

activities are conducted with foreign entities, and EDI will facilitate links with foreign companies.

There are six suppliers of this service in Chile: AT&T, the American telecommunications multinational which provides the service through its affiliate AT&T EasyLink Services (with 50% of the world market), represented in Chile by EasyMail Chile; IBM Global Network (which, like AT&T, has international coverage); Edibank; Transaxion (a joint undertaking by Entel, Sofofa, the Santiago chamber of commerce and the supermarkets' association); Chilesat and CTC (the last two companies began to provide service during 1995).

**In 1995, Northern Telecom installed two digital telephone central offices of the Meridian 1 Opcion 11 type in the "Universidad Tecnologica Metropolitana de Santiago". This state-of-the-art equipment upgrades data transmission between different types of equipment -- fax, telephone and computer -- thus improving the university's academic management.**

### *3.3 Pager Service*

The pager service market in Chile grew at a dizzying pace in 1995. Whereas the experts were predicting a 50% growth rate, the actual rate was 100% over 1994. The number of individuals with this service increased from 25,000 in 1994 to just over 50,000 at the end of 1995. In Latin America as a whole, the growth rate was also high at 45%. In ranking, Brazil comes first with 300,000 subscribers and Chile ranks eighth.

However, the service's penetration rate is still very low when compared with rates in the developed countries. Chile currently has a 0.3% penetration rate, whereas the average rate in the developed countries is 10%. A major difference is that in the developed countries a high proportion of customers of this service are young people. Pager service has the advantage that the same monthly rate is paid regardless of the number of messages received. Future projections indicate that there will be 150,000 subscribers to the service by the year 2000 and a worldwide total of 120 million.

On the Chilean market, Instacom, owned by CTC Comunicaciones Moviles (CTC), holds the majority market share. To meet the strong growth in demand, the company will introduce a program to upgrade transmission offices; as a result, CTC will be the only company with national coverage. Thus, the capacity of the Santiago office will be expanded to include 30,000 additional listings, while the capacity of the Concepcion office will be expanded by 16,000. In addition, Instacom will increase the number of operators assigned to route calls by 30%. Last, the company will begin to distribute free of charge during the first quarter of 1996 a special software program, Global Mail, which will optimize transmission of messages to the pager and will require only a computer and modem.