






2030 ICT ALLIANCE FOR THE AMERICAS
#OASICTAMERICAS2030

COMPANY LOGO	  
COMPANY NAME	AT&T Latin America / Vrio
DESCRIPTION OF THE COMPANY	<p>AT&T is a modern media company whose mission is to inspire human progress through the power of communication and entertainment. It brings together premium video content, a large base of direct-to-consumer relationships, high-speed networks optimized for video and advertising technology to lead the next revolution in technology, media and telecommunications. DIRECTV Latin America, part of AT&T since 2015, is the leading provider of satellite pay television in Latin America and the Caribbean. (Argentina, Chile, Colombia, Ecuador, Peru, Uruguay, Venezuela and parts of the Caribbean).</p>
IMPORTANCE OF THE COMPANY IN THE REGION	<p>AT&T Latin America provides mobile services in Mexico to consumers and businesses, plus pay-TV service across 11 countries in South America and the Caribbean. It had revenues of more than \$7 billion in 2018. With more than 20 years of presence in Latin America, DIRECTV provides a premium entertainment experience available through the acquisition, production and distribution of exclusive and unique content; through the continuous deployment of the latest technologies for digital entertainment and excellence in customer service. In the region, it serves 13.6 million customers and employs more than 8,000 people.</p>
WHY DOES THE COMPANY CONSIDER IMPORTANT TO WORK TOGETHER IN THE OBJECTIVES OF THE 2030 ICT ALLIANCE?	<p>Through our service and commitment, we have the ability to help speed the pace of digital transformation in rural communities, and to help bring educational opportunities comparable to urban centers. We work to create value for our customers, employees, suppliers, communities, and the environment. We encourage collaborative work between the company and other community stakeholders (governments, ministries, non-governmental organizations and other companies, among others) to achieve a greater impact in the community as part of pursuing good business results. Looking to the future, we believe that our efforts in partnership with the ICT Alliance will contribute to achieving the 2020 objectives.</p>
INITIATIVES FOR THE APPROPRIATION OF THE ICT, WHICH ARE ALLIGNED WITH THE OBJECTIVES OF THE 2030 ICT ALLIANCE FOR THE AMERICAS	<p>ESCUELA +: The program celebrated its 12th Anniversary in early 2019 and services over +9,500 schools, impacting 2.3 million students in 9 countries. We use the latest technology available to DIRECTV/SKY/AT&T as well as the educational content of our partners, Discovery, Torneos, National Geographic, Take Off Media and Disney to enrich the education experience of primary and secondary school students. Through ESCUELA+, DIRECTV Latin America works to positively transform the classroom experience of Latin American teachers and students.</p> <p>The program includes more than 35 informative, cultural and educational channels, more than 500 hours per month of educational programming, and more than 500 pedagogical guides and support material that are integrated into the curriculum.</p> <p>ESCUELA+ APP: In 2017, we launched the App so that teachers in Latin America can plan classes at any time, anywhere. The mobile tool promotes greater accessibility, facilitating the teacher's work and increasing the availability of ESCUELA+ resources.</p> <p>ESCUELA+ Solar: Given the levels of vulnerability and extreme rurality of some of the schools which the program services in Latin America, the ESCUELA+ Solar program was design to supply participating schools with solar equipment technology which provides electricity power so schools can use their light grid, computer equipment, charge phones and power their ESCUELA+ equipment. A total of 16 schools in 5 countries currently use ESCUELA+ Solar.</p>
COMMITMENTS OF THE ALLIANCE OAS/CITEL-SES	<p>ESCUELA + Commitment: The program is committed to a long-term vision to positively impact education in Latin America by actively bridging the digital and education gaps affecting the most vulnerable and distant schools in the region, until and beyond 2030. Driven by the our technological assets and power of reach in volume, the program aims to service 50% of the anticipated rural schools in Latin America by the year 2030.</p> <p>ESCUELA+ Academy: We will support the professional development of teachers in Latin America via the investment in the training resource ESCUELA+ Academy, providing annually face-to-face training for 15-20K rural and vulnerable school teachers in the region, and supporting +60K pedagogical professionals with online training, and other teacher resources. Furthermore, ESCUELA+ Academy will produce teacher support materials/guides tied to the A/V content provided.</p> <p>ESCUELA+ Channel & Content: Via original productions and partner collaboration, ESCUELA+ will deliver hundreds of new hours of educational content and materials for both classroom usage and engagement as well as for professional pedagogical development.</p>