

01/29/2025

# Barometer of mobile Internet connections in Mexico

01/01/2024 - 12/31/2024



**1**

**Introducing  
nPerf**

**2**

**Executive  
summary**

**3**

**Analysis**

**4**

**Methodology**

**5**

**nPerf Network  
assessment**





## Expert in the telecom network optimization

nPerf is an independent French company based in Lyon (France). For over a decade, nPerf has been a trusted partner for both fixed and mobile operators, providing comprehensive network testing solutions and analysis. Our mission is to accurately measure, evaluate, and enhance the understanding of Internet connectivity around the world.

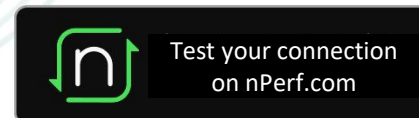
 **300k+** tests daily worldwide.

 **26Md+** coverage scans in total.

 **3k+** servers all around the world.

## Test your Internet connection with nPerf!

nPerf allows you to test the quality of your fixed, mobile, or Wi-Fi Internet connections up to 10 Gb/s! Download our app or visit our website!



## 2. Executive Summary



The subscribers of Telcel enjoyed the best mobile Internet performances in 2024.

### Mobile Internet connections in Mexico

	AT&T / Unefon	Altan Redes	Movistar	Telcel
Download bitrates (Mb/s)	22,88	10,89	25,41	41,60
Upload bitrates (Mb/s)	8,16	8,91	9,91	10,66
Latency (ms)	85,89	107,66	89,86	82,32
Web browsing (%)	52,71	53,14	52,32	41,94
Youtube streaming (%)	73,47	75,65	68,66	75,99
nPerf Score (nPoints)	47 960	40 557	47 614	51 850

Source : nperf.com



Best mobile Internet performance in 2024









Source : nperf.com



Source : nperf.com

The subscribers of Movistar and Telcel enjoyed the best 4G Internet performances in Mexico in 2024.

#### 4G mobile Internet connections in Mexico

	AT&T / Uefon	Altan Redes	Movistar	Telcel
 Download bitrates (Mb/s)	22,11	11,22	26,69	33,07
 Upload bitrates (Mb/s)	7,94	9,18	10,37	10,13
 Latency (ms)	85,76	107,30	90,25	84,13
 Web browsing (%)	52,79	53,63	53,33	40,99
 Youtube streaming (%)	73,92	76,29	70,43	76,98
 nPerf Score (nPoints)	47 694	41 380	49 384	49 364

Source : nperf.com



### Introduction

The sector analysis for the period from Q1 2024 to Q4 2024 highlights the dynamic landscape of mobile sector in Mexico. The current Score nPerf reflects the overall performance improvements of the operators, with Telcel maintaining its position as the sector leader. This year, Telcel is joined by Movistar as a co-leader in the 4G focus category, demonstrating a shift in leadership dynamics. Telcel remains the global winner, further solidifying its dominance in the sector. Key performance indicators reveal Telcel's continued leadership in Download speed, Upload speed, and Video streaming, while Movistar and AT&T / Ufon show strong performances in Browsing. The sector is characterized by positive trends and robust competition among operators.

#### **Telcel: Leader of the sector with exceptional performances.**

For the period analyzed, Telcel stands out as the sector leader, achieving a superior Score nPerf. The operator excels in Download speed, Upload speed, and Video streaming, showcasing its strong technical capabilities. Additionally, Telcel maintains its lead in the 4G focus area, reinforcing its position as a dominant player in mobile connectivity.

#### **Movistar: Co-leader of the sector and domination in 4G.**

Movistar emerges as a co-leader in the sector, sharing the spotlight with Telcel in the 4G focus. With a commendable Score nPerf, Movistar demonstrates strength in Browsing and maintains competitive performance in Video streaming. The operator's advancements in the 4G category highlight its commitment to enhancing

mobile services.

#### **AT&T / Ufon: Excellence in Browsing.**

AT&T / Ufon showcases excellence in Browsing, sharing the lead with other operators in this category. The operator's improvements are reflected in its impressive Score nPerf, indicating a positive trajectory in service delivery. AT&T / Ufon's focus on enhancing user experience positions it as a key player in the sector.

#### **Altan Redes: Strong performance in Browsing and Video streaming.**

Altan Redes delivers strong performances in Browsing and Video streaming, contributing significantly to the competitive landscape. Despite not being a sector leader, Altan Redes' offerings in these categories demonstrate its ability to deliver quality service to its users.

### Conclusion

The sector in Mexico is marked by the leadership of Telcel and Movistar, with significant contributions from AT&T / Ufon and Altan Redes in specific categories. The leaders in each KPI, such as Download speed, Upload speed, and Browsing, reflect a healthy competitive environment that drives technological advancements and improved services. The outlook for the sector remains positive, with operators continuing to innovate and enhance their offerings.

## 4. Methodology



nPerf provides a free application to assess Internet connection quality via its website and mobile apps (Android, iOS). Daily, thousands of people rely on nPerf for speed tests in their country, contributing to a comprehensive crowdsourced database covering all operators.

The study employs a strong filtering method to reflect real customer experiences on a specific network (mobile or fixed line). Measures are taken to prevent probes and measurement robots from affecting the results.

We assess:

### ▼ Download birate

Indicates the amount of data your connection can receive in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.

### ▲ Upload birate

Indicates the amount of data your connection can send in one second to the nPerf server. The highest the measured value, the best is the bitrate of your connection.

### ◀▶ Latency (ping)

It indicated the delay a small packet of data requires to make a round-trip from your computer to the nPerf server. The shorter the delay, the most reactive your connection is. The main is the minimum value

### 🌐 Browsing performance

The browsing test assesses the load time of the fully loaded pages, including images, javascript, CSS, and fonts, for the five most popular sites. This indicator reflects the perceived quality by the user.

