



## PUBLIC TELECOMMUNICATIONS

**T**here were major developments in the area of public telecommunications during 1995, both in quality and quantity, the outcome of which was the consolidation of public services provision enhancement. Firstly we should note the upgrading of plant installed in public thoroughfares; all booths now have working modular phones, terminals which accept both coins (with no limitation) Telefónica phonecards and other credit cards. The sale of Telefónica phonecards rose by over 66% compared to 1994 to more than 11 million units. We can therefore confirm the acceptance of this form of payment by clients and expect to increase sales in the coming years.

Likewise, the incorporation of commercial credit cards as a form of payment in the public telephone service proceeded, with the signing of the relevant agreements with the issuing bodies. In particular, during 1995 the following credit cards were accepted as a form of payment in modular phones: Amex, Caja de Granada, Cajatur, Cajamurcia, Diner's Club, Ressa, Unicaja and Visa. Equally, progress was made in the modern-

ization of booths in public thoroughfares, and, as a result, by the end of 1995, 49% of booths installed incorporated the new design. This represents a notable increase in the provision of multiple service outlets in public thoroughfares, which house two or three modular phones, with the consequent benefits of availability for the user.

As far as quantity, the sharp growth in service provision to our clients was of significance. With regards to terminals, the number of Telefónica Group installations rose by 10,735 in 1995, amounting to an 18% increase over the previous year. Of these, 4,424 were situated in public thoroughfares and 6,311 in indoor installations. It was during 1995 that the transfer was concluded of Telefónica's indoor installations assets to Cabitel.

This confirmed Cabitel's position as a specialist company in the public telecommunications sector. Our aim is to secure the company's leading position in the indoor installations segment, which was liberalized during 1994.

