

...present in 25 countries.

Telefónica has a global positioning

In 2010 the Company maintained a high diversification and a revenue by geographic area: 31% of its revenue came from Spain; 43% from Latin America; and 25% from Europe.

Latin America

Population: 526 m people
ICT market value:
US\$227bn*
Total accesses Group: 184 m

Argentina

Fixed telephony: 4,622
Data and Internet: 1,505
Mobiles: 16,149

Brazil

Fixed telephony: 11,293
Data and Internet: 3,848
Mobiles: 60,293
Pay TV: 486

Central America

Fixed telephony: 466
Data and Internet: 3
Mobiles: 6,404

Chile

Fixed telephony: 1,939
Data and Internet: 836
Mobiles: 8,794
Pay TV: 341

Colombia

Fixed telephony: 1,587
Data and Internet: 554
Mobiles: 10,005
Pay TV: 205

Ecuador

Mobiles: 4,220
Fixed wireless: 95

Mexico

Mobiles: 19,662
Fixed wireless: 566

Peru

Fixed telephony: 2,871
Data and Internet: 885
Mobiles: 12,507
Pay TV: 691

Uruguay

Mobiles: 1,709

Venezuela

Mobiles: 9,515
Fixed wireless: 966
Pay TV: 69

Present in
25 countries

60.737
billion euros
in revenue

68% of revenue
is generated
outside Spain

4.814 billion
euros invested
in R+D+I

Almost
288 million
accesses
by customers

More than
220 million
mobile telephone
accesses

More than
41 million
fixed telephone
accesses

More than
18 million
data and
Internet

2.8 million
pay TV
accesses

Over
285,000
employees

Europe

Population: 164 m people
ICT market value:
US\$307bn*
Total accesses Group: 56 m

Spain

Population: 46 m people
ICT market value:
US\$64bn*
Total accesses Group: 48 m

Telefónica

TELECOM
ITALIA

China
unicom 中国联通

A combined customer base of over 730 million customers

Germany

Fixed telephony: 1,916
Data and Internet: 2,915
Mobiles: 17,049
Pay TV: 77

Slovakia

Mobiles: 880

Spain

Fixed telephony: 13,280
Data and Internet: 5,880
Mobiles: 24,310
Pay TV: 788

Ireland

Mobiles: 1,696

United Kingdom

Mobiles: 22,212
Data and Internet: 672

Czech Republic

Fixed telephony: 1,669
Data and Internet: 899
Mobiles: 4,839
Pay TV: 788

* Source: IDC's Black Book of January 2011.
Figures in thousands as at 31st December 2010.

Market Size

Data in thousands accesses

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Telefónica Group Accesses

	December		% Chg
	2010	2009	
Unaudited figures (thousands)			
Final Clients Accesses	282,994.9	260,510.2	8.6
Fixed telephony accesses ¹	41,355.7	40,606.0	1.8
Internet and data accesses	18,611.4	15,082.5	23.4
Narrowband	1,314.1	1,427.5	(7.9)
Broadband ²	17,129.6	13,492.6	27.0
Other ³	167.8	162.4	3.3
Mobile accesses	220,240.5	202,332.5	8.9
Prepay	151,273.9	142,806.6	5.9
Contract	68,966.6	59,525.9	15.9
Pay TV	2,787.4	2,489.2	12.0
Wholesale Accesses	4,637.4	4,095.3	13.2
Unbundled loops	2,529.2	2,206.0	14.7
Shared ULL	264.0	447.7	(41.0)
Full ULL	2,265.3	1,758.3	28.8
Wholesale ADSL ⁴	687.4	463.4	48.4
Other ⁵	1,420.7	1,426.0	(0.4)
Total Accesses	287,632.3	264,605.5	8.7

Notes:

- Year-on year changes are affected by the disconnection of inactive customers in December 2009 and in the second quarter of 2010, as well as the inclusion of the customers of HanseNet since March 2010 and the exclusion of the customers of Manx since July 1st, 2010.

1 PSTN (including Public Use Telephony) x1; ISDN Basic access x1; ISDN Primary access; 2/6 Access x30. Company's accesses for internal use and total fixed wireless included. Includes VoIP and Naked ADSL.

2 ADSL, satellite, optical fibre, cable modem and broadband circuits.

3 Retail circuits other than broadband.

4 Includes ULL rented by T. O2 Germany.

5 Circuits for other operators. Includes Wholesale Line Rental (WLR) in Spain.