

Unveiling #1 QoE Countries in LATAM

MedUX Insights: QoE Research Study

Detailed Report - Q4 2025

[CONFIDENTIAL]

26 February, 2026

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5G



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2. Introduction
3. Methodology
4. 5G Quality & Deployment Insights
5. Quality of Experience Insights
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7. MedUX - A trusted partner



Executive Summary

- About this research study
- QoE Crowdsourcing Overview
- Stats and Scope of the Benchmark
- Key findings

Crowdsourcing Benchmarking in LATAM with TRUE QoE KPIs



MedUX Insights: QoE Research Study

MedUX conducted a pan-Latin American benchmarking study to capture **real-world mobile Quality of Experience (QoE)** through the voice of end users. Using large-scale crowdsourced measurements collected in Q4 2025, we translate complex network performance into a single, comparable QoE Score. The result is a clear view of how experience truly differs across LATAM markets.

The results reveal a **varied landscape**: while some countries excel across all services, others lead in specific use cases, and some trail behind in overall user experience.

Built on millions of real-life measurements, the report provides an **independent, user-centric view of network performance**—highlighting where experience leads, where it falls short, and what to prioritize next.



Stats and Scope of QoE Crowdsourcing Benchmark in LATAM

MedUX

In LATAM



+20 countries
monitored



Q4 2025
reference
period



+100 MM
performance
tests executed



+17 MM Km2
surface
monitored



+650 MM
inhabitants
covered



+8,6 bn
radio samples
collected



Crowdsourcing overview

MedUX continuously expands its global crowdsourcing solution, gathering real end-user data via passive and active tests, and reaching millions of users covered and billions of samples collected.

Our comprehensive QoE crowdsourcing solution already covers most LATAM countries. This benchmark report is based on data collected during Q4 2025, covering more than 20 countries and 650 MM people.



QoE Crowdsourcing Initiative

Active Testing with real services and applications



- Technology: Up to 5G+ & Wi-Fi 7.
- Active QoS Testing against popular CDNs: CloudFlare, Akamai, etc.
- Active QoE Testing against application servers: Youtube, Facebook, Tiktok, Instagram, Google, Amazon, Whatsapp, Riot Games, etc.
- Available testing against dedicated measurement servers (on-net or off-net).
- Consumer privacy protection, such as GDPR in Europe.



Highlights about QoE in LATAM

The mobile network benchmark conducted in LATAM in the fourth quarter of 2025 (Q4 2025) highlights a very close competition in the **“Best Mobile Experience”** (Top Awards) category, with Brazil, Guatemala, Uruguay and El Salvador, all demonstrating strong performance across multiple metrics.

Q4 2025 results demonstrate that all provide good mobile experiences, with Brazil ahead in consistency and reliability, closely followed by Guatemala.



Brazil shows a **good and balanced mobile performance across all categories with the most reliable network**

- Country with the highest total score, standing out for co-leading Reliability (#1).
- Leader in Streaming and Value for Speed.
- Top-tier Streaming and Value for Speed performance compensates for weaker results in OTT data and Gaming.

QoE Score: 3.31 over 5

Best Experience and most reliable network

72.5% Service Reliability Score
68.4% Value for Speed Score
62.9% Streaming Speed Score



Guatemala shows overall **good results, specially in Network Responsiveness and Data & OTT**

- Second country in Total Score and co-leader in Reliability (#2), demonstrating very strong overall performance.
- Leader in Web browsing and Social Media.
- Leader in Network Responsiveness, indicating that customers enjoy the speeds they expect.

QoE Score: 3.29 over 5

72.4% Service Reliability Score
83.7% Social Media Score
72.8% Network Responsiveness Score



Uruguay overall results are **fair**, standing out in **Value for Speed and Gaming**

- Third country in total score , offering a balanced mobile experience, behind the Brazil and Guatemala
- Competitive (#2) in Value for Speed and Gaming.

QoE Score: 3.17 over 5



El Salvador has a **fair** overall performance, with **Web Browsing and Social Media standing out**

- Fourth country in total score, providing a fair experience.
- Competitive in Data & OTT (#2) thanks to Web Browsing (#2) and Social Media (#3)

QoE Score: 3.06 over 5



Key findings

This Q4 2025 crowdsourcing benchmark reveals substantial differences across LATAM countries in real-world Quality of Experience (QoE). Results show an uneven landscape: some countries lead across all measured services, others excel in specific use cases, and others lag behind in overall experience—insights that reflect what users actually perceive and closely link to satisfaction.

QoS Ranking

- **Top Speeds:** Puerto Rico, Brazil, Chile, Uruguay, Guatemala, and Costa Rica lead the balance of high peak download (above 83 Mbps) and upload (above 32 Mbps) speeds. PR dominates DL; BR/GT/CR lead UL P90.
- **Top Latencies:** Argentina, Jamaica, Uruguay, Paraguay, Brazil, and Guatemala show the best responsiveness profile with an average latency below 41 ms.

QoE Ranking

- **Top Streaming:** Puerto Rico, Brazil, Chile, Costa Rica, Uruguay, and Guatemala achieve the highest 4K playback percentage with and average above the 15%.
- **Top Gaming:** Argentina, Uruguay, Guatemala, Paraguay, Colombia, and El Salvador lead on gaming stability and responsiveness, all above the threshold of 82% sessions with jitter below 20 ms.
- **Top Social Media:** Guatemala, Uruguay, El Salvador, Paraguay, Panama, and Aruba deliver the fastest social media performance with an average TTFB below 540 ms.
- **Top Web Browsing:** Guatemala, El Salvador, Brazil, Uruguay, Panama, and Peru deliver the fastest browsing experience overall showing an average web browsing time below 2 s.

5G Availability

- **Overall 5G Availability:** Puerto Rico, Uruguay, Brazil, Chile and Aruba with an average 5G availability above 20% of 5G technology usage.
- **Take-up 5G:** Puerto Rico, Chile, Costa Rica, Guatemala, Aruba and Uruguay with an average 5G take up above 40.7%.



Puerto Rico: P90 DL → 299 Mbps

Brazil: P90 UL → 41 Mbps



Argentina:

30.5 ms



Puerto Rico: 33% 4k playbacks

Brazil: 98.6% playbacks w/o Stalls



Argentina:

88% of samples jitter < 20ms



Guatemala:

469 ms TTFB



Guatemala:

1.8 ms Web Browsing time



Puerto Rico: 89.7% in 5G



Puerto Rico: 89.3% take-up



Mobile Experience Awards

Awards are granted to the best performing country in each attribute or category we test. If two or more countries record statistically indistinguishable results, each country earns an Experience Award while sharing the highest rank in that category.

Brazil lead the LATAM QoE Benchmarking campaign, with a good performance in the Value for Speed and the Streaming categories.

Latam
Winners

Top Awards		Experience Awards			
Best Experience	Reliability	Data & OTT	Streaming	Value for Speed	Network Responsiveness
 	 	 	 	 	 

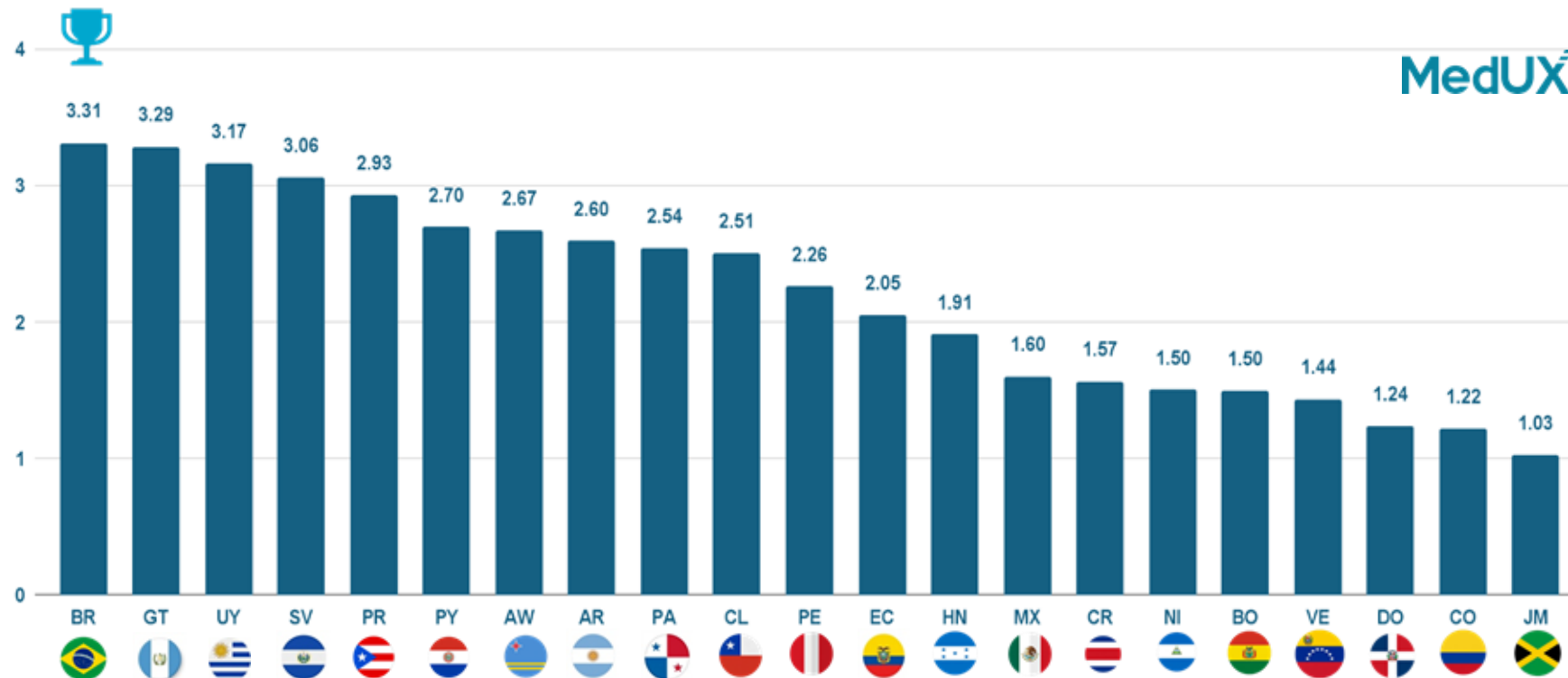
- **Brazil leads** most of the rankings across all mobile experience categories.
- **Brazil and Guatemala** share the second most important award for **Best Reliability**.
- **Brazil** wins the **Streaming and Value for Speed** award.
- **Guatemala** wins the **Data & OTT and Network Responsiveness** award.