### 📺 Streaming performance

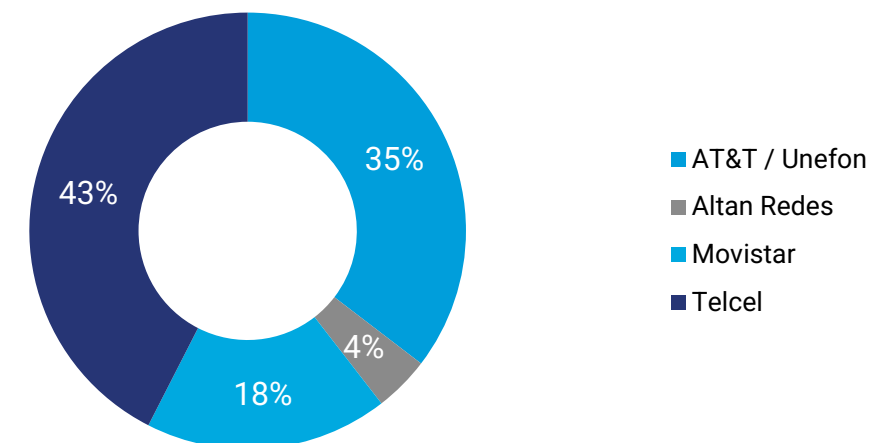
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the perceived quality by the user.

Statistical precision is crucial in accurately determining winners. At nPerf, we prioritize test quality, precise reporting, and transparency. Analyzing a large volume of tests in this study, we've achieved 3% precision for absolute values, highlighting the reliability and accuracy of our data.

For a more comprehensive understanding of the user experience, our report features test results during both Busy hours (6 PM to 11 PM) and Idle hours (the rest of the day). Busy hours, marked by network strain, can impact user experience through congestion. This approach helps in understanding how network performance fluctuates throughout the day.

We only include national Internet service providers with test share above 5% share. The chart below shows the overall test distribution for each service provider.

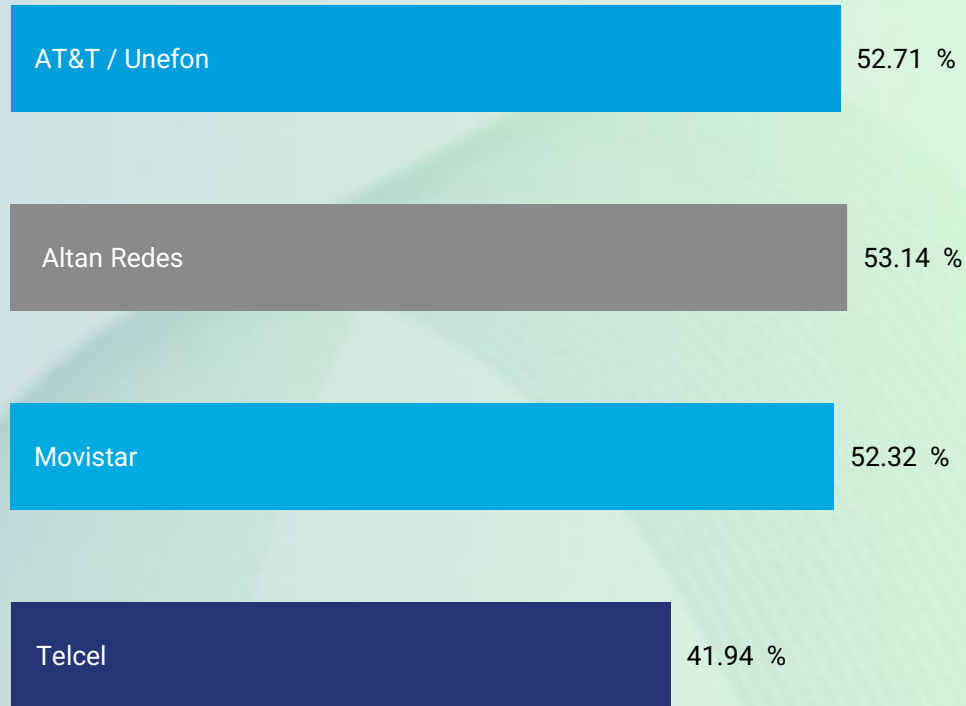
Overall distribution of the tests per provider (ISPs Share)



Source : nperf.com



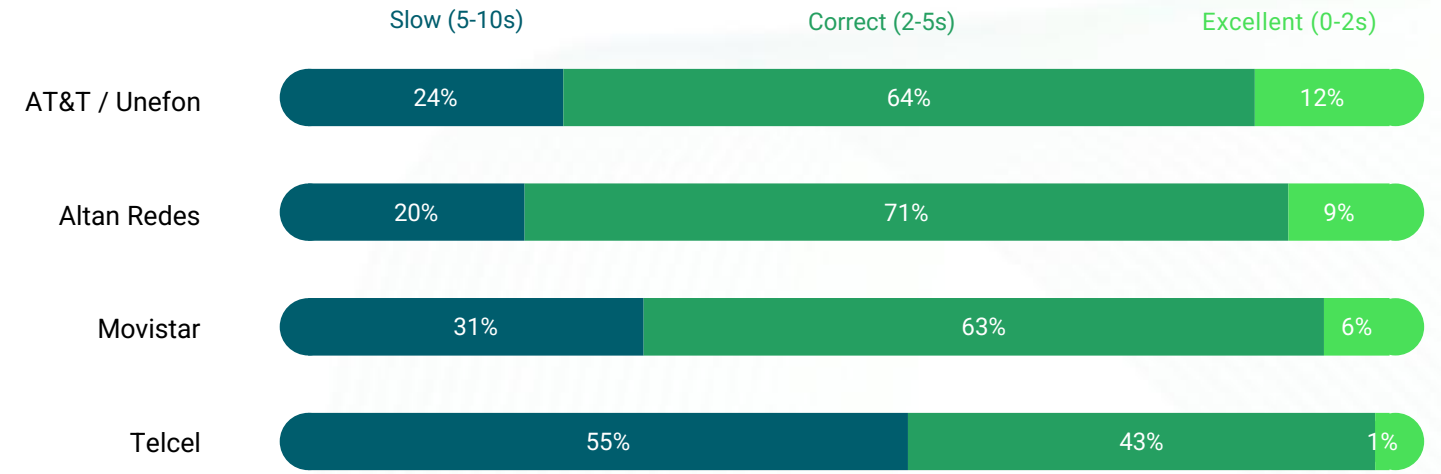
## Browsing Performance rate (average)



