

EUROPEAN UNION REGIONAL PROGRAMS

During 1994, Telefónica continued to take part in the programs promoted by the European Regional Development Fund (FEDER) aimed at correcting imbalances through action in the field of telecommunications.

Developments were made in the modernization of infrastructures, the promotion of advanced services and the development of new services under the TELEMATICA, ARCO and PRISMA Programs. 1994 also saw the beginning of a new period for the application of European Union aid under the terms of the Community Support Framework 1994-1999. In this area, Telefónica began to take part in twelve programs, and expects to play a more active role in the future.

MULTIMEDIA SERVICES

In 1994 the company Telefónica Multimedia S.A. was formed with the aim of marketing and operating entertainment and leisure services.

Initially it will offer cable TV services, but later it will move into interactive multimedia services. All of these services will use Telefónica's networks.

INFORMATION AND ADVERTISING

During 1994 19 Phone Directories were published, representing the edition of 9.17 million volumes. As for the marketing of Yellow Pages, eleven sales campaigns were carried out during the year.

It was decided to set up the new business line Information and Advertising, aimed at boosting CETESA by turning it into a supplier of information and advertising services.



Telephone booth outside Telefónica del Perú's central office in Lima.