



3 Industry statistics

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CONSIDERATIONS REGARDING THE DATA

Data has been modified due to updates provided by the operators, and therefore some figures are different from those published previously. Changes are marked with footnotes.

Both Grupo Abertis, which includes Tradia and Retevisión I, and Overon, are presented separately even when they belong to the same corporation. This also applies for Orange and Orange Business Service, previously known as Al-pi.

The measurement of new convergent products, that combine fixed line and mobile voice telephony in the same commercial offer has changed slightly the figures provided in the retail fixed telephony and mobile voice tables, regarding specially the series on revenues, lines or clients.

Some tables have been changed in the fixed retail telephony sections and new sections have been added for better identification of the revenues and traffic under flat rates.

The retail mobile telephone section includes a new table (99. revenues per type of contract and segment) in order to better identify the market.

The “Spanish fixed lines” item in the retail fixed telephone section includes metropolitan, provincial and interprovincial voice services.

1. GENERAL INFORMATION OF THE SECTOR

a) Revenues

1. TOTAL REVENUES FOR THE SECTOR AND ANNUAL VARIATION RATE¹ (millions of euros and percentage)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Retail services	20,147.00	22,032.81	25,908.53	27,803.60	29,970.66	33,166.87	34,730.55	36,490.32	36,969.67	35,150.21
		9.4%	17.6%	7.3%	7.8%	10.7%	4.7%	5.1%	1.3%	-4.9%
Wholesale services	4,636.00	4,837.95	6,202.74	6,650.11	7,074.62	7,704.90	7,380.00	7,373.40	7,188.07	6,615.13
		4.4%	28.2%	7.2%	6.4%	8.9%	-4.2%	-0.1%	-2.5%	-8.0%
Total	24,783.00	26,870.76	32,111.27	34,453.71	37,045.28	40,871.78	42,110.55	43,863.72	44,157.74	41,765.35
		8.4%	19.5%	7.3%	7.5%	10.3%	3.0%	4.2%	0.7%	-5.4%

2. RETAIL SERVICES REVENUES AND ANNUAL VARIATION RATE²

(millions of euros and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Fixed telephone	8,524.01	8,254.53	8,316.06	8,311.02	7,549.67	7,227.53	7,071.83	6,485.21
	2.9%	-3.2%	0.7%	-0.1%	-9.2%	-4.3%	-2.2%	-8.3%
Mobile telephone	7,474.21	8,865.18	10,394.73	12,099.90	13,344.31	14,886.81	15,067.67	14,453.08
	18.3%	18.6%	17.3%	16.4%	10.3%	11.6%	1.2%	-4.1%
Internet	918.44	1,295.68	1,766.25	2,265.42	2,784.48	3,506.86	3,846.48	3,932.82
	97.3%	41.1%	36.3%	28.3%	22.9%	25.9%	9.7%	2.2%
Audiovisual services	5,809.38	4,683.52	4,532.39	5,028.31	5,332.52	5,768.38	5,531.45	4,540.73
	34.3%	-19.4%	-3.2%	10.9%	6.1%	8.2%	-4.1%	-17.9%
Bussines communications	1,212.49	1,225.81	1,229.13	1,307.06	1,281.21	1,335.87	1,476.11	1,518.00
		1.1%	0.3%	6.3%	-2.0%	4.3%	10.5%	2.8%
Telephone information services	-	35.00	92.85	100.58	115.04	117.74	104.14	84.19
			165.3%	8.3%	14.4%	2.4%	-11.6%	-19.2%
Sale and rental of terminals	-	-	2,188.29	2,233.52	2,396.71	1,862.85	1,687.71	1,693.40
				2.1%	7.3%	-22.3%	-9.4%	0.3%
Others	1,970.01	3,443.88	1,450.95	1,821.05	1,926.60	1,784.26	2,184.28	2,442.79
		74.8%	-57.9%	25.5%	5.8%	-7.4%	22.4%	11.8%
Total	25,908.53	27,803.60	29,970.66	33,166.87	34,730.55	36,490.32	36,969.67	35,150.21
		17.6%	7.3%	7.8%	10.7%	4.7%	5.1%	-4.9%

¹ For retail services, data from 2008 has been consolidated for Fixed lines, Internet and Telephone information services. Fixed lines and Internet has been the result of the application of an allocation criteria by Orange.

² Others includes revenues from other retail services (broken down in section 7. Other services of these statistics) and other operating revenues. The others revenues for 2008 and 2009 includes contributions from the Spanish Fund of the Universal Service to Telefónica de España using cash basis accounting.

3. WHOLESALE SERVICES REVENUES AND ANNUAL VARIATION RATE³

(millions of euros and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Interconnection	5,036.47	5,000.28	5,221.63	5,697.38	5,765.59	5,630.27	5,418.16	4,746.13
	12.0%	-0.7%	4.4%	9.1%	1.2%	-2.3%	-3.8%	-12.4%
Circuit rental	632.17	580.46	552.87	745.23	619.77	681.47	646.83	682.12
		-8.2%	-4.8%	34.8%	-16.8%	10.0%	-5.1%	5.5%
Data transmission	154.65	253.22	254.29	184.38	70.45	73.47	62.09	39.29
		63.7%	0.4%	-27.5%	-61.8%	4.3%	-15.5%	-36.7%
ADSL services	127.57	271.41	425.49	631.48	252.21	341.49	341.39	348.49
		112.8%	56.8%	48.4%	-60.1%	35.4%	0.0%	2.1%
Audiovisual signal transport and broadcast	251.88	224.73	234.17	240.17	338.64	375.83	406.64	438.76
		-10.8%	4.2%	2.6%	41.0%	11.0%	8.2%	7.9%
Others	-	320.01	386.16	206.26	333.35	270.87	312.95	360.35
			20.7%	-46.6%	61.6%	-18.7%	15.5%	15.1%
Total	6,202.74	6,650.11	7,074.62	7,704.90	7,380.00	7,373.40	7,188.07	6,615.13
	31.1%	7.2%	6.4%	8.9%	-4.2%	-0.1%	-2.5%	-8.0%

4. SECTOR TOTAL REVENUES PER OPERATOR (millions of euros)

	WHOLESALE SERVICES			RETAIL SERVICES			TOTAL		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Telefónica de España	1,902.33	1,962.23	1,957.56	9,772.36	10,103.54	9,528.65	11,674.68	12,065.77	11,486.21
Movistar	1,591.49	1,472.76	1,234.27	8,093.00	8,239.56	7,744.35	9,684.49	9,712.32	8,978.63
Vodafone	1,566.46	1,434.61	1,166.03	5,753.89	5,596.92	5,429.30	7,320.35	7,031.53	6,595.33
Orange	1,033.49	935.14	741.45	3,113.29	3,111.82	3,070.25	4,146.78	4,046.95	3,811.70
Sogecable	-	-	-	1,809.52	1,869.02	1,523.71	1,809.52	1,869.02	1,523.71
Ono	198.15	148.08	135.43	1,410.21	1,461.00	1,376.70	1,608.36	1,609.08	1,512.14
Antena 3 Televisión	-	-	-	878.04	722.31	604.35	878.04	722.31	604.35
Telecinco	-	-	-	913.12	822.26	535.64	913.12	822.26	535.64
Grupo Abertis	325.44	346.90	377.16	46.33	39.08	140.66	371.77	385.98	517.82
RTVE	-	-	-	741.15	656.53	468.97	741.15	656.53	468.97
Jazztel	77.10	97.03	112.99	230.23	252.59	342.80	307.33	349.61	455.78
BT	72.83	83.45	89.12	382.68	372.29	341.76	455.51	455.73	430.88
Yoigo	22.13	64.91	100.37	42.56	209.83	324.47	64.69	274.74	424.85
Euskaltel	31.59	29.84	27.03	299.72	311.05	312.46	331.30	340.89	339.49
Others	552.39	613.12	673.72	3,004.23	3,201.88	3,406.14	3,556.62	3,815.00	4,079.86
Total	7,373.40	7,188.07	6,615.13	36,490.32	36,969.67	35,150.21	43,863.72	44,157.74	41,765.35

³ The wholesale *ADSL services* includes rental revenues from the local loop.

5. RETAIL SERVICES REVENUES PER OPERATOR⁴ (millions of euros)

	FIXED LINE	MOBILE	INTERNET	AUDIOVISUAL SERVICES	BUSSINES COMMUNICATIONS	TELEPHONE INFORMATION SERVICES	SALE AND RENTAL OF TERMINALS	OTHERS	TOTAL
Telefónica de España	4,963.90	-	2,379.33	160.08	920.54	23.38	437.84	643.57	9,528.65
Movistar	0.29	6,936.67	-	6.48	-	-	786.87	14.04	7,744.35
Vodafone	214.31	4,612.09	167.19	8.66	14.62	0.59	230.02	181.81	5,429.30
Orange	146.87	2,474.75	305.21	29.50	32.91	-	80.99	-	3,070.25
Sogetel	-	-	-	1,523.71	-	-	-	-	1,523.71
Ono	552.35	4.08	465.95	233.54	100.32	0.31	1.84	18.30	1,376.70
Antena 3 Televisión	-	-	-	598.50	-	0.25	-	5.60	604.35
Telecinco	-	-	-	517.03	-	-	-	18.62	535.64
Others	1,159.84	425.48	615.12	1,463.22	449.60	59.65	155.84	1,560.85	5,889.61
Total	6,485.21	14,453.08	3,932.82	4,540.73	1,518.00	84.19	1,693.40	2,442.79	35,150.21

6. WHOLESALE SERVICES REVENUES PER OPERATOR (millions of euros)

	INTERCONNECTION	CIRCUIT RENTAL	DATA TRANSMISSION	ADSL SERVICES	AUDIOVISUAL SIGNAL TRANSPORT AND BROADCAST	OTHERS	TOTAL
Telefónica de España	1,051.96	555.06	-	332.31	-	18.23	1,957.56
Movistar	1,234.27	-	-	-	-	-	1,234.27
Vodafone	1,114.55	2.82	-	0.03	-	48.63	1,166.03
Orange	721.58	14.02	-	5.85	-	-	741.45
Grupo Abertis	-	18.89	-	-	298.15	60.12	377.16
Ono	99.68	31.83	3.31	0.62	-	-	135.43
Jazztel	103.16	3.37	-	3.44	-	3.02	112.99
Others	420.94	56.12	35.97	6.24	140.60	230.36	890.24
Total	4,746.13	682.12	39.29	348.49	438.76	360.35	6,615.13

b) Investment

7. INVESTMENT IN THE SECTOR AND ANNUAL VARIATION RATE

(millions of euros and percentage)

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Total	4,581.86	6,178.41	10,186.81	8,190.52	5,556.25	4,547.61	4,714.85	5,514.82	5,685.58	5,788.02	5,171.71	4,276.68
		34.8%	64.9%	-19.6%	-32.2%	-18.2%	3.7%	17.0%	3.1%	1.8%	-10.6%	-17.3%

⁴ The *Others* revenues of Telefónica de España includes the contribution from the Spanish Fund of the Universal Service using cash basis accounting.