Quality of Experience: Mobile Experience LATAM Ranking

Our measurement campaigns capture the real end-user experience, providing a holistic view of network quality by balancing performance, consistency, and service usability. A consolidated **Total Score** combines results across Reliability, Data & OTT, Responsiveness, Value for Speed, and Streaming into one clear, comparable indicator.

This study reveals one winner, **Brazil**, followed closely by two strong competitors, **Guatemala** and **Uruguay**.



MOBILE PERFORMANCE
Best QOE

In LATAM countries
BRAZIL

Q4/2025

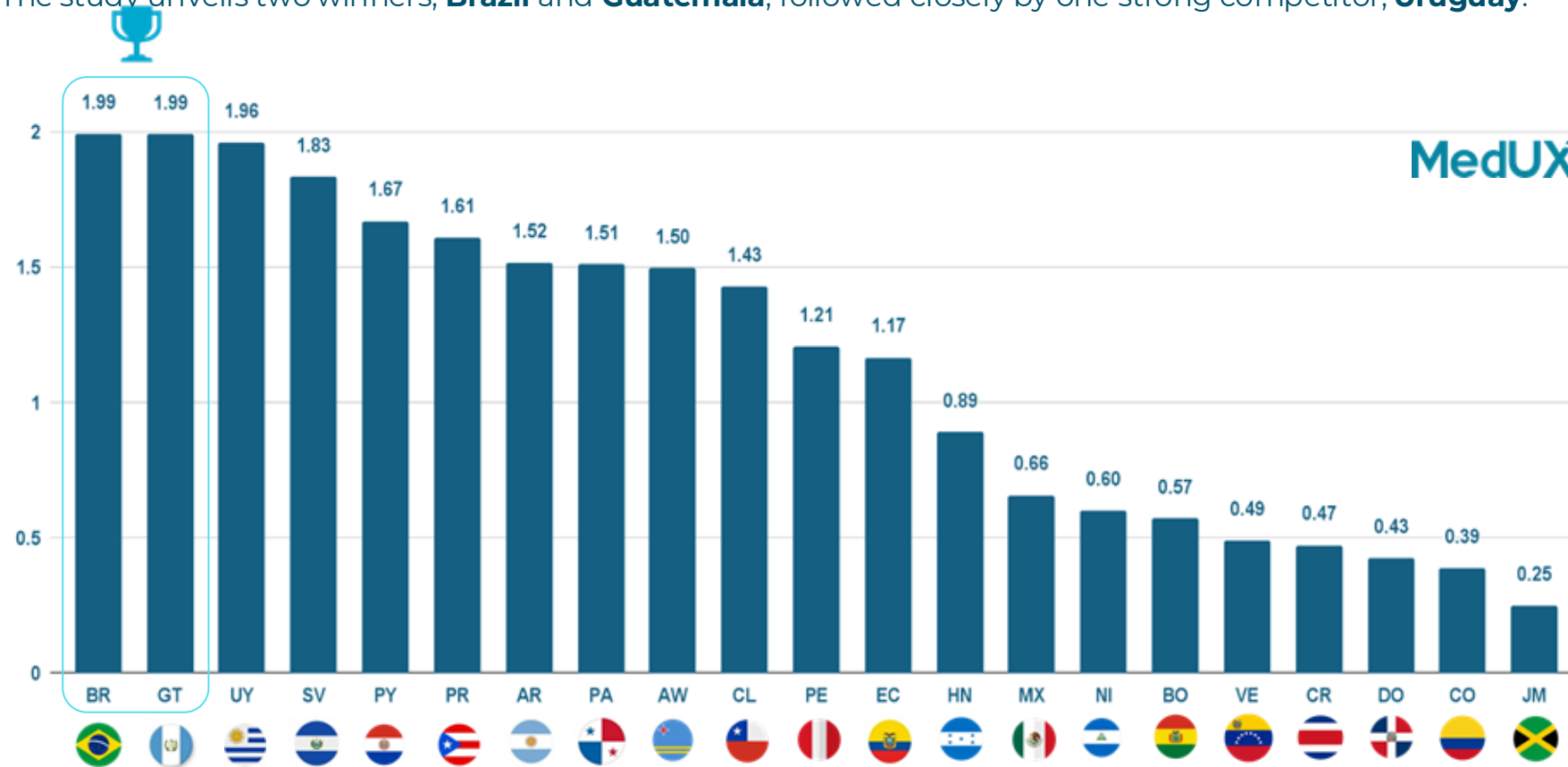
www.medux.com



Reliability: Mobile Experience LATAM Ranking

Reliability captures how consistently users can stay connected and complete everyday actions without interruptions. It reflects stability across sessions, covering dropouts, failed attempts, and the network's ability to deliver a consistent performance over the minimum service thresholds.

The study unveils two winners, **Brazil** and **Guatemala**, followed closely by one strong competitor, **Uruguay**.



CONGRATULATIONS



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Introduction

Compromise

Powering Digital Societies through Real Experience Data

At MedUX, we transform massive, real-world QoE data into actionable insights that accelerate digital transformation, enable evidence-based decisions, and foster more connected, inclusive societies

#MedUXImpact



Discover more about [MedUX Impact](#)





Instrument

The MedUX Connectivity Observatory

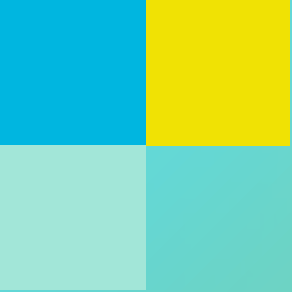
A continuous, independent view of
digital experience performance across
countries and services.

Measure - Compare - Improve



Discover the [MedUX observatory](#)





Impact

From Data to Digital Leadership

Real Data. Proven Leadership. Earned Recognition.

Measurement - Benchmark - Lead - Recognize



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Methodology

How We Collect and Validate Data

- MedUX QoE Crowdsourcing Methodology
- Quality of Experience - Ranking approach
 - KPIs and Metrics overview

MedUX QoE Crowdsourcing Methodology

MedUX delivers a comprehensive and objective view of mobile network experience through a global crowdsourcing methodology. By embedding a lightweight SDK into real mobile applications used by millions, MedUX captures user experience from the end-user perspective, generating reliable insights that support regulatory, operational, and commercial decisions across the telecom sector.

Real-world Data collection

Data is collected through a combination of passive and active measurements, providing a multi-dimensional view of network performance. Active tests are designed to replicate typical user activities — such as web browsing, file downloads, video streaming, or online gaming — and are executed under standardized conditions to ensure comparability across networks and geographies. Crucially, these tests are launched only when the device is idle and connected to a network, ensuring that ongoing user activity does not influence the results or create unrealistic performance scenarios. Passive measurements, on the other hand, capture ongoing network conditions and device behavior without initiating traffic. These include signal strength, type of network connection, cell transitions, and handovers.

Data is collected from a wide array of real-world conditions, covering urban and rural areas, indoor and outdoor environments, and users in motion or stationary. This broad coverage ensures the representativeness and contextual relevance of the collected dataset.

Data validation and processing

To guarantee the integrity and reliability of the dataset, all collected data is subjected to a rigorous, multi-stage validation process.

