

Glossary

ADSL (Asymmetric Digital Subscriber Line). Broadband transmission technology that enables communications to be downloaded at speeds of up to 2 Mbit/s.

Broadband The difference in hertz (Hz) between the highest and lowest frequencies of a transmission channel. Often used to refer to the amount of data sent in a specific amount of time through a given communication circuit.

ARPU Average revenue per user.

B2B (Business to Business) Business to business e-commerce.

B2C (Business to Consumer) Business to end consumer e-commerce.

Banner Small advert included on a web page.

Bit/s (bits per second) Unit measuring the transmission capacity of a telecommunication line.

Local loop Last section of the network (copper wire) that links a local telephone exchange to the customer's home. Most local loops are less than three kilometres in length.

Search engine WWW service that enables users to access specific information contained on any Internet information server.

CAPEX Fixed asset investments made during the fiscal year by a company or a group of companies.

Risk Capital Capital invested in small companies during the initial phases of their activity, when it is most difficult to evaluate the performance of the company in the medium and long term.

CAR Automatic network answer machine.

Carrier Operator that transports communication networks.

Cicorp Corporate information center for the financial analysis of Telefónica.

Chat (Interactive chat) Simultaneous communication between two or more people via Internet, mainly in written form.

E-commerce (e-commerce) Commercial exchange of goods and services performed using Information and Communications Technologies.

Conference Call Simultaneous audio communication among various callers.

Content Delivery Value added service consisting in intelligent content distribution, offered by Internet Data Centers.

CRM (Customer Relationship Management) Customer service management services (teleservice, Payment Collections, Database management, market research).

DJIA (Dow Jones Industrial Average) stock exchange index that reflects the performance of traditional industries in the United States.

DNS (Domain Name System).

Domain Set of characters that identify a network site accessible by users.

Generic domain Supranational domains formed by three letters: ".com", ".org", ".edu", ".gov", ".biz", ".info", ".name", ".pro", ".aero", ".museum" or ".coop".

DVD (Digital Versatile Disc) Physical medium based on the Compact Disk, which enables films to be stored in digital format with high quality and multiple sound channels.

e-business (electronic business) Intensive use of Internet technologies to perform all the business processes of a company.

e-company Company that makes general use of e-business in its organization.

EDI-Web Generic term that refers to a form of EDI (electronic document that is accepted as a legal invoice) that is based on WWW technology and which therefore uses Internet as a means of transport.

Europe Commission initiative that aims to promote the Information Society among all citizens in the European Union.

e-learning Human Resources training system based on Internet technology.

e-mail electronic mail.

Extranet Internet-type network for private use (Intranet), to which the owning entity allows other selected external users (customers, suppliers, partners) to connect.

Factoring Financial product whereby a company assigns commercial credits arising from sales to an entity and, in exchange, this entity provides the company with financing and collection management services.

Flash Technology used to develop web pages for design, illustration and animation purposes.

Free float Number of shares of the capital stock of a company available and in circulation for negotiation by the general public.

GPRS (General Packet Radio Service). Mobile Telephony communication service based on the transmission of packets at speeds of up to 114 kbit/s and connection to Internet.

GSM (Global System for Mobile communication) Digital cellular telephony system for mobile communications developed in Europe with the collaboration of operators, public authorities and companies.

Hacker Person with in-depth knowledge of the internal operation of a system, computer or network of computers, and who frequently sets himself the challenge of testing the security of such systems. Technically speaking, hackers do not seek their own benefit nor harm to others - such people are referred to as "crackers" or "phreakers".

HTML (HyperText Markup Language) Language in which pages are written and which are accessed through WWW browsers.

HTTP (HyperText Transfer Protocol) Protocol used to transfer WWW documents.

Host On the Internet, the term "host" is applied to any computer that has access to other computers on the network. Initially, each host had an IP address that clearly identified it. Since the appearance of virtual hosts, this is no longer the case.

R&D Research and Development.

Incumbent Dominant. Refers to the market share of an operator in a country or region.

Info XXI Initiative by the Spanish Government to promote the Information Society. "La Sociedad de la Información para todos" - "The Information Society for Everyone".

Internet Digital packet switching network based on TCP/IP protocols.



Telefónica de Argentina employees in Patagonia



Intranet Internet-type network for private use.

ISO International Standards Organization.

ISP (Internet Service Provider) Organization, usually profit making, that also provides Internet access to individuals and/or companies, offering them a series of services.