Source : nperf.com

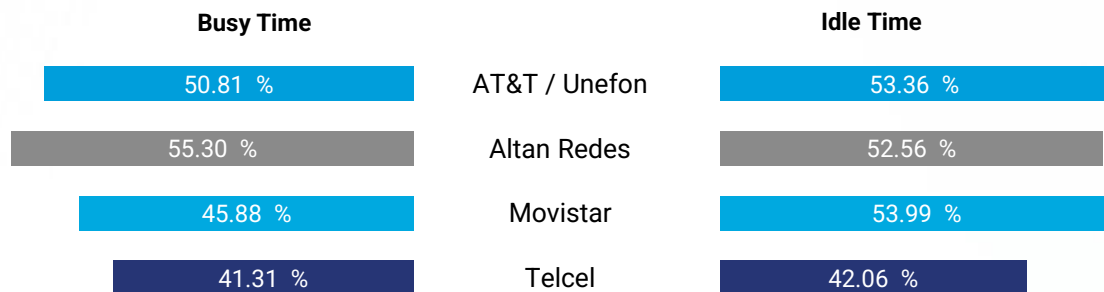
The subscribers of AT&T / Unefon, Altan Redes and Movistar enjoyed the best mobile Internet Internet browsing performance in 2024.

## Browsing Performance results ventilation (average)



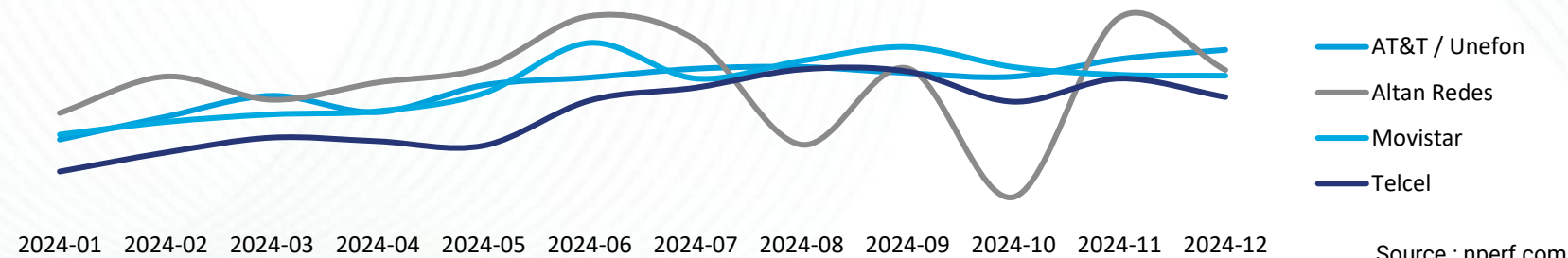
Source : nperf.com

## Browsing Performance rate (average)



Source : nperf.com

## Browsing performance rate (average) evolution over the year

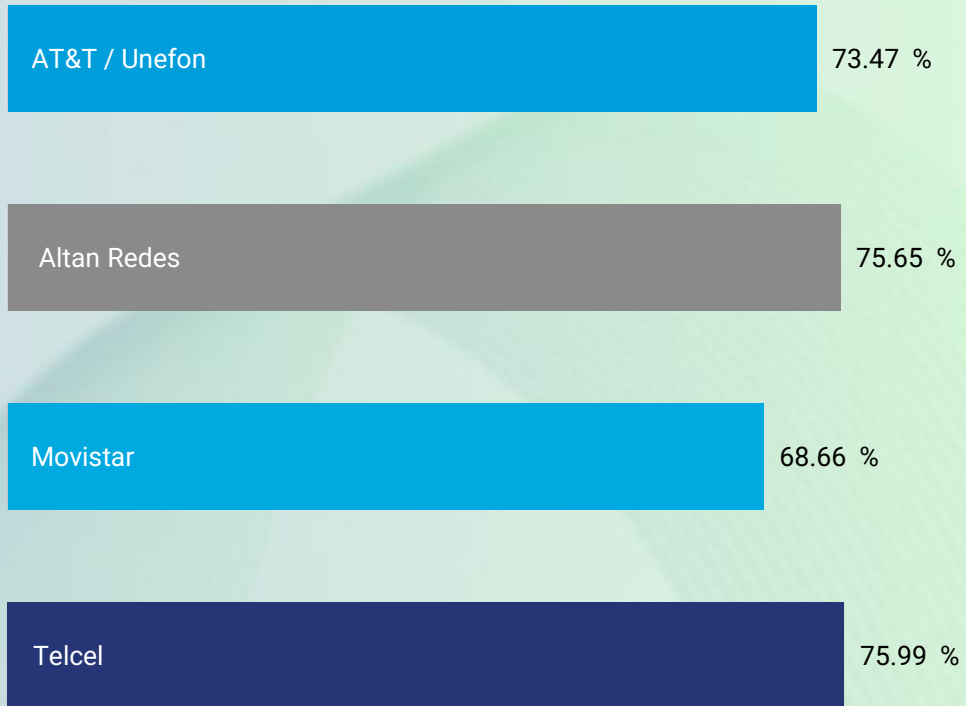


Source : nperf.com





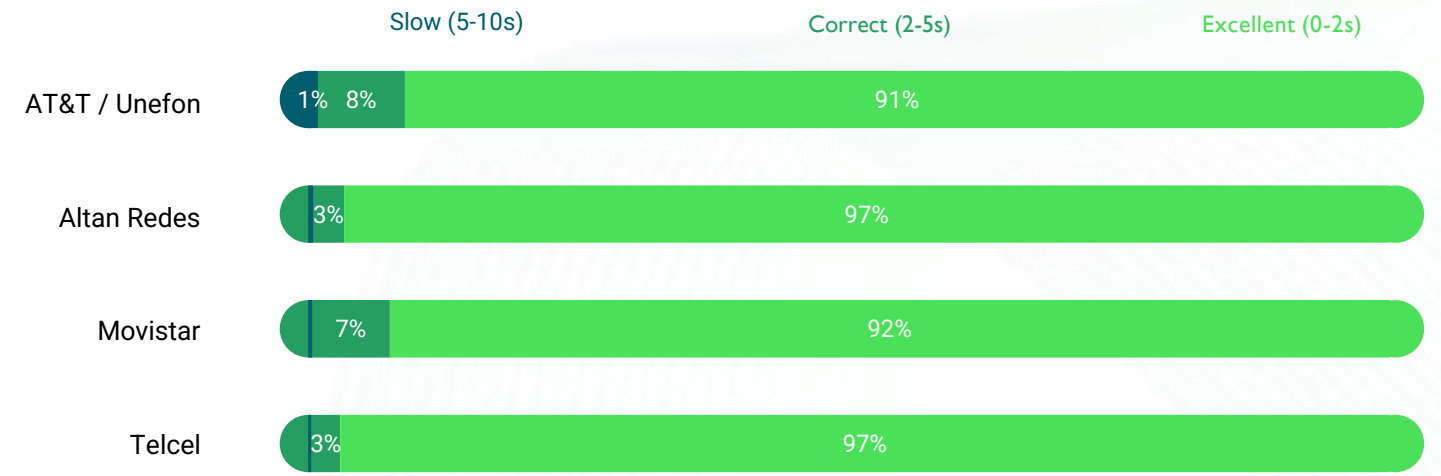
## Streaming Performance rate (average)