This begins with the automatic detection and exclusion of anomalous or corrupted samples, followed by the removal of duplicate entries and any data points that fall outside defined temporal and spatial uniqueness thresholds. Particular attention is given to identifying and filtering extreme values in both signal metrics and active test results, which may result from atypical environmental or device-specific anomalies.

Additionally, test results from devices running outdated versions of the operating system are discarded, as these can introduce inconsistencies in performance measurement. These comprehensive quality controls are part of a standardized methodology that aligns with international best practices and ITU-T recommendations, ensuring the consistency, comparability, and technical soundness of MedUX's performance analytics.



MedUX QoE Crowdsourcing Methodology

Representativeness and scale

MedUX's global panel of millions of devices enables a robust and statistically representative view of mobile network performance at national, regional, and operator-specific levels.

The extensive reach of the platform allows for consistent data collection across diverse geographies and user contexts. For each country analyzed, MedUX ensures that the number of samples and users meets the statistical conditions necessary to report with confidence. Specifically, key performance indicators (KPIs) are calculated with a 95% confidence level and a maximum margin of error of $\pm 5\%$, derived from the national-level sample size and distribution.

While this precision may vary for more granular segments, such as regional or technological splits, the methodology ensures that broader national comparisons remain statistically robust and meaningful.

Thanks to the sheer volume, variety, and continuous nature of data acquisition, MedUX delivers near real-time visibility into mobile connectivity trends, enabling stakeholders to make well-informed, evidence-based decisions.

Privacy and data security

User privacy is a foundational principle in MedUX's approach, underpinning every aspect of data collection and processing. At no stage is any personally identifiable information (PII) collected, stored, or analyzed. IP addresses are systematically anonymized or aggregated, and all datasets are pseudonymized to prevent any possibility of user identification, even in cases of large-scale data analysis.

The SDK operates seamlessly in the background, designed to have minimal impact on battery life, data usage, or device performance. It requests only the permissions that are strictly necessary for measurement purposes, following a transparent and consent-based process.

Moreover, MedUX adheres to the highest international standards of data protection, with full compliance to the GDPR and all applicable local regulations. Internal procedures are regularly audited to maintain security, and data is stored and processed using secure infrastructure. This ensures not only compliance, but also builds trust with users and partners by guaranteeing the ethical handling of sensitive network performance data.



Benchmarking Methodology

With the goal of providing an independent and international benchmarking tool, MedUX developed its own QoE ScoreCard to determine and certify the best provider or operator with respect of the services accessed via mobile networks.

This goal is achieved by executing benchmarking tests that represent a major part of the services used by final customers of mobile networks. The results collected are individually and collectively weighted and aggregated into an overall score.

The service category scoring model and its drill-down capabilities makes it exploitable by different stakeholders, from executive management (CxOs) to more technical departments (engineering and optimization). Thus, providers or operators can improve their networks and services offering a better experience to their customers.

To give transparency and a clear interpretation of the benchmarking results, MedUX publishes a description of the scoring methodology, in line with the current state of the ETSI TR 103 559 V1.2.1

In this context we introduce the following terms, Quality of Service (QoS) and Quality of Experience (QoE):

- QoS: “Totality of characteristics of a telecommunications service that bear on its ability to satisfy stated and implied needs of the user of the service.”
- QoE: “Degree of delight of the user of a service. In the context of communication services, it is influenced by content, network, device, application, user expectations and goals, and context of use.”

MedUX propose a model where technical measurements are transformed into perceptive indicators taking into account the human response to mobile service’s events, improvements and degradations.

For further details about the methodology used please visit our blog [Assessing customer experiences with an advanced mobile broadband benchmarking methodology](#)

Quality of Experience – Ranking approach

MedUX benchmarking approach, based on our QoE crowdsourcing data and QoE Scorecard, assesses network performance and end-user experience in the 5G Era. We revisit criteria and thresholds once a year to consider best practices but also to reflect technology and industry development.

At MedUX we use a set of KPIs and the concept of Mean opinion score (MOS) for most of the rankings, which ratings are algorithmically estimated based on test results, in line with the current state of the ETSI TR 103 559 V1.2.1 and ITU Recommendation ITU-T P.800.1.

•Top Awards:

- **Overall QoE Score** – a combination of availability, accessibility, speed, streaming, and data and OTT experience results.
- **Reliability** — assesses network consistency across all service categories. A test is considered as not successful if it fails or if does not meet minimum service thresholds.

•Experience Awards:

- **Accessibility** (responsiveness) – how long it takes to access the network. Particularly in 5G it measures how long takes to access the 5G network across all testing categories while taking latency and network responsiveness results into account.
- **Value for Speed** (throughput) - how much data can be transferred. Particularly in 5G it measures how is the network capacity when stressing the line (multi-thread and multi-server stress test with our patented Cloud Speed Test).
 - DL Speed
 - UL Speed
- **Video Streaming experience** - it measures the average video experience for each operator while considering video resolution, video loading time, and stall ratio.
- **Data and OTT experience** - a combination of gaming, web browsing and social networks.

Quality of Experience – Ranking approach

Our QoE Scorecard is the tool for facilitating benchmarking and reducing the complexity of service quality and performance improvements. We combine different performance indicators into a synthetic indicator or single Global Score.

Global Score

MOS Combination

Overall Experience Score

Synthetic Experience Indicator

- The Global score is a combination of MOSes from all service categories, weighted based on international best practices and industry experience.

MOS

**MOS: MedUX
Opinion Score**

By service

MOS

- The MOS is an aggregation of several QoS/QoE KPIs for each service category, which allows for a more granular QoE analysis.
- Each MOS is characterized by a Qualifier KPI and one or more Differentiator KPIs.

Qualifiers

Differentiators

KPI aggregation

By Test case

KPIs Aggregation

- KPIs are combined into Qualifier and Differentiator indicators to transform network and service quality indicators into a Experience metrics by Service.

Minimum expected performance

Minimum requirements to define a satisfying customer experience

Performance exceeding basic expectations

Additional performance assessment for tests fulfilling the qualifier criteria

Quality of Experience – Scoring

- Each service category is an aggregation of at least one MedUX Opinion Score.
- Each MOS is characterized by a Qualifier KPI and one or several Differentiator KPIs.

Services	Services' Weights	Max Score	MOS	MOS' Weights	Max Score
Accessibility	7.5%	0.375	Network Responsiveness	7.5%	0.375
Value Speed	25%	1.25	Cloud DL	15%	0.75
			Cloud UL	10%	0.5
Video Streaming	25%	1.25	Streaming	25%	1.25
Data and OTT	42.5%	2.125	Web Browsing	20%	1
			Social Media	15%	0.75
			Gaming	7.5%	0.375

Reliability, which contributes to the QoE Scorecard, is determined by qualifier KPIs weighted at 55% of each MOS. This allows for a maximum of 2.75 points toward the total score:

- Data & OTT - Reliability (1.17p)
- Value for speed - Reliability (0.69p)
- Streaming Experience - Reliability (0.69p)
- Accessibility - Reliability (0.21p)

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5G & Deployment Insights

- Status of 5G deployments and availability
- QoS country-level comparisons

LATAM 5G Availability snapshot

5G Availability is far from universal when we consider not only urban, but also suburban and rural areas (*)

5G Availability



Predominant Radio Access Technology (All devices)



- While 5G is present, but still concentrated: availability clusters around major cities
- 4G still carries the region: across all devices, 4G remains predominant everywhere; 5G leads only in isolated hotspots.
- Market status: LATAM is in the “coverage-to-adoption” transition. The next step is accelerating take-up and traffic migration so 5G becomes the default, not just an overlay.



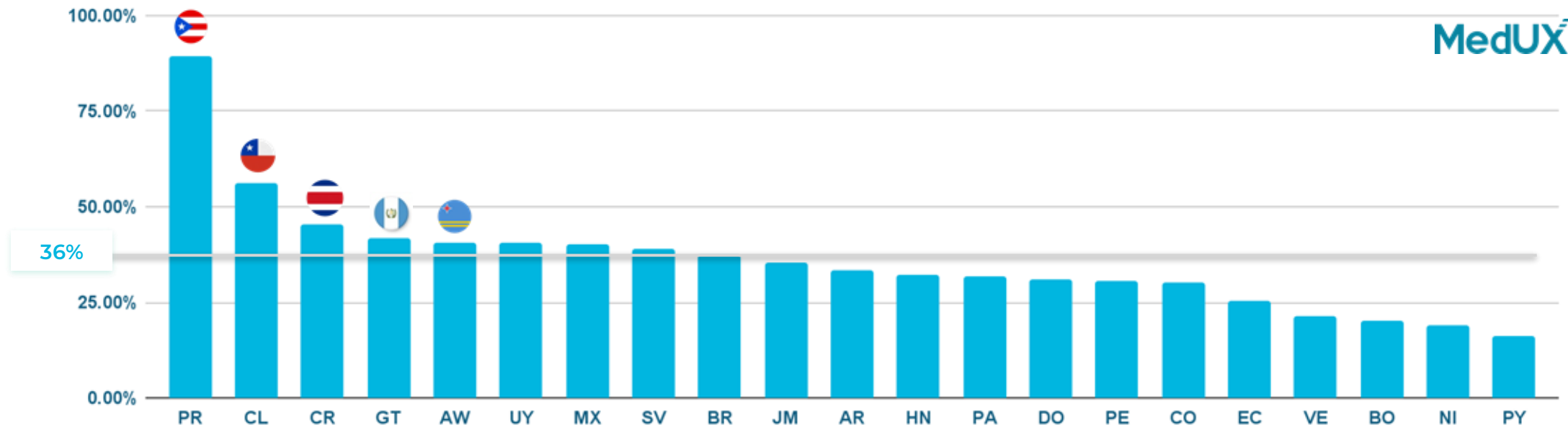
Have a look at our 5G QoE
Crowdsourcing [here](#)

(*) Note that only countries that achieve a 95% confidence level and have a margin of error lower than $\pm 5\%$, based on national-level sample size and distribution, are ranked.