Java Programming Language developed by Sun for creating small applications that can be exported to the network (applets) and capable of operating on any platform through WWW browsers.

JavaScript Language developed by Netscape. Despite its similarity to Java, it is different insofar as the programs are included in the HTML file.

Joint Venture Agreement between two companies to create a third.

LAN Local Area Network. Data network that provides service to a maximum geographical area of a few square kilometres, with transmission speeds of up to 100 Mbps (100 megabits per second).

SMS Short messaging service System that enables GSM mobile telephones to send and receive alphanumeric messages of up to 160 characters.

Multimedia Computerized information that combines various types of information, such as text, graphics, fixed or moving images, sound, etc.

NASDAQ Computer listing system or electronic stock exchange (NASD Automated Quotation system) that operates in the US Stock Market.

O.B.P ("Open, Basic, Premium"). Commercial Terra offer based on a combination of open access and services and other value added services and contents for which it obtains revenues through subscriptions and "pay per view" or "pay per use".

Online (connected). When one is connected to or present in Internet.

Takeover Bid Stock market operation in which one company tries to acquire a large share of the capital of another company by purchasing its stock on the stock market.

OPEX A company's operating expenses.

P.O.S. Public Offer to Sell shares, aimed at the general public.

P.S.S.O. Public Share Subscription Offer. Unlike the Public Share Offering, the Public Share Subscription Offer can be freely taken up or not.

Outsourcing Method of contracting whereby a company hires another to perform services that were originally performed by the former, in order to reduce costs and improve services.

Partner Strategic partner of a company.

Personal Digital Assistant (PDA). Small computer the size of an electronic diary, considered more and more as a palm-top computer.

Portal Internet access point to a huge variety of resources and services, normally including search engines, forums, e-shopping, etc.

Numeric transferability Option that all fixed-line and mobile operators must offer their customers to allow them to change operator while retaining the same telephone number, free of charge.

Preallocation Procedure whereby customers can run all their traffic (metropolitan, provincial, interprovincial, international and fixed-to-mobile) through an operator other than Telefónica by direct dialling, i.e. without the need for any prefix.

Price-Cap New system of maximum annual prices established by the regulatory agency.

ISDN (Integrated Services Digital Network). Network that integrates voice, data, video services, etc. based on two 64 kbit/s channels.

Roadshow Set of presentations in different geographical locations and/or countries by a company's representatives to provide information on the economic-financial situation of the company or on specific aspects of same, in connection with an upcoming event.

Synergies Convergence and sharing of resources between different departments and areas of the same system or organization.

Information Society The Information Society is a state of social development characterised by the capacity of its members (citizens, companies and public administration) to obtain and share information instantly from anywhere and in any way.

S&P (Standard and Poor's 500). New York Stock Market index that uses as a reference the 500 most important firms listed on same.

Flat Rate Billing and/or price system applied on a global basis, based on the duration of use rather than on consumption.

TCP/IP (Transmission Control Protocol/Internet Protocol). Family of defined protocols on which Internet is based.

TIES Remuneration system for all company employees, linked to that company's shares and share options.

Pay TV ("Pay per view" and "pay per use"). Form of television in which a charge must be paid to access contents, enabling them to be decoded.

UMTS (Universal Mobile Telecommunications System). High-speed Broadband mobile telephony standard developed by the ETSI (European Telecommunications Standard Institute).

URL (Uniform Resource Locator). Uniform system for locating resources on the network. These types of addresses enable the identification of WWW, Gopher, FTP, News objects, etc. Examples of URLs include: <http://www.telefonica.es> o <ftp://ftp.ati.es.usuario>.

Video On Demand (VOD). Systems that enable viewers to request and view specific programmes when they wish, as well as other functions such as stop, return, use slowcam, etc.

WAP (Wireless Application Protocol). Protocol that provides mobile telephone users with interactive access to Internet; information is viewed on the telephone screen.

Web WWW Information Server. Also used to define the WWW universe as a whole.

Website Collection of web pages accessed through a single URL address.

WML (Wireless Markup Language). Scaled-down version of HTML for Wireless Telephony. Wap.

WWW (World Wide Web). Distributed Information service based on hypertext, where information can be in any format (text, graphic, audio, fixed or moving image) and is easily accessible to users by means of browser programmes.

xDSL (Digital Subscriber Line). Technologies that offer wide broadband transmission through conventional copper wires initially installed for regular telephone service. ADSL is the current operative variety.



Telefónica offers advanced multimedia products and services