8. INVESTMENT PER OPERATOR AND ANNUAL VARIATION RATE

	2004	2005	2006	2007	2008	2009
Telefónica de España	1,205.74	1,388.47 15.2%	1,496.64 7.8%	1,578.17 5.4%	1,461.37 -7.4%	1,270.68 -13.0%
Vodafone	667.48	715.81 7.2%	845.86 18.2%	957.97 13.3%	724.10 -24.4%	633.46 -12.5%
Movistar	629.96	729.99 15.9%	739.32 1.3%	745.28 0.8%	712.89 -4.3%	558.72 -21.6%
Orange	536.71	757.11 41.1%	716.17 -5.4%	647.19 -9.6%	548.43 -15.3%	434.58 -20.8%
Ono	697.01	760.35 9.1%	592.57 -22.1%	529.66 -10.6%	350.83 -33.8%	219.29 -37.5%
Telecinco	137.22	125.66 -8.4%	136.58 8.7%	160.17 17.3%	152.24 -4.9%	163.59 7.5%
Hispasat	5.14	1.19 -76.8%	1.50 26.2%	1.54 2.3%	31.44 1944.1%	129.94 313.3%
Grupo Abertis	32.32	41.36 28.0%	65.95 59.5%	68.89 4.5%	108.88 58.1%	106.30 -2.4%
RTVE	71.15	69.81 -1.9%	60.89 -12.8%	57.18 -6.1%	66.52 16.3%	88.98 33.8%
Jazztel	13.56	135.08 896.3%	136.22 0.8%	19.83 -85.4%	51.74 160.9%	68.67 32.7%
R	51.07	59.01 15.5%	72.37 22.6%	102.01 41.0%	80.17 -21.4%	56.26 -29.8%
Yoigo	42.60	41.98 -1.4%	78.14 86.1%	77.29 -1.1%	85.05 10.0%	53.48 -37.1%
Euskaltel	130.29	117.26 -10.0%	138.81 18.4%	90.82 -34.6%	66.4 -26.8%	46.60 -29.9%
Sogecable	48.64	138.96 185.7%	122.52 -11.8%	99.10 -19.1%	79.2 -20.0%	39.95 -49.6%
E-plus	-	-	-	18.58	15.88 -14.5%	30.48 91.9%
Iberbanda	18.29	19.04 4.1%	29.02 52.4%	33.74 16.3%	23.70 -29.8%	19.87 -16.2%
TeleCable	21.57	28.05 30.0%	24.33 -13.3%	27.28 12.1%	28.90 5.9%	18.32 -36.6%
Others	406.11	385.69 -5.0%	428.68 11.1%	573.32 33.7%	583.84 1.8%	337.51 -42.2%
Total	4,714.85	5,514.82 17.0%	5,685.58 3.1%	5,788.02 1.8%	5,171.71 -10.6%	4,276.68 -17.3%

c) Employment

9. EMPLOYMENT IN THE SECTOR (number of employees)

	2003	2004	2005	2006	2007	2008	2009
Telefónica de España	36,670	34,347	32,501	31,062	28,496	28,320	28,208
RTVE	9,259	9,317	9,292	9,256	5,830	6,402	6,397
Vodafone	4,436	4,464	4,504	4,471	4,299	4,333	4,330
Movistar	4,441	4,454	4,560	4,583	4,503	4,323	4,185
Ono	4,360	4,216	4,643	4,689	4,500	4,209	3,344
Orange	3,571	3,038	3,062	3,574	3,489	3,094	2,933
Sogecable	1,014	1,721	1,811	1,885	1,867	1,869	1,842
Others	24,475	26,448	28,146	29,246	32,021	29,180	28,841
Total	88,226	88,005	88,519	88,766	85,005	81,730	80,080

d) Advertising expenditure

10. ADVERTISING AND PROMOTION EXPENDITURES PER OPERATOR (millions of euros)

	2004	2005	2006	2007	2008	2009
Movistar	177.37	209.59	460.18	515.15	413.02	302.02
Vodafone	147.11	197.67	188.39	214.56	212.29	186.26
Telefónica de España	139.27	141.60	144.77	139.35	144.15	135.74
Orange	92.31	143.00	180.31	171.43	141.44	133.18
Ono	48.46	33.66	52.59	54.32	47.33	42.16
Others	115.25	147.32	158.41	185.65	219.78	188.83
Total	719.77	872.85	1,184.66	1,280.46	1,178.00	988.19

e) Operating profit

11. OPERATING PROFITS OF THE SECTOR (millions of euros)						
	2004	2005	2006	2007	2008	2009
Telefónica de España	2,714.22	3,097.56	3,622.90	4,016.37	4,366.57	4,257.99
Movistar	3,499.83	3,462.99	3,460.76	3,684.42	3,558.02	2,978.54
Vodafone	1,106.24	1,432.47	1,813.51	1,754.20	1,646.03	1,407.09
Ono	274.70	-196.58	153.46	286.91	279.86	328.78
Sogecable	-5.16	0.09	7.12	176.15	187.31	167.02
Grupo Abertis	17.17	19.59	68.39	79.60	63.08	136.94
Telecinco	229.31	319.01	348.46	397.24	298.22	70.51
Antena 3 Televisión	190.24	308.70	310.56	297.53	136.41	56.86
R	4.07	18.95	23.72	30.49	37.28	44.06
Euskaltel	35.43	47.78	51.46	48.99	46.28	35.80
Others	0.82	-347.44	-796.30	-1,143.34	-672.26	-314.51
Total	8,066.86	8,163.12	9,064.05	9,628.56	9,946.79	9,169.07

f) The sector in the Spanish economy

12. SELECTED MACRO-ECONOMIC PARAMETERS⁵

	2003	2004	2005	2006	2007	2008	2009
Revenues and Profits							
Sector revenues (millions of euros)	34,453.71	37,045.28	40,871.78	42,110.55	43,863.72	44,157.74	41,765.35
Revenues per capita (euros)	806.56	857.58	926.62	941.88	970.42	956.67	893.46
Household revenues (euros)	2,473.47	2,605.98	2,704.05	2,698.96	2,722.07	2,664.60	2,439.42
Revenues per employee (euros)	390,516.54	420,945.13	461,728.89	474,399.58	516,013.39	540,287.98	521,545.29
Revenues over GDP (%)	4.4	4.4	4.5	4.3	4.2	4.1	4.0
Revenues per retail service (%)	3.6	3.6	3.6	3.5	3.5	3.4	3.3
Operating profits (millions of euros)	6,599.27	8,066.86	8,163.12	9,064.05	9,628.56	9,946.79	9,169.07
Operating results per employee (euros)	74,799.58	91,663.68	92,218.90	102,111.69	113,270.52	121,703.10	114,498.93
Employment							
Employed in telecommunications	88,226	88,005	88,519	88,766	85,005	81,730	80,080
Employed in telecommunications on total employment (%)	0.5	0.5	0.5	0.4	0.4	0.4	0.4
Employed in telecommunications on employment in service sectors (%)	0.8	0.8	0.7	0.7	0.6	0.6	0.6
Investment							
Total investment in the sector (millions of euros)	4,547.61	4,714.85	5,514.82	5,685.58	5,788.02	5,171.71	4,276.68
Investment per inhabitant (euros)	106.46	109.15	125.03	127.17	128.05	112.04	91.49
Total investment on Gross Fixed Capital Formation (%)	2.1	2.0	2.1	1.9	1.8	1.6	1.7
Advertising							
Advertising expenditures (millions of euros)	590.62	719.77	872.85	1,184.66	1,280.46	1,178.00	988.19
Economic indicators (Source INE)							
Population (thousands)	42,717.06	43,197.68	44,108.53	44,708.96	45,200.74	46,157.82	46,745.81
Total employment (thousands)	17,559.70	18,288.10	19,314.30	20,001.80	20,476.90	19,856.80	18,645.94
Service sector employment (%/total)	65.3	64.1	65.2	65.7	66.4	69.6	71.8
GDP at current prices (millions of euros)	782,929	841,042	908,792	984,284	1,052,730	1,088,502	1,051,151
Gross Fixed Capital Formation (millions of euros)	212,800	235,805	267,042	301,169	323,521	313,975	256,671
Households (thousands)	13,929	14,216	15,115	15,603	16,114	16,572	17,121
IPC (2006 = 100)	90.7	93.5	96.6	100.0	102.8	107.0	106.7
IPCA, Spain (2005 = 100)	93.9	96.7	100.0	103.6	106.5	110.9	110.6

⁵ Number of households: data from the first quarter of the year from the Spanish National Institute of Statistics (INE) Household Budget Survey.

g) Economic-financial ratios

13. ECONOMIC-FINANCIAL RATIOS (millions of euros and percentage)

	REVENUES PER OPERATION	EBITDA	CAPEX	DEBT	FREE CASH FLOW	EBITDA / REVENUES (%)	CAPEX / REVENUES (%)	DEBT / EBITDA (%)	FREE CASH FLOW / DEBT (%)
Telefónica de España									
2008	12,036.6	5,924.35	1,461.37	13,153.79	4,462.98	49.2	12.14	222.0	33.9
2009	11,463.8	5,655.45	1,270.68	8,836.22	4,384.78	49.3	11.08	156.2	49.6
Movistar									
2008	9,699.4	4,193.57	712.89	6,814.40	3,480.68	43.2	7.35	162.5	51.1
2009	8,964.6	3,672.65	558.72	2,936.51	3,113.93	41.0	6.23	80.0	106.0
Vodafone									
2008	6,896.6	2,370.26	724.10	1,994.76	1,646.16	34.4	10.50	84.2	82.5
2009	6,413.5	2,093.03	633.46	2,452.69	1,459.57	32.6	9.88	117.2	59.5
Ono									
2008	1,584.7	668.59	350.83	5,286.54	317.76	42.2	22.14	790.7	6.0
2009	1,493.8	718.89	219.29	4,843.46	499.60	48.1	14.68	673.7	10.3
Sogetel									
2008	1,869.0	300.18	79.29	2,008.35	220.89	16.1	4.24	669.1	11.0
2009	1,523.7	274.77	39.95	2,069.37	234.82	18.0	2.62	753.1	11.3
Jazztel									
2008	345.1	128.61	51.74	1,019.42	76.86	37.3	14.99	792.7	7.5
2009	452.1	96.26	68.67	1,154.50	27.59	21.29	15.19	1,199.4	2.4
Orange									
2008	4,046.4	589.38	548.43	6,843.11	40.95	14.6	13.55	1,161.1	0.6
2009	3,811.7	725.16	434.58	6,491.84	290.58	19.0	11.40	895.2	4.5
Grupo Abertis									
2008	353.5	139.98	108.88	1,658.14	31.09	39.6	30.80	1,184.6	1.9
2009	389.6	219.86	106.30	1,620.59	113.56	56.4	27.29	737.1	7.0
Telecinco									
2008	791.3	464.80	152.24	483.88	312.55	58.7	19.24	104.1	64.6
2009	517.0	204.54	163.59	428.43	40.95	39.6	31.64	209.5	9.6
Antena 3 Televisión									
2008	719.0	148.42	9.15	632.11	139.27	20.6	1.27	425.9	22.0
2009	601.4	68.94	7.84	594.09	61.10	11.5	1.30	861.8	10.3
RTVE									
2008	619.1	146.13	66.52	327.32	79.61	23.6	10.74	224.0	24.3
2009	440.4	76.54	88.98	360.63	-12.43	17.4	20.20	471.1	-3.4
Yoigo									
2008	210.7	-132.15	85.05	732.99	-217.20	-62.7	40.37	-554.6	-29.6
2009	393.3	-77.22	53.48	859.45	-130.70	-19.6	13.60	-1,112.9	-15.2
Euskaltel									
2008	340.4	112.57	66.44	470.79	46.14	33.1	19.52	418.2	9.8
2009	338.9	109.76	46.60	424.59	63.16	32.4	13.75	386.8	14.9
TeleCable									
2008	95.9	36.60	28.90	143.33	7.70	38.2	30.13	391.7	5.4
2009	106.5	38.80	18.32	134.47	20.48	36.4	17.21	346.6	15.2
Others									
2008	3,382.1	320.55	725.88	9,035.20	-405.33	9.5	21.46	2,818.6	-4.5
2009	3,563.3	697.79	566.22	7,393.62	131.57	19.6	15.89	1,059.6	1.8

h) Bundling of services

14. BUNDLING OF FINAL SERVICES⁶		
	2008	2009
Fixed line access only	12,276,650	11,256,258
Only Pay-TV access	2,236,072	2,190,542
Only broadband access	1,058,335	950,158
Fixed line and broadband bundled access	6,500,831	7,162,877
Broadband and pay TV bundled access	163,005	127,567
Fixed line and pay TV bundled access	384,801	355,799
Fixed line, broadband and pay TV bundled access	1,413,788	1,558,884

⁶ For broadband and telephone services, the active lines in the final market are calculated. The number of subscribers is calculated for pay TV.

