

# TELECOMMUNICATION INDUSTRY STATISTICS

I QUARTER - 2009

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## DATA CONSIDERATIONS

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To elaborate the quarterly reports provisional data is collected from a wide sample of active operators in the market. Although the range of the sample is highly representative, in order to reveal different trends and to observe market evolution some factors must be considered:

- 1) Owing to the fact that not all active operators are included in the sample, the share of the included operators is slightly overrated,
- 2) to overcome the seasonality of the data, comparisons should be done regarding the same quarter of the year before,
- 3) since the data provided by operators is not consolidated there might be subsequent changes that shall appear in subsequent quarterly reports.
- 4) the addition of quarterly values may not be equal to consolidated data appearing on CMT's Annual Report.

Due to the increasing amount of commercial offers that combine fixed and mobile services in the same package, the total number of fixed and mobile lines have been updated to take account of these new offers since January 2008.

Two new tables have been included in retail mobile communications and another one in Internet access services, with more detailed information by segment.

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# GENERAL FIGURES

## 1. GENERAL FIGURES

### a) Revenues

#### 1. TOTAL REVENUES OF THE SECTOR (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Retail services	9.100,79	8.574,07	9.216,68	8.853,30	9.152,43	8.792,17	9.020,98	8.408,77
	8,0%	4,4%	4,8%	2,4%	0,6%	2,5%	-2,1%	-5,0%
Wholesale services	1.845,30	1.911,67	1.775,49	1.724,83	1.740,54	1.846,52	1.671,12	1.571,56
	0,7%	2,7%	2,4%	-2,9%	-5,7%	-3,4%	-5,9%	-8,9%
Total	10.946,08	10.485,74	10.992,16	10.578,13	10.892,97	10.638,70	10.692,10	9.980,33
	6,7%	4,1%	4,4%	1,5%	-0,5%	1,5%	-2,7%	-5,7%

#### 2. RETAIL SERVICES REVENUES (millions of euros)<sup>1,2</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Fixed telephony	1.814,04	1.782,85	1.775,84	1.800,30	1.780,88	1.717,40	1.714,16	1.621,36
	-2,8%	-2,5%	-4,2%	-1,3%	-1,8%	-3,7%	-3,5%	-9,9%
Mobile telephony	3.749,27	3.865,75	3.796,26	3.724,66	3.769,86	3.859,48	3.720,77	3.538,85
	13,8%	10,2%	7,9%	6,7%	0,5%	-0,2%	-2,0%	-5,0%
Internet	849,26	845,91	890,66	921,63	974,21	954,87	963,96	958,98
	31,6%	15,8%	23,6%	12,0%	14,7%	12,9%	8,2%	4,1%
Audiovisual services	1.594,20	1.106,80	1.606,74	1.409,29	1.567,94	1.058,75	1.420,70	1.192,14
	8,8%	10,5%	7,0%	1,4%	-1,6%	-4,3%	-11,6%	-15,4%
Business communications	319,57	314,85	334,83	332,70	337,00	340,29	344,41	357,91
	14,3%	1,0%	11,4%	5,2%	5,5%	8,1%	2,9%	7,6%
Information services	29,19	28,70	27,18	25,92	25,41	25,39	22,58	20,18
	4,7%	-1,7%	-8,8%	-8,3%	-12,9%	-11,5%	-16,9%	-22,1%
Sale and rental of terminals	522,92	405,36	514,21	371,79	395,94	378,93	491,08	361,98
	-9,7%	-23,9%	-12,8%	-30,1%	-24,3%	-6,5%	-4,5%	-2,6%
Others	222,34	223,85	270,96	267,02	301,19	457,06	343,31	357,37
	-16,8%	-18,0%	-2,9%	9,2%	35,5%	104,2%	26,7%	33,8%
Total	9.100,79	8.574,07	9.216,68	8.853,30	9.152,43	8.792,17	9.020,98	8.408,77
	8,0%	4,4%	4,8%	2,4%	0,6%	2,5%	-2,1%	-5,0%

<sup>1</sup> Subsidies are not included.

<sup>2</sup> For the III quarter of 2008, "Others" include the National Fund for Universal Service of 189 million euros received by Telefónica de España.

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## 3. WHOLESALE SERVICES REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Interconnection	1.424,48	1.498,73	1.342,61	1.310,28	1.333,22	1.444,40	1.244,27	1.160,93
	-1,5%	-1,4%	-1,9%	-4,3%	-6,4%	-3,6%	-7,3%	-11,4%
Circuit leasing	158,10	157,74	167,40	152,00	148,62	146,50	164,41	149,38
	-0,9%	47,8%	19,1%	-1,4%	-6,0%	-7,1%	-1,8%	-1,7%
Data transmission	17,27	17,19	16,99	15,29	15,76	14,25	14,13	9,31
	1,2%	17,1%	26,0%	-7,8%	-8,7%	-17,1%	-16,9%	-39,1%
ADSL services	90,24	80,84	82,54	84,91	86,64	84,78	85,19	82,81
	-14,3%	-13,8%	-5,6%	-3,9%	-4,0%	4,9%	3,2%	-2,5%
Transport and broadcasting	93,83	91,85	96,44	100,25	99,75	99,23	102,39	107,33
	19,0%	8,5%	15,7%	8,6%	6,3%	8,0%	6,2%	7,1%
Others	61,38	65,32	69,52	62,11	56,56	57,37	60,74	61,80
	139,2%	56,2%	67,3%	13,5%	-7,9%	-12,2%	-12,6%	-0,5%
Total	1.845,30	1.911,67	1.775,49	1.724,83	1.740,54	1.846,52	1.671,12	1.571,56
	0,7%	2,7%	2,4%	-2,9%	-5,7%	-3,4%	-5,9%	-8,9%

4. RETAIL SERVICES REVENUES BY OPERATOR (millions of euros)<sup>3</sup>

	Fixed telephony	Mobile telephony	Internet	Audiv. services	Business communic.	Inform. services	Sale and rental of terminals	Others	Total
Telefónica de España	1.303,85	-	594,88	40,14	220,69	6,42	111,97	201,97	2.479,91
Movistar	0,09	1.705,90	-	1,86	-	-	150,18	1,74	1.859,78
Vodafone	33,54	1.165,96	37,58	2,25	3,63	0,07	47,89	38,65	1.329,57
Orange	23,89	591,77	91,91	7,25	15,05	-	21,49	-	751,36
Sogecable	-	-	-	456,51	-	-	-	-	456,51
Ono	144,67	0,75	118,48	61,63	25,31	0,08	0,39	3,72	355,03
Antena 3 Televisión	-	-	-	147,91	-	0,07	-	1,64	149,62
Telecinco	-	-	-	129,85	-	-	-	4,87	134,72
RTVE	-	-	-	120,58	-	-	-	7,33	127,90
Rest	115,32	74,47	116,13	224,17	93,23	13,53	30,06	97,45	764,36
Total	1.621,36	3.538,85	958,98	1.192,14	357,91	20,18	361,98	357,37	8.408,77

<sup>3</sup> For the III quarter of 2008, "Others" include the National Fund for Universal Service of 189 million euros received by Telefónica de España.

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## 5. WHOLESALE SERVICES REVENUES BY OPERATOR (millions of euros)

	Interconnection	Circuit leasing	Data transmission	ADSL services	Transport and broadcasting	Others	Total
Telefónica de España	264,23	123,02	-	78,58	-	2,86	468,69
Movistar	313,97	-	-	-	-	-	313,97
Vodafone	273,22	0,57	-	0,02	-	12,74	286,55
Orange	183,63	3,44	-	1,63	-	-	188,70
Grupo Abertis	-	4,58	-	-	72,82	14,96	92,36
Rest	125,88	17,76	9,31	2,59	34,51	31,25	221,29
Total	1.160,93	149,38	9,31	82,81	107,33	61,80	1.571,56

6. REVENUES BY OPERATOR (millions of euros)<sup>4</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Telefónica de España	2.939,28	2.928,90	2.973,31	2.983,58	3.046,41	3.171,55	2.993,30	2.948,60
Movistar	2.409,73	2.530,36	2.421,86	2.415,34	2.423,44	2.485,58	2.386,91	2.173,75
Vodafone	1.935,82	1.799,84	1.861,99	1.710,06	1.780,58	1.813,08	1.746,70	1.616,12
Orange	1.058,19	1.131,45	1.077,52	1.014,43	1.005,81	1.050,99	988,23	940,06
Sogecable	471,60	359,19	497,96	496,44	495,77	375,60	474,39	456,51
Ono	405,31	398,65	402,57	409,26	416,95	395,93	400,55	389,65
Antena 3 Televisión	257,50	157,47	247,69	189,69	226,51	126,08	180,02	149,62
Telecinco	273,25	169,44	266,23	211,70	263,83	145,44	205,47	134,72
RTVE	225,91	135,89	220,54	162,42	190,17	119,14	177,74	127,90
BT	109,52	117,05	115,33	123,04	108,54	112,42	111,67	119,42
Grupo Abertis	91,11	92,70	97,46	92,54	93,00	96,48	102,82	105,31
Jazztel	79,84	71,95	81,17	82,38	84,17	89,64	100,44	102,06
Rest	689,02	592,86	728,54	687,24	757,78	656,76	823,85	716,60
Total	10.946,08	10.485,74	10.992,16	10.578,13	10.892,97	10.638,70	10.692,10	9.980,33

<sup>4</sup> Data reported by Orange include Ya.com figures.

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## b) Employment

## 7. TELECOMMUNICATIONS SECTOR EMPLOYMENT (number of employees)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Telefónica de España	30.428	30.102	28.496	28.415	28.360	28.335	28.320	28.281
RTVE	5.257	5.764	5.703	5.795	6.076	6.199	6.295	6.388
Movistar	4.532	4.523	4.503	4.485	4.470	4.553	4.323	4.194
Ono	4.384	4.501	4.499	4.549	4.719	4.292	4.209	3.431
Vodafone	4.325	4.292	4.298	4.324	4.315	4.334	4.333	4.323
Orange	3.521	3.472	3.489	3.454	3.542	3.050	3.109	3.120
Televisió de Catalunya	1.965	1.946	1.944	1.974	1.969	1.963	1.959	1.977
Rest	19.330	19.244	19.451	19.647	19.645	19.423	19.354	19.605
Total	73.742	73.844	72.383	72.643	73.096	72.149	71.902	71.319

## c) Packing Services

8. CUSTOMER BUNDLING OF SERVICES<sup>5</sup>

	IQ 09
Fixed line access only	11.783.733
Only Pay-TV access	2.083.269
Only broadband access	1.062.722
Fixed line and broadband bundled access	6.708.150
Broadband and pay TV bundled access	134.702
Fixed line and pay TV bundled access	359.049
Fixed line, broadband and pay TV bundled access	1.405.229

<sup>5</sup> For broadband and telephone services, the active lines in the final market are taken into account. The number of subscribers is taken into account for pay TV services."