LATAM 5G Take-up Snapshot

5G Take-up is a challenge based on our estimations of users with 5G-capable devices

%5G Capable Devices (Estimated proportion of users)

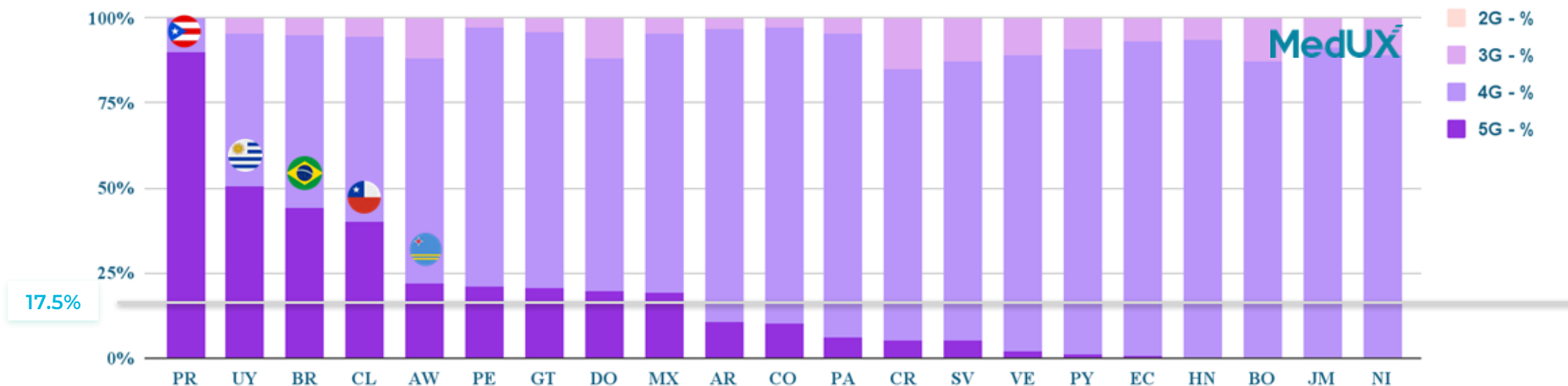


- LATAM 5G take-up is mostly mid-range: the majority of countries cluster around 30% and 45%.
- Leaders are highly uneven: Puerto Rico (89.3%) is a frontrunner, while Chile (56.1%) is the only other market above 50%; the next tier sits around 45% (e.g., Costa Rica, Guatemala, Aruba, Uruguay, Mexico).
- A long tail remains low: big markets like Brazil (37.4%) and Argentina (33.4%) are still below 40%, and several countries are <30% (e.g., Ecuador, Venezuela, Bolivia, Nicaragua).

LATAM 5G Availability snapshot

And there is a long way to go, especially when it comes to universal 5G...

% of Radio Access Technology Usage per country (5G Capable Devices only)



- LATAM is still 4G-led overall, with one clear exception: Puerto Rico is already 5G-dominant (89.69% 5G), while most other markets remain predominantly 4G.
- A small “transition tier” is emerging: Uruguay (50.4% 5G) is near parity (5G slightly ahead of 4G), and Brazil (44.2%) and Chile (40%) show meaningful 5G presence but 4G still carries the majority of usage there.
- Legacy remains visible in several countries: 3G usage is non-trivial in places like Costa Rica (15.05%), El Salvador (12.82%) and Aruba (12.10%).

Quality of Service Insights

- Service performance (throughput, latency)



Value for Speed



Scope

The Value for Speed category evaluates the performance of an internet connection by measuring download and upload speeds — providing a reliable view of how fast and responsive the network really is for the end user.



Main Throughput KPIs

Download & Upload Speed



Category weight

This category accounts for 25% of the total score, translating to a maximum possible score of 1.25 from 5.



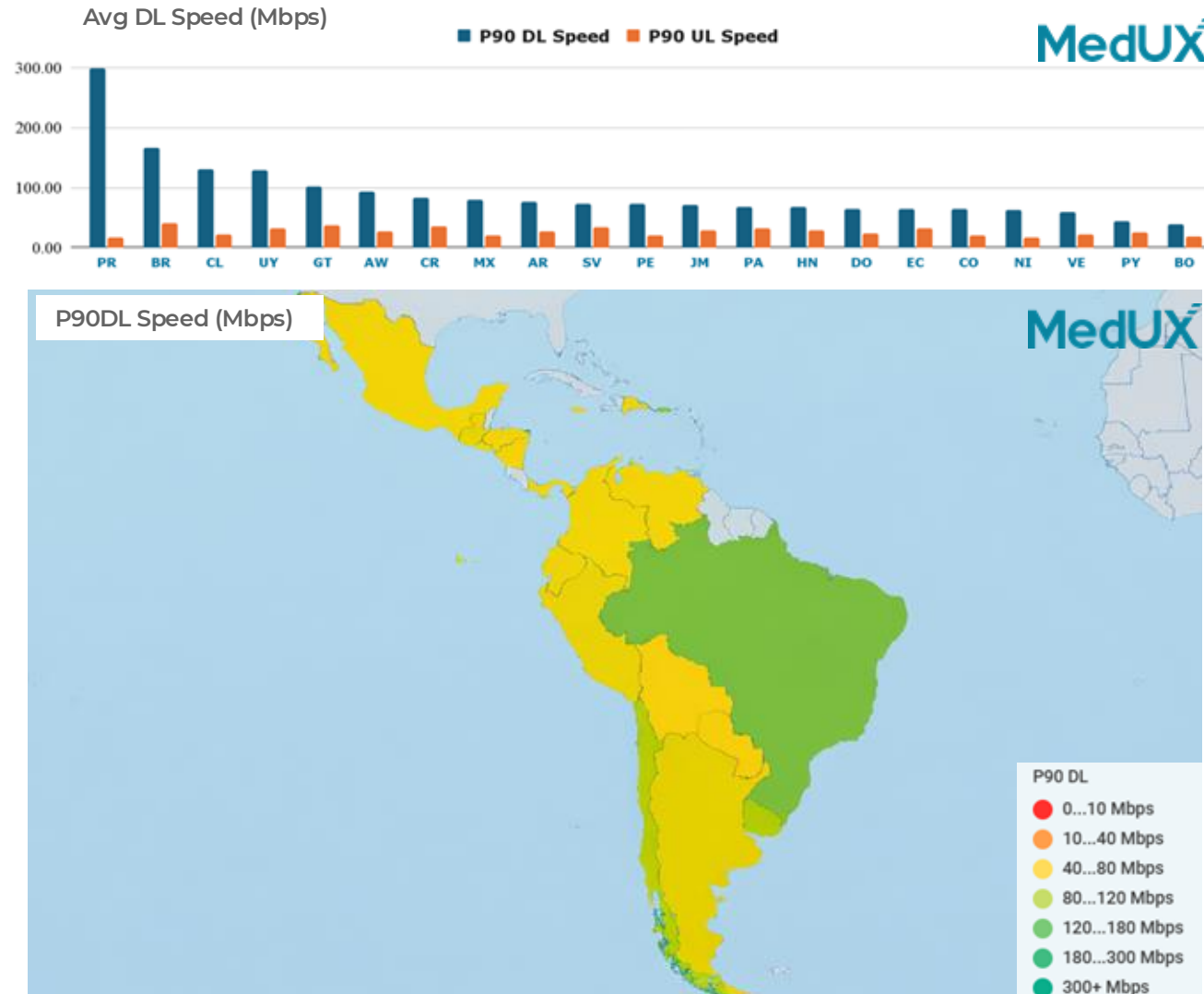
Value for Speed: Mobile Experience LATAM Ranking

Value for Speed measures how much real mobile speed users actually get, highlighting which networks deliver the best speed performance in everyday conditions.

The study points to **Brazil** as the leading country, with **Uruguay** and **Guatemala** in pursuit.



QoS Country-level comparisons | Speed Metrics - P90 DL/UL Speed



Puerto Rico, Brazil, Chile, Uruguay and Guatemala lead in P90 download speed (above the 100 Mbps). The performance across LATAM varies markedly. The results show also a variable profile considering upload speed with ranges between 16-40 Mbps.