2. INFRASTRUCTURES

a) Access to fixed communication services

15. INSTALLED ACCESSES BY TECHNOLOGY AND TYPE OF OPERATOR^{7, 8, 9}

	TELEFÓNICA DE ESPAÑA	CABLE OPERATORS	OTHERS	TOTAL
Cabling	16,715,737	8,689,127	266,524	25,671,388
FTTx	965,860	-	58,699	1,024,559
Only copper pair	15,749,877	115,980	-	15,865,857
Only HFC	-	1,301,480	206,086	1,507,566
HFC and Copper Pair	-	7,271,667	-	7,271,667
Electrical network (PLC)	-	-	1,739	1,739
Via radio	649,194	4,128	84,440	737,762
Radio	636,296	4,128	83,846	724,270
Satellite	12,898	-	594	13,492
Others	-	-	10,118	10,118
Total	17,364,931	8,693,255	361,082	26,419,268

16. ACCESSES TO FINAL SERVICES BY TECHNOLOGY AND TYPE OF OPERATOR¹⁰

	TELEFÓNICA DE ESPAÑA	CABLE OPERATORS	OTHERS	TOTAL
Cabling	14,041,210	2,650,716	187,731	16,879,657
FTTx	421,785	-	50,505	472,290
Only copper pair	13,619,425	26,257	-	13,645,682
Only HFC	-	434,976	135,564	570,540
HFC and Copper Pair	-	2,189,483	-	2,189,483
Electrical network (PLC)	-	-	1,662	1,662
Via radio	164,842	4,128	79,870	248,840
Radio	151,944	4,128	79,276	235,348
Satellite	12,898	-	594	13,492
Others	-	-	7,649	7,649
Total	14,206,052	2,654,844	275,250	17,136,146

⁷ The following are included in *Cable operators*: Ono, Euskaltel, R, TeleCable and Procono. Those cable operators categorised under *Others* are not included.

⁸ The access calculation criteria have been changed taking into account only infrastructures of each operator. In the *HFC and Copper Pair* category, access based on hybrid optical fibres and coaxial cable solutions is included and a Copper Pair is installed.

⁹ An installed access corresponds to commercial access that can be activated in a reasonable and short space of time (48 hours). Vacant copper pairs are not included.

¹⁰ See footnotes 7 and 8.

17. WIFI ACCESS POINTS¹¹

	2006	2007	2008	2009
Number of WIFI hotspots	3.004	3.576	5.130	4.144

18. PUBLIC TELEPHONES

	2003	2004	2005	2006	2007	2008	2009
Public domain	57,835	56,597	56,304	52,551	49,993	48,881	44,463
Private domain	30,462	28,636	25,986	23,697	19,689	17,054	15,186
Total	88,297	85,233	82,290	76,248	69,682	65,935	59,649

19. TELEPHONE BOXES WITH DISABLED ACCESS¹²

	2006	2007	2008	2009
Boxes with wheelchair access	30,723	31,533	31,289	26,674
Boxes with reduced height telephones	2,062	2,178	1,977	1,992

b) Access to mobile communication services

20. BASE STATIONS PER TYPE OF SERVICE AND TECHNOLOGY

	2003	2004	2005	2006	2007	2008	2009
Mobile phone	32,232	39,826	48,898	62,097	71,014	78,031	82,844
GSM900	16,526	17,675	19,537	24,998	26,850	27,869	28,255
DCS1800	13,588	15,783	17,844	20,178	21,290	22,780	23,285
UMTS	2,118	6,368	11,517	16,921	22,874	27,382	31,304
Trunking systems	364	184	218	202	189	157	153
MPT1327	239	59	75	59	60	28	24
TETRA	125	125	143	143	129	129	129
Radio messaging system	20	20	20	20	0	0	7
POCSAG	20	20	20	20	0	0	7
Total	32,616	40,030	49,136	62,319	71,203	78,188	83,004

c) Audiovisual signal broadcasting

21. AUDIOVISUAL SIGNAL TERRESTRIAL BROADCASTING STATIONS (number of elements)

	ANALOGUE RADIO	DIGITAL RADIO	ANALOGUE TELEVISION	DIGITAL TELEVISION
Broadcasters	956	89	2,017	2,087
Boosters	150	60	1,927	1,062

¹¹ Business termination of different operators has caused the *number of WIFI hotspots* to decrease in 2009.

¹² Data provided by Telefónica de España.

d) Satellite

22. CONTRACTED CAPACITY PER SATELLITE AND TYPE OF SERVICE¹³ (MHz and transponder/Satellite number)

	BROADCAST		FIXED COMMUNICATIONS		TRANSPORT	
	CAPACITY (MHZ)	NUMBER OF TRANSPONDERS	CAPACITY (MHZ)	NUMBER OF TRANSPONDERS	CAPACITY (MHZ)	NUMBER OF TRANSPONDERS
Astra	297	11	-	-	388	13
Eutelsat	524	16	-	-	245	11
Hispasat	113	4	13	12	1,027	33
PanAmSat	-	-	-	-	8	2
Inmarsat	-	-	-	-	-	-
Intelsat	36	1	25	1	13	2
Total	970	32	38	13	1,681	61

e) Transport

23. KILOMETRES OF TRANSPORT NETWORK PER TYPE OF TRANSMISSION

	2004	2005	2006	2007	2008	2009
Optical cable	1,155,868	1,375,518	1,527,757	1,759,791	2,341,893	2,522,470
Radiolink	151,149	155,152	199,743	229,737	293,052	305,230
Coaxial cable	36,270	62,594	80,662	97,632	100,565	101,073
Others	90,710	87,482	80,206	79,162	76,442	78,286
Total	1,433,997	1,680,746	1,888,368	2,166,322	2,811,952	3,007,059

24. KILOMETRES OF TRANSPORT NETWORK PER CAPACITY¹⁴

	2004	2005	2006	2007	2008	2009
Low digital capacity	9,369,168	9,856,582	9,933,625	11,078,838	7,377,041	7,586,910
Medium digital capacity	65,351,346	78,736,073	91,075,660	107,924,442	178,220,983	182,480,293
High digital capacity	546,985,000	758,596,250	1,074,458,750	1,314,048,750	2,165,731,250	2,657,115,000
Total	621,705,514	847,188,905	1,175,468,035	1,433,052,030	2,351,329,274	2,847,182,203

¹³ Data provided by the operators contracting the service.

¹⁴ The data has been obtained by regulating the total capacity of the transmission devices used at 2Mbps (kilometres E1), thus for the analogue network, 1MHz corresponds to 1Mbps. To calculate the transport network kilometres per capacity, the following three categories have been taken into account; low capacity transport network (whose transmission speed is inferior to 155Mbps), the medium capacity (speed corresponding to between 155 and 622Mbps) and high capacity (more than 622Mbps).

25. DARK FIBRE CAPACITY PER OPERATOR (kilometres)

	CABLING	FIBRE PAIRS
Ono	22,549	93,295
Iberdrola	15,819	350,200
Orange	13,884	30,193
Vodafone	12,895	23,856
Red Eléctrica de España	12,172	175,235
ADIF	11,543	375,336
Others	37,045	464,436
Total	125,907	1,512,551

26. CAPACITY OF THE SUBMARINE CABLES THAT RUN THROUGH SPAIN BY COUNTRY OF ORIGIN
(voice channels)

	TOTAL CAPACITY
Spain	64,412
Morocco	13,388
United States of America	2,184
Italy	1,897
Algeria	1,260
Argentina	107
Venezuela	14
Mauritania	42
México	4
Other countries	2,426
Total	85,734

f) Switching, routing and service platforms

27. SWITCHING AND ROUTING DEVICES OF FIXED AND MOBILE NETWORKS (number of elements)

	2003	2004	2005	2006	2007	2008	2009
Fixed network	15,902	15,096	15,154	15,720	16,635	17,648	18,274
Switching exchanges	232	206	215	215	215	229	213
International exchanges	18	21	20	17	19	18	18
Local and tandem exchanges	1,325	962	969	829	817	808	792
Concentrators	14,327	13,907	13,950	14,659	15,584	16,593	17,251
Mobile network	1,505	1,224	1,625	1,529	1,710	1,629	1,569
Mobile switching exchange and roaming subscribers registry (MSC/VRL)	446	379	435	331	353	407	264
General registry of subscribers and authentication centres (HLR/AUC)	103	137	159	136	79	81	84
Signal transfer points	32	27	31	36	40	47	53
Short message service centres	23	19	20	20	14	13	16
GSM and UMTS base station controllers	807	577	880	879	1,054	867	895
Others	94	85	100	127	170	214	257
Total	17,407	16,320	16,779	17,249	18,345	19,277	19,843

28. DATA TRANSMISSION ELEMENTS (number of elements)

	2003	2004	2005	2006	2007	2008	2009
Connected Internet Service Providers (ISPs)	1,136	967	968	735	528	1,260	1,120
Routers	4,318	4,688	6,310	6,099	6,593	6,575	8,248
Gateways	296	348	315	448	333	467	523
Multipoint Control Unit	24	17	23	18	29	328	366
Gatekeepers	12	23	55	75	94	116	113

29. DATA PORTS PER TECHNOLOGY¹⁵ (number of ports)

	2003	2004	2005	2006	2007	2008	2009
Link level	57,877	72,105	81,791	93,375	104,775	107,862	101,427
Frame relay	28,842	32,547	31,425	33,795	33,640	33,396	29,464
ATM	29,035	39,558	50,366	59,580	71,135	74,466	71,963
Network level	223,207	227,186	200,386	246,935	548,992	669,544	733,784
X-25	38,764	33,707	27,534	25,448	18,802	12,033	11,024
IP	184,443	193,479	172,852	221,487	386,893	461,771	505,518
Ethernet	-	-	-	-	74,140	96,191	108,287
Fast Ethernet	-	-	-	-	60,249	88,163	98,111
Gigabit Ethernet	-	-	-	-	8,908	11,386	10,844
Other network data	15,175	8,669	15,796	16,754	25,155	27,166	20,035
Total	296,259	307,960	297,973	357,064	678,922	804,572	855,246

30. SERVICE AND NETWORK INTELLIGENCE DEVELOPMENT PLATFORM ELEMENTS

(number of elements)

	2003	2004	2005	2006	2007	2008	2009
Cable heads	296	321	225	301	390	423	396
Network intelligence elements	158	99	112	107	139	125	94
Elements from other platforms	98	60	95	83	98	105	106
Total	552	480	432	491	627	653	596

g) Interconnection equipment

31. POINTS OF INTERCONNECTION (number of points)

	LOCAL LEVEL	TRANSIT	WITH MOBILES	METROPOLITAN	TOTAL
Electric	97	691	301	8	1,097
By time	11	621	301	4	937
By capacity	86	70	-	4	160
Optical	1,468	1,157	185	76	2,886
By time	835	760	185	36	1,816
By capacity	633	397	-	40	1,070
Total	1,565	1,848	486	84	3,983

¹⁵ Ethernet, Fast Ethernet and Gigabit Ethernet figures have been corrected.