Source : nperf.com

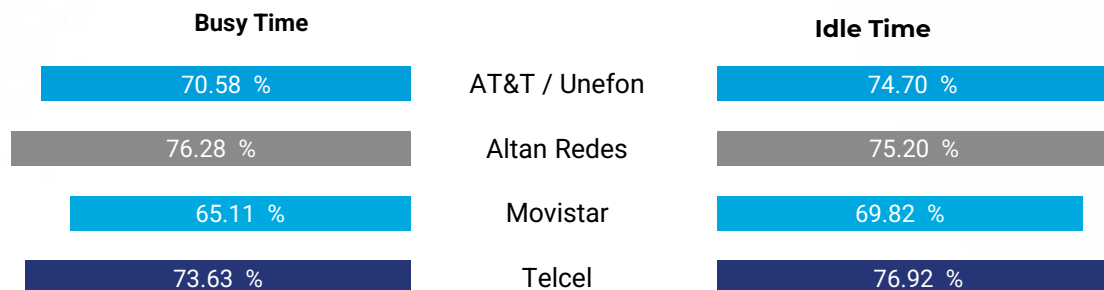
The subscribers of Altan Redes and Telcel enjoyed the best mobile Internet streaming performance in 2024.

## Streaming Performance results ventilation (average)



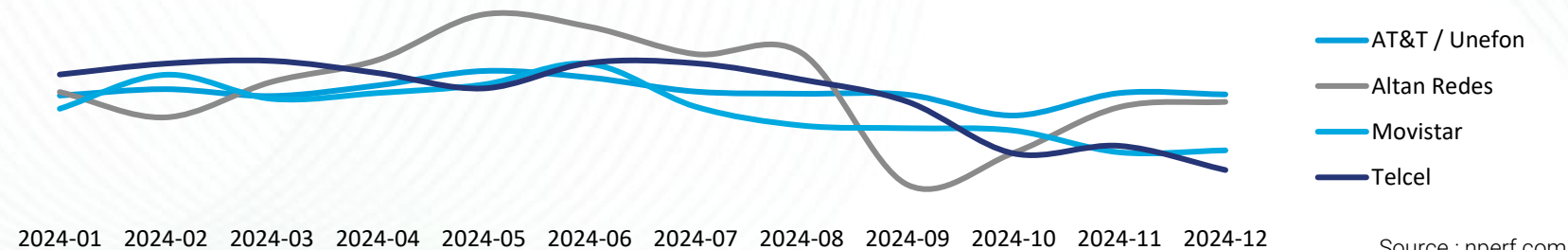
Source : nperf.com

## Streaming Performance rate (average)



Source : nperf.com