- **P90 Download:**

A clear “two-speed” region, Puerto Rico (~299 Mbps) and Brazil (~167 Mbps) set the pace, while most markets stay below ~80 Mbps at peak, highlighting a big capacity gap.

- **P90 Upload:**

Uplink is the bottleneck, most countries cluster at ~20–35 Mbps, with only a few breaking out (Brazil ~41, Guatemala ~38, Costa Rica ~36), limiting real-time and cloud-heavy use cases.

- **Speed is uneven within countries across LATAM:**

Local differences are visible, with regions in the strong headline performance often coexists with much weaker regions outside main cities.





Network Responsiveness



Scope

The Network Responsiveness category measures how quickly and reliably the network reacts to user requests — helping assess the real-time quality of the connection, essential for activities like web browsing, gaming, or video calls.



Main Network Responsiveness KPIs

Avg Latency, Jitter & Packet Loss



Category weight

This category accounts for 7.5% of the total score, translating to a maximum possible score of 0.375 from 5



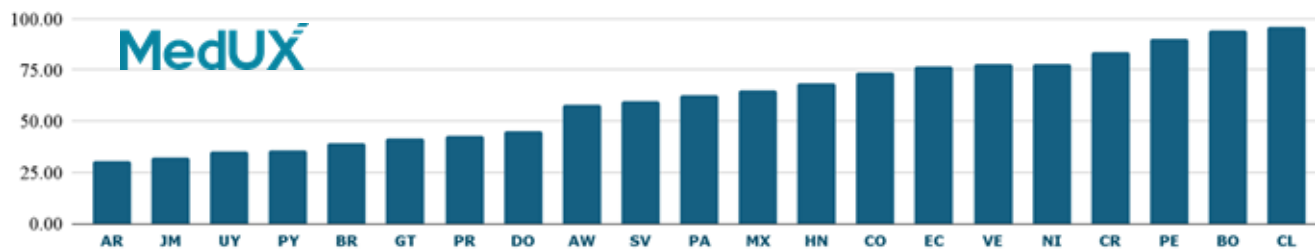
Network Responsiveness: Mobile Experience LATAM Ranking

Responsiveness is about how fast the network reacts to user requests—how quickly content starts, pages respond, and interactions feel “instant.” It is typically driven by latency and network efficiency, and it strongly impacts perceived quality even when speeds look good.

Guatemala emerges as the top performer in the study, with **Puerto Rico** and **Uruguay** narrowly trailing.



QoS Country-level comparisons | Latency Metrics - Avg Latency



Low latency is still the exception across LATAM and far from the “sub-15 ms” 5G promise.

- **Average latency ranges from 30 to 45 ms:**
Best-performing markets (AR 30 ms, JM 32 ms, UY 35 ms, PY 36 ms, BR 39 ms) to the range of 90–96 ms in the slowest (PE 89 ms, BO 94 ms, CL 95 ms).
- **Latency remains too high for truly ultra-responsive use cases:**
With many countries sitting around 60–85 ms (e.g., MX 65.04, HN 68.49, CO 74.00, EC 76.53, VE 77.69, NI 78.04, CR 83.62), Only a few localized regions consistently achieve below 10–15 ms, mostly in urban cores.

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Quality of Experience Insights

- Service performance (streaming, gaming and social media experience)



Streaming Experience



Scope

The Video Streaming Test checks how well video streams are delivered to end-users. We play the requested video stream and evaluate the video playback and exploring the different phases



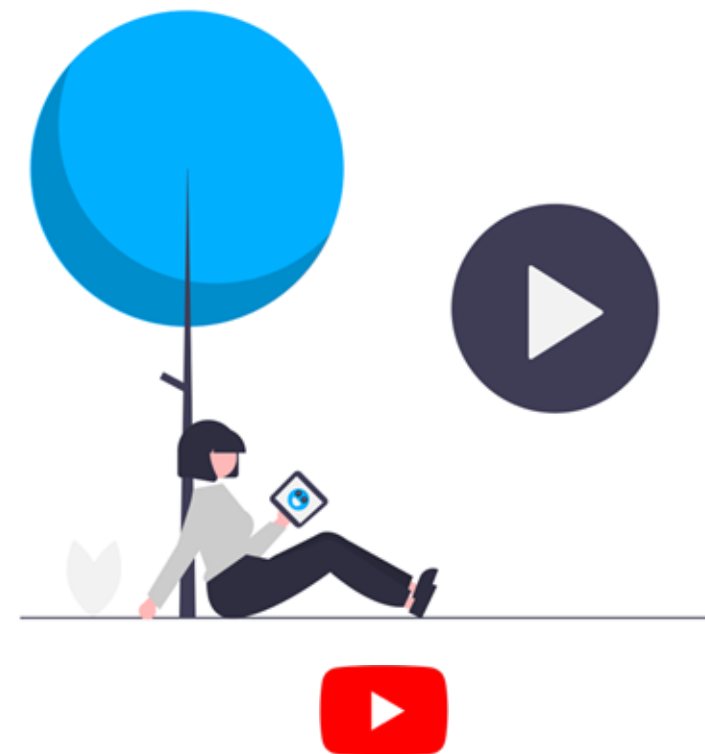
Main Streaming Experience KPIs

Video download speed, Video streaming bitrate, Video startup time, Number of rebuffering events, Video Stalling Ratio or Dominant Streaming Bitrate



Category weight

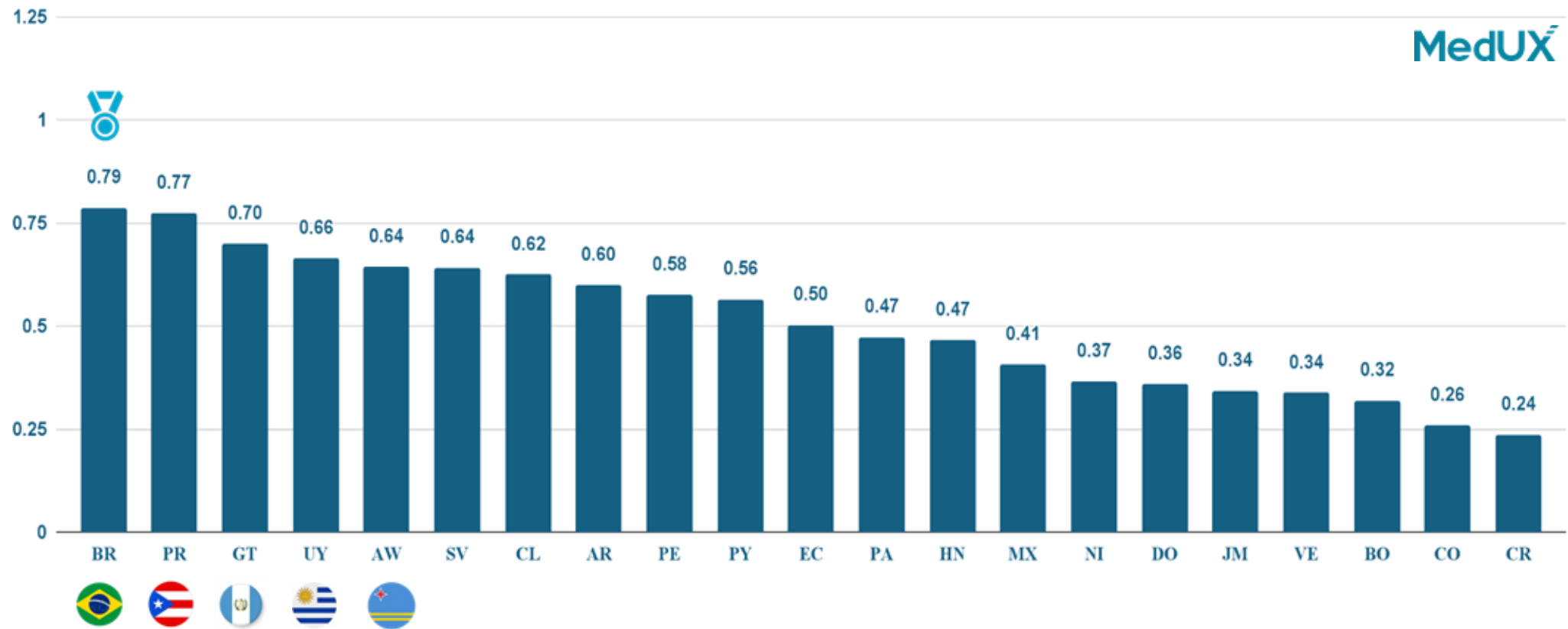
This category accounts for 25% of the total score, translating to a maximum possible score of 1.25 from 5



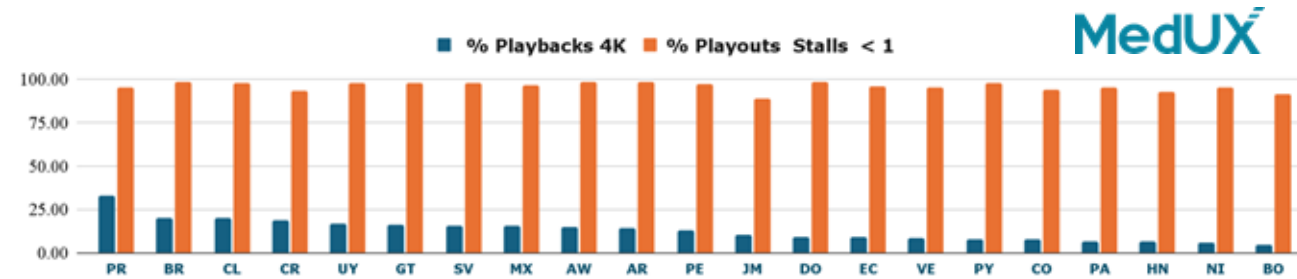
Streaming: Mobile Experience LATAM Ranking

Streaming evaluates video experience under real conditions: start time, buffering, stability, and the ability to sustain quality across variable radio conditions. It reflects what viewers feel in practice whether playback is seamless during peak hours and on the move.