32. INTERCONNECTION LINKS (number of links)

	LOCAL LEVEL	TRANSIT	WITH MOBILES	METROPOLITAN	TOTAL
Signalling	-	-	-	-	1,258
Traffic	9,084	35,117	17,286	4,244	65,731
By time	6,643	31,079	17,286	2,710	57,718
By capacity	2,441	4,038	-	1,534	8,013
Total	9,084	35,117	17,286	4,244	65,731

h) Co-location exchanges

33. CO-LOCATION EXCHANGES AND NETWORK COVERAGE¹⁶

(number of exchanges and percentage)

	CO-LOCATION EXCHANGES	NETWORK COVERAGE %
2006	660	61.7
2007	674	61.2
2008	715	63.3
2009	734	64.8

¹⁶ To calculate the percentage, the accessible cable pairs from alternative operators on the total of the Telefónica copper plant have been taken, without taking into account the vacant cable pairs.

3. FIXED COMMUNICATIONS

3.1. Retail services

3.1.1. Fixed telephone network

a) Revenues

34. TOTAL REVENUES AND DISTRIBUTION OF FIXED TELEPHONE RETAIL SERVICES¹⁷

(millions of euros and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
No traffic subtotal	2,840.01 33.5%	3,004.54 36.6%	3,144.50 37.8%	3,267.10 39.3%	3,183.43 42.2%	3,321.78 46.0%	3,370.63 47.7%	3,205.51 49.4%
Registrations	133.51 1.6%	102.81 1.3%	71.11 0.9%	87.50 1.1%	77.71 1.0%	81.21 1.1%	101.07 1.4%	91.67 1.4%
Monthly subscriptions	2,583.94 30.5%	2,780.38 33.9%	2,954.12 35.5%	3,067.09 36.9%	3,001.45 39.8%	3,142.56 43.5%	3,161.23 44.7%	2,997.65 46.2%
Other complementary facilities	97.20 1.1%	94.40 1.1%	92.18 1.1%	87.00 1.0%	78.76 1.0%	72.52 1.0%	82.71 1.2%	94.68 1.5%
Network intelligence services	25.35 0.3%	26.95 0.3%	27.09 0.3%	25.51 0.3%	25.50 0.3%	25.50 0.4%	25.62 0.4%	21.52 0.3%
Traffic	5,540.24 65.3%	5,086.73 62.0%	5,051.08 60.7%	4,918.55 59.2%	4,275.23 56.6%	3,824.20 52.9%	3,634.94 51.4%	3,232.52 49.8%
Others	105.59 1.2%	117.84 1.4%	120.48 1.4%	125.37 1.5%	91.01 1.2%	81.55 1.1%	66.27 0.9%	47.19 0.7%
Total	8,485.84 100.0%	8,209.11 100.0%	8,316.06 100.0%	8,311.02 100.0%	7,549.67 100.0%	7,227.53 100.0%	7,071.83 100.0%	6,485.21 100.0%

35. TOTAL REVENUES FOR RETAIL FIXED TELEPHONE SERVICES PER SEGMENT

(millions of euros and percentage)

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL	% / TOTAL
No traffic subtotal	2,057.26	58.1	1,148.25	39.0	3,205.51	49.4
Registrations	50.47	1.4	41.20	1.4	91.67	1.4
Monthly subscriptions	1,934.44	54.7	1,063.21	36.1	2,997.65	46.2
Other complementary facilities	72.35	2.0	22.33	0.8	94.68	1.5
Network intelligence services	-	-	21.52	0.7	21.52	0.3
Traffic	1,462.04	41.3	1,770.48	60.1	3,232.52	49.8
Others	18.78	0.5	28.41	1.0	47.19	0.7
Total	3,538.08	100.0	2,947.14	100.0	6,485.21	100.0

¹⁷ The figures from 2008 have been updated following an adjustment in the *Network intelligence services* and *Traffic* revenues by Orange, due to the discount calculation criteria.

36. REVENUES AND DISTRIBUTION PER TRAFFIC^{18, 19} (millions of euros and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Spanish fixed lines	2,133.86 38.5%	1,988.06 39.1%	1,970.11 39.0%	1,735.04 35.3%	1,500.15 35.1%	1,302.05 34.0%	1,263.69 34.8%	1,238.68 38.3%
Internet access	479.32 8.7%	317.65 6.2%	270.24 5.4%	195.34 4.0%	147.79 3.5%	90.88 2.4%	50.33 1.4%	26.45 0.8%
International	621.15 11.2%	540.32 10.6%	601.11 11.9%	744.51 15.1%	635.79 14.9%	548.25 14.3%	563.65 15.5%	483.84 15.0%
To mobiles	1,824.31 32.9%	1,750.08 34.4%	1,761.37 34.9%	1,716.28 34.9%	1,564.62 36.6%	1,428.48 37.4%	1,285.85 35.4%	1,078.05 33.4%
Network intelligence	406.66 7.3%	391.58 7.7%	312.08 6.2%	332.81 6.8%	363.26 8.5%	378.37 9.9%	398.41 11.0%	364.62 11.3%
Other traffic	74.94 1.4%	99.05 1.9%	136.18 2.7%	194.56 4.0%	63.62 1.5%	76.18 2.0%	73.00 2.0%	40.88 1.3%
Total	5,540.24 100.0%	5,086.73 100.0%	5,051.08 100.0%	4,918.55 100.0%	4,275.23 100.0%	3,824.20 100.0%	3,634.94 100.0%	3,232.52 100.0%

37. REVENUES PER TRAFFIC AND SEGMENT TYPE (millions of euros and percentage)

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL
Spanish fixed lines	669.37	45.8	569.32	32.2	1,238.68
Internet access	17.60	1.2	8.85	0.5	26.45
International	123.12	8.4	360.72	20.4	483.84
To mobiles	455.02	31.1	623.03	35.2	1,078.05
Network intelligence	178.22	12.2	186.40	10.5	364.62
Other traffic	18.72	1.3	22.16	1.3	40.88
Total	1,462.04	100.0	1,770.48	100.0	3,232.52

¹⁸ The figures from 2006 and 2007 have been changed following an adjustment in the *Interprovincial, International and To mobiles* revenues by Telefonica de España, due to the discount calculation criteria..

¹⁹ *Spanish fixed lines* includes metropolitan voice calls, provincial and interprovincial.

38. REVENUES FOR TIME-BASED SERVICES PER TRAFFIC AND SEGMENT TYPE

(millions of euros and percentage)

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL	% / TOTAL
Metropolitan total	109.48	13.6	157.63	10.8	267.11	11.8
Voice	101.43	12.6	152.02	10.4	253.45	11.2
Internet access	8.06	1.0	5.61	0.4	13.67	0.6
Provincial	25.55	3.2	59.83	4.1	85.37	3.8
Interprovincial	52.20	6.5	135.37	9.3	187.57	8.3
International	93.62	11.6	349.30	23.9	442.92	19.6
To mobiles	328.01	40.7	549.07	37.6	877.08	38.7
Network intelligence	178.22	22.1	186.40	12.8	364.62	16.1
Other traffic	18.72	2.3	22.16	1.5	40.88	1.8
Total	805.80	100.0	1,459.75	100.0	2,265.55	100.0

39. REVENUES FROM FLAT-RATES PER TRAFFIC AND SEGMENT TYPE

(millions of euros and percentage)

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL	% / TOTAL
Spanish fixed lines	490.19	74.7	222.10	71.5	712.29	73.7
Internet access	9.54	1.5	3.24	1.0	12.78	1.3
International	29.51	4.5	11.42	3.7	40.93	4.2
To mobiless	127.01	19.4	73.95	23.8	200.96	20.8
Other traffic	0	0	-	-	0	0
Total	656.24	100.0	310.72	100.0	966.97	100.0

b) Lines and clients

40. NUMBER OF LINES IN SERVICE PER SEGMENT AND PENETRATION²⁰

	RESIDENTIAL	BUSINESSES	TOTAL	TOTAL LINES/100 INHABITANTS
2003	12,471,990	5,287,174	17,759,164	41.6
2004	12,555,720	5,378,757	17,934,477	41.5
2005	12,527,532	6,933,300	19,460,832	44.1
2006	12,758,927	7,106,110	19,865,037	44.4
2007	12,891,005	7,301,500	20,192,505	44.7
2008	13,132,823	7,443,247	20,576,070	44.6
2009	13,156,964	7,176,854	20,333,818	43.5

41. NUMBER OF CLIENTS PER TYPE OF ACCESS²¹

	DIRECT ACCESS CLIENTS	BIT-STREAM ACCESS CLIENTS	TOTAL CLIENTS
2001	13,853,387	5,563,647	19,417,034
2002	13,842,710	5,476,960	19,319,670
2003	13,866,390	3,341,804	17,208,194
2004	14,051,824	3,105,581	17,157,405
2005	14,014,735	2,745,624	16,760,359
2006	14,325,108	2,297,195	16,622,303
2007	14,539,759	2,107,980	16,647,739
2008	14,834,607	1,413,656	16,248,263
2009	14,893,981	1,117,549	16,011,530

42. NUMBER OF PRE-SELECTED LINES

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Pre-selected lines	1,141,846	1,511,379	1,883,435	2,385,890	2,295,128	1,934,027	1,822,476	1,548,762	1,212,848

²⁰ The calculation criteria of lines from 2005 have been modified, thus they have been processed with 1 PSTN line, 2 basic ISDN lines and 30 primary ISDN lines. Figures from 2008 have been updated due to the incorporation of products which combine fixed and mobile telephone services in the same commercial offer.