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# FIXED COMMUNICATIONS

## 2. FIXED COMMUNICATIONS

### 2.1 RETAIL SERVICES

#### 2.1.1 FIXED TELEPHONY

##### a) Revenues

#### 9. TOTAL REVENUES OF FIXED TELEPHONY RETAIL SERVICES (millions of euros and percentage)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Non-traffic subtotal	848,42	848,50	840,32	864,09	852,63	852,92	855,98	830,99
	46,8%	47,6%	47,3%	48,0%	47,9%	49,7%	49,9%	51,3%
New registrations	21,55	20,58	17,91	26,14	25,34	22,64	29,11	22,51
	1,2%	1,2%	1,0%	1,5%	1,4%	1,3%	1,7%	1,4%
Monthly charges	787,67	786,58	782,46	801,24	790,34	787,10	781,59	769,32
	43,4%	44,1%	44,1%	44,5%	44,4%	45,8%	45,6%	47,4%
Intelligent network services	6,54	6,47	6,38	6,90	6,76	6,56	6,76	5,97
	0,4%	0,4%	0,4%	0,4%	0,4%	0,4%	0,4%	0,4%
Others	32,66	34,87	33,57	29,80	30,19	36,61	38,52	33,20
	1,8%	2,0%	1,9%	1,7%	1,7%	2,1%	2,2%	2,0%
Traffic	965,61	934,35	935,52	936,21	928,25	864,49	858,19	790,37
	53,2%	52,4%	52,7%	52,0%	52,1%	50,3%	50,1%	48,7%
Total	1.814,04	1.782,85	1.775,84	1.800,30	1.780,88	1.717,40	1.714,16	1.621,36
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

#### 10. TOTAL REVENUES OF FIXED TELEPHONY RETAIL SERVICES BY SEGMENT (millions of euros and percentage)

	% Residential /			% Business /		% / Total
	Residential	Total	Business	Total	Total	
Non-traffic subtotal	527,02	60,4	303,98	40,6	830,99	51,3
New registrations	11,43	1,3	11,07	1,5	22,51	1,4
Monthly charges	496,15	56,9	273,18	36,4	769,32	47,4
Intelligent network services	-	-	5,97	0,8	5,97	0,4
Others	19,44	2,2	13,76	1,8	33,20	2,0
Traffic	344,87	39,6	445,50	59,4	790,37	48,7
Total	871,88	100,0	749,48	100,0	1.621,36	100,0

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## 11. REVENUES BY TYPE OF TRAFFIC (millions of euros and percentage)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Total metropolitan	186,21	167,38	175,46	171,76	166,86	149,32	152,97	151,57
	19,3%	17,9%	18,8%	18,3%	18,0%	17,3%	17,8%	19,2%
Voice	163,66	145,54	157,30	153,90	152,77	138,18	145,73	143,25
	16,9%	15,6%	16,8%	16,4%	16,5%	16,0%	17,0%	18,1%
Internet access	22,54	21,83	18,17	17,86	14,09	11,15	7,24	8,32
	2,3%	2,3%	1,9%	1,9%	1,5%	1,3%	0,8%	1,1%
Provincial	54,62	51,52	55,35	54,29	53,55	48,94	50,24	49,23
	5,7%	5,5%	5,9%	5,8%	5,8%	5,7%	5,9%	6,2%
Interprovincial	107,00	104,60	112,67	112,52	111,93	101,71	105,78	105,87
	11,1%	11,2%	12,0%	12,0%	12,1%	11,8%	12,3%	13,4%
International	141,56	149,13	133,23	146,07	142,17	136,05	127,51	110,40
	14,7%	16,0%	14,2%	15,6%	15,3%	15,7%	14,9%	14,0%
To mobile	363,66	351,63	342,63	339,33	334,64	314,05	299,63	274,45
	37,7%	37,6%	36,6%	36,2%	36,1%	36,3%	34,9%	34,7%
Intelligent network	93,07	91,45	95,27	95,30	99,55	96,75	103,16	89,70
	9,6%	9,8%	10,2%	10,2%	10,7%	11,2%	12,0%	11,3%
Other traffic	19,49	18,65	20,91	16,94	19,55	17,66	18,91	9,16
	2,0%	2,0%	2,2%	1,8%	2,1%	2,0%	2,2%	1,2%
Total	965,61	934,35	935,52	936,21	928,25	864,49	858,19	790,37
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

## 12. REVENUES BY TYPE OF TRAFFIC AND SEGMENT (millions of euros and percentage)

	% Residential /			% Business /		% / Total
	Residential	Total	Business	Total	Total	
Total metropolitan	86,33	25,0	65,23	14,6	151,57	19,2
Voice	80,64	23,4	62,61	14,1	143,25	18,1
Internet access	5,69	1,7	2,63	0,6	8,32	1,1
Provincial	22,05	6,4	27,17	6,1	49,23	6,2
Interprovincial	45,23	13,1	60,64	13,6	105,87	13,4
International	29,46	8,5	80,94	18,2	110,40	14,0
To mobile	108,45	31,4	166,01	37,3	274,45	34,7
Intelligent network	49,02	14,2	40,67	9,1	89,70	11,3
Other traffic	4,33	1,3	4,83	1,1	9,16	1,2
Total	344,87	100,0	445,50	100,0	790,37	100,0

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## b) Lines and customers

13. FIXED LINES BY SEGMENT AND PENETRATION RATE<sup>6,7</sup>

	Residential	Business	Total	Total lines/ 100 inhabitants
IQ 07	12.748.523	7.087.049	19.835.572	43,9
IIQ 07	12.755.443	7.136.536	19.891.979	44,0
IIIQ 07	12.807.939	7.138.527	19.946.466	44,1
IVQ 07	12.916.648	7.171.509	20.088.157	44,4
IQ 08	12.977.499	7.223.162	20.200.661	43,8
IIQ 08	13.037.527	7.332.617	20.370.144	44,1
IIIQ 08	12.974.276	7.213.824	20.188.100	43,7
IVQ 08	13.025.950	7.135.392	20.161.342	43,7
IQ 09	13.111.801	7.144.360	20.256.161	43,9

14. NUMBER OF CUSTOMERS BY TYPE OF ACCESS<sup>8</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Direct access	14.424.179	14.415.644	14.564.853	14.710.796	14.691.905	14.694.508	14.755.598	14.724.330
Indirect access	1.923.872	1.917.069	1.832.013	1.599.900	1.509.984	1.488.516	1.372.051	1.281.011
Total	16.348.051	16.332.713	16.396.866	16.310.696	16.201.889	16.183.024	16.127.649	16.005.341

## 15. NUMBER OF PRESELECTED LINES

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Lines	1.873.308	1.838.832	1.822.476	1.775.381	1.645.000	1.592.989	1.548.762	1.487.561

<sup>6</sup> Lines criteria has changed since IQ 07 (PSTN is 1 line, ISDN basic are 2 lines and ISDN primary are 30 lines).

<sup>7</sup> Fixed lines number has been updated since IQ 2008 due to commercial offers that combine fixed and mobile services.

<sup>8</sup> Indirect access clients has been updated.

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## c) Traffic

## 16. CONSUMED MINUTES BY TYPE OF TRAFFIC (millions of minutes and percentage)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Total metropolitan	10.989,22	9.119,61	10.495,52	10.171,99	9.819,57	7.943,75	9.645,55	9.234,57
	54,7%	52,2%	53,8%	52,3%	51,1%	48,7%	51,4%	51,7%
Voice	8.447,34	6.956,06	8.507,12	8.468,99	8.371,71	6.811,97	8.648,18	8.434,86
	42,1%	39,9%	43,6%	43,6%	43,5%	41,7%	46,1%	47,3%
Internet access	2.541,88	2.163,54	1.988,39	1.703,00	1.447,86	1.131,78	997,36	799,71
	12,7%	12,4%	10,2%	8,8%	7,5%	6,9%	5,3%	4,5%
Provincial	1.686,53	1.478,48	1.676,78	1.706,19	1.713,08	1.493,72	1.731,27	1.710,55
	8,4%	8,5%	8,6%	8,8%	8,9%	9,2%	9,2%	9,6%
Interprovincial	3.107,44	2.761,83	3.304,20	3.352,68	3.408,05	2.905,60	3.428,63	3.367,67
	15,5%	15,8%	16,9%	17,2%	17,7%	17,8%	18,3%	18,9%
International	1.189,90	1.173,16	1.137,80	1.234,32	1.231,47	1.116,01	1.110,98	896,01
	5,9%	6,7%	5,8%	6,3%	6,4%	6,8%	5,9%	5,0%
To mobile	1.903,47	1.770,68	1.752,77	1.697,86	1.735,41	1.640,63	1.625,43	1.477,52
	9,5%	10,1%	9,0%	8,7%	9,0%	10,1%	8,7%	8,3%
Intelligent network	1.017,69	962,11	924,45	1.086,09	1.123,28	1.032,98	1.044,48	1.031,83
	5,1%	5,5%	4,7%	5,6%	5,8%	6,3%	5,6%	5,8%
Other traffic	194,39	188,30	212,21	194,58	195,01	191,70	181,23	128,85
	1,0%	1,1%	1,1%	1,0%	1,0%	1,2%	1,0%	0,7%
Total	20.088,63	17.454,18	19.503,73	19.443,71	19.225,86	16.324,40	18.767,58	17.847,00
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

## 17. MINUTES BY TYPE OF TRAFFIC AND SEGMENT (millions of minutes and percentage)

	Residential	% Residential / Total	Business	% Business / Total	Total
Total metropolitan	6.663,47	60,4	2.571,10	37,7	9.234,57
Voice	6.049,78	54,9	2.385,08	35,0	8.434,86
Internet access	613,69	5,6	186,02	2,7	799,71
Provincial	1.052,23	9,5	658,32	9,7	1.710,55
Interprovincial	2.176,44	19,7	1.191,23	17,5	3.367,67
International	151,97	1,4	744,04	10,9	896,01
To mobile	524,88	4,8	952,64	14,0	1.477,52
Intelligent network	438,69	4,0	593,13	8,7	1.031,83
Other traffic	21,88	0,2	106,97	1,6	128,85
Total	11.029,55	100,0	6.817,44	100,0	17.847,00

## CMT

## d) Prices and other relevant figures

## 18. REVENUES PER CUSTOMER AND SEGMENT (euros/customer/quarter)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Residential	66,29	65,68	64,25	66,26	66,03	66,17	66,27	65,23
Business	377,75	366,22	368,91	366,38	359,40	329,63	330,79	281,84
Total	110,96	109,16	108,30	110,38	109,92	106,12	106,29	101,30

## 19. AVERAGE REVENUES PER LINE IN SERVICE (euros/line/quarter)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Total	91,19	89,38	88,40	89,12	87,43	85,07	85,02	80,04

## 20. TRAFFIC PER LINE IN SERVICE (minutes/line/quarter)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Residential	889,69	761,62	878,32	880,82	846,75	712,32	859,76	841,19
Business	1.224,72	1.078,56	1.137,66	1.109,33	1.116,42	981,81	1.060,68	954,24
Total	1.009,89	875,05	970,91	962,53	943,83	808,61	930,87	881,07