## Streaming performance rate (average) evolution over the year

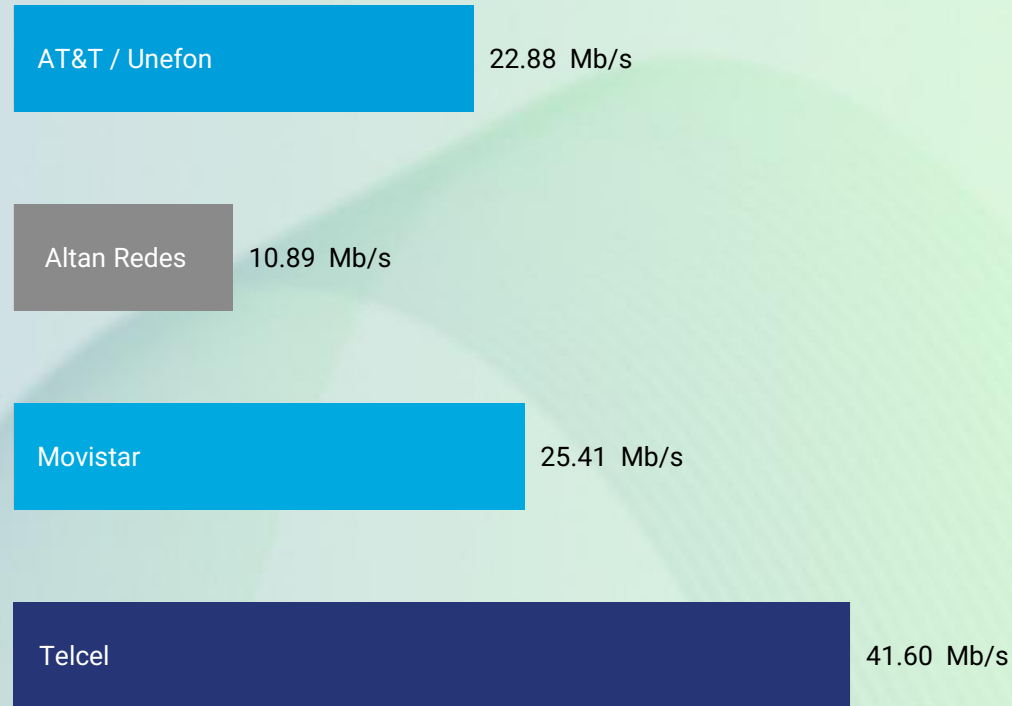


2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com



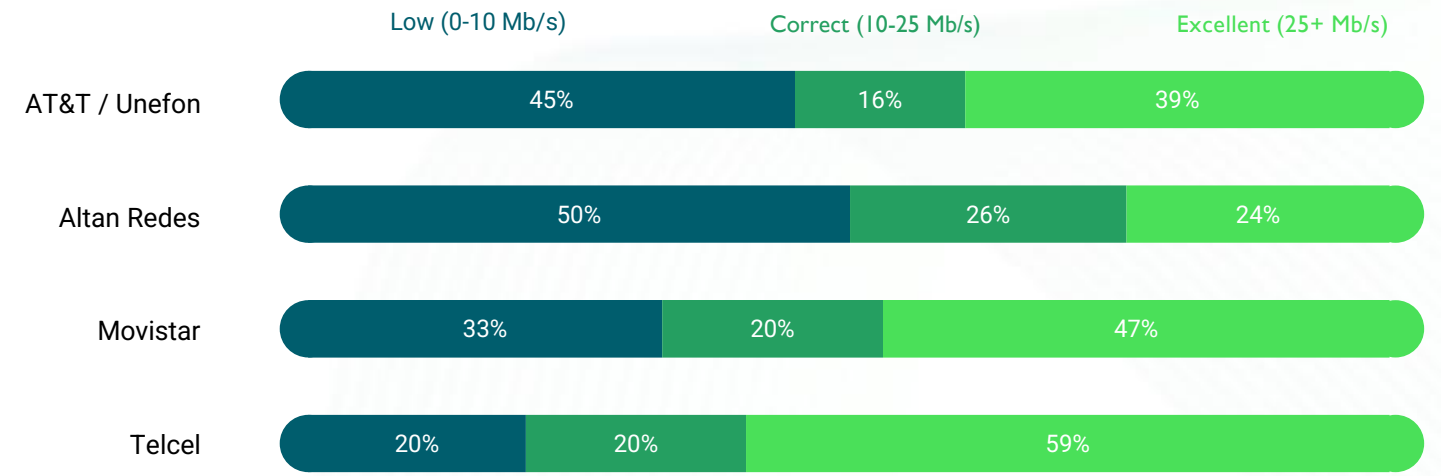
## Download Speed (average)



Source : nperf.com

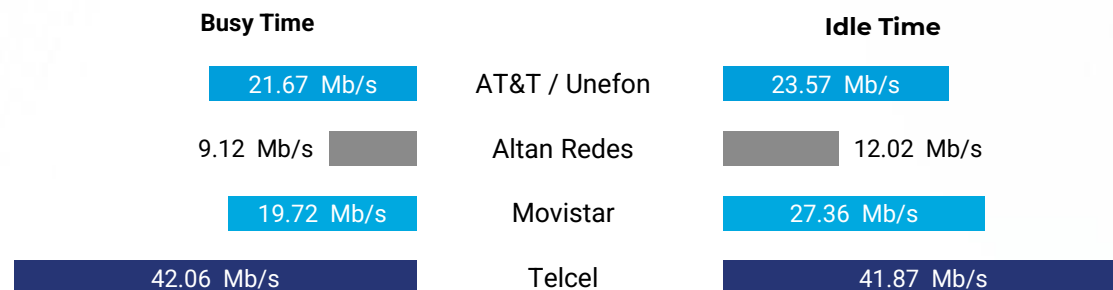
The subscribers of Telcel enjoyed the best average mobile Internet download speed in 2024.