²¹ Figures from 2008 have been updated due to the incorporation of clients who have contracted products which combine fixed and mobile telephone services in the same commercial offer.

c) Traffic

43. MINUTES AND DISTRIBUTION PER TRAFFIC TYPE (millions of minutes and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Spanish fixed lines	61,417.54 48.5%	58,223.11 51.5%	53,786.84 52.9%	51,299.88 56.0%	50,090.79 61.3%	51,275.66 65.3%	51,899.28 70.5%	53,364.92 75.7%
Internet Access	51,098.94 40.4%	39,426.53 34.9%	31,181.65 30.6%	21,008.00 22.9%	13,505.24 16.5%	9,560.39 12.2%	5,255.40 7.1%	2,636.98 3.7%
International	2,772.78 2.2%	3,256.27 2.9%	3,688.52 3.6%	4,705.37 5.1%	5,296.41 6.5%	5,477.22 7.0%	4,718.97 6.4%	4,031.44 5.7%
To mobiles	7,564.05 6.0%	8,453.88 7.5%	8,697.20 8.5%	8,197.88 9.0%	7,697.66 9.4%	7,366.64 9.4%	6,682.51 9.1%	6,008.15 8.5%
Network intelligence	2,800.60 2.2%	3,080.69 2.7%	3,893.04 3.8%	4,710.80 5.1%	4,377.76 5.4%	4,037.35 5.1%	4,234.30 5.8%	3,873.55 5.5%
Other traffic	923.00 0.7%	666.26 0.6%	503.67 0.5%	1,641.45 1.8%	725.74 0.9%	842.37 1.1%	800.69 1.1%	589.02 0.8%
Total	126,576.90 100.0%	113,106.74 100.0%	101,750.93 100.0%	91,563.38 100.0%	81,693.59 100.0%	78,559.63 100.0%	73,591.14 100.0%	70,504.07 100.0%

44. MINUTES PER TRAFFIC AND SEGMENT TYPE (millions of minutes and percentage)

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL	% / TOTAL
Spanish fixed lines	37,079.79	84.2	16,285.13	61.5	53,364.92	75.7
Internet Access	2,023.20	4.6	613.79	2.3	2,636.98	3.7
International	767.78	1.7	3,263.66	12.3	4,031.44	5.7
To mobiles	2,230.37	5.1	3,777.79	14.3	6,008.15	8.5
Network intelligence	1,840.91	4.2	2,032.64	7.7	3,873.55	5.5
Other traffic	91.75	0.2	497.27	1.9	589.02	0.8
Total	44,033.79	100.0	26,470.28	100.0	70,504.07	100.0

45. MINUTES FOR TIME-BASED SERVICES PER TRAFFIC AND SEGMENT TYPE

(millions of minutes and percentage)

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL	% / TOTAL
Total metropolitan	3,481.66	39.9	5,221.52	29.3	8,703.18	32.7
Voice	2,829.61	32.4	4,855.60	27.2	7,685.21	28.9
Internet Access	652.05	7.5	365.92	2.1	1,017.97	3.8
Provincial	505.17	5.8	1,228.25	6.9	1,733.42	6.5
Interprovincial	773.27	8.9	2,341.37	13.1	3,114.64	11.7
International	518.62	5.9	3,160.88	17.7	3,679.50	13.8
To mobiles	1,524.63	17.5	3,362.34	18.8	4,886.98	18.4
Network intelligence	1,840.91	21.1	2,032.64	11.4	3,873.55	14.6
Other traffic	91.74	1.1	497.27	2.8	589.02	2.2
Total	8,736.01	100.0	17,844.28	100.0	26,580.29	100.0

46. MINUTES FOR FLAT-RATES PER TRAFFIC AND SEGMENT TYPE

(millions of minutes and percentage)

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL	% / TOTAL
Spanish fixed lines	32,971.74	93.4	7,859.90	91.1	40,831.64	93.0
Internet Access	1,371.15	3.9	247.86	2.9	1,619.01	3.7
To mobiles	705.73	2.0	415.44	4.8	1,121.18	2.6
International	249.16	0.7	102.78	1.2	351.94	0.8
Other traffic	0.01	0	-	-	0.01	0
Total	35,297.78	100.0	8,625.99	100.0	43,923.78	100.0

d) Prices and other relevant ratios

47. RATIO OF LINES IN SERVICE PER CLIENT

	RESIDENTIAL	BUSINESSES	TOTAL
2009	1.07	2.79	1.37

48. REVENUES PER CLIENT AND SEGMENT²² (euros/client/year)

	2003	2004	2005	2006	2007	2008	2009
Residential	274.42	286.59	287.59	263.71	261.39	268.17	266.85
Businesses	1,633.92	1,650.70	1,741.15	1,605.75	1,483.47	1,384.52	1,018.18
Total	477.05	484.69	495.87	454.19	434.14	435.24	401.49

²² See footnote 21.

49. AVERAGE REVENUES PER LINE IN SERVICE²³ (euros/line/year)

	2003	2004	2005	2006	2007	2008	2009
Total	462.25	463.69	427.06	380.05	357.93	343.69	318.94
Traffic	286.43	281.64	252.74	215.21	189.39	176.66	158.97

50. TRAFFIC PER LINE IN SERVICE (minutes/line/year)

	2003	2004	2005	2006	2007	2008	2009
Residential	4,429.88	4,141.78	3,737.05	3,450.14	3,445.15	3,293.01	3,346.81
Businesses	10,942.95	9,248.96	6,453.98	5,301.56	4,676.88	4,076.80	3,688.28
Total	6,368.92	5,673.48	4,705.01	4,112.43	3,890.53	3,576.54	3,467.33

51. AVERAGE REVENUES PER TRAFFIC TYPE²⁴ (eurocents/minute)

	2002	2003	2004	2005	2006	2007	2008	2009
Spanish fixed lines	3.47	3.41	3.66	3.38	2.99	2.54	2.43	2.32
Internet access	0.94	0.81	0.87	0.93	1.09	0.95	0.96	1.00
International	22.40	16.59	16.30	15.82	12.00	10.01	11.94	12.00
To mobiles	24.12	20.70	20.25	20.94	20.33	19.39	19.24	17.94
Network intelligence	14.52	12.71	8.02	7.06	8.30	9.37	9.41	9.41
Other traffic	8.12	14.87	27.04	11.85	8.77	9.04	9.12	6.94
Total	4.38	4.50	4.96	5.37	5.23	4.87	4.94	4.57

²³ See footnote 20.

²⁴ See footnote 18.

e) Individual parameters and market shares

52. FIXED LINE REVENUES AND MARKET SHARES (millions of euros and percentage)		
	REVENUES	% / TOTAL
Telefónica de España	4,963.90	76.5
Ono	552.35	8.5
Vodafone	214.31	3.3
Orange	146.87	2.3
Euskaltel	108.44	1.7
R	92.35	1.4
Jazztel	90.30	1.4
BT	74.59	1.2
TeleCable	28.11	0.4
Others	213.99	3.3
Total	6,485.21	100.0

53. TELEFÓNICA DE ESPAÑA MARKET SHARES PER REVENUES²⁵ (percentage)								
	2002	2003	2004	2005	2006	2007	2008	2009
Total	83.3	81.7	79.0	77.9	78.8	78.9	79.0	76.5
Traffic	77.2	74.8	72.2	71.5	71.6	73.9	74.2	70.1
National fixed lines	79.6	76.4	73.2	75.8	79.1	84.7	83.4	76.4
Internet access	79.8	90.4	90.3	87.6	89.4	93.4	93.6	93.3
International	64.9	64.8	66.1	62.1	54.5	53.8	59.6	57.3
To mobiles	74.9	70.1	66.6	65.6	68.9	69.9	70.1	69.3
Network intelligence	87.3	83.4	81.7	76.9	72.2	74.3	74.2	65.1
Other traffic	91.3	97.8	97.5	97.4	91.2	84.6	86.8	81.0

²⁵ See footnote 18.

54. TRAFFIC AND MARKET SHARE REVENUES^{26, 27} (millions of euros and percentage)

	2003	2004	2005	2006	2007	2008	2009
Telefónica de España	3,807.41 74.8%	3,645.03 72.2%	3,518.89 71.5%	3,062.73 71.6%	2,826.30 73.9%	2,697.29 74.2%	2,265.50 70.1%
Vodafone	146.52 2.9%	205.91 4.1%	210.79 4.3%	169.99 4.0%	136.96 3.6%	141.14 3.9%	198.31 6.1%
Ono	508.52 10.0%	540.37 10.7%	484.49 9.9%	374.33 8.8%	269.46 7.0%	226.14 6.2%	185.32 5.7%
Orange	259.37 5.1%	224.37 4.4%	263.87 5.4%	206.33 4.8%	141.77 3.7%	142.99 3.9%	145.84 4.5%
Jazztel	93.72 1.8%	88.05 1.7%	80.03 1.6%	75.71 1.8%	78.72 2.1%	73.46 2.0%	85.12 2.6%
BT	50.81 1.0%	83.08 1.6%	91.69 1.9%	116.22 2.7%	108.84 2.8%	95.46 2.6%	70.97 2.2%
Euskaltel	64.02 1.3%	69.51 1.4%	69.11 1.4%	65.27 1.5%	61.78 1.6%	55.23 1.5%	47.23 1.5%
R	24.81 0.5%	31.85 0.6%	39.32 0.8%	36.63 0.9%	36.44 1.0%	37.54 1.0%	41.70 1.3%
Others	131.56 2.6%	162.91 3.2%	160.36 3.3%	168.02 3.9%	163.93 4.3%	165.70 4.6%	192.52 6.0%
Total	5,086.73 100.0%	5,051.08 100.0%	4,918.55 100.0%	4,275.23 100.0%	3,824.20 100.0%	3,634.94 100.0%	3,232.52 100.0%

55. CLIENTS AND MARKET SHARES PER SEGMENT

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL	% / TOTAL
Telefónica de España	8,333,088	62.9	1,966,992	71.4	10,300,080	64.3
Ono	1,774,242	13.4	82,184	3.0	1,856,426	11.6
Orange	1,032,448	7.8	113,804	4.1	1,146,252	7.2
Vodafone	691,683	5.2	220,753	8.0	912,436	5.7
Jazztel	613,604	4.6	115,164	4.2	728,768	4.6
Euskaltel	301,669	2.3	41,277	1.5	342,946	2.1
R	187,310	1.4	51,423	1.9	238,733	1.5
TeleCable	100,908	0.8	12,516	0.5	113,424	0.7
Others	223,025	1.7	149,440	5.4	372,465	2.3
Total	13,257,977	100.0	2,753,553	100.0	16,011,530	100.0

²⁶ The Traffic revenues does not include no traffic Subtotal revenues (Set-up charges, Other supplementary facilities and Network intelligence services) and Others.

²⁷ See footnote 18.

56. DIRECT ACCESS CLIENTS AND MARKET SHARE

	DIRECT ACCESS CLIENTS	% / TOTAL
Telefónica de España	10,300,080	69.2
Ono	1,820,288	12.2
Vodafone	807,396	5.4
Jazztel	616,239	4.1
Orange	529,725	3.6
Euskaltel	321,776	2.2
R	225,317	1.5
TeleCable	113,411	0.8
Others	159,749	1.1
Total	14,893,981	100.0

57. LINES IN SERVICE AND MARKET SHARES PER SEGMENT

	RESIDENTIAL	% / RESIDENTIAL	BUSINESSES	% / BUSINESSES	TOTAL	% / TOTAL
Telefónica de España	9,056,507	68.8	5,704,194	79.5	14,760,701	72.6
Ono	1,812,829	13.8	280,130	3.9	2,092,959	10.3
Vodafone	612,937	4.7	443,088	6.2	1,056,025	5.2
Jazztel	524,226	4.0	123,884	1.7	648,110	3.2
Orange	473,986	3.6	55,739	0.8	529,725	2.6
Euskaltel	287,216	2.2	84,880	1.2	372,096	1.8
R	187,310	1.4	81,281	1.1	268,591	1.3
TeleCable	101,875	0.8	26,724	0.4	128,599	0.6
Others	100,078	0.8	376,934	5.3	477,012	2.3
Total	13,156,964	100.0	7,176,854	100.0	20,333,818	100.0

58. FIXED TELEPHONE SERVICE TRAFFIC AND MARKET SHARES (millions of minutes and percentage)

	TRAFFIC	% / TOTAL
Telefónica de España	42,892.12	60.8
Ono	8,752.66	12.4
Orange	4,637.85	6.6
Jazztel	4,374.87	6.2
Vodafone	3,576.38	5.1
Euskaltel	1,206.27	1.7
BT	928.87	1.3
Others	4,135.05	5.9
Total	70,504.07	100.0