## 21. AVERAGE REVENUE BY TYPE OF TRAFFIC (euro cents/minute)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Metropolitan	1,69	1,84	1,67	1,69	1,70	1,88	1,59	1,64
Voice	1,94	2,09	1,85	1,82	1,82	2,03	1,69	1,70
Internet access	0,89	1,01	0,91	1,05	0,97	0,98	0,73	1,04
Provincial	3,24	3,48	3,30	3,18	3,13	3,28	2,90	2,88
Interprovincial	3,44	3,79	3,41	3,36	3,28	3,50	3,09	3,14
International	11,90	12,71	11,71	11,83	11,54	12,19	11,48	12,32
To mobile	19,11	19,86	19,55	19,99	19,28	19,14	18,43	18,58
Intelligent network	9,15	9,51	10,31	8,77	8,86	9,37	9,88	8,69
Other traffic	10,03	9,90	9,86	8,71	10,02	9,21	10,43	7,11
Total	4,81	5,35	4,80	4,81	4,83	5,30	4,57	4,43

## CMT

## e) Individual parameters and market share

22. REVENUES AND MARKET SHARE OF FIXED TELEPHONY (millions of euros and percentage)<sup>9</sup>

	Revenues	% / Total
Telefónica de España	1.303,85	80,4
Ono	144,67	8,9
Vodafone	33,54	2,1
Euskaltel	27,40	1,7
Orange	23,89	1,5
R Cable	23,07	1,4
BT España	20,63	1,3
Jazztel	20,54	1,3
Telecable de Asturias	7,00	0,4
Xtra	5,22	0,3
Al-Pi	5,00	0,3
Colt	2,91	0,2
Rest	3,66	0,2
Total	1.621,36	100,0

## 23. TELEFÓNICA DE ESPAÑA'S MARKET SHARE BY REVENUES (percentage)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Total	79,8	80,5	80,6	80,0	79,5	79,4	79,7	80,4
Traffic	75,4	76,5	77,0	75,5	75,0	74,8	75,5	76,4
Metropolitan	84,8	88,1	87,8	87,3	85,7	85,5	85,3	85,9
Voice	83,6	87,2	87,2	86,5	85,0	84,9	84,9	85,5
Internet access	93,5	94,1	93,5	94,4	94,1	93,5	91,4	91,6
Provincial	85,1	87,4	87,5	86,8	85,5	85,1	85,2	85,8
Interprovincial	84,3	86,6	86,7	87,5	86,5	84,7	86,0	86,4
International	65,4	66,8	67,3	59,9	61,3	61,8	60,5	66,1
To mobile	70,0	71,0	70,3	70,2	69,5	70,0	70,3	70,3
Intelligent network	74,4	73,6	75,3	74,7	73,9	74,3	76,5	74,7
Other traffic	86,4	83,8	84,9	83,2	86,5	87,2	88,8	78,5

<sup>9</sup> Data reported by Orange include Ya.com figures.

## CMT

## 24. CUSTOMERS AND MARKET SHARE BY SEGMENT

	Residential	%Residential / total	Business	% Business / total	Total	%/Total
Telefónica de España	8.868.269	66,3	2.028.002	76,9	10.896.271	68,1
Ono	1.754.925	13,1	85.852	3,3	1.840.777	11,5
Orange	1.085.575	8,1	115.041	4,4	1.200.616	7,5
Vodafone	570.844	4,3	174.527	6,6	745.371	4,7
Jazztel	460.230	3,4	83.938	3,2	544.168	3,4
Euskaltel	297.663	2,2	39.677	1,5	337.340	2,1
R Cable	179.920	1,3	48.765	1,8	228.685	1,4
Telecable de Asturias	96.769	0,7	11.924	0,5	108.693	0,7
Iberbanda	22.303	0,2	440	0,0	22.743	0,1
Rest	30.754	0,2	49.923	1,9	80.677	0,5
Total	13.367.252	100,0	2.638.089	100,0	16.005.341	100,0

## 25. DIRECT ACCESS CUSTOMERS AND MARKET SHARE

	Direct access customers	% / Total
Telefónica de España	10.896.271	74,0
Ono	1.791.047	12,2
Vodafone	581.456	3,9
Jazztel	412.639	2,8
Orange	366.832	2,5
Euskaltel	320.307	2,2
R Cable	216.364	1,5
Rest	139.414	0,9
Total	14.724.330	100,0

## CMT

## 26. ACTIVE LINES AND MARKET SHARE BY SEGMENT

	Residential	% Residential / total	Business	% Business / total	Total	% / Total
Telefónica de España	9.632.707	73,5	6.004.331	84,0	15.637.038	77,2
Ono	1.781.207	13,6	282.501	4,0	2.063.708	10,2
Vodafone	428.167	3,3	377.371	5,3	805.538	4,0
Jazztel	350.895	2,7	95.933	1,3	446.828	2,2
Euskaltel	286.226	2,2	82.535	1,2	368.761	1,8
Orange	323.047	2,5	43.785	0,6	366.832	1,8
R Cable	179.920	1,4	66.628	0,9	246.548	1,2
Rest	129.632	1,0	191.276	2,7	320.908	1,6
Total	13.111.801	100,0	7.144.360	100,0	20.256.161	100,0

## 27. TRAFFIC AND MARKET SHARE OF FIXED TELEPHONY (millions of minutes and percentage)

	Traffic	% / Total
Telefónica de España	11.514,58	64,5
Orange	1.312,75	7,4
Ono	2.285,10	12,8
Jazztel	900,94	5,0
Vodafone	720,78	4,0
BT España	264,76	1,5
Rest	848,09	4,8
Total	17.847,00	100,0

## 28. TELEFÓNICA DE ESPAÑA'S MARKET SHARE BY TRAFFIC (percentage)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Total traffic	67,0	66,9	66,5	65,6	65,7	65,7	65,1	64,5
Metropolitan	70,8	71,0	70,2	69,4	69,4	69,0	67,9	67,0
Voice	64,9	64,2	64,9	64,7	65,4	65,1	65,1	64,4
Internet access	90,4	92,8	93,0	92,8	92,6	92,5	92,0	93,9
Provincial	68,5	69,2	69,1	68,1	68,3	68,6	68,6	67,8
Interprovincial	58,2	56,8	58,0	58,5	59,7	60,5	60,6	60,0
International	50,1	51,5	52,6	48,2	49,1	53,1	52,7	52,6
To mobile	70,8	70,7	70,7	69,3	68,6	68,5	67,0	67,9
Intelligent network	58,5	59,1	52,1	56,1	56,1	54,8	54,6	54,1
Other traffic	93,1	93,2	93,2	92,8	93,2	93,8	93,3	90,6

## f) Retail price index

29. FIXED TELEPHONY PRICE INDEX<sup>10</sup>

	Residential	Business	Total
IQ 2004	100,0	100,0	100,0
IIQ 2004	106,7	100,1	102,8
IIIQ 2004	111,5	105,5	108,0
IQ 2005	100,7	97,6	98,6
IIQ 2005	100,4	97,3	98,0
IIIQ 2005	106,0	94,6	98,9
IQ 2006	93,3	99,4	95,1
IIQ 2006	89,9	96,6	92,1
IIIQ 2006	95,1	103,5	97,4
IVQ 2006	80,4	92,8	84,8
IQ 2007	81,6	93,5	86,1
IIQ 2007	78,7	91,4	83,4
IIIQ 2007	84,3	98,9	89,8
IVQ 2007	77,6	99,7	85,8
IQ 2008	80,8	93,1	82,6
IIQ 2008	80,6	89,4	80,5
IIIQ 2008	84,3	89,6	83,5
IVQ 2008	75,2	86,1	76,1
IQ 2009	77,5	88,9	78,5

<sup>10</sup> The index used is the Laspeyres fixed-weighted basket of revenue in 2003 and based in the first quarter of 2004, about the price based on the average income of each individual service. Not taken into account the revenue and traffic for the item "Other traffic".

## 2.1.2 BUSINESS COMMUNICATIONS

### 30. BUSINESS COMMUNICATIONS SERVICES REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Data transmission to end users	244,93	240,40	258,56	219,38	218,89	219,91	224,20	223,71
Circuit leasing to end users	52,12	52,02	51,97	91,31	95,06	99,02	98,45	103,74
Corporate communications	22,53	22,43	24,30	22,01	23,05	21,36	21,76	30,46
Total	319,57	314,85	334,83	332,70	337,00	340,29	344,41	357,91

### 31. CIRCUIT LEASING REVENUES BY TECHNOLOGY<sup>11</sup> (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Analogical	3,31	3,74	3,26	3,05	3,09	2,86	2,80	2,48
Digital	44,68	44,14	44,54	84,28	88,29	91,61	90,78	95,92
Low capacity	3,78	3,50	3,35	3,28	2,81	2,85	2,58	2,43
Mid capacity	25,25	24,49	24,23	24,35	25,06	24,68	23,59	23,46
High capacity	15,65	16,15	16,96	56,64	60,42	64,08	64,61	70,04
Other	4,13	4,15	4,18	3,97	3,67	4,55	4,88	5,33
Total	52,12	52,02	51,97	91,31	95,06	99,02	98,45	103,74

<sup>11</sup> Circuits Ethernet, Fast Ethernet and Gigabit Ethernet are included in High Capacity Digital Circuits since 2007.

### 2.1.3 TELEPHONIC INFORMATION SERVICES

#### 32. INFORMATION SERVICES REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
11888 Servicio Consulta Telefónica	16,06	16,36	15,04	13,26	13,57	13,48	11,30	9,91
Telefónica de España	8,39	7,83	7,76	8,05	7,42	6,99	7,05	6,42
11811 Nueva Información Telefónica	3,43	3,31	3,19	3,25	3,19	3,74	3,15	2,94
Infotecnia 11824	0,77	0,70	0,68	0,58	0,55	0,50	0,45	0,41
Rest	0,53	0,51	0,50	0,78	0,68	0,68	0,64	0,50
Total	29,19	28,70	27,18	25,92	25,41	25,39	22,58	20,18

#### 33 INFORMATION SERVICES TRAFFIC (millions of minutes)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
11888 Servicio Consulta Telefónica	16,51	16,52	15,43	13,43	13,54	13,12	11,23	9,55
Telefónica de España	11,83	10,77	10,92	9,81	9,62	8,77	8,39	7,55
11811 Nueva Información Telefónica	4,56	4,31	3,92	3,76	3,59	3,76	3,30	2,94
Infotecnia 11824	0,83	0,71	0,69	0,59	0,56	0,51	0,46	0,41
Rest	0,50	0,50	0,49	0,75	0,68	0,64	0,57	0,50
Total	34,23	32,81	31,44	28,34	27,99	26,79	23,95	20,95

#### 34. CALLS TO INFORMATION SERVICES (millions of calls)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
11888 Servicio Consulta Telefónica	10,03	9,96	9,42	8,37	8,32	7,94	6,80	5,87
Telefónica de España	8,25	7,47	7,19	6,56	6,41	5,76	5,48	4,83
11811 Nueva Información Telefónica	2,37	2,27	2,09	1,94	1,91	1,90	1,67	1,50
Infotecnia 11824	0,56	0,47	0,44	0,39	0,36	0,33	0,30	0,27
Rest	0,35	0,34	0,33	0,47	0,43	0,36	0,34	0,29
Total	21,57	20,51	19,47	17,73	17,43	16,29	14,58	12,76

