (Regional Dialogue on the Information Society, 2008), in the lowest SES only 5% of family income devoted to telecommunications.

And more income, greater need for communication. According to evidence that study, 10% for each additional family income, Peruvians increase their spending on telecommunications at 19.7% on average.

This will sustain different levels of importance that the Peruvian families engaged in