



ADVERTISING AND INFORMATION

1

1995 was a crucial year in the life of Telefónica Publicidad e Información (formerly Cetesa). It became one of the eight business areas born out of the restructuring of Telefónica de España, enlarging its mission as information and advertising suppliers in a multimedia environment.

The strategic aims of Telefónica Publicidad e Información include, on the one hand, a leading position on a national level as services suppliers in a multimedia market and, on the other, securing a significant place on the international front, thanks to its technological advantages and business concept.

During 1995 the company consolidated the changes in corporate culture, organization and technology, which were necessary in order to operate successfully in an increasingly demanding and competitive market.

In this respect, a data base was created, with sophisticated, accurate information to increase knowledge of the market and major steps were made in the re-engineering of processes (initiated in 1993) and in the introduction of new technologies, providing customers with greater value-added products and services.

This resulted in the launch, in record time, of the new generation of Yellow Pages in paper form, which incorporate a new, more user-friendly format.

At the end of the year, the Electronic Yellow Pages migrated to INFOVIA and INTERNET and a CD-ROM was issued of the Barcelona Yellow Pages.

The company also relaunched its direct marketing business, with a redefinition of the CODITEL product, upgrading the market segmentation capacity, incorporating ESTRATEL (a telephone marketing company) to this business area and launching on to the market a new product for the Direct Distribution of mailings and client catalogues together with the distribution of the paper directories. Finally, a total quality program was introduced and extensive personnel training programs were carried out.

All this led to a 39.63% rise in sales and a 21.9% increase in clients for our main product: the Yellow Pages. This clearly demonstrates the solid market position of Telefónica Publicidad e Información.