## 2.2 WHOLESALE SERVICES

### 2.2.1 INTERCONNECTION SERVICES

#### a) Revenues

#### 35. INTERCONNECTION SERVICES REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Termination services	95,31	99,46	84,09	84,64	83,75	95,12	82,60	78,08
International	63,74	71,62	51,96	52,16	49,57	65,00	48,72	47,47
National	31,57	27,84	32,13	32,47	34,18	30,12	33,88	30,61
Access service	4,03	3,20	3,55	1,72	1,53	1,03	1,43	1,85
Transit services	207,33	226,58	222,65	215,94	224,03	253,29	240,58	233,95
International	130,13	143,60	133,21	132,09	135,69	159,19	144,45	145,86
National	77,20	82,98	89,44	83,86	88,34	94,10	96,14	88,09
Interconnection services by capacity	21,81	21,73	21,84	21,07	21,37	20,81	19,75	19,74
Access	11,80	11,62	11,50	10,07	9,97	9,73	8,65	8,59
Termination	10,01	10,11	10,34	11,00	11,40	11,08	11,10	11,15
Intelligent network services	56,70	77,48	81,80	55,63	63,58	67,67	57,93	51,25
Other services of fixed network interconnection	13,36	11,68	13,64	12,95	12,64	10,65	12,39	13,09
<b>Total</b>	<b>398,54</b>	<b>440,13</b>	<b>427,57</b>	<b>391,96</b>	<b>406,90</b>	<b>448,58</b>	<b>414,69</b>	<b>397,96</b>

## CMT

## b) Traffic

## 36. INTERCONNECTION SERVICES TRAFFIC (millions of minutes)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Termination services	4.836,93	4.408,38	4.861,79	5.030,60	5.061,29	4.728,84	5.276,04	4.948,90
International	948,55	1.041,57	841,79	847,86	868,34	969,67	925,11	921,53
National	3.888,38	3.366,81	4.020,00	4.182,74	4.192,96	3.759,17	4.350,94	4.027,37
Access service	314,56	224,95	310,66	164,78	155,43	108,72	152,70	177,32
Transit services	3.761,50	3.956,28	4.131,21	3.663,30	4.019,08	4.164,21	4.439,11	4.245,14
International	1.705,74	1.910,71	1.757,31	1.765,56	1.842,73	2.068,71	2.122,56	1.863,98
National	2.055,76	2.045,57	2.373,90	1.897,74	2.176,35	2.095,50	2.316,54	2.381,16
Interconnection services by capacity	5.815,50	5.167,09	5.583,66	5.433,21	5.533,00	4.469,99	5.048,98	4.767,40
Access	2.471,04	2.277,26	2.476,14	2.602,38	2.586,33	2.092,76	2.214,69	2.120,51
Termination	3.344,46	2.889,83	3.107,53	2.830,83	2.946,67	2.377,23	2.834,29	2.646,90
Intelligent network services	933,88	866,85	866,22	864,96	747,60	695,95	706,28	736,65
Other services of fixed network interconnection	102,19	121,31	122,12	82,27	74,57	58,95	66,15	55,46
Total	15.764,57	14.744,86	15.875,67	15.239,12	15.590,97	14.226,66	15.689,26	14.930,88

## CMT

## c) Prices

## 37. AVERAGE REVENUES OF INTERCONNECTION SERVICES (euro cents/minute)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Termination services	1,97	2,26	1,73	1,68	1,65	2,01	1,57	1,58
International	6,72	6,88	6,17	6,15	5,71	6,70	5,27	5,15
National	0,81	0,83	0,80	0,78	0,82	0,80	0,78	0,76
Access service	1,28	1,42	1,14	1,05	0,98	0,95	0,94	1,04
Transit services	5,51	5,73	5,39	5,89	5,57	6,08	5,42	5,51
International	7,63	7,52	7,58	7,48	7,36	7,70	6,81	7,82
National	3,76	4,06	3,77	4,42	4,06	4,49	4,15	3,70
Interconnection services by capacity	0,38	0,42	0,39	0,39	0,39	0,47	0,39	0,41
Access	0,48	0,51	0,46	0,39	0,39	0,47	0,39	0,41
Termination	0,30	0,35	0,33	0,39	0,39	0,47	0,39	0,42
Intelligent network services	6,07	8,94	9,44	6,43	8,51	9,72	8,20	6,96
Other services of fixed network interconnection	13,07	9,63	11,17	15,75	16,95	18,07	18,73	23,60
Total	2,53	2,98	2,69	2,57	2,61	3,15	2,64	2,67

## CMT

## d) Individual parameters and market share

38. TRAFFIC, REVENUES AND MARKET SHARE FOR FIXED NETWORK INTERCONNECTION BY OPERATOR  
(millions of minutes, millions of euros and percentage)

	Traffic	Revenues	Revenues share
Telefónica de España	9.611,40	264,23	66,4
Orange	683,70	26,68	6,7
Ono	1.544,80	25,30	6,4
Jazztel	1.032,98	23,50	5,9
BT España	349,78	17,55	4,4
Colt	216,77	10,19	2,6
Vodafone	558,35	7,46	1,9
Rest	933,10	23,05	5,8
Total	14.930,88	397,96	100,0

## 2.2.2 CIRCUIT LEASING TO OPERATORS

## 39. REVENUES BY TYPE OF TECHNOLOGY (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Analogical	41,57	41,91	39,41	39,53	32,03	32,92	28,66	27,28
Digital	1,20	0,90	0,71	0,97	1,25	0,62	0,66	0,65
Low capacity	33,17	33,72	31,09	30,62	22,75	24,61	21,39	20,03
Mid capacity	7,20	7,30	7,60	7,94	8,03	7,69	6,60	6,60
High capacity	103,55	103,13	114,49	103,45	108,40	105,69	127,99	114,67
Other	12,98	12,70	13,50	9,03	8,19	7,89	7,76	7,43
Total	158,10	157,74	167,40	152,00	148,62	146,50	164,41	149,38

## 2.2.3 DATA TRANSMISSION TO OPERATORS

## 40. DATA TRANSMISSION SERVICES REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Dedicated lines	0,87	0,88	1,02	0,66	0,68	0,75	0,82	0,86
Internet access services and other data services	16,40	16,31	15,97	14,63	15,08	13,50	13,31	8,45
Total	17,27	17,19	16,99	15,29	15,76	14,25	14,13	9,31

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CMT

# MOBILE COMMUNICATIONS

### 3. MOBILE COMMUNICATIONS

#### 3.1 RETAIL SERVICES

##### a) Revenues

#### 41. TOTAL REVENUES OF MOBILE TELEPHONY (millions of euros and percentage)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
New registrations and monthly charges	140,67 3,8%	154,94 4,0%	173,26 4,6%	175,95 4,7%	196,82 5,2%	198,96 5,2%	237,27 6,4%	222,14 6,3%
Traffic	2.991,72 79,8%	3.043,49 78,7%	2.923,09 77,0%	2.829,32 76,0%	2.851,79 75,6%	2.902,52 75,2%	2.705,59 72,7%	2.553,81 72,2%
Short messages	418,92 11,2%	430,81 11,1%	447,52 11,8%	443,28 11,9%	419,80 11,1%	431,40 11,2%	451,00 12,1%	425,70 12,0%
Data	170,09 4,5%	207,81 5,4%	225,14 5,9%	248,13 6,7%	270,82 7,2%	295,59 7,7%	293,75 7,9%	313,28 8,9%
Other services	27,87 0,7%	28,70 0,7%	27,25 0,7%	27,97 0,8%	30,64 0,8%	31,01 0,8%	33,17 0,9%	23,91 0,7%
Total	3.749,27 100,0%	3.865,75 100,0%	3.796,26 100,0%	3.724,66 100,0%	3.769,86 100,0%	3.859,48 100,0%	3.720,77 100,0%	3.538,85 100,0%

## CMT

42. MOBILE TELEPHONY REVENUES (millions of euros)<sup>12</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
New registrations and monthly charges	140,67	154,94	173,26	175,95	196,82	198,96	237,27	222,14
Traffic	2.989,61	3.040,76	2.923,09	2.829,32	2.851,79	2.902,52	2.705,59	2.553,81
National fix	342,85	335,62	339,84	309,85	310,81	307,78	281,30	260,16
National mobile	2.163,46	2.157,37	2.134,28	2.083,88	2.111,44	2.127,04	2.015,52	1.921,35
On net	1.214,87	1.182,74	1.195,33	1.138,96	1.149,03	1.141,92	1.089,71	1.034,79
Off net	948,59	974,63	938,95	944,92	962,41	985,12	925,81	886,55
International	184,73	196,26	181,40	175,15	170,49	176,60	168,31	151,35
Intelligent network	92,59	92,25	90,41	84,72	93,18	96,68	89,94	84,46
Roaming out	178,78	231,79	159,78	159,82	149,28	177,17	135,64	123,39
Other traffic	27,20	27,48	17,38	15,90	16,57	17,26	14,88	13,11
Short messages	418,92	430,81	447,52	443,28	419,80	431,40	451,00	425,70
National mobile	268,86	268,45	284,18	271,63	263,99	271,58	277,73	251,60
International mobile	18,85	22,63	21,99	20,10	18,41	22,14	19,88	17,66
Value-added services	119,99	123,42	127,21	138,37	126,00	121,81	140,73	146,56
Roaming out	11,22	16,32	14,14	13,18	11,40	15,86	12,65	9,88
GPRS/UMTS	170,09	207,81	225,14	248,13	270,82	295,59	293,75	313,28
National	151,88	183,51	201,99	224,40	248,83	270,53	269,05	289,25
Roaming out	18,21	24,31	23,16	23,73	21,99	25,06	24,70	24,04
Total	3.719,29	3.834,32	3.769,01	3.696,68	3.739,22	3.828,47	3.687,60	3.514,94

<sup>12</sup> Revenues due to other services are not included.

## CMT

43. PREPAYMENT MOBILE TELEPHONY REVENUES (millions of euros)<sup>13</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
New registrations and monthly charges	0,20	1,28	0,24	0,28	0,47	0,78	0,04	0,08
Traffic	511,10	524,25	475,01	464,91	446,34	467,48	419,79	389,62
National fix	59,39	65,56	58,36	57,18	55,88	56,06	41,09	37,71
National mobile	364,12	364,82	340,16	340,37	321,60	335,02	306,93	286,27
On net	228,23	217,32	216,90	206,52	196,51	195,46	176,74	163,68
Off net	135,89	147,49	123,26	133,84	125,09	139,56	130,19	122,59
International	56,94	58,78	52,19	46,49	46,48	48,38	51,17	45,96
Intelligent network	14,15	13,86	13,53	10,90	12,14	13,56	11,55	11,44
Roaming out	12,00	17,12	8,77	8,27	8,46	12,54	7,68	6,93
Other traffic	4,50	4,12	1,99	1,70	1,78	1,93	1,39	1,31
Short messages	123,90	129,37	127,66	123,56	117,55	121,78	110,86	106,30
National mobile	75,65	73,57	72,02	70,63	66,87	67,47	59,51	56,44
International mobile	9,33	10,99	10,05	9,10	8,53	10,57	8,57	7,58
Value-added services	37,50	41,70	43,35	41,11	39,60	40,81	40,15	40,48
Roaming out	1,43	3,12	2,23	2,72	2,56	2,93	2,62	1,79
GPRS/UMTS	39,92	51,13	54,50	62,07	66,67	75,05	74,89	59,11
National	39,78	51,08	54,38	61,13	65,75	74,76	74,73	58,97
Roaming out	0,13	0,05	0,12	0,94	0,92	0,29	0,16	0,14
Total	675,13	706,02	657,41	650,81	631,03	665,09	605,58	555,11

<sup>13</sup> Revenues due to other services are not included.