Brasil stands out as the winner, with **Puerto Rico** and **Guatemala** forming a strong second tier just behind.



Service performance | Streaming (%) Playbacks in 4K Quality & Stalls



Across LATAM, video experience is evolving but what users actually feel depends on more than raw speed: it's about time-to-content, stability, and whether networks can sustain higher resolutions without stalls

- **4K playback rates reveal a clear “haves vs have-nots” split:**

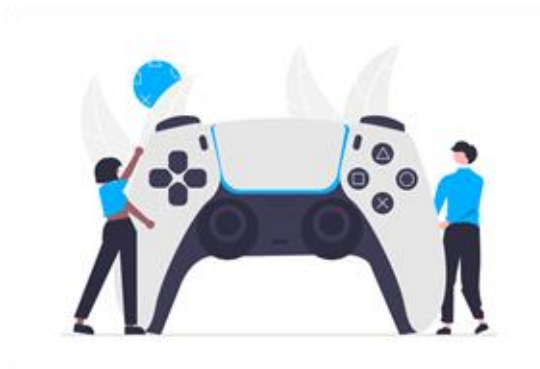
Puerto Rico leads (32.71%), with Brazil and Chile around 20%, while several markets remain below 10%, a sign that consistent high-quality streaming is still not universal.

- **Resolution alone doesn't guarantee QoE:**

Even where 4K share is higher, start-up delay and rebuffering can still degrade experience, often driven by congestion, delivery/CDN efficiency, and uneven performance outside major urban hotspots.



Data & OTT



Scope

The Data & OTT Category evaluates how well real-time online games perform by measuring key metrics such as latency, jitter, and packet loss, using some of the most popular gaming destinations like Riot Games. It Additionally measures how quickly and smoothly social media platforms and webs load by analyzing key browsing metrics when accessing popular destinations like Google, Whatsapp, Facebook, Instagram, and TikTok.



Main Gaming Experience KPIs

Latency, Jitter, and Packet Loss



Main Social Media and Web Browsing Experience KPIs

Loading Time, DNS Time, Avg Fully Loaded or Number of Resource



Category weight

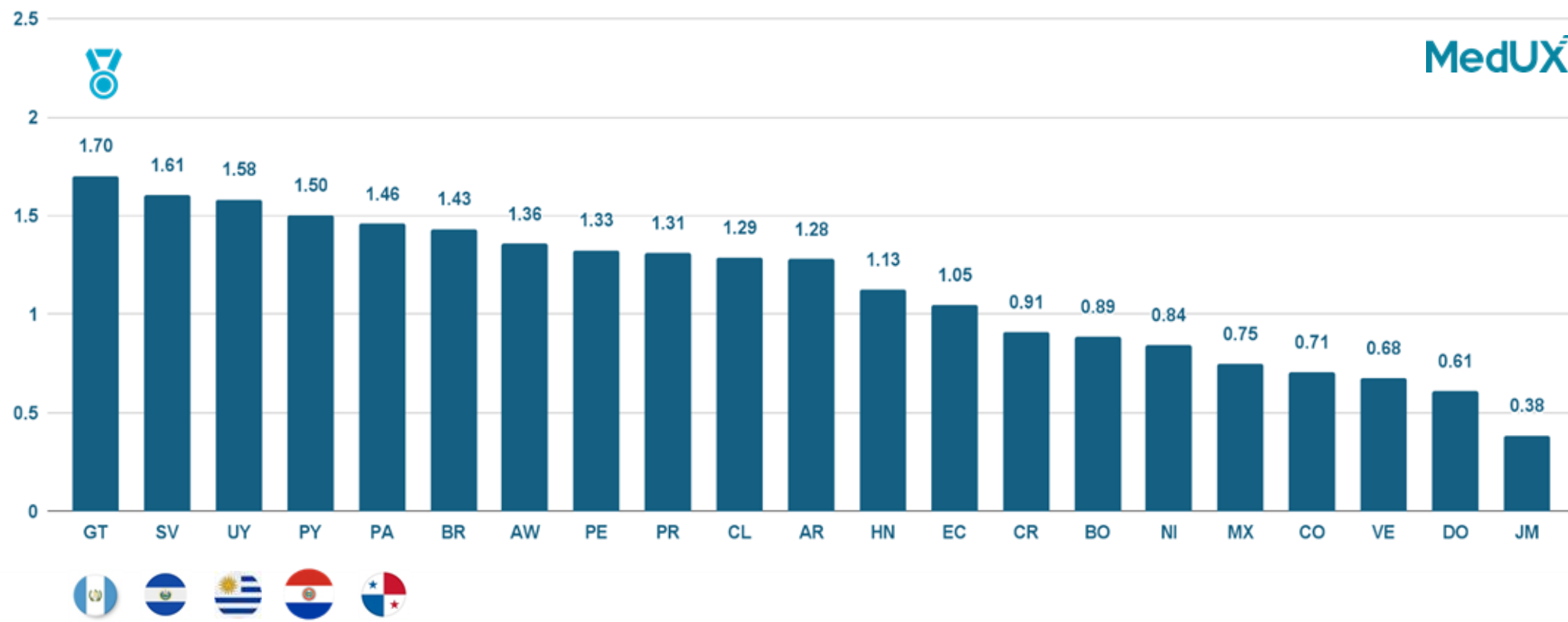
This category accounts for 42.5% of the total score, translating to a maximum possible score of 2.125 from 5



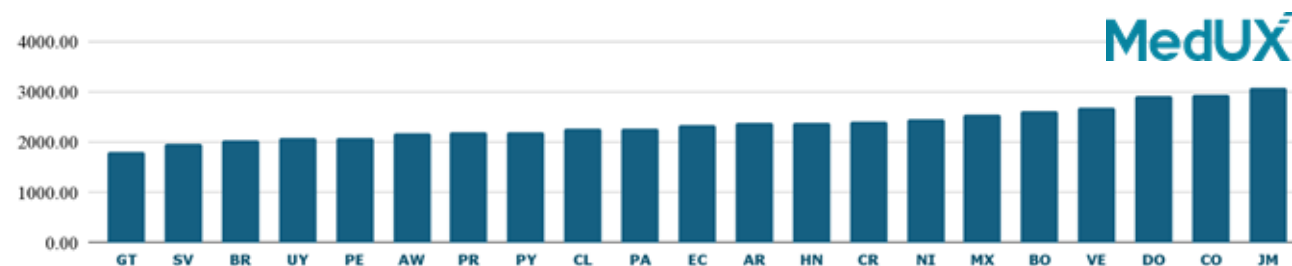
Data & OTT: Mobile Experience LATAM Ranking

Data & OTT measures real-world performance for the apps people actually use: social, messaging, cloud, maps, and popular OTT services. It goes beyond peak throughput, focusing on whether the network supports smooth, reliable usage across locations and times of day.

