

09

Media: information and transparency



01 Interest in Telefónica activities

- Impact of Telefónica in the media
- Type of Coverage given to Telefónica by the media

REFERENCES TO TELEFONICA
IN THE SPANISH PRESS

31,138

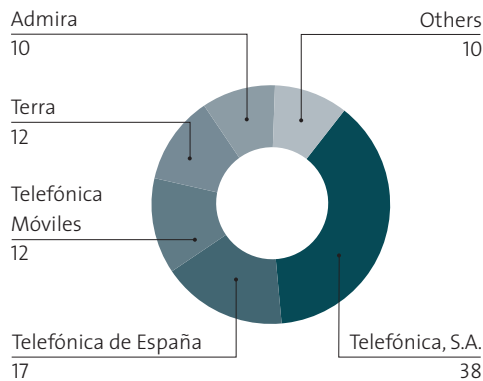
02 Complete, accurate information

- Press releases
- *Online* Press Room

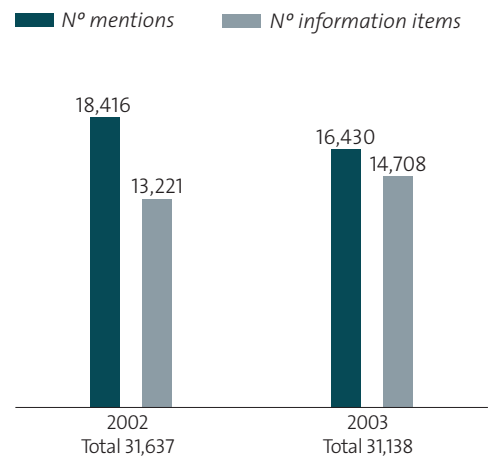
PRESS RELEASES
PUBLISHED WORLDWIDE

1,834

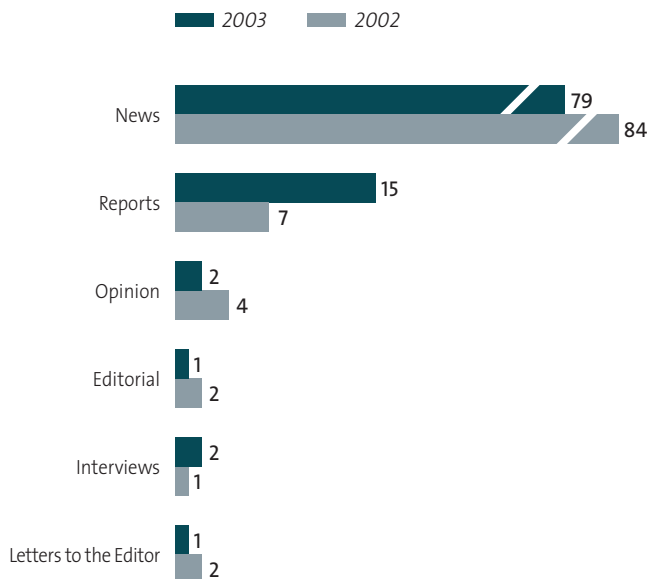
BUSINESS LINE DISTRIBUTION OF REFERENCES IN THE SPANISH PRESS
(Data in percentage)



TELEFÓNICA IMPACT ON THE SPANISH PRESS
(Data in units)



PRESS COVERAGE GIVEN TO THE TELEFÓNICA GROUP IN SPAIN
(Data in percentage)

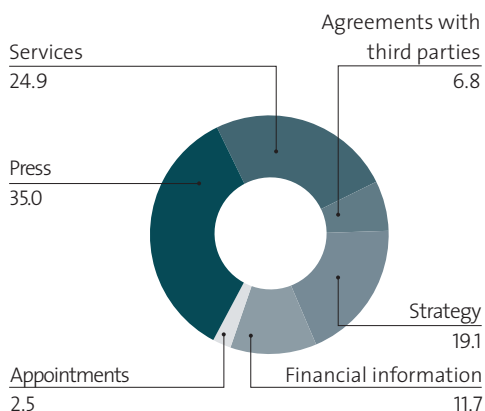


01 INTEREST IN THE ACTIVITIES OF TELEFÓNICA

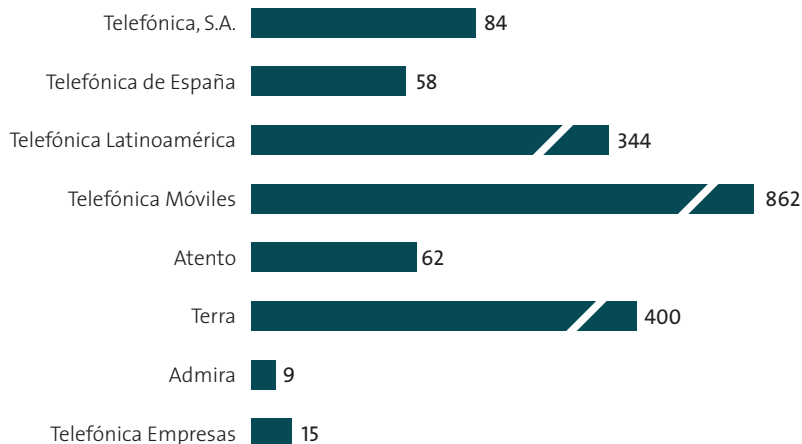
The Telefónica Group was referred to 31,138 times in the Spanish written press in 2003, amounting to an average of 40 information items and 45 mentions daily of Telefónica. The most included companies were Telefónica, S.A. (38%), Telefónica de España (17%), Telefónica Móviles (13%), Terra (12%) and Admira (10%).

The type of coverage given by the media to the Telefónica Group is fundamentally news (79%) and reports (15%); and secondarily opinion, interviews, editorials and letters to the press.

In Latin America, the companies in the Telefónica Group were referred to more than 12,687 times, as far as the written press is concerned in Argentina, Brazil, Chile and Peru.

DISTRIBUTION OF PRESS RELEASES*(Data in percentage)*

Sources: Corporate Center + Telefónica de España + Telefónica Latinoamérica

BUSINESS LINE DISTRIBUTION OF PRESS RELEASES*(Data in units)***02 COMPLETE, ACCURATE INFORMATION**

The Telefónica Group published 1,834 press releases during financial year 2003, the categories of new services and strategies being those that have generated the most notes. That distribution allows one to appreciate the adaptability of communication by Telefónica to the situation of the business in each one of the countries, as well as the informative demands of the local media.

The distribution of press releases is balanced by countries, the most active being Brazil, Spain and Chile. The most active line of activity in publication of press releases was Telefónica Móviles, which published 862 out of the total by the Telefónica Group, followed by Terra, with 400 and Telefónica Latinoamericana, with 344.

In order to encourage transparency, the Telefónica has a Press Room Online

(www.telefonica.es/saladeprensa) with the following services available:

- Publication of all the press releases since 1997.
- A press release search engine classified by country, lines of activity and dates, including a direct search service.
- Download area with 200 photographs, profiles and CVs of directors, graphs and results.
- Telefónica listings query.
- Link to the Telefónica Group web pages.

That channel had 446,048 visits in 2003 and provided 357,128 information downloads.

Along with the Press Room, it is fundamental to emphasise daily personal contact with the media.