## CMT

44. CONTRACT MOBILE TELEPHONY REVENUES (millions of euros)<sup>14</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
New registrations and monthly charges	140,46	153,66	173,02	175,68	196,35	198,17	237,23	222,07
Traffic	2.478,51	2.516,51	2.448,08	2.364,41	2.405,44	2.435,04	2.285,80	2.164,19
National fix	283,46	270,05	281,47	252,67	254,93	251,72	240,22	222,45
National mobile	1.799,35	1.792,55	1.794,12	1.743,51	1.789,84	1.792,02	1.708,59	1.635,08
On net	986,64	965,42	978,43	932,44	952,52	946,46	912,98	871,12
Off net	812,70	827,13	815,69	811,07	837,31	845,56	795,62	763,96
International	127,79	137,48	129,21	128,66	124,01	128,22	117,14	105,40
Intelligent network	78,43	78,39	76,87	73,81	81,05	83,12	78,39	73,03
Roaming out	166,78	214,67	151,01	151,55	140,83	164,63	127,96	116,45
Other traffic	22,69	23,36	15,39	14,21	14,79	15,33	13,49	11,79
Short messages	295,01	301,45	319,86	319,72	302,24	309,62	340,14	319,39
National mobile	193,21	194,88	212,16	201,01	197,13	204,12	218,22	195,16
International mobile	9,52	11,64	11,94	11,01	9,88	11,57	11,30	10,07
Value-added services	82,50	81,72	83,86	97,26	86,40	81,00	100,58	106,08
Roaming out	9,79	13,20	11,91	10,45	8,84	12,94	10,03	8,09
GPRS/UMTS	130,17	156,68	170,64	186,06	204,15	220,54	218,85	254,17
National	112,10	132,43	147,60	163,27	183,08	195,77	194,32	230,27
Roaming out	18,08	24,26	23,03	22,79	21,07	24,77	24,54	23,90
Total	3.044,16	3.128,30	3.111,60	3.045,88	3.108,19	3.163,38	3.082,02	2.959,83

<sup>14</sup> Revenues due to other services are not included.

## CMT

## 45. SHORT MESSAGES REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
SMS between subscribers	267,79	269,14	286,62	268,89	257,46	266,48	274,58	248,27
National	249,32	246,92	264,97	249,12	239,32	244,63	254,96	230,98
On net	148,38	136,45	149,29	149,27	135,23	138,39	139,97	125,12
Off net	100,93	110,47	115,68	99,85	104,10	106,24	115,00	105,86
International	18,47	22,21	21,65	19,77	18,14	21,85	19,61	17,29
SMS value-added services	119,49	123,02	126,84	137,96	125,64	121,51	140,39	146,29
MMS between subscribers	19,92	21,94	19,56	22,84	24,94	27,24	23,04	20,99
National	19,54	21,53	19,21	22,51	24,67	26,95	22,77	20,62
On net	13,11	14,90	13,40	16,01	19,02	20,92	16,63	16,10
Off net	6,43	6,63	5,81	6,51	5,65	6,03	6,14	4,52
International	0,38	0,42	0,35	0,33	0,27	0,29	0,27	0,37
MMS value-added services	0,50	0,40	0,37	0,41	0,37	0,30	0,34	0,28
Roaming out	11,22	16,32	14,14	13,18	11,40	15,86	12,65	9,88
Total	418,92	430,81	447,52	443,28	419,80	431,40	451,00	425,70

## CMT

## b) Lines

46. NUMBER OF MOBILE COMMUNICATIONS SERVICE LINES BY SEGMENT<sup>15</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Mobile telephony	46.709.049	47.606.596	48.403.211	48.394.575	48.697.613	49.296.075	49.681.619	50.405.751
Postpayment	26.312.152	27.056.820	27.657.273	28.251.572	28.712.263	29.071.126	29.374.338	29.855.017
Prepayment	20.396.897	20.549.776	20.745.938	20.143.003	19.985.350	20.224.949	20.307.281	20.550.734
Datacards	532.653	554.218	653.430	787.644	919.117	1.056.332	1.159.470	1.359.534
UMTS	360.196	314.153	359.876	356.470	408.913	436.346	458.466	79.382
HSDPA	172.457	240.065	293.554	431.174	510.204	619.986	701.004	1.280.152
Total	47.241.702	48.160.814	49.056.641	49.182.219	49.616.730	50.352.407	50.841.089	51.765.285

## 47. MACHINE-TO-MACHINE LINES AND PAGING AND TRUNKING CUSTOMERS

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Machine-to-Machine lines	930.356	921.360	1.111.136	1.176.590	1.331.978	1.393.793	1.470.234	1.522.423
Paging customers	12.532	12.113	11.590	10.852	10.349	10.141	9.301	8.805
Trunking customers	642	613	594	550	517	479	444	421

48. MOBILE TELEPHONY PENETRATION RATE OVER POPULATION<sup>16</sup>

	IQ 07	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Penetration	103,7	103,3	105,3	107,1	104,8	105,5	106,8	107,6	109,2

<sup>15</sup> Telephony mobile lines exclude datacards and M2M lines.

<sup>16</sup> The penetration rate calculation takes into account the lines associated with mobile terminals (excluding the lines associated with datacards and machines).

## CMT

## c) Traffic

49. MINUTES BY TYPE OF TRAFIC (millions of minutes)<sup>17</sup>

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
National fix	1.826,42	1.887,64	1.838,87	1.863,62	1.719,89
National mobile	14.156,36	15.028,91	15.492,63	14.794,61	14.110,65
On net	9.528,19	10.100,83	10.399,97	9.794,65	9.157,64
Off net	4.628,17	4.928,08	5.092,66	4.999,95	4.953,01
International	373,60	383,62	402,11	372,85	448,03
Intelligent network	171,30	185,13	182,09	181,91	195,70
Roaming out	184,44	195,58	242,83	184,69	161,86
Other traffic	281,90	285,96	285,95	304,75	296,69
Total	16.994,02	17.966,83	18.444,48	17.702,43	16.932,81

## 50. PREPAYMENT MINUTES BY TYPE OF TRAFFIC (millions of minutes)

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
National fix	288,32	277,28	285,03	259,87	234,12
National mobile	2.010,12	2.108,79	2.550,06	2.067,14	1.863,23
On net	1.628,18	1.715,41	2.082,26	1.633,05	1.376,23
Off net	381,94	393,39	467,80	434,09	487,00
International	141,03	142,51	150,35	142,90	222,77
Intelligent network	27,29	29,13	28,44	27,40	36,83
Roaming out	17,69	19,74	26,85	17,43	15,83
Other traffic	99,78	99,18	95,74	92,18	87,74
Total	2.584,23	2.676,64	3.136,47	2.606,92	2.460,52

## 51. CONTRACT MINUTES BY TYPE OF TRAFFIC (millions of minutes)

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
National fix	1.538,10	1.610,36	1.553,84	1.603,75	1.485,77
National mobile	12.146,24	12.920,11	12.942,58	12.727,47	12.247,42
On net	7.900,01	8.385,42	8.317,71	8.161,61	7.781,41
Off net	4.246,23	4.534,69	4.624,86	4.565,86	4.466,01
International	232,57	241,11	251,76	229,95	225,26
Intelligent network	144,01	155,99	153,65	154,51	158,87
Roaming out	166,75	175,84	215,97	167,26	146,03
Other traffic	182,12	186,78	190,21	212,58	208,95
Total	14.409,79	15.290,19	15.308,01	15.095,51	14.472,29

<sup>17</sup> Minutes included are invoiced minutes. Since March 2007 invoiced minutes tally with billed minutes.

## CMT

52. SHORT MESSAGES (millions)<sup>18</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
SMS between subscribers	2.482,70	2.267,78	2.627,98	2.130,44	2.266,51	2.246,48	2.296,37	2.009,68
National	2.444,39	2.224,52	2.584,80	2.087,10	2.225,95	2.201,87	2.255,18	1.972,34
On net	1.694,44	1.447,40	1.734,64	1.297,50	1.435,66	1.332,09	1.328,91	1.194,01
Off net	749,96	777,12	850,16	789,60	790,29	869,78	926,27	778,33
International	38,31	43,26	43,18	43,34	40,56	44,61	41,20	37,34
SMS value-added services	1.284,86	1.339,86	574,57	726,45	650,14	518,56	516,23	502,58
MMS between subscribers	75,38	68,81	69,37	39,64	42,25	43,15	34,80	28,51
National	75,12	68,51	69,05	39,44	42,09	42,97	34,64	28,32
On net	61,12	53,61	54,03	25,41	28,96	28,70	21,70	18,88
Off net	14,01	14,90	15,02	14,03	13,13	14,27	12,94	9,45
International	0,25	0,30	0,31	0,19	0,16	0,18	0,17	0,19
MMS value-added services	15,77	18,95	32,16	19,60	21,03	19,90	44,65	23,82
Roaming out	20,37	28,73	26,86	25,96	23,63	34,94	25,42	20,44
Total	3.879,08	3.724,14	3.330,93	2.942,09	3.003,56	2.863,03	2.917,47	2.585,03

<sup>18</sup> From IQ 07 value added short messages criteria has changed.

## CMT

d) Prices and other relevant figures<sup>19</sup>

## 53. TOTAL REVENUES PER LINE (euros/line/quarter)

	Prepayment	Postpayment	Total
Voice services	18,96	84,10	57,54
Monthly charges	0,00	11,61	6,88
Traffic	18,96	72,49	50,67
Short messages	5,17	10,70	8,45
Data services	2,88	4,34	3,74

54. TRAFFIC REVENUES PER LINE (euros/line/quarter)<sup>20</sup>

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Prepayment	23,08	22,34	23,14	20,66	18,95
Postpayment	89,84	90,54	90,49	85,82	84,04
Total	62,05	62,55	62,86	59,19	57,51

55. AVERAGE REVENUES (euro cents/minute)<sup>21</sup>

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Prepayment	18,00	16,69	14,93	16,10	15,84
Postpayment	17,62	17,01	17,19	16,70	17,34
Total	17,68	16,96	16,81	16,62	17,12

## 56. REVENUE PER MINUTE BY TYPE OF TRAFFIC (euro cents/minute)

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
National fix	16,96	16,47	16,74	15,09	15,13
National mobile	14,72	14,05	13,73	13,62	13,62
On net	11,95	11,38	10,98	11,13	11,30
Off net	20,42	19,53	19,34	18,52	17,90
International	46,88	44,44	43,92	45,14	33,78
Intelligent network	49,45	50,33	53,09	49,44	43,16
Roaming out	86,65	76,33	72,96	73,44	76,23

<sup>19</sup> Ratios are calculated with real consumed minutes.

<sup>20</sup> Only traffic revenues, new subscriptions fees and monthly charges have been included.

<sup>21</sup> Only traffic revenues, new subscriptions fees and monthly charges have been included.

