

The new IP Network combines Internet technologies with the security features of conventional data networks.



New companies for data and interactive communications

A pioneer of data transmission services for corporate clients in the 1970s, **Telefónica**, with initiatives such as **Infovía**, continues to lead in the business communications market where the Internet phenomenon is setting the norm for the future.

The possibility of capitalizing on **Telefónica's** experience and maturity in a global scenario represented a magnificent opportunity to create value for the **Group**, and this led to the creation of **Telefónica Data** as the company in charge of the data business on a worldwide level.

Telefónica Data is placing special emphasis on the development and introduction of new services, particularly **Virtual Private Networks** and **Voice over IP (Internet protocol)**.

The growing importance and enormous potential for development of the Internet market and interactive communications

led to the creation, at the end of 1998, of **Telefónica Interactiva**. The new company seeks to take the lead in an emerging market for the management of Internet access, services and content provision, both as a portal and in combination with access services (portal on line), and for participation in businesses relating to advertising, electronic commerce, voice over IP, etc.

Telefónica Interactiva aims to become the leading provider of Internet access and content to residential customers in the Spanish- and Portuguese-speaking world.

Telefónica Interactiva, with a global vision of the business, and an outlook open to continuous innovation and the development of alliances, will draw together all of the **Group's** initiatives relating to the creation, acquisition, presentation and utilization of content, in order not only to offer interactive services to customers, but also to achieve a multiplier effect that would facilitate a more rapid expansion of those services.