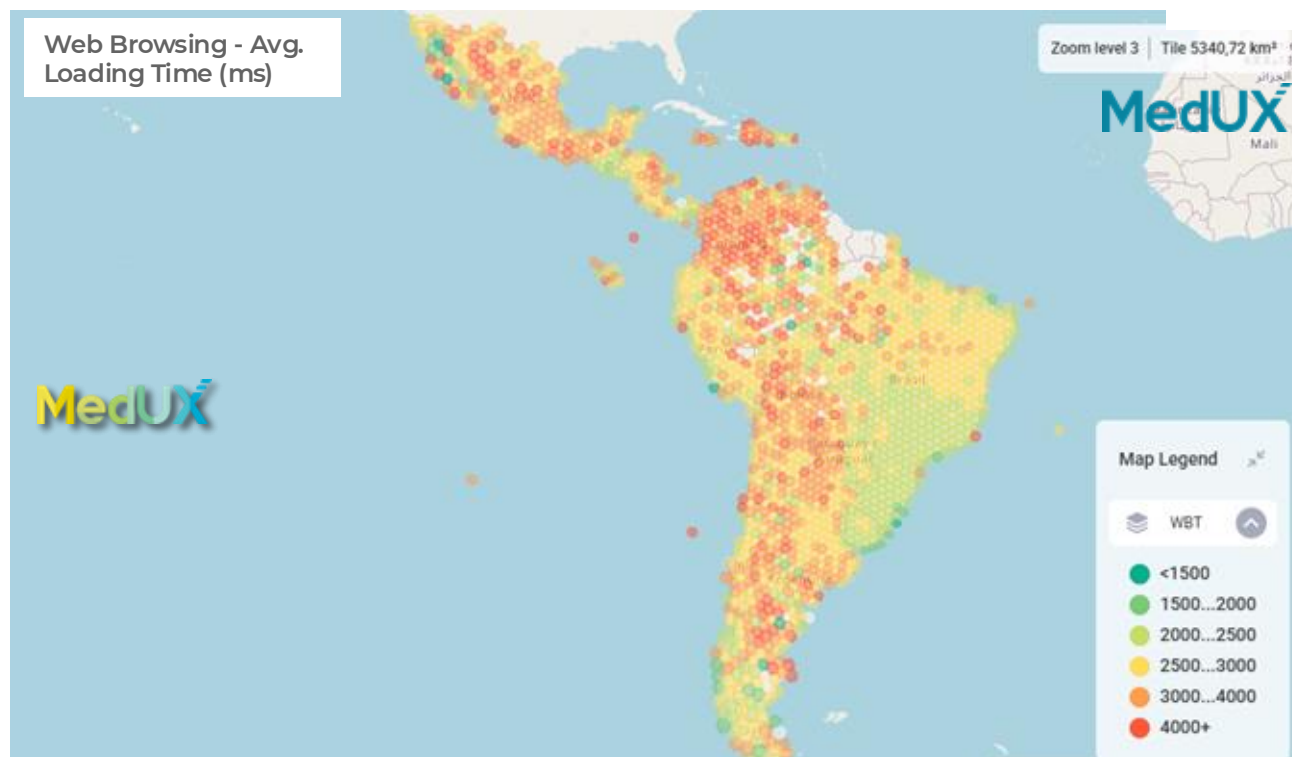
The study highlights a clear front-runner, **Guatemala**, closely followed by two strong challengers: **El Salvador** and **Uruguay**



Service Performance | Web Browsing Experience Avg. Loading Time (ms)



Web browsing time-to-content varies sharply across LATAM, users can face very different loading experiences depending on the market and location.



- **Fastest markets:**

Guatemala (1.8 s) leads, followed by Brazil (2.0 s), Perú/Uruguay (2.1 s).

- **Slowest markets:**

Jamaica (3.1 s), Colombia/DR (2.9 s), roughly 70% slower than the leader.

- **Key driver:**

Beyond speed, latency and delivery efficiency (CDN/peering, network congestion) heavily shape web browsing experience.

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Annexes: Detailed Benchmarking Results

Service's Scores Percentages

Services	KPI Name	Maximum Score	BR (%)	PE (%)	CO (%)	CL (%)	AR (%)	GT (%)	MX (%)	PY (%)	EC (%)	CR (%)	SV (%)	PA (%)	NI (%)	BO (%)	VE (%)	HN (%)	DO (%)	PR (%)	JM (%)	AW (%)	UY (%)
Gaming	Total	100%	63.66	38.59	73.21	66.59	81.65	77.12	19.73	77.07	12.78	16.04	71.99	62.93	27.27	23.24	16.38	45.84	49.21	62.98	17.1	60.1	77.2
Web Browsing	Total	100%	70.59	63.85	25.77	57.08	54.94	78.62	46.4	62.42	51.06	33.78	73.6	67.34	44.37	37.33	28.64	50.16	23.97	62.22	16.65	58.46	67.49
Social Media	Total	100%	65.14	72.42	23.06	62.26	56.38	83.73	27.81	78.7	65.21	68.25	80.07	73.32	39.67	56.85	43.71	60.43	24.83	60.39	20.45	72.86	82.49
Data & OTT	Total	100%	67.44	62.42	33.19	60.59	60.16	80.16	35.13	70.75	49.3	42.82	75.6	68.67	39.69	41.73	31.79	53.02	28.73	61.71	18.07	63.83	74.5
Network Responsiveness	Total	100%	63.9	46.94	31.06	45.23	62.11	72.85	38.19	61.41	45.14	43	60.16	54.9	41.43	28.46	27.85	37.51	51.17	69.34	42.06	58.54	68.23
Streaming	Total	100%	62.91	46	20.65	49.95	47.98	56.02	32.53	45.19	40.23	18.92	51.36	37.84	29.23	25.51	27.02	37.32	28.74	61.85	27.44	51.53	53.11
Cloud Download	Total	100%	66.64	11.77	3.79	43.92	47.41	50.48	26.39	34.85	33.9	15.92	46.41	35.5	3.58	13.38	29.51	6.29	3.78	61.63	4.67	44.57	59.39
Cloud Upload	Total	100%	71.05	19.32	22	19.14	25.66	46.45	21.64	27.31	15.4	28.03	47.7	27.94	22.55	16.77	19.53	25.92	20.16	25.44	21.72	23.53	43.42
Value for Speed	Total	100%	68.4	14.79	11.08	34.01	38.71	48.86	24.49	31.83	26.5	20.77	46.93	32.48	11.17	14.73	25.52	14.14	10.33	47.15	11.49	36.15	53

Total Score	100%	66.28	45.25	24.37	50.13	51.9	65.75	32.05	53.93	41.02	31.34	61.21	50.88	30.08	29.93	28.74	38.21	25.81	58.68	20.57	53.44	63.31
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Reliability Tot.	100%	72.48	43.92	14.09	52.00	55.14	72.43	23.92	60.79	42.43	17.23	66.69	54.95	21.89	20.79	17.86	32.41	15.49	58.52	9.04	54.44	71.31
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QoE Crowdsourcing Benchmark in LATAM (Q4 2025)