## CMT

## 57. AVERAGE REVENUE BY SHORT MESSAGE (euro cents/message)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
SMS between subscribers	10,79	11,87	10,91	12,62	11,36	11,86	11,96	12,35
National	10,20	11,10	10,25	11,94	10,75	11,11	11,31	11,71
On net	8,76	9,43	8,61	11,50	9,42	10,39	10,53	10,48
Off net	13,46	14,22	13,61	12,65	13,17	12,21	12,42	13,60
International	48,23	51,35	50,13	45,63	44,71	48,98	47,61	46,29
SMS value-added services	9,30	9,18	22,08	18,99	19,32	23,43	27,20	29,11
MMS between subscribers	26,42	31,89	28,19	57,63	59,02	63,14	66,19	73,62
National	26,01	31,42	27,82	57,08	58,61	62,73	65,74	72,81
On net	21,45	27,79	24,80	62,98	65,66	72,90	76,65	85,27
Off net	45,91	44,47	38,69	46,37	43,04	42,26	47,43	47,90
International	148,26	137,48	110,35	171,66	167,33	161,43	161,31	195,13
MMS value-added services	3,18	2,12	1,15	2,10	1,74	1,52	0,77	1,16
Roaming out	55,09	56,78	52,64	50,76	48,25	45,41	49,76	48,33
Total	10,80	11,57	13,44	15,07	13,98	15,07	15,46	16,47

## 58. TRAFFIC PER LINE (minutes/ line/quarter)

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Prepayment	128,21	133,85	155,00	128,32	119,69
Postpayment	509,87	532,33	526,40	513,76	484,64
Total	351,01	368,79	374,02	356,21	335,84

## CMT

## e) Individual parameters and market shares

## 59. REVENUES BY OPERATOR (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Movistar	1.834,09	1.896,29	1.860,83	1.805,18	1.844,31	1.876,96	1.826,74	1.705,90
Vodafone	1.276,60	1.289,93	1.271,76	1.233,81	1.252,31	1.284,65	1.218,57	1.165,96
Orange	614,05	648,22	627,60	643,11	624,63	641,65	614,59	591,77
Yoigo	6,41	9,70	14,83	20,83	24,92	29,26	31,63	37,74
Rest MVNO	15,58	19,17	19,84	19,88	22,40	25,46	27,80	35,90
Radio paging and trunking operators	2,54	2,45	1,41	1,84	1,30	1,50	1,43	1,58
<b>Total</b>	<b>3.749,27</b>	<b>3.865,75</b>	<b>3.796,26</b>	<b>3.724,66</b>	<b>3.769,86</b>	<b>3.859,48</b>	<b>3.720,77</b>	<b>3.538,85</b>

60. TOTAL REVENUES BY TYPE OF CONTRACT (millions of euros and percentage)<sup>22</sup>

	Prepayment	Postpayment	Total	% / Total
Movistar	271,59	1.413,48	1.685,08	47,9
Vodafone	178,67	986,84	1.165,51	33,2
Orange	74,14	516,57	590,72	16,8
Yoigo	15,83	21,91	37,74	1,1
Rest MVNO	14,87	21,02	35,89	1,0
<b>Total</b>	<b>555,11</b>	<b>2.959,83</b>	<b>3.514,94</b>	<b>100,00</b>

<sup>22</sup> Revenues due to other services are not included.

## CMT

61. LINES BY OPERATOR (number of lines)<sup>23</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Movistar	21.311.782	21.601.428	21.813.128	22.139.243	22.203.874	22.345.667	22.321.772	22.613.440
Vodafone	14.169.839	14.392.063	14.773.572	14.949.376	15.072.570	15.204.953	15.280.517	15.465.855
Orange	10.691.904	10.921.286	10.908.968	10.145.021	10.143.621	10.289.621	10.285.995	10.333.708
Yoigo	161.279	239.814	426.949	558.608	627.005	755.498	963.029	1.026.113
Rest MVNO	374.245	452.005	480.594	602.327	650.543	700.336	830.306	966.635
Total	46.709.049	47.606.596	48.403.211	48.394.575	48.697.613	49.296.075	49.681.619	50.405.751

## 62. LINES BY TYPE OF CONTRACT (number of lines and percentage)

	Prepayment	Postpayment	Total	% Total
Movistar	8.955.553	13.657.887	22.613.440	44,9
Vodafone	6.117.948	9.347.907	15.465.855	30,7
Orange	4.263.032	6.070.676	10.333.708	20,5
Yoigo	579.179	446.934	1.026.113	2,0
Rest MVNO	635.022	331.613	966.635	1,9
Total	20.550.734	29.855.017	50.405.751	100

63. LINES BY TYPE OF SEGMENT (number of lines)<sup>24</sup>

	POSTPAYMENT		PREPAYMENT	
	Business	Residential	Business	Residential
Movistar	5.081.013	8.101.159	-	8.955.553
Vodafone	3.180.827	6.167.080	-	6.117.948
Orange	1.951.162	4.119.514	-	4.263.032
Yoigo	-	446.934	-	579.179
Rest MVNO	66.168	315.726	755	583.986
Total	10.279.170	19.150.413	755	20.499.698

<sup>23</sup> Lines of the segment pre-payment registered a reduction in the first quarter in 2008 due to an adjustment of the portfolio of costumers that Orange realized with the finality in order to join CMT's criterion (adjust of -750.323 lines).

<sup>24</sup> Excluding datacards

## CMT

## 64. NUMBER OF DATACARDS BY TYPE OF CONTRACT AND SEGMENT (number of lines)

	POSTPAYMENT		PREPAYMENT
	Business	Residential	Residential
Vodafone	257.069	268.239	76.718
Movistar	353.789	121.926	-
Orange	93.031	128.470	-
Rest MVNO	3.587	56.705	-
Total	707.476	575.340	76.718

## 65. TRAFFIC BY OPERATOR (millions of minutes)

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Movistar	7.544,22	8.000,07	8.389,37	7.772,59	7.209,48
Vodafone	5.918,19	6.204,72	6.199,00	6.078,00	5.845,02
Orange	3.284,64	3.483,08	3.563,09	3.512,87	3.447,89
Yoigo	154,03	174,69	178,65	201,38	238,35
Rest MVNO	92,93	104,27	114,38	137,60	192,07
Total	16.994,02	17.966,83	18.444,48	17.702,43	16.932,81

## 66. MARKET SHARE OF TRAFFIC BY OPERATOR (percentage)

	Prepayment	Postpayment	Total
Movistar	35,0	43,9	42,6
Vodafone	41,6	33,3	34,5
Orange	14,8	21,3	20,4
Yoigo	4,2	0,9	1,4
Rest MVNO	4,4	0,6	1,1
Total	100,0	100,0	100,0

## CMT

## 67. SHORT MESSAGES (millions)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Movistar	2.168,60	1.971,12	1.534,38	1.305,93	1.267,47	1.237,45	1.251,31	1.155,33
Vodafone	1.069,75	1.028,19	1.093,76	857,28	953,30	845,12	873,25	800,56
Orange	630,64	707,00	677,95	746,58	745,22	740,97	746,40	576,73
Rest MVNO	10,09	17,83	24,84	32,30	37,58	39,50	46,51	52,41
Total	3.879,08	3.724,14	3.330,93	2.942,09	3.003,56	2.863,03	2.917,47	2.585,03

## f) Retail price index

68. MOBILE PRICE INDEX<sup>25</sup>

	Prepayment	Postpayment	Total
IVQ 2005	100,0	100,0	100,0
IQ 2006	89,2	92,3	91,5
IIQ 2006	97,0	92,2	92,6
IIIQ 2006	89,0	92,4	91,6
IVQ 2006	85,0	91,5	89,8
IQ 2007	70,6	84,8	81,9
IIQ 2007	88,6	86,4	86,2
IIIQ 2007	69,3	84,4	81,3
IVQ 2007	81,6	82,9	82,0
IQ 2008	80,5	80,4	79,7
IIQ 2008	74,0	76,9	75,9
IIIQ 2008	65,7	77,0	74,8
IVQ 2008	71,1	74,3	73,3
IQ 2009	70,4	73,6	71,7

<sup>25</sup> The mobile communications price index (Laspeyres) has been calculated with the quarterly values of the average revenues for each individual service: 1) calls to fixed national network, 2) calls to mobile network (on net and off net) and 3) calls to international destinations and international roaming of own customers originated on foreign networks, taking december 2005 as the base period, and weighting each one of the services included in the basket according to its individual revenues over the total for the first quarter of 2006.

## CMT

## 3.2 WHOLESALE SERVICES

## a) Revenues

## 69. INTERCONNECTION SERVICES REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Mobile termination	855,50	829,23	794,52	769,56	755,00	759,89	686,67	642,83
National termination	804,26	770,29	746,28	719,78	707,03	701,37	644,23	597,98
Traffic	749,99	713,00	683,10	663,81	651,88	644,88	586,71	546,16
MVNO	0,56	0,85	1,11	1,33	1,90	2,08	1,96	2,34
Short messages	53,70	56,45	62,07	54,64	53,25	54,41	55,56	49,48
International termination	51,25	58,93	48,25	49,78	47,97	58,52	42,44	44,85
Traffic	41,42	50,22	38,25	38,64	36,85	46,45	30,55	29,53
Short messages	9,83	8,72	10,00	11,14	11,12	12,07	11,88	15,32
Mobile access	12,11	13,05	14,45	43,13	45,43	42,65	46,05	49,60
Access to free numbering	12,11	13,05	14,45	12,74	12,81	13,26	14,04	12,95
Thirds operators	-	-	-	30,38	32,62	29,39	32,02	36,65
Voice	-	-	-	27,86	30,37	26,58	28,85	33,27
Short messages	-	-	-	2,52	2,25	2,81	3,17	3,38
Mobile transit	-	-	-	3,54	1,57	1,60	1,65	1,56
Roaming in	148,52	205,91	94,53	94,32	116,57	182,73	88,29	64,09
Traffic	108,82	143,66	62,53	66,03	81,40	121,68	60,28	43,64
Non measured per time data	12,50	18,34	10,52	6,88	8,27	17,47	9,88	6,81
Short messages	27,19	43,91	21,48	21,41	26,90	43,58	18,13	13,64
Other interconnection services	7,50	10,29	8,67	7,77	7,75	8,95	6,29	4,89
Total	1.023,63	1.058,48	912,17	918,31	926,32	995,82	828,95	762,97

## CMT

## b) Traffic

## 70. TRAFFIC OF INTERCONNECTION SERVICES (millions of minutes)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Mobile termination	7.311,91	7.126,33	6.999,16	6.911,26	7.323,77	7.536,64	7.306,27	6.951,16
National termination	6.910,11	6.639,84	6.606,01	6.509,02	6.904,45	7.002,17	6.916,75	6.571,08
International termination	401,80	486,48	393,15	402,24	419,32	534,47	389,52	380,08
Mobile access	226,78	270,55	334,49	471,88	443,68	560,05	644,38	747,01
Access to free numbering	60,89	65,08	72,95	67,99	68,45	73,17	77,27	71,35
Thirds operators	165,89	205,47	261,54	403,89	375,24	486,88	567,12	675,66
Mobile transit	-	-	-	22,37	15,70	17,66	18,73	41,40
Roaming in	213,02	310,55	172,91	165,94	229,45	326,38	146,64	143,21
Other interconnection services	-	-	11,19	13,34	0,22	0,24	0,24	0,26
Total	7.751,71	7.707,42	7.517,75	7.584,80	8.012,83	8.440,98	8.116,26	7.883,03