59. TELEFÓNICA DE ESPAÑA MARKET SHARES PER TRAFFIC (percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Total Traffic	75.8	73.1	69.7	68.1	67.1	66.4	65.7	60.8
National fixed lines	82.9	77.1	72.9	68.4	66.1	63.7	64.3	60.9
Internet access	68.8	70.3	68.8	73.7	81.9	92.0	93.0	90.2
International	61.3	51.4	47.2	42.0	39.7	43.1	50.4	44.9
To mobiles	75.7	69.3	66.4	69.3	70.6	69.8	68.5	65.2
Network intelligence	81.1	77.3	58.4	53.2	55.7	58.8	56.1	52.4

60. TRAFFIC AND MARKET SHARES OF METROPOLITAN TRAFFIC (millions of minutes and percentage)

	TRAFFIC	% / TOTAL
Telefónica de España	32,217.79	60.4
Ono	7,514.94	14.1
Orange	4,021.17	7.5
Jazztel	2,809.37	5.3
Vodafone	2,649.35	5.0
Euskaltel	953.87	1.8
R	716.29	1.3
Others	2,482.14	4.7
Total	53,364.92	100.0

61. TRAFFIC AND MARKET SHARES OF METROPOLITAN VOICE TRAFFIC (millions of minutes and percentage)

	TRAFFIC	% / TOTAL
Telefónica de España	1,808.84	44.9
Jazztel	792.89	19.7
Orange	325.39	8.1
BT	256.56	6.4
Ono	119.66	3.0
Others	728.10	18.1
Total	4,031.44	100.0

62. TRAFFIC AND MARKET SHARES OF TRAFFIC TO MOBILES (millions of minutes and percentage)

	TRAFFIC	% / TOTAL
Telefónica de España	3,915.23	65.2
Vodafone	659.33	11.0
Ono	430.81	7.2
Orange	249.57	4.2
BT	144.04	2.4
Jazztel	134.00	2.2
R	124.80	2.1
Others	350.38	5.8
Total	6,008.15	100.0

63. TRAFFIC AND MARKET SHARES OF NETWORK INTELLIGENCE TRAFFIC

(millions of minutes and percentage)

	TRAFFIC	% / TOTAL
Telefónica de España	2,031.23	52.4
Ono	639.37	16.5
Jazztel	475.18	12.3
Vodafone	223.95	5.8
Euskaltel	204.34	5.3
Orange	88.21	2.3
R	41.63	1.1
Others	169.65	4.4
Total	3,873.55	100.0

3.1.2. Corporate communications

a) Revenues

64. BUSINESS COMMUNICATION SERVICES REVENUES (millions of euros)

	2003	2004	2005	2006	2007	2008	2009
Transmission of data to end clients	779.02	777.26	812.69	886.17	878.62	921.67	934.35
Circuit rental to end clients	324.02	331.10	398.87	300.51	357.39	411.56	456.84
Corporate communications	122.76	120.76	95.50	94.52	99.87	142.88	126.81
Total	1,225.81	1,229.13	1,307.06	1,281.21	1,335.87	1,476.11	1,518.00

b) Circuit rental

65. CIRCUIT RENTAL REVENUES PER TYPE OF TECHNOLOGY²⁸ (millions of euros)

	2003	2004	2005	2006	2007	2008	2009
Analogue	14.47	17.23	15.04	14.75	14.01	12.20	10.00
Digital	283.08	266.49	289.84	170.99	323.43	385.62	378.83
Low capacity	59.99	55.01	38.68	15.73	16.43	13.25	10.18
Medium capacity	169.77	166.29	185.35	102.55	107.52	116.02	94.57
High capacity	53.31	45.19	65.81	52.71	199.48	256.35	274.08
Radio	0.93	0.85	0.82	1.94	1.88	-	1.30
Telex/Telegr.	0.63	0.44	0.31	0.24	0.19	-	0.12
Other circuits	5.12	19.52	51.75	107.54	8.97	10.38	60.98
Other revenues	19.80	26.57	41.11	5.05	8.92	3.34	5.61
Total	324.02	331.10	398.87	300.51	357.39	411.56	456.84

66. NUMBER OF CIRCUITS RENTED PER TECHNOLOGY²⁹

	2005	2006	2007	2008	2009
Analogue	6,287	5,492	5,107	4,665	4,669
Digital	53,774	34,352	42,766	56,059	57,980
Low capacity	17,580	7,097	5,526	4,762	4,203
Medium capacity	33,267	23,209	20,548	24,294	22,075
High capacity	2,927	4,046	16,692	27,003	31,701
Other circuits	3,403	10,078	2,124	432	11,679
Total	63,464	49,921	49,997	61,156	74,327

²⁸ The circuits *Ethernet*, *Fast Ethernet* and *Gigabit Ethernet* that were previously categorised under *Other circuits* are categorised under *High Capacity Digital Circuits* from 2007.

²⁹ See footnote 28.

67. REVENUES AND MARKET SHARES OF CIRCUIT RENTAL SERVICE³⁰ (millions of euros and percentage)

	REVENUES	% / TOTAL
Telefónica de España	310.33	67.9
Ono	28.49	6.2
Euskaltel	26.94	5.9
Orange	16.26	3.6
Orange Business Services	11.25	2.5
BT	7.80	1.7
Vodafone	7.65	1.7
Xtra	7.17	1.6
Others	40.95	9.0
Total	456.84	100.0

c) Data transmission

68. REVENUES OF LINES DEDICATED TO DATA (millions of euros)

	2005	2006	2007	2008	2009
Lines dedicated to data	762.87	828.03	823.55	863.30	894.59
Frame relay	488.56	422.99	367.28	326.56	309.42
IP	131.91	222.38	266.28	334.55	378.84
ATM	84.14	88.36	96.37	76.05	58.18
X.25	47.08	44.35	28.56	16.26	17.32
VSAT networks	2.36	2.79	2.31	3.55	4.04
RDSI	0.60	0.06	0.04	0.05	0.66
Others	8.22	47.10	62.70	106.27	126.13
Other information services	49.82	58.14	55.07	58.37	39.76
Total	812.69	886.17	878.62	921.67	934.35

³⁰ Orange Business Services was previously called *Al-pi*.

69. DATA TRANSMISSION SERVICE REVENUES AND MARKET SHARES

(millions of euros and percentage)

	REVENUES	% / TOTAL
Telefónica de España	547.28	58.6
BT	186.51	20.0
Colt	39.08	4.2
AT&T	25.29	2.7
Ono	20.97	2.2
Orange	16.65	1.8
T-systems	15.58	1.7
Mci Worldcom Spain	13.19	1.4
Jazztel	10.24	1.1
Iberbanda	8.25	0.9
Ibermatica	7.64	0.8
Others	43.67	4.7
Total	934.35	100.0

d) Corporate communications

70. CORPORATE COMMUNICATION SERVICE REVENUES AND MARKET SHARES

(millions of euros and percentage)

	REVENUES	% / TOTAL
Telefónica de España	62.93	49.6
Ono	50.86	40.1
Unión Fenosa	3.92	3.1
Ibermatica	3.74	3.0
Others	5.34	4.2
Total	126.81	100.0

3.1.3. Telephone information services

71. TELEPHONE INFORMATION SERVICE REVENUES AND MARKET SHARES

(millions of euros and percentage)

	2008	2009	% / TOTAL
11888 Telephone consultation service	51.61	40.49	48.1
Telefónica de España	29.15	23.38	27.8
11811 New telephone information	13.33	10.48	12.4
Others	10.05	9.84	11.7
Total	104.14	84.19	100.0

72. TRAFFIC AND MARKET SHARES OF TELEPHONE INFORMATION SERVICE

(millions of minutes and percentage)

	2008	2009	% / TOTAL
11888 Telephone consultation service	51.31	36.96	42.5
Telefónica de España	36.58	26.35	30.3
11811 New telephone information	14.41	10.69	12.3
Others	13.43	12.87	14.8
Total	115.73	86.88	100.0

73. TELEPHONE INFORMATION SERVICE NUMBER OF CALLS AND MARKET SHARES

(millions of calls and percentage)

	2008	2009	% / TOTAL
11888 Telephone consultation service	31.42	22.52	45.3
Telefónica de España	24.22	17.79	35.8
11811 New telephone information	7.42	5.36	10.8
Others	5.19	3.99	8.0
Total	68.25	49.66	100.0

3.2. Wholesale services

3.2.1. Interconnection services

a) Revenues

74. NTERCONNECTION SERVICE REVENUES³¹ (millions of euros)						
	2004	2005	2006	2007	2008	2009
Termination services	426.45	404.18	373.37	350.07	349.51	330.10
International	278.48	257.43	232.50	228.92	223.30	208.81
Spain	147.97	146.75	140.87	121.15	126.21	121.28
Access services	54.72	41.15	18.39	11.78	5.42	3.36
Transit services	581.97	741.39	809.99	850.68	993.58	1,025.07
International	321.32	378.67	485.89	522.69	614.12	678.06
Spain	260.65	362.72	324.10	328.00	379.46	347.01
Interconnection services per capacity	114.09	115.62	100.58	88.64	83.52	78.87
Access	-	87.25	59.04	39.52	39.62	32.62
Termination	-	28.37	41.54	49.12	43.90	46.25
Network intelligence services	228.61	147.92	182.17	265.39	260.03	213.03
Other fixed network interconnection services	65.13	53.84	45.78	41.16	38.01	43.46
Total	1,470.97	1,504.10	1,530.28	1,607.72	1,730.07	1,693.88

³¹ The *International voice Terminal Services* correspond to terminal revenues for calls made from abroad to Spain.

b) Traffic

75. INTERCONNECTION SERVICE TRAFFIC³² (millions of minutes)

	2004	2005	2006	2007	2008	2009
Termination services	21,976.56	22,064.18	20,567.32	19,330.66	19,734.24	20,379.10
International	3,155.99	3,325.86	3,393.02	3,537.56	3,777.88	3,960.51
Spain	18,820.57	18,738.31	17,174.30	15,793.10	15,956.36	16,418.59
Access services	9,414.15	6,002.07	2,218.87	1,234.70	569.90	482.51
Transit services	10,175.58	10,375.40	12,205.17	14,531.90	17,547.12	18,178.31
International	4,683.08	4,246.89	5,744.46	7,178.81	8,267.40	8,819.36
Spain	5,492.51	6,128.51	6,460.71	7,353.08	9,279.72	9,358.95
Interconnection services per capacity	33,209.27	30,284.39	24,300.58	22,502.72	20,483.37	18,274.33
Access	-	23,142.88	15,628.14	9,699.75	9,492.86	7,167.43
Termination	-	7,141.52	8,672.44	12,802.97	10,990.52	11,106.90
Network intelligence services	3,858.69	3,466.05	3,524.73	3,274.65	3,355.25	2,726.21
Other fixed network interconnection services	662.00	398.75	465.05	389.13	280.64	179.95
Total	79,296.26	72,590.84	63,281.73	61,263.75	61,970.53	60,220.42

c) Prices

76. INTERCONNECTION SERVICE AVERAGE REVENUES³³ (eurocents/minute)

	2004	2005	2006	2007	2008	2009
Termination services	1.94	1.83	1.82	1.81	1.77	1.62
International	8.82	7.74	6.85	6.47	5.91	5.27
Spain	0.79	0.78	0.82	0.77	0.79	0.74
Access services	0.58	0.69	0.83	0.95	0.95	0.70
Transit services	5.72	7.15	6.64	5.85	5.66	5.64
International	6.86	8.92	8.46	7.28	7.43	7.69
Spain	4.75	5.92	5.02	4.46	4.09	3.71
Interconnection services per capacity	0.34	0.38	0.41	0.39	0.41	0.43
Access	-	0.38	0.38	0.41	0.42	0.46
Termination	-	0.40	0.48	0.38	0.40	0.42
Network intelligence services	5.92	4.27	5.17	8.10	7.75	7.81
Other fixed network interconnection services	9.84	13.50	9.84	10.58	13.54	24.15
Total	1.86	2.07	2.42	2.62	2.79	2.81

