Communication Profile

[1]  [2]

country overview [3]
Mobile Communications: In the past few years, mobile phones have surpassed landlines in terms of per capita use becoming pervasive in most urban areas.

Internet: Peru has seen a sharp rise in internet use in the last decade, even among people with a low income. Much of the credit for this can be attributed to the rapid expansion of cheap internet cafes known in Peru as cabinas publicas.

Radio: Despite the recent rise in access to new ICTs and the continued dominance of television, radio is still an important source of news and information in Peru, particularly in reaching the difficult-to-access Amazon region.

Television: Television is the most important source of news and information in Peru. Household access is near universal and 93 percent of the urban Peruvians surveyed watch it daily.

Newspaper: Newspapers as a source of information for urban Peruvians has held up in the electronic age.

Regulatory Environment: Some sections of the media continue to experience overt or covert government control. Influential economic groups, provincial authorities and local business groups are also known to exercise their influence over the media.

Peru in focus

Cabina Publicas: Peru's Internet Success Story: See how cheap internet cafes in urban Peru have increased access, not just quantitatively. Also read how all our respondents use new media (mobile and internet) in Peru

Urban Youth in Peru: Urban youth in Peru are pioneers in new media (mobile and internet) use and access despite not being particularly well educated. Read more to see how the Peruvian youth
are soaring high above all other urban Peruvians.

Restrictions to freedom and the less-than-ideal regulatory frameworks influence the way the urban Peruvians perceive their media, government and other institutions. [14] Read more for a deeper insight into their opinions.

Media outlet matrix [15]

TOP FIVE MEDIA OUTLETS [15]
TV [16], Radio [17], Newspapers [18]

TOP WEBSITES
Click here [19] to see most popular websites

communication Habits: Demographic analysis [21]

Income: [22] Although urban Peruvians across all income levels have equal access to televisions and radios and use them in similar ways, there is some disparity in use of and access to newer ICTs such as computers and internet. However, with the help of cheap internet cafés (better known as cabinas publicas in Peru) and affordable mobile phone connections, those with lower incomes have greater access to these technologies.

Gender: [23] Although men and women have equal access to most ICTS and use them in similar ways, there is some gender disparity in the use of and access to newer ICTs.

Education: [24] Lower education levels correspond to lower access to the internet and mobile phones. This is logical, given that accessing internet websites, blogs, social networking websites and sending SMS and playing games on one’s mobile phones requires a certain level of literacy.
[25] Older age groups are on par with young respondents in use and access for television and radio but fall behind in terms of new media use and access.

- **Urban Peru**

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