## Download Speed results ventilation (average)



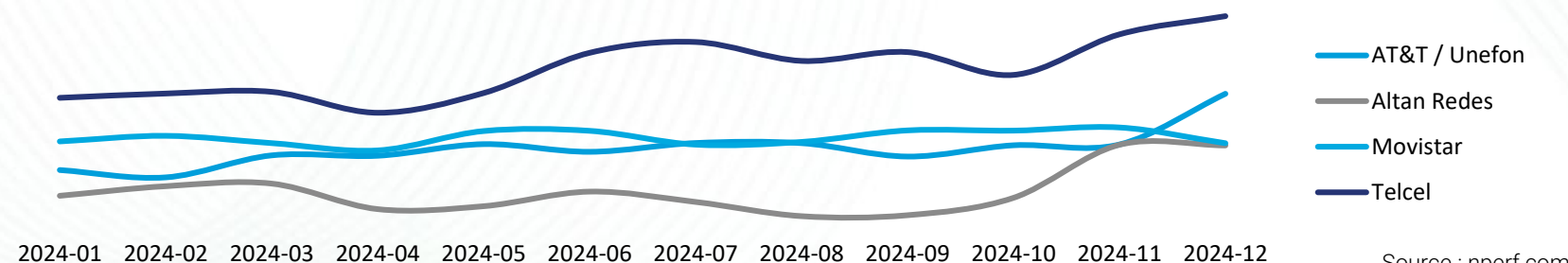
Source : nperf.com

## Download Speed (average)



Source : nperf.com

## Download Speed evolution over the year (average)

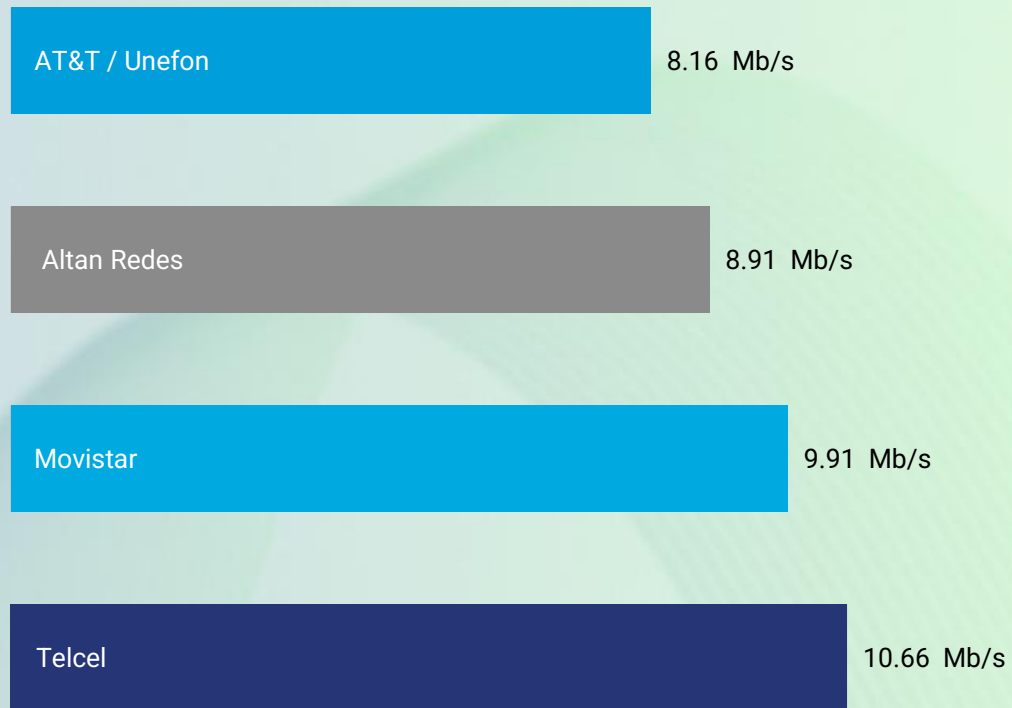


Source : nperf.com





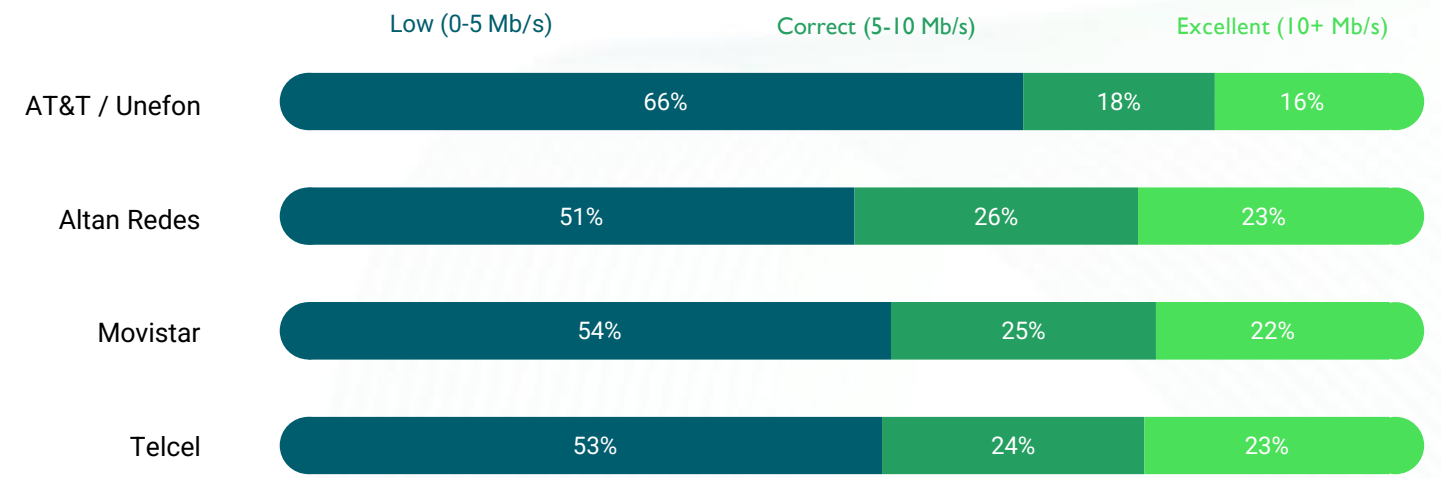
## Upload Speed (average )



Source : nperf.com

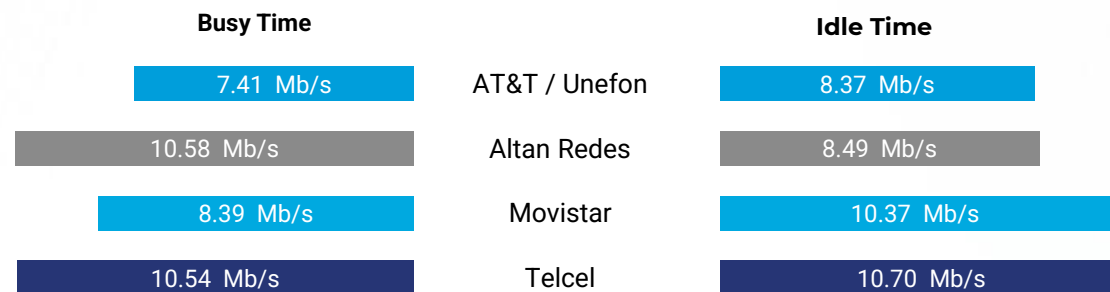
The subscribers of Telcel enjoyed the best average mobile Internet upload speed in 2024.