## 71. SHORT MESSAGES (millions of messages)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
National termination	843,74	860,64	951,25	863,78	858,92	877,21	938,41	840,99
International termination	149,50	148,82	163,36	181,84	180,73	196,95	193,32	250,25
Mobile access	-	-	-	72,40	66,09	98,19	121,38	120,92
Roaming in	130,96	224,24	103,36	98,98	153,28	232,34	100,07	88,74
Total	1.124,20	1.233,69	1.217,97	1.217,00	1.259,02	1.404,70	1.353,18	1.300,90

## CMT

## c) Price and other relevant figures

## 72. AVERAGE REVENUE OF INTERCONNECTION SERVICES BY TRAFFIC (euro cents/minute)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
National termination	10,86	10,75	10,36	10,22	9,47	9,24	8,51	8,35
International termination	10,31	10,32	9,73	9,61	8,79	8,69	7,84	7,77
Mobile access	-	-	-	-	-	-	-	-
Access to free numbering	19,89	20,05	19,82	18,74	18,71	18,12	18,17	18,15
Thirds operators	-	-	-	6,90	8,09	5,46	5,09	4,92
Mobile transit	-	-	-	15,81	10,01	9,07	8,81	3,77
Roaming in	51,08	46,26	36,16	39,79	35,47	37,28	41,11	30,47

## 73. AVERAGE REVENUE PER SHORT MESSAGE (euro cents/message)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
National termination	6,36	6,56	6,52	6,33	6,20	6,20	5,92	5,88
International termination	6,57	5,86	6,12	6,13	6,16	6,13	6,15	6,12
Mobile access	-	-	-	3,49	3,41	2,87	2,61	2,80
Roaming in	20,77	19,58	20,78	21,63	17,55	18,76	18,12	15,38

## CMT

## d) Individual parameters and market shares

74. REVENUES AND MARKET SHARES OF INTERCONNECTION SERVICES BY OPERATOR  
(millions of euros and percentage)

	Revenues	% / Total
Movistar	313,97	41,2
Vodafone	265,76	34,8
Orange	156,95	20,6
Rest MVO	26,28	3,4
Total	762,97	100,0

75. TRAFFIC AND MARKET SHARES OF INTERCONNECTION SERVICES BY OPERATORS  
(millions of minutes and percentage)

	Traffic	% / Total
Movistar	3.344,19	42,4
Vodafone	2.717,79	34,5
Orange	1.579,50	20,0
Rest MVO	241,54	3,1
Total	7.883,03	100,0

## 76. SHORT MESSAGES AND MARKET SHARES BY OPERATORS (millions of messages and percentage)

	Messages	%/Total
Movistar	543,27	41,8
Vodafone	429,75	33,0
Orange	296,97	22,8
Rest MVO	30,92	2,4
Total	1.300,90	100,0

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CMT

# INTERNET ACCESS SERVICES

## 4. PROVIDERS OF INTERNET ACCESS SERVICES

### 4.1 RETAIL SERVICES

#### a) Revenues

#### 77. INTERNET SERVICES REVENUES (millions of euros)<sup>26</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Access service	704,47	716,54	745,34	786,31	826,12	821,90	831,18	836,02
Dial-up access to internet	5,17	4,03	3,85	3,80	3,50	2,92	2,68	2,09
Individual	4,26	3,31	3,24	2,97	2,72	2,22	2,07	1,74
Corporate	0,91	0,73	0,61	0,83	0,78	0,70	0,61	0,35
Broadband	699,30	712,50	741,49	782,51	822,62	818,98	828,50	833,93
Individual	485,78	499,85	526,99	559,75	590,43	599,83	613,28	614,71
xDSL	367,03	379,07	399,97	425,25	445,88	461,24	464,45	472,82
Cablemodem	115,52	117,86	123,61	130,69	140,13	133,99	143,23	136,42
LMDS	3,23	2,92	3,41	3,77	4,39	4,57	5,57	0,00
WIFI-WIMAX	0,00	0,00	0,00	0,03	0,04	0,04	0,04	5,32
FTTH	-	-	-	-	-	-	-	0,14
Others	0,00	0,01	0,01	0,00	0,00	0,00	0,00	0,01
Corporate	213,52	212,65	214,50	222,76	232,19	219,14	215,22	219,22
xDSL	193,36	191,59	192,85	196,39	204,61	198,80	194,14	196,29
Cablemodem	13,78	14,88	15,31	15,71	17,22	12,81	13,45	11,76
LMDS								
WIFI-WIMAX								
FTTH	3,41	3,15	3,25	4,56	3,88	3,26	2,95	2,92
Others	0,01	0,01	0,01	0,33	0,36	0,36	0,36	0,94
Information service	-	-	-	-	-	-	-	0,01
Total	849,26	845,91	890,66	921,63	974,21	954,87	963,96	958,98

<sup>26</sup> In IQ 2009 Iberbanda migrated its broadband lines from LMDS to Wifi-Wimax technology.

## CMT

## b) Lines

78. INTERNET SERVICE LINES<sup>27</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Dial-up access to internet	634.150	580.786	515.577	460.016	391.026	362.824	316.402	277.221
Individual	492.772	446.505	389.907	334.420	273.120	249.318	211.030	177.555
Corporate	141.378	134.281	125.670	125.596	117.906	113.506	105.372	99.666
Broadband	7.364.780	7.591.902	7.951.905	8.356.565	8.620.803	8.773.796	9.011.036	9.205.726
Individual	5.739.584	5.930.166	6.235.457	6.580.161	6.806.064	6.935.308	7.150.380	7.341.219
xDSL	4.244.966	4.417.042	4.669.440	4.953.724	5.136.039	5.254.958	5.443.178	5.598.691
Cablemodem	1.469.375	1.484.215	1.532.057	1.588.679	1.628.443	1.636.235	1.662.116	1.689.967
LMDS	22.265	25.693	30.516	34.092	37.651	39.984	40.849	0
WIFI-WIMAX	2.862	3.111	3.356	3.596	3.865	4.068	4.180	47.567
FTTH	-	-	-	-	-	-	-	4.943
Others	116	105	88	70	66	63	57	51
Corporate	1.625.196	1.661.736	1.716.448	1.776.404	1.814.739	1.838.488	1.860.656	1.864.507
xDSL	1.524.672	1.559.780	1.610.400	1.665.369	1.700.439	1.719.618	1.738.849	1.738.014
Cablemodem	95.527	97.090	101.013	105.311	108.387	112.948	115.575	117.193
LMDS	2.656	2.558	2.607	2.728	2.847	2.930	2.935	1.652
WIFI-WIMAX	725	774	811	873	922	991	1.053	5.305
FTTH	-	-	-	-	-	-	-	267
Others	1.616	1.534	1.617	2.123	2.144	2.001	2.244	2.076
Total	7.998.930	8.172.688	8.467.482	8.816.581	9.011.829	9.136.620	9.327.438	9.482.947

## 79. BROADBAND PENETRATION RATE (lines/100 inhab.)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Penetration	16,29	16,80	17,59	18,10	18,68	19,01	19,52	19,94

## 80. BROADBAND LINES DISTRIBUTION OVER SPEED

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
< 1 Mbps	275.581	274.668	184.432	133.686	132.526	85.311	64.134	43.987
1 Mbps	3.314.712	1.684.902	1.499.086	1.468.825	1.448.554	1.450.097	1.325.170	1.217.200
2 Mbps	373.125	360.448	277.146	293.242	302.710	296.174	279.514	336.182
3 Mbps	1.433.813	3.275.873	3.699.367	4.159.413	4.123.196	3.152.661	2.718.752	2.627.645
>= 4 Mbps <= 10 Mbps	1.637.530	1.641.534	1.819.081	1.793.638	2.037.397	3.172.105	3.854.732	3.999.819
> 10 Mbps	324.053	348.213	467.596	507.761	576.420	617.448	768.734	980.893
Others	5.966	6.264	5.197	-	-	-	-	-
Total	7.364.780	7.591.902	7.951.905	8.356.565	8.620.803	8.773.796	9.011.036	9.205.726

<sup>27</sup> In IQ 2009 Iberbanda migrated its broadband lines from LMDS to Wifi-Wimax technology.

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## 81. BROADBAND LINES DISTRIBUTION OVER SPEED BY SEGMENT

	Individual	Business	Total
< 1 Mbps	37.071	6.916	43.987
1 Mbps	964.217	252.983	1.217.200
2 Mbps	211.249	124.933	336.182
3 Mbps	2.044.982	582.663	2.627.645
>= 4 Mbps <= 10 Mbps	3.265.602	734.217	3.999.819
> 10 Mbps < 20 Mbps	178.745	68.986	247.731
20 Mbps	631.262	91.181	722.443
> 20 Mbps	8.091	2.628	10.719
Total	7.341.219	1.864.507	9.205.726

## c) Individual parameters and market shares

82. INTERNET SERVICE PROVIDERS REVENUES (millions of euros)<sup>28</sup>

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Telefónica de España	546,42	543,93	572,90	585,92	619,64	606,58	601,60	594,88
	64,3%	64,3%	64,3%	63,6%	63,6%	63,5%	62,4%	62,0%
Ono	106,75	108,40	113,52	119,84	129,62	118,18	127,81	118,48
	12,6%	12,8%	12,7%	13,0%	13,3%	12,4%	13,3%	12,4%
Orange	86,83	86,14	89,77	95,36	97,82	97,35	95,91	91,91
	10,2%	10,2%	10,1%	10,3%	10,0%	10,2%	9,9%	9,6%
Jazztel	25,17	27,51	29,97	33,06	35,64	38,97	43,27	50,85
	3,0%	3,3%	3,4%	3,6%	3,7%	4,1%	4,5%	5,3%
Vodafone	27,42	26,48	28,23	28,29	29,60	31,36	30,99	37,58
	3,2%	3,1%	3,2%	3,1%	3,0%	3,3%	3,2%	3,9%
Euskaltel	13,67	14,14	14,58	15,60	16,33	16,51	16,81	17,20
	1,6%	1,7%	1,6%	1,7%	1,7%	1,7%	1,7%	1,8%
R Cable	10,00	10,57	11,70	11,48	11,95	11,95	12,36	12,41
	1,2%	1,2%	1,3%	1,2%	1,2%	1,3%	1,3%	1,3%
Telecable de Asturias	6,97	7,15	7,58	7,84	8,19	8,31	8,45	8,55
	0,8%	0,8%	0,9%	0,9%	0,8%	0,9%	0,9%	0,9%
Arrakis	2,51	2,28	2,45	2,10	2,18	2,09	2,32	2,16
	0,3%	0,3%	0,3%	0,2%	0,2%	0,2%	0,2%	0,2%
Rest	23,52	19,31	19,95	22,15	23,25	23,57	24,43	24,95
	2,8%	2,3%	2,2%	2,4%	2,4%	2,5%	2,5%	2,6%
Total	849,26	845,91	890,66	921,63	974,21	954,87	963,96	958,98
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

<sup>28</sup> Data reported by Orange include Ya.com figures.

