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Q. What has been the impact of OTTs deploying/backing their own submarine cables?

The main impact is the greater offering of cables in terms of diversity and bandwidth that will be available in the market once these projects are turned up. That means much more route diversity and pricing competitiveness. Moreover, as most OTTs are not interested on leading those projects and are looking for partners, a new opportunity arises both for carriers who have experience in submarine cable development, and also for new submarine cable companies. Many players within these two groups of companies have therefore developed multiple submarine projects on different routes, and are now seeking partnerships and funding.

Q. What are your predictions for the Americas' submarine cable market in 10 years?

We are currently in the midst of a new investment wave of submarine cables, somehow similar to the one that occurred in the early 2000s. So far, the new projects under development have mostly focused on the traffic growth needs from Brazil to North American routes. Eventually, during the next 10 years, all other routes into and between Latin American countries will be updated and reshaped, as many of the currently existing cables will reach their end of life in less than 10 years. Additionally, some countries in the region have gained a greater relevance than others from a content distribution perspective, and they need improved connectivity and infrastructure to support the demand. Predictions in this region are quite challenging because of the diversity both in geography and existing infrastructure connectivity. They must manage the current growing demand, but the reaction time of investment and implementation may vary among countries to support the next mission critical applications that may require significant amounts of data transfer between cities.

Q. Why did you choose to speak at Subsea Connect Americas?

This event is important to me because it's a great opportunity to discuss business opportunities with both customers and vendors and I especially enjoy seeing old friends. It is definitely an exciting era to be part of the subsea telecoms environment now, as many projects are being planned and developed simultaneously. It is different from previous stages of the submarine communication evolution because many of the parties that are now interested in improving the subsea cable offering are not in the capacity reselling market, but instead are using these platforms as a medium to grow their own businesses that run over this communication layer. It will be very interesting to see how the new subsea connectivity map evolves, and being part of this event is definitely a way to be immersed in this evolution.

*Gabriel Holgado will be speaking at **Subsea Connect Americas 2017**. For more information and to register your passes, please [click here](#).*