## Upload Speed results ventilation (average)



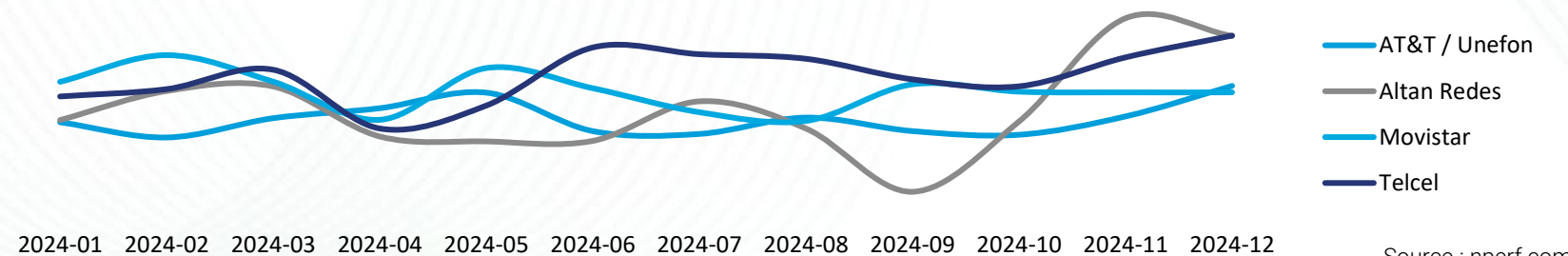
Source : nperf.com

## Upload Speed (average )



Source : nperf.com

## Upload Speed evolution over the year (average)

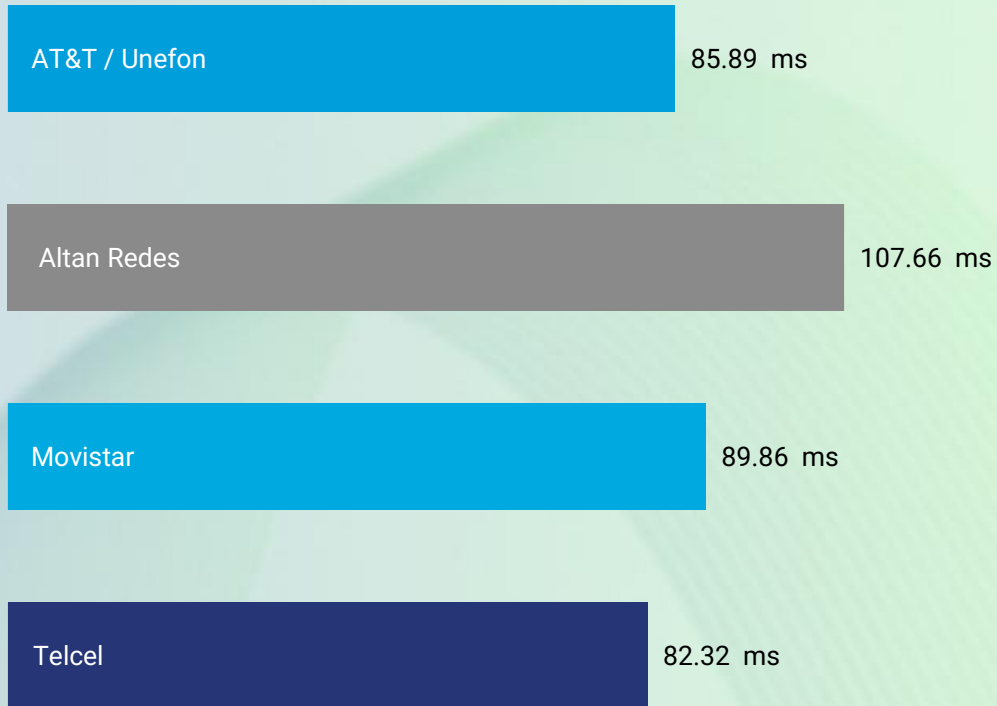


2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com



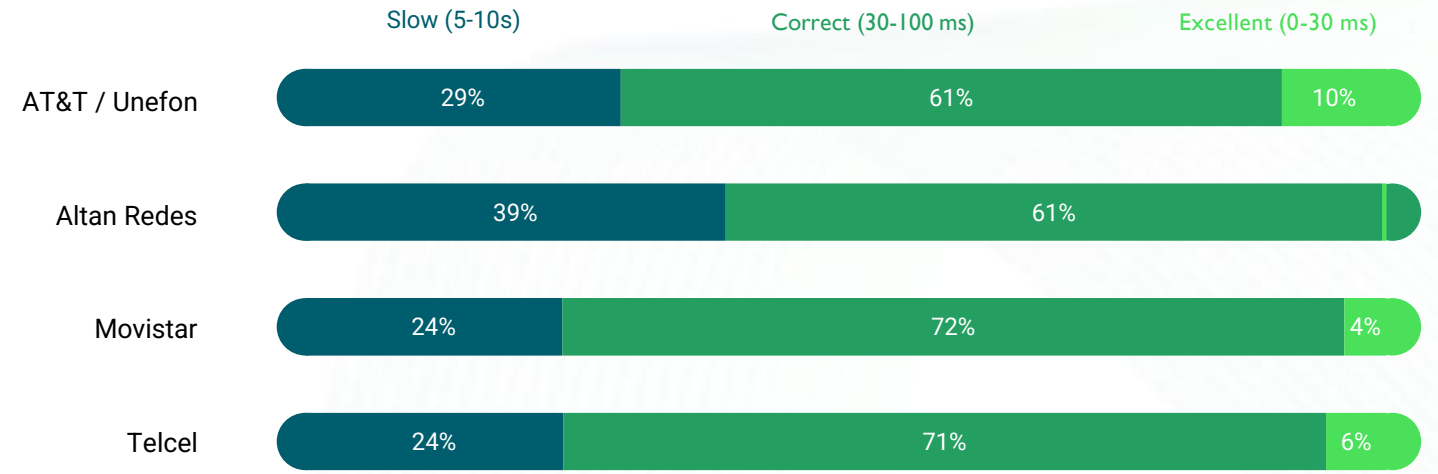
## Latency Speed (average)



Source : nperf.com

The subscribers of Telcel enjoyed the best average mobile Internet latency speed in 2024.

## Latency Speed results ventilation (average)



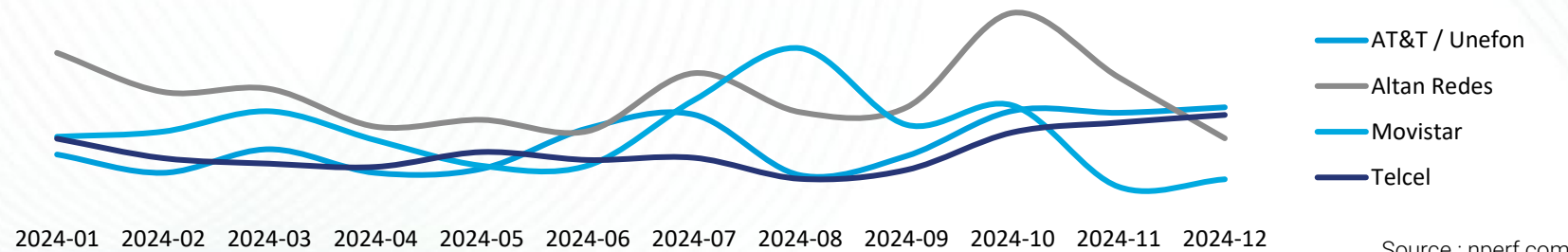
Source : nperf.com

## Latency Speed (average)



Source : nperf.com

## Latency Speed evolution over the year (average)



Source : nperf.com



## nPerf Score (nPoints)



Source : nperf.com

The subscribers of Movistar and Telcel enjoyed the best 4G Internet performances in 2024.