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## 83. BROADBAND REVENUES (millions of euros)

	xDSL	Cablemodem	LMDS	WIFI-WIMAX	Others	FTTH	Total	%/Total
Telefónica de España	490,39	-	-	-	-	0,15	490,54	58,8%
Ono	4,51	113,97	-	-	-	-	118,48	14,2%
Orange	83,12	-	-	-	3,12	-	86,23	10,3%
Jazztel	49,73	-	-	-	0,62	-	50,35	6,0%
Vodafone	36,39	-	-	-	-	-	36,39	4,4%
Euskaltel	0,44	15,04	-	0,45	0,12	-	16,04	1,9%
R Cable	0,54	10,63	-	-	0,43	-	11,60	1,4%
Telecable de Asturias	-	8,54	-	-	-	-	8,54	1,0%
Iberbanda	-	-	-	5,81	-	-	5,81	0,7%
Rest	4,00	-	2,92	-	3,02	-	9,94	1,2%
Total	669,11	148,18	2,92	6,26	7,31	0,15	833,93	100,0%

## 84. BROADBAND LINES

	xDSL	Cablemodem	LMDS	WIFI-WIMAX	Others	FTTH	Total	%/Total
Telefónica de España	5.190.267	-	-	-	-	5.210	5.195.477	56,4%
Ono	53.030	1.354.438	-	-	-	-	1.407.468	15,3%
Orange	1.164.873	-	-	-	-	-	1.164.873	12,7%
Vodafone	455.913	-	-	-	-	-	455.913	5,0%
Jazztel	423.054	-	-	-	346	-	423.400	4,6%
Euskaltel	4.581	200.794	-	5.358	221	-	210.954	2,3%
R Cable	5.398	152.709	-	-	36	-	158.143	1,7%
Telecable de Asturias	-	99.172	-	-	-	-	99.172	1,1%
Iberbanda	4.612	47	-	47.514	-	-	52.173	0,6%
Rest	34.977	-	1.652	-	1.524	-	38.153	0,4%
Total	7.336.705	1.807.160	1.652	52.872	2.127	5.210	9.205.726	100,0%

## CMT

## 85. DISTRIBUTION OF BROADBAND LINES BY SPEED AND ACCESS (percentage)

	Telefónica de España	Cable Operators	Rest	Total
< 1 Mbps	0,0	0,7	1,4	0,5
1 Mbps	16,9	1,8	14,4	13,2
2 Mbps	2,3	7,2	3,9	3,7
3 Mbps	35,1	18,6	21,3	28,5
>= 4 Mbps <= 10 Mbps	45,4	57,6	26,3	43,4
> 10 Mbps < 20 Mbps	-	13,1	0,1	2,7
20 Mbps	0,3	0,7	32,4	7,8
> 20 Mbps	0,0	0,3	0,3	0,1
Total	100,0	100,0	100,0	100,0

## 86. BROADBAND LINES BY SEGMENT

	Individual	Business	Total
Telefónica de España	3.673.174	1.522.303	5.195.477
Ono	1.343.142	64.326	1.407.468
Orange	1.090.852	74.021	1.164.873
Vodafone	420.397	35.516	455.913
Jazztel	352.799	70.601	423.400
Euskaltel	182.900	28.054	210.954
R Cable	126.054	32.089	158.143
Telecable de Asturias	90.652	8.520	99.172
Iberbanda	43.344	8.829	52.173
Rest	17.905	20.248	38.153
Total	7.341.219	1.864.507	9.205.726

## CMT

## 4.2 WHOLESALE SERVICES

## a) Revenues

## 87. ADSL WHOLESALE SERVICES REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
ATM Concentration	11,99	13,92	11,47	12,43	12,48	12,86	9,76	11,00
IP Concentration	19,06	14,60	15,71	12,31	14,15	13,90	14,61	13,87
Resale	21,33	14,60	13,14	15,77	11,36	10,25	10,45	8,87
Unbundled local loop	37,69	37,59	41,99	44,07	48,33	47,44	50,36	49,07
Shared unbundled	15,85	14,54	14,98	15,76	15,79	11,57	11,48	10,15
Shared unbundled without fixed telephone service	-	-	-	3,40	6,45	8,02	9,23	9,44
Fully unbundled	21,84	23,04	27,01	24,90	26,09	27,84	29,66	29,48
Others	0,17	0,13	0,23	0,34	0,32	0,32	-	-
Total	90,24	80,84	82,54	84,91	86,64	84,78	85,19	82,81

## b) Lines

## 88. WHOLESALE ADSL SERVICES LINES

	IVQ 2008		IQ 2009	
	Telefónica de España	Rest	Telefónica de España	Rest
ATM Concentration	188.194	607	198.968	801
IP Concentration	156.883	7.609	155.578	6.822
Resale	82.907	21.836	55.528	24.110
Shared unbundled local loop	260.068	-	303.339	-
Shared unbundled local loop without fixed telephone service	602.350	-	585.229	-
Fully unbundled local loop	835.831	-	947.441	-
Total	2.126.233	30.052	2.246.083	31.733

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CMT

# AUDIOVISUAL SERVICES

## 5. AUDIOVISUAL SERVICES

### 5.1 RETAIL SERVICES

#### a) Revenues

#### 89. AUDIOVISUAL SERVICES REVENUES (millions of euros)<sup>29</sup>

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Advertising revenues	823,37	1.011,60	567,75	843,55	630,00
Pay TV fees	346,85	354,52	355,94	354,63	341,64
Pay per view	90,46	54,62	36,90	60,66	61,19
Subsidies	292,70	322,36	323,47	321,53	282,27
Others	133,65	136,66	89,83	146,36	144,02
<b>Total</b>	<b>1.687,03</b>	<b>1.879,76</b>	<b>1.373,88</b>	<b>1.726,74</b>	<b>1.459,13</b>

#### 90. ADVERTISING REVENUES (millions of euros)

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Public TV	226,26	257,93	159,40	240,00	165,28
Private TV	488,33	626,10	322,85	486,06	369,82
Radio	108,78	127,57	85,50	117,49	94,90
<b>Total</b>	<b>823,37</b>	<b>1.011,60</b>	<b>567,75</b>	<b>843,55</b>	<b>630,00</b>

#### 91. BROADCASTING REVENUES SUBSIDIES EXCLUDED (millions of euros)

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Satellite TV	422,34	385,50	323,27	393,81	390,84
Cable TV	81,49	79,79	77,15	77,83	76,68
Terrestrial TV	736,45	915,46	513,86	759,46	562,45
IP TV	40,96	43,83	45,39	51,54	47,06
Mobile TV	-	5,23	5,15	5,04	4,91
<b>Total</b>	<b>1.281,24</b>	<b>1.424,57</b>	<b>959,66</b>	<b>1.287,68</b>	<b>1.081,94</b>

<sup>29</sup> Subsidies only include revenues related to current subsidies.

## CMT

## b) Minutes

## 92. ADVERTISING MINUTES

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Advertising	348.629	360.561	383.795	411.350	332.676
Sponsorship	21.185	26.546	21.647	23.027	31.410
Teleshopping	120.179	160.322	133.644	170.001	88.986
Total	489.993	547.429	539.086	604.378	453.072

## c) Subscribers

## 93. NUMBER OF SUBSCRIBERS OF PAY TELEVISION BY MEANS OF TRANSMISSION

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Pay TV	3.952.233	4.033.795	4.031.287	4.021.839	3.982.249
Satellite TV	2.080.000	2.078.000	2.061.000	2.034.865	2.001.295
Cable TV	1.236.093	1.279.447	1.286.654	1.278.807	1.269.121
IP-TV	636.140	676.348	683.633	708.167	711.833
Mobile TV	259.376	291.374	271.819	269.919	277.393
Total	4.211.609	4.325.169	4.303.106	4.291.758	4.259.642

## d) PPV contracting

94. PPV CONTRACTING<sup>30</sup>

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Football	7.011.299	2.488.662	1.432.438	3.361.212	4.332.741
Films	3.250.745	3.251.426	3.345.780	3.200.980	2.809.027
Others	592.692	591.573	452.972	422.361	386.065
Total	10.854.736	6.331.661	5.231.190	6.984.553	7.527.833

<sup>30</sup> The number of Football contractings was updated for 4Q 2008

## CMT

## e) Individual parameters and markets shares

## 95. PAY TV REVENUES AND MARKET SHARES (millions of euros)

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09	% Total
Sogecable	422,34	385,50	323,27	393,81	390,84	75,2
Ono	67,09	65,73	63,24	63,12	61,63	11,9
Telefónica de España	36,62	37,51	38,99	44,56	40,14	7,7
Rest	23,01	25,60	25,46	26,73	26,88	5,2
Total	549,05	514,35	450,95	528,22	519,49	100,0

## 96. PAY TV SUBSCRIBERS AND MARKET SHARES

	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09	% Total
Sogecable	2.080.000	2.078.000	2.061.000	2.034.865	2.001.295	50,3
Ono	1.015.218	1.053.292	1.058.421	1.039.012	1.016.498	25,5
Telefónica de España	554.040	576.558	589.215	612.494	604.819	15,2
Telecable de Asturias	113.569	116.149	117.928	121.332	123.899	3,1
Orange	74.901	91.962	86.120	87.387	99.424	2,5
R Cable	65.174	65.619	66.697	69.830	73.837	1,9
Euskaltel	42.132	44.387	43.608	48.633	54.887	1,4
Jazztel	7.199	7.828	8.298	8.286	7.590	0,2
Total	3.952.233	4.033.795	4.031.287	4.021.839	3.982.249	100,0

## 97. MOBILE TV SUBSCRIBERS AND MARKET SHARES

	IQ 09	%/Total
Movistar	129.730	46,8
Vodafone	136.131	49,1
Orange	11.532	4,2
Total	277.393	100,0

## CMT

## 5.2 WHOLESALE SERVICES

## a) Revenues

## 98. TRANSPORT AND BROADCASTING REVENUES (millions of euros)

	IIQ 07	IIIQ 07	IVQ 07	IQ 08	IIQ 08	IIIQ 08	IVQ 08	IQ 09
Transport (contribution included)	27,63	24,73	28,72	35,68	35,36	31,50	35,59	38,21
Analogical television	5,48	6,26	5,65	10,93	10,76	8,03	9,70	12,25
Digital television	21,36	17,68	22,17	23,45	22,97	21,86	24,12	24,50
Analogical radio	0,79	0,80	0,90	1,30	1,63	1,61	1,77	1,44
Others	-	-	-	0,01	0,01	0,01	-	0,01
Broadcast	66,20	67,12	67,71	64,57	64,39	67,73	66,80	69,13
Analogical television	38,18	38,01	38,18	39,29	38,43	38,52	38,82	39,46
Digital television	18,72	19,63	19,45	16,33	17,00	19,56	17,95	19,96
Analogical radio	8,43	8,65	9,24	8,14	8,13	8,79	9,20	8,89
Digital radio	0,87	0,83	0,84	0,81	0,83	0,86	0,82	0,82
Total	93,83	91,85	96,44	100,25	99,75	99,23	102,39	107,33

## b) Individual parameters and market shares

## 99. TRANSMISSION AND BROADCASTING REVENUES AND MARKET SHARES (millions of euros)

	Transport	Broadcast	Total	% / Total
Grupo Abertis	12,31	60,51	72,82	67,8
Overon	18,95	-	18,95	17,7
Axión	0,50	5,83	6,34	5,9
Telefónica Servicios Audiovisuales	5,24	-	5,24	4,9
Rest	1,20	2,78	3,98	3,7
Total	38,21	69,13	107,33	100,0