³² See footnote 31.³³ See footnote 31.

d) Individual parameters and market shares

77. FIXED NETWORK INTERCONNECTION SERVICE TRAFFIC, REVENUES AND MARKET SHARES PER OPERATOR (millions of minutes, millions of euros and percentage)

	TRAFFIC	REVENUES	% / TOTAL REVENUES
Telefónica de España	37,406.51	1,051.96	62.1
Orange	2,939.96	107.58	6.4
Jazztel	4,380.06	101.14	6.0
Ono	5,801.08	99.49	5.9
BT	1,102.97	71.14	4.2
Colt	876.03	41.43	2.4
Vodafone	2,770.34	41.14	2.4
Others	4,943.47	180.02	10.6
Total	60,220.42	1,693.88	100.0

3.2.2. Circuit rental to operators

a) Revenues

78. REVENUES PER TECHNOLOGY TYPE³⁴ (millions of euros)

	2003	2004	2005	2006	2007	2008	2009
Digital	217.82	211.30	196.70	179.50	209.76	154.86	125.90
Low capacity	59.55	44.64	29.41	6.99	4.16	3.49	2.16
Medium capacity	113.53	125.86	134.61	139.00	145.19	106.43	84.68
High capacity	44.74	40.80	32.68	33.51	60.41	44.94	39.06
Other circuits	19.42	23.44	29.83	33.24	7.69	23.68	21.60
Carrying capacity	313.08	298.10	351.28	388.63	423.61	445.50	519.39
Other revenues	30.14	20.04	9.98	18.40	40.41	22.79	15.22
Total	580.46	552.87	587.78	619.77	681.47	646.83	682.12

³⁴ The circuits *Ethernet*, *Fast Ethernet* and *Gigabit Ethernet* are included in *Digital Circuits* from 2007.

b) Circuits

79. NUMBER OF CIRCUITS RENTED PER TECHNOLOGY³⁵

	2005	2006	2007	2008	2009
Digital	62,478	30,961	32,192	31,275	29,525
Low capacity	24,940	2,893	2,197	1,354	1,013
Medium capacity	36,132	26,404	27,967	28,214	26,548
High capacity	1,407	1,664	2,029	1,707	1,964
Other circuits	393	776	686	673	865
Carrying capacity	63,608	67,325	80,406	98,678	113,519
Total	126,479	99,062	113,284	130,626	143,909

c) Individual parameters and market shares

80. CIRCUIT RENTAL TO OPERATOR REVENUES AND MARKET SHARES

(millions of euros and percentage)

	REVENUES	% / TOTAL
Telefónica de España	555.06	81.4
Ono	31.83	4.7
Grupo Abertis	18.89	2.8
Orange	14.02	2.1
Orange Business Services	7.63	1.1
Islalink	6.10	0.9
Others	48.59	7.1
Total	682.12	100.0

³⁵ See footnote 34.

3.2.3. Data transmission to operators

a) Revenues

81. DATA TRANSMISSION SERVICE REVENUES (millions of euros)

	2003	2004	2005	2006	2007	2008	2009
Lines dedicated to data	129.97	129.15	89.36	5.54	8.15	6.59	8.32
ATM	0.42	0.81	1.01	1.03	1.41	1.43	2.37
Frame relay	2.34	1.04	0.25	0.53	0.76	0.70	0.32
IP	90.71	102.48	86.92	1.13	0.69	0.77	0.75
ISDN	0.28	0.30	0.38	0.41	0.39	0.40	0.39
VSAT networks	0.00	0.11	0.44	0.95	1.50	0.93	1.14
Others	36.22	24.41	0.36	1.48	3.39	2.37	3.35
Internet access services and other data services	86.02	71.20	47.40	18.62	16.26	19.57	19.33
Other information services	37.23	53.95	47.62	46.28	49.06	35.93	11.63
Total	253.22	254.29	184.38	70.45	73.47	62.09	39.29

b) Individual parameters

82. DATA TRANSMISSION TO OPERATOR SERVICES REVENUES (millions of euros)

	2003	2004	2005	2006	2007	2008	2009
Telefónica international wholesale services	30.84	49.51	42.62	44.76	45.71	35.93	11.63
Cogent	1.63	1.86	3.55	6.39	8.14	7.75	6.89
Videsh Sanchar Nigam	-	-	-	-	-	2.39	5.11
Ono	77.17	36.63	19.68	9.67	5.71	3.42	3.31
Telecom Italia Sparkle	8.72	3.03	1.44	1.55	1.56	1.81	3.11
Others	134.85	163.26	117.09	8.08	12.34	10.78	9.24
Total	253.22	254.29	184.38	70.45	73.47	62.09	39.29

4. MOBILE COMMUNICATIONS

4.1. Retail services

a) Revenues

83. MOBILE TELEPHONE TOTAL REVENUES AND ANNUAL VARIATION RATE³⁶

(millions of euros and percentage)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Mobile telephone	4,876.74	6,298.28	7,446.62	8,811.47	10,296.70	11,981.89	13,251.49	14,769.94	14,918.39	14,323.33
		29.1%	18.2%	18.3%	16.9%	16.4%	10.6%	11.5%	1.0%	-4.0%
Registration and subscription fees	462.77	451.91	309.55	190.00	197.81	295.90	319.62	551.51	799.89	983.88
		-2.3%	-31.5%	-38.6%	4.1%	49.6%	8.0%	72.6%	45.0%	23.0%
Traffic	4,111.19	5,188.42	6,184.83	7,363.53	8,560.00	9,829.73	10,821.27	11,692.47	11,280.18	10,270.95
		26.2%	19.2%	19.1%	16.2%	14.8%	10.1%	8.1%	-3.5%	-8.9%
Short messages	302.78	657.95	952.24	1,208.14	1,382.27	1,553.15	1,647.71	1,743.02	1,729.58	1,572.19
		117.3%	44.7%	26.9%	14.4%	12.4%	6.1%	5.8%	-0.8%	-9.1%
Data	-	-	-	49.80	156.61	303.11	462.89	782.94	1,108.75	1,496.31
					214.4%	93.5%	52.7%	69.1%	41.6%	35.0%
Other services	17.48	17.49	21.29	80.01	98.03	118.01	92.82	116.87	149.27	129.74
		0.1%	21.7%	275.7%	22.5%	20.4%	-21.3%	25.9%	27.7%	-13.1%
Total customer services	4,894.22	6,315.77	7,467.91	8,891.48	10,394.73	12,099.90	13,344.31	14,886.81	15,067.67	14,453.08
		29.0%	18.2%	19.1%	16.9%	16.4%	10.3%	11.6%	1.2%	-4.1%

³⁶ The revenues from *telemetry, telecontrol, radio searching services, trunking and others* is included under *Other services*.

84. MOBILE TELEPHONE REVENUES PER TYPE OF CONTRACT³⁷ (millions of euros)

	PRE-PAY			POST-PAY			TOTAL		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Registration and subscription fees	3.29	1.56	0.31	548.22	798.32	983.57	551.51	799.89	983.88
Traffic	1,968.30	1,802.34	1,598.56	9,724.17	9,477.84	8,672.39	11,692.47	11,280.18	10,270.95
Spanish fixed line	242.56	201.58	136.58	1,113.18	995.34	878.49	1,355.74	1,196.92	1,015.07
Spanish mobile	1,393.89	1,302.77	1,154.26	7,028.42	7,027.04	6,514.22	8,422.31	8,329.82	7,668.49
On net	869.74	756.53	635.70	3,863.51	3,754.02	3,356.84	4,733.25	4,510.55	3,992.53
Off net	524.15	546.24	518.57	3,164.91	3,273.02	3,157.39	3,689.05	3,819.26	3,675.95
International	219.74	205.80	188.50	510.62	494.52	434.32	730.36	700.32	622.82
Network intelligence	54.13	48.18	77.23	308.14	316.35	304.22	362.27	364.53	381.45
International roaming	49.13	37.01	32.40	698.12	585.44	488.22	747.25	622.45	520.62
Other traffic	8.85	6.98	9.59	65.70	59.15	52.91	74.55	66.13	62.50
Short messages	515.65	472.67	393.28	1,227.37	1,256.91	1,178.92	1,743.02	1,729.58	1,572.19
Spanish mobile	294.72	262.48	217.51	786.21	809.76	764.55	1,080.92	1,072.23	982.05
International mobile	40.02	39.04	29.77	43.66	47.93	46.41	83.68	86.97	76.18
Value-added services	171.72	161.01	139.81	353.86	356.92	335.44	525.58	517.93	475.25
International roaming	9.19	10.15	6.19	43.64	42.30	32.52	52.83	52.44	38.71
Traffic data	185.10	271.67	322.06	597.84	837.08	1,174.25	782.94	1,108.75	1,496.31
Spain	184.64	269.36	321.33	519.61	743.76	1,051.57	704.25	1,013.12	1,372.91
International roaming	0.46	2.31	0.72	78.23	93.32	122.68	78.69	95.63	123.40
Total	2,672.34	2,548.24	2,314.20	12,097.60	12,370.15	12,009.13	14,769.94	14,918.39	14,323.33

³⁷ The *Other services* revenues is not included.

85. SHORT MESSAGES REVENUES (millions of euros)

	2005	2006	2007	2008	2009
Short messages between subscribers	1,025.87	1,057.14	1,075.91	1,062.37	976.10
Spain	950.64	981.13	993.80	977.78	902.50
On net	529.56	580.27	565.09	553.16	488.33
Off net	421.08	400.86	428.71	424.61	414.17
International	75.23	76.01	82.12	84.60	73.61
Short messages between subscribers	55.19	70.99	88.69	96.83	82.13
Spain	54.63	69.75	87.13	94.46	79.56
On net	37.49	47.93	57.21	71.80	46.47
Off net	17.14	21.82	29.92	22.66	33.09
International	0.56	1.24	1.56	2.37	2.57
Services with additional charge on SMS and MMS	440.53	477.41	525.58	517.93	475.25
International roaming	31.55	42.18	52.83	52.44	38.71
Total	1,553.15	1,647.71	1,743.02	1,729.58	1,572.19

b) Lines

86. NUMBER OF MOBILE COMMUNICATION SERVICE LINES PER SEGMENT AND DATACARDS³⁸

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Mobile phone	24,265,059	29,655,729	33,530,997	37,219,839	38,622,582	42,693,832	45,675,655	48,422,470	49,623,339	51,083,880
Post-pay	8,528,403	10,384,261	12,657,346	15,592,659	18,555,948	21,980,367	24,794,696	27,657,855	29,310,320	30,203,953
Pre-pay	15,736,656	19,271,468	20,873,651	21,627,180	20,066,634	20,713,465	20,880,959	20,764,615	20,313,019	20,879,927
Datacards	-	-	-	-	-	-	324,653	653,130	1,188,226	1,960,780
UMTS	-	-	-	-	-	-	276,450	99,300	80,805	97,332
HSDPA	-	-	-	-	-	-	48,203	553,830	1,107,421	1,863,448
Total	24,265,059	29,655,729	33,530,997	37,219,839	38,622,582	42,693,832	46,000,308	49,075,600	50,811,565	53,044,660

³⁸ Figures from 2008 have been updated due to the incorporation of products which combine fixed and mobile telephone services in the same commercial package.

