

ETECSA introduces new mobile data plans



Representatives of the university working group and ETECSA representatives (source: [Cubadebate](#))

The Cuban telephone company ETECSA has introduced two new mobile data plans for the country, as the company [announced](#) in a press conference. The first plan, called “Adicional” (Additional), allows users to purchase two gigabytes (GB) of data per month for 1,200 pesos (approx. 3 euros according to the informal exchange rate). It is valid for 35 days. The plan has been available since June 20 via the purchase options in the Transfermóvil app and the company's online services.

In addition, [as announced](#), a special “sectoral” data plan will be introduced, offering students six additional gigabytes for 360 pesos. This plan will be available in the Transfermóvil purchase menu under the name “Plan Sectorial.” ETECSA is currently working on compiling lists of mobile phone contract holders at universities. Once this process is complete, each student will be notified by SMS.

“Our company is aware that there are sectors with higher demand and that this additional plan will be insufficient for them, but under the current conditions, it is the solution we can offer to improve our customers' connectivity,” said Rojas Pérez, deputy director of ETECSA's commercial department.

The new rates come in response to massive protests against [price increases for heavy users](#). These were announced at the end of May and aim to bring the financially stricken company out of the red after years of losses. Protests against the rate increase were particularly strong among young people and students. A working group made up of university representatives was set up to come up with solutions, and in the last few days, they've [come up with more than 40 suggestions](#).

“There are still some disagreements, but we have to acknowledge that, based on what we've seen here, ETECSA employees deserve our respect,” said Luis Yoel González, vice

president of the FEU student union at the University of Education in Havana, who participated in the subcommittee on pricing. However, there is still a lot of discontent among some students.

According to Rojas Pérez, the new additional tariff for the population, even beyond the university, is intended to address complaints, “even though we know that it does not fully cover connectivity needs.” The new offer takes into account the opinions of various population groups, the majority of whom had demanded a cheaper tariff than the previous extra data plans. According to a study by the telecommunications company, 38 percent of users in Cuba consume more than eight gigabytes of data.

“ETECSA reaffirms its commitment to seek solutions to overcome the current challenges, to work hand in hand with the population, and to support the development of Cuba's digital society,” the company said in a statement. ([Cubaheute](#))