Service's KPIs

Services	Test	KPI Name	BR	PE	CO	CL	AR	GT	MX	PY	EC	CR	SV	PA	NI	BO	VE	HN	DO	PR	JM	AW	UY
Data & OTT	Gaming Test	% of samples w/o errors and RTT < QT2	95.54	91.35	97.36	95.30	98.20	98.79	89.33	98.73	86.27	82.16	98.48	97.92	92.53	76.31	81.02	94.68	95.77	97.80	86.64	97.52	99.07
		% of samples Jitter < 20 ms	88.43	83.56	82.01	83.18	88.54	88.03	85.01	84.39	84.06	85.22	82.52	82.66	79.06	78.12	76.37	82.66	78.91	85.91	73.07	75.84	67.20
		AVG Latency	39.28	40.04	35.87	27.29	32.55	47.80	63.87	44.82	77.15	71.40	50.92	63.06	72.67	52.27	64.82	61.57	64.28	63.81	61.17	59.74	36.82
	Web Browsing Time Test	% of samples w/o errors and Web Browsing Time < QT1	98.18	96.54	90.71	96.45	96.45	98.16	93.67	97.47	95.28	91.55	97.60	97.12	93.20	92.94	91.76	93.91	90.32	96.09	87.90	95.45	98.29
		% of Sessions AVG TTFB < 600 ms	67.96	73.63	67.58	60.68	57.47	82.63	73.58	60.22	62.74	70.58	80.21	74.44	72.77	61.88	61.11	75.80	71.80	77.66	65.33	73.72	59.99
		% of Sessions AVG DNS Delay < 100 ms	95.01	94.54	92.28	94.85	93.79	97.46	93.66	94.26	93.93	93.65	96.46	95.90	95.59	94.90	89.94	96.61	87.45	92.87	80.89	96.97	94.99
		AVG WBT	2027.46	2077.01	2950.11	2260.21	2375.77	1797.65	2537.01	2209.16	2336.08	2405.94	1973.81	2260.99	2449.47	2609.84	2679.67	2380.95	2915.27	2203.48	3070.57	2167.25	2075.36
	Social Media	% of samples w/o errors and Session Duration < QT1	96.48	96.28	87.27	94.94	94.36	97.66	85.73	97.32	95.07	95.30	97.20	96.41	90.78	93.80	92.15	94.28	87.91	94.82	84.16	95.94	97.99
		% of Sessions SD < 6 s	90.96	94.67	84.83	93.10	91.63	95.17	87.39	95.22	94.03	95.24	95.37	93.46	92.49	93.26	91.18	93.10	86.28	91.70	84.61	95.14	96.35
		AVG TTFB	791.82	632.02	684.81	663.46	694.22	469.65	627.04	628.21	614.38	595.25	526.84	538.06	604.85	630.60	687.39	572.64	697.73	623.46	843.44	539.80	622.52
Accessibility	Ping Test	% of samples w/o errors and RTT < QT2	94.74	95.12	91.27	95.38	93.83	96.53	91.84	94.21	94.01	94.11	95.66	94.80	93.63	92.33	91.10	92.17	93.08	96.00	90.63	95.42	95.33
		% of samples Jitter < 50 ms	98.84	95.02	92.92	92.40	96.25	95.93	94.87	92.78	92.86	92.77	91.51	93.89	89.61	90.60	90.30	91.28	91.03	95.98	89.52	89.05	94.23
		AVG Latency	39.17	89.98	74.00	95.97	30.55	41.47	65.04	36.06	76.53	83.62	59.50	62.94	78.04	94.31	77.69	68.49	45.17	43.08	32.16	58.10	35.46
Streaming	Youtube Test	% of samples w/o errors and (Startup < QT1 && Total Stall Duration < QT3)	97.84	96.13	92.48	96.15	96.17	97.41	94.03	96.32	95.40	90.85	96.59	95.24	93.88	92.99	93.29	95.05	93.29	97.40	93.43	96.25	96.83
		AVG Startup Delay	2437.73	2503.91	3162.49	2505.98	2798.72	2318.42	2990.65	2740.42	2575.79	2494.14	2407.37	2741.10	2876.50	2607.63	2840.58	2624.43	3125.67	2032.86	3038.91	2356.50	2631.80
		% Playouts Stalls < 1	98.60	96.75	94.03	97.53	98.02	97.35	96.22	97.37	95.64	93.41	97.47	95.38	95.23	91.30	94.94	92.66	98.00	95.12	88.61	98.19	97.94
		% Playbacks 4K	20.30	13.06	7.80	20.15	13.98	15.96	15.30	7.84	8.83	18.96	15.84	6.86	5.70	4.83	8.20	6.67	9.08	32.71	10.55	14.64	16.54
Value for Speed	Medux Cloud SpeedTest DL	% of samples w/o errors and DL Speed > QT1	98.44	90.82	89.44	95.53	97.50	97.93	93.42	96.24	95.18	90.64	97.06	95.45	85.42	82.55	91.37	90.28	88.71	96.42	88.58	96.20	98.21
		% of samples > 100 Mbps	17.02	4.58	5.24	14.32	5.52	10.35	6.90	1.07	3.15	6.98	4.92	2.33	3.13	0.75	2.33	4.06	5.18	30.91	5.41	9.39	13.57
		% of samples > 20 Mbps	69.40	50.72	42.11	55.49	46.65	42.73	49.05	40.57	47.86	61.46	51.19	48.24	43.33	75.13	93.69	45.00	41.97	70.08	43.31	53.64	58.11
		P90 DL Speed	166.71	72.12	64.02	131.04	75.85	101.77	79.84	43.51	64.85	83.80	73.23	68.62	62.29	39.35	58.57	67.12	64.91	298.63	71.66	93.88	129.65
	Medux Cloud SpeedTest UL	% of samples w/o errors and UL Speed > QT1	96.42	77.48	87.61	84.23	84.88	92.72	86.17	84.75	83.95	79.10	93.01	90.28	81.76	75.25	81.97	83.46	88.63	90.64	84.25	87.86	92.55
		% of samples > 5 Mbps	81.87	39.96	43.01	42.62	59.46	69.46	43.83	63.50	54.42	62.66	70.16	58.88	59.77	37.34	43.21	59.80	49.06	49.14	49.17	54.26	68.43
		% of samples > 2 Mbps	93.44	74.19	80.25	72.09	80.39	88.42	78.73	83.48	53.59	82.62	87.98	80.90	75.94	69.74	72.81	80.31	71.40	78.59	73.87	76.65	84.59
		P90 UL Speed	40.57	20.86	20.18	22.06	26.55	37.67	20.66	24.88	32.48	36.18	34.65	32.69	16.18	18.05	22.12	28.54	23.44	17.14	28.63	27.86	32.24



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5G

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2



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3



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performance**



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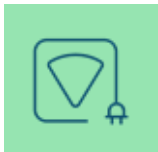
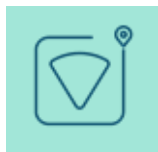


Telecom Regulators



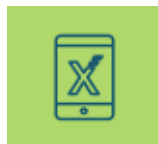
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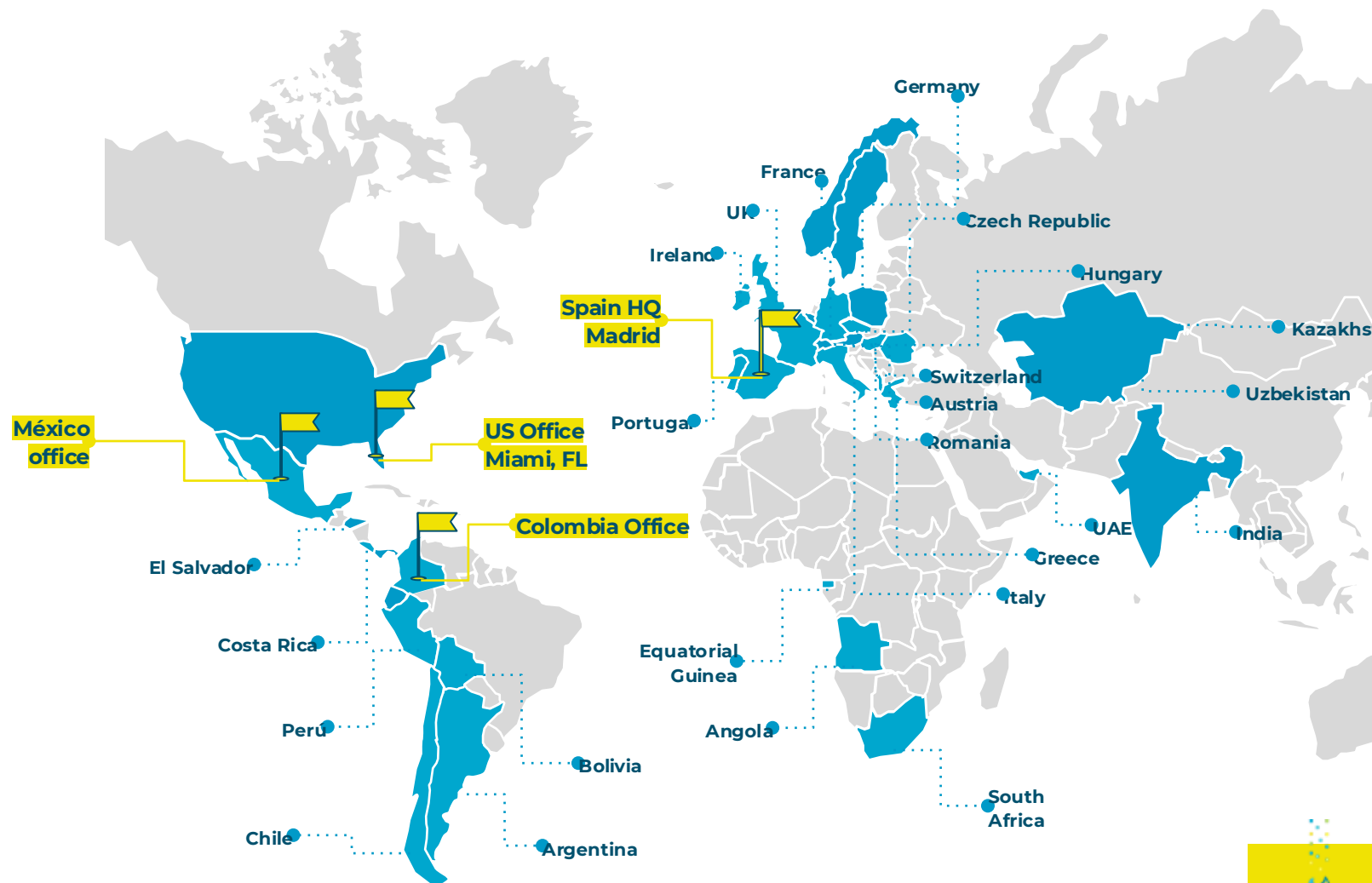
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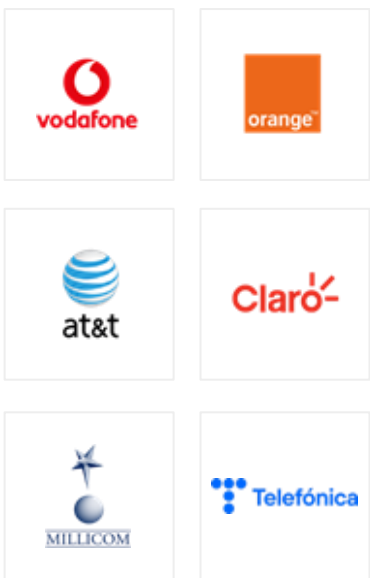
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**MedUX, the internet QoE testing
and monitoring company**

www.medux.com



Diego Limones

Senior Data Analyst

diegol@medux.com

Jaime González

CMO

jaime@medux.com

David González

Strategy Advisor

david.gonzalez@medux.com