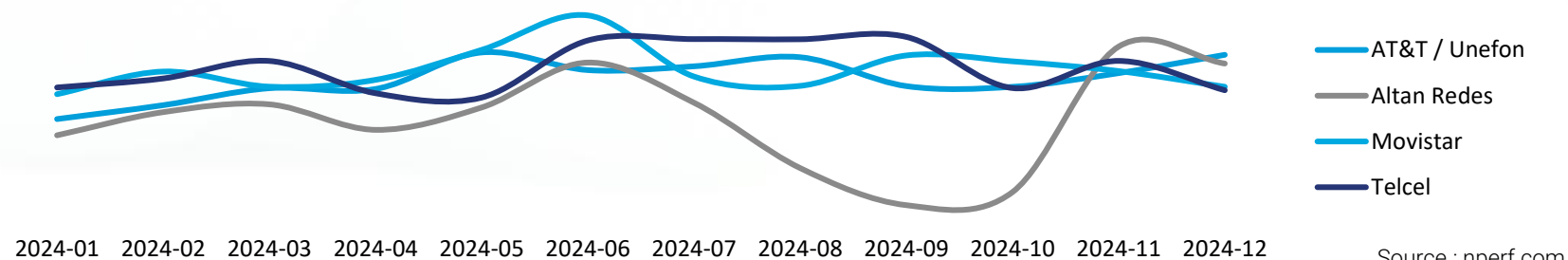
- Best performances 4G: Movistar and Telcel
- Best web browsing performances 4G: AT&T / Unefon, Altan Redes and Movistar
- Best video streaming performances 4G: Altan Redes and Telcel
- Fastest performances (Download) 4G: Telcel
- Fastest performances (Upload) 4G: Movistar and Telcel
- 4G connections with the lowest latency: AT&T / Unefon and Telcel

Source : nperf.com



Source : nperf.com

## nPerf score evolution over the year (average)



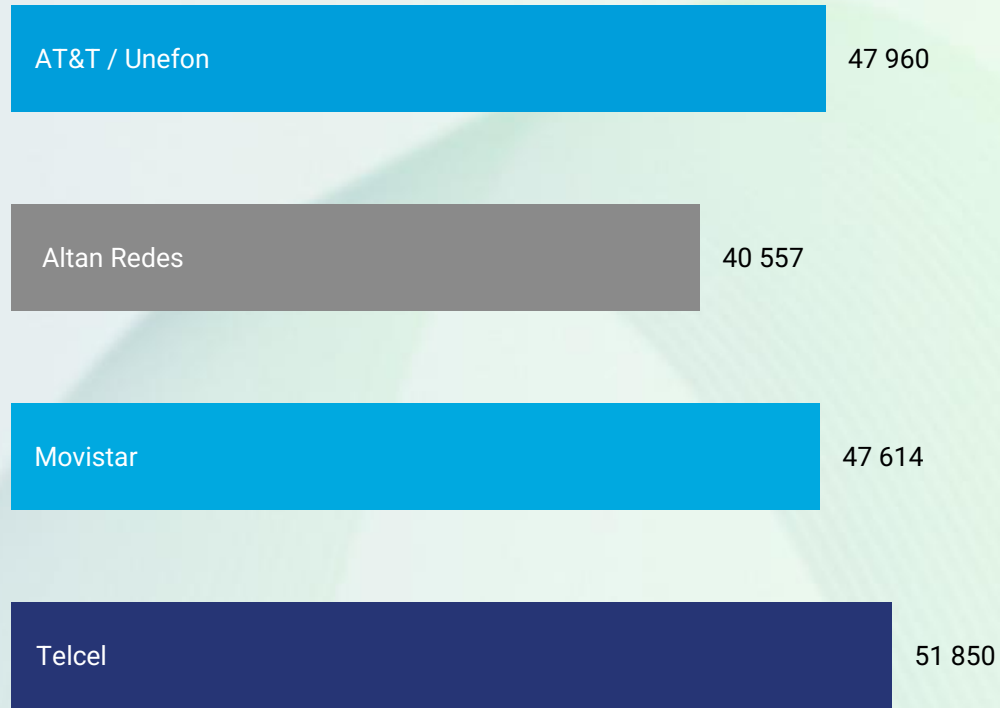
2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com

# Mobile Internet performance in Mexico



## nPerf Score (nPoints)



Source : nperf.com

The subscribers of Telcel enjoyed the best mobile Internet performances in 2024.

The nperf score takes into account the measured bitrates, the latency and the Qoe tests. The value of the points for the rates and the latency is calculated on a logarithmic scale, to better represent the perception of the user.

Thus, this score reflects the overall quality of the connection experienced by the user.

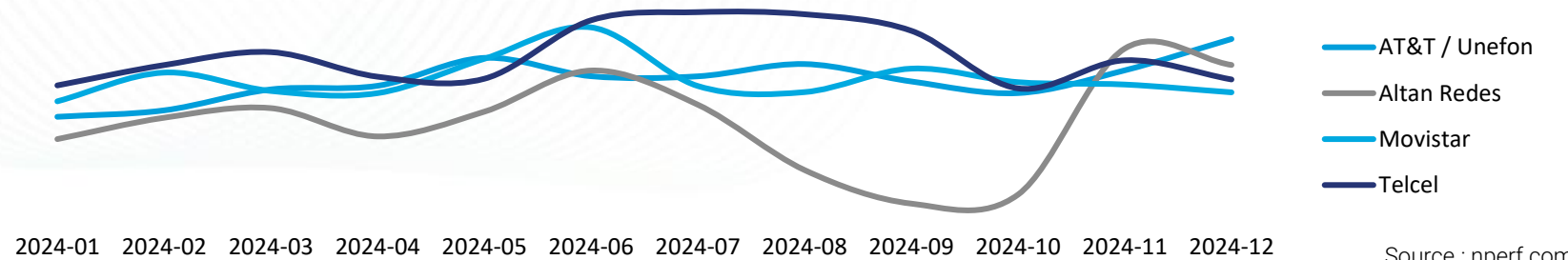
Source : nperf.com

**telcel**  
Best mobile Internet performance in 2024



Source : nperf.com

## nPerf score evolution over the year (average)



Source : nperf.com



The background features a series of thin, light-colored wavy lines that create a sense of motion and depth. These lines are layered and curve across the frame, set against a dark, muted blue background.

↳ perf