

PUBLIC TELEPHONY

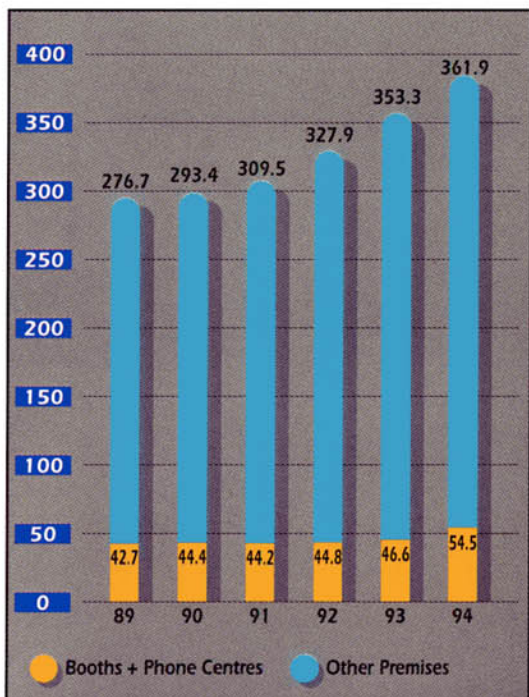
This service continued to grow in terms of plant and the facilities offered, especially those which allow electronic means of payment.

This expansion of plant in terms of public telephone booths meant that by year-end 1994 there were **53,147** telephones available, which when added to the **1,315** in telephone centres, brought the number to **54,462**, **16.9%** up on the previous year. Modernization of the booths also continued with the installation of Modular Telephones, the number of phones rising to **44,490** as opposed to 32,297 at the end of 1993.


The same energy went into the installation of payphones adapted for electronic payment, with **13,005** units being reached during the year.

As for Telefónica prepaid phone cards for use in Modular Telephones, more than **6.7** million units were sold in 1994, more than doubling the previous year's sales.

In 1994 Telefónica Telecomunicaciones Públicas, S.A. was formed, a subsidiary created with the aim of bringing together all the activities related with the operation of public telephony services (booths, payphones and telephone centres), phone cards and advertising in booths and on cards.



Public Service Telephone Lines
(Thousands)

A photograph of a woman with dark hair, wearing a dark blue jacket, talking on a mobile phone. She is holding the phone to her ear with her right hand. The background is heavily blurred, showing what appears to be a public space with other people and structures. The lighting is somewhat dim, with some greenish-yellow highlights in the background.

The expansion of plant in public telephone booths brought a 16.9% increase in the number of booths and telephones.