87. LINES ASSOCIATED TO RADIO-SEARCHING AND TRUNKING MACHINES AND CLIENTS

	2006	2007	2008	2009
Lines associated to machines	660,956	1,111,136	1,470,234	1,847,561
Radio search clients	16,587	14,112	10,543	9,279
Trunking clients	815	697	461	424

88. MOBILE TELEPHONE PENETRATION RATE ON THE POPULATION³⁹ (lines/100 inhabitants)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Penetration	10.2	16.2	37.3	59.9	72.1	80.1	87.1	89.4	96.8	102.2	107.1	107.5	109.3

c) Traffic

89. MINUTES PER TYPE OF TRAFFIC⁴⁰ (millions of minutes)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Spanish fixed line	4,213.16	4,454.14	5,129.19	5,453.28	5,743.60	6,444.50	6,811.08	7,412.08	7,417.36	6,708.75
Spanish mobile	9,374.05	12,921.06	17,101.61	23,004.13	28,724.89	38,838.63	47,613.28	56,136.25	59,477.68	59,369.95
On net	-	-	-	-	18,996.80	26,533.37	32,523.64	38,861.83	39,825.20	36,958.91
Off net	-	-	-	-	9,728.10	12,305.26	15,089.64	17,274.43	19,652.47	22,411.05
International	355.05	441.61	481.61	517.52	667.17	795.01	1,007.25	1,463.59	1,533.81	1,874.19
Network intelligence	375.85	651.45	735.86	379.18	457.39	594.04	714.68	712.74	720.49	790.04
International roaming	-	-	-	432.21	488.90	531.58	642.43	778.64	801.43	728.24
Other traffic	722.62	1,741.99	1,367.94	1,156.09	1,038.09	1,048.31	1,031.44	1,276.13	1,160.17	1,085.46
Total tráfico	15,040.74	20,210.24	24,816.21	30,942.40	37,120.05	48,252.06	57,820.15	67,779.43	71,110.95	70,556.63

³⁹ Figures from 2008 have been updated due to the incorporation of products which combine fixed and mobile telephone services in the same commercial package. Data regarding population have been obtained from the number of inhabitants registered in the 2001 census from the Spanish National Institute of Statistics (INE), which accounts for 46,745,807 inhabitants in 2009.

⁴⁰ From 2005, voice traffic has been calculated taking the base of minutes consumed (no billed minutes).

90. SHORT MESSAGES (millions of messages)

	2005	2006	2007	2008	2009
Short messages between subscribers	8,635.89	8,760.68	9,539.44	8,940.65	8,242.52
Spain	8,512.86	8,620.58	9,379.30	8,770.88	8,075.26
On net	5,221.65	5,501.99	6,258.74	5,393.61	4,874.29
Off net	3,291.21	3,118.59	3,120.57	3,377.27	3,200.97
International	123.03	140.10	160.14	169.77	167.26
Multimedia messages between subscribers	143.67	216.24	276.34	159.14	129.00
Spain	143.11	215.03	275.18	157.71	127.30
On net	98.40	151.19	216.60	104.13	89.12
Off net	44.70	63.84	58.57	53.58	38.18
International	0.57	1.21	1.16	1.42	1.69
Services with additional charge on SMS and MMS	4,014.94	4,404.31	2,483.47	2,516.66	2,184.30
International roaming	33.45	44.54	96.70	114.87	103.40
Total	12,827.95	13,425.77	12,395.96	11,731.32	10,659.22

d) Prices and other relevant data

91. TOTAL REVENUES PER LINE (euros/lines/year)

	PRE-PAY	POST-PAY	TOTAL
Voice service	77.29	341.61	233.57
Set-up fee	0.43	53.40	31.75
Traffic	76.86	288.20	201.82
Short messages	18.84	39.03	30.78
Data	15.30	19.11	29.88

92. TRAFFIC REVENUES PER LINE^{41, 42} (euros/lines/year)

	2002	2003	2004	2005	2006	2007	2008	2009
Pre-pay	79.89	81.02	91.56	92.18	89.77	92.54	86.93	75.40
Post-pay	357.57	348.22	350.14	348.21	347.33	345.91	341.78	324.98
Total	184.71	192.96	215.79	223.99	229.59	237.26	237.46	222.97

⁴¹ This only includes revenues for *traffic* (except *international roaming traffic*) and *Set-up and subscription fees*.

⁴² See footnote 38.

93. AVERAGE REVENUES (eurocents/minute)

	2002	2003	2004	2005	2006	2007	2008	2009
Revenues per call delivery	24.96	23.54	22.75	20.04	18.35	17.16	16.29	15.37
Pre-pay	27.24	26.81	27.54	21.45	19.54	16.79	16.17	15.49
Post-pay	24.21	22.65	21.69	19.72	18.11	17.23	16.31	15.34

94. REVENUES PER CALL DELIVERY PER TYPE OF TRAFFIC⁴³ (eurocents/minute)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Spanish fixed line	29.36	29.34	26.16	25.74	24.99	22.89	20.29	18.29	16.14	15.13
Spanish mobile	23.52	22.53	22.21	21.34	20.76	18.13	16.36	15.00	14.00	12.92
On net	-	-	-	-	17.37	14.15	13.38	12.18	11.33	10.80
Off net	-	-	-	-	27.38	26.71	22.78	21.36	19.43	16.40
International	63.02	63.44	64.98	73.79	67.23	60.22	63.11	49.90	45.66	33.23
Network intelligence	29.14	26.74	29.29	43.51	40.51	38.58	41.02	50.83	50.59	48.28
International roaming	-	-	-	-	86.58	105.82	101.01	95.97	77.67	70.43

95. REVENUES FOR SHORT MESSAGES (eurocents/message)

	2005	2006	2007	2008	2009
Short messages between subscribers	11.88	12.07	11.28	11.88	11.84
Spain	11.17	11.38	10.60	11.15	11.18
On net	10.14	10.55	9.03	10.26	10.02
Off net	12.79	12.85	13.74	12.57	12.94
International	61.15	54.25	51.28	49.83	44.01
Multimedia messages between subscribers	38.42	32.83	32.09	60.85	63.67
Spain	38.18	32.44	31.66	59.89	62.49
On net	38.10	31.70	26.41	68.95	52.14
Off net	38.34	34.17	51.08	42.30	86.66
International	98.82	101.84	134.93	166.41	151.92
Services with additional charge on SMS and MMS	10.97	10.84	21.16	20.58	21.76
International roaming	94.34	94.70	54.63	45.66	37.44
Total	12.11	12.27	14.06	14.74	14.75

⁴³ See footnote 40.

96. TRAFFIC PER LINE^{44, 45} (minutes/line/year)

	2002	2003	2004	2005	2006	2007	2008	2009
Pre-pay	293.26	302.17	332.45	429.69	459.41	551.02	537.56	484.21
Post-pay	1,477.00	1,537.59	1,614.58	1,766.12	1,918.35	2,007.46	2,025.31	1,976.65
Total	740.10	819.73	948.44	1,117.74	1,251.39	1,382.91	1,416.31	1,366.63

e) Individual parameters and market shares

97. TOTAL REVENUES PER OPERATOR (millions of euros)

	2004	2005	2006	2007	2008	2009
Movistar	5,680.25	6,293.31	6,675.60	7,304.85	7,364.12	6,936.67
Vodafone	2,814.24	3,594.33	4,357.41	4,989.54	4,988.21	4,612.09
Orange	1,887.85	2,198.85	2,298.89	2,483.00	2,498.66	2,474.75
Yoigo	-	-	0.19	35.25	107.24	200.70
Others	-	-	0.02	63.27	102.48	222.19
Operadores radiobúsqueda y trunking	12.39	13.42	12.19	10.91	6.95	6.66
Total	10,394.73	12,099.90	13,344.31	14,886.81	15,067.67	14,453.08

98. REVENUES PER TYPE OF CONTRACT (millions of euros)

	PRE-PAY	POST-PAY	TOTAL
Movistar	1,104.14	5,725.40	6,829.54
Vodafone	714.36	3,894.00	4,608.36
Orange	308.73	2,160.68	2,469.41
Yoigo	76.62	124.09	200.70
Others	110.35	104.96	215.31
Total	2,314.20	12,009.13	14,323.33

⁴⁴ See footnotes 38 and 40.

⁴⁵ This does not include *International Roaming traffic*.

99. REVENUES PER TYPE OF CONTRACT AND SEGMENT⁴⁶ (millions of euros)

	2008				2009			
	POST-PAY		PRE-PAY		POST-PAY		PRE-PAY	
	RESIDENTIAL	BUSINESSES	RESIDENTIAL	BUSINESSES	RESIDENTIAL	BUSINESSES	RESIDENTIAL	BUSINESSES
Movistar	2,942.29	3,027.63	1,260.25	-	3,058.34	2,667.06	1,104.14	-
Vodafone	2,495.43	1,637.19	851.77	-	2,425.61	1,468.39	714.36	-
Orange	1,398.66	736.05	359.68	-	1,409.35	751.33	308.73	-
Yoigo	63.89	-	43.35	-	124.09	-	76.62	-
Others	42.30	26.71	33.15	0.04	74.20	30.76	110.30	0.06
Total	6,942.57	5,427.58	2,548.20	0.04	7,091.59	4,917.54	2,314.15	0.06

100. LINES AND MARKET SHARES PER CONTRACT TYPE⁴⁷ (number of lines and percentage)

	2007			2008			2009		
	PRE-PAY	POST-PAY	TOTAL	PRE-PAY	POST-PAY	TOTAL	PRE-PAY	POST-PAY	TOTAL
Movistar	8,999.060	12,814.368	21,813.428	9,023.147	13,298.625	22,321.772	8,805.527	13,473.185	22,278.712
	43.3%	46.3%	45.0%	44.4%	45.4%	45.0%	42.2%	44.6%	43.6%
Vodafone	6,063.977	8,709.595	14,773.572	5,929.371	9,279.857	15,209.228	6,075.679	9,440.141	15,515.820
	29.2%	31.5%	30.5%	29.2%	31.7%	30.6%	29.1%	31.3%	30.4%
Orange	5,134.857	5,774.111	10,908.968	4,218.404	6,067.591	10,285.995	4,310.917	6,118.008	10,428.925
	24.7%	20.9%	22.5%	20.8%	20.7%	20.7%	20.6%	20.3%	20.4%
Yoigo	245.505	181.444	426.949	600.316	370.414	970.730	614.170	661.088	1,275.258
	1.2%	0.7%	0.9%	3.0%	1.3%	2.0%	2.9%	2.2%	2.5%
Others	321.216	178.337	499.553	541.781	293.833	835.614	1,073.634	511.531	1,585.165
	1.5%	0.6%	1.0%	2.7%	1.0%	1.7%	5.1%	1.7%	3.1%
Total	20,764.615	27,657.855	48,422.470	20,313.019	29,310.320	49,623.339	20,879.927	30,203.953	51,083.880
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

101. LINES PER TYPE OF SEGMENT⁴⁸ (number of lines)

	2008				2009			
	POST-PAY		PRE-PAY		POST-PAY		PRE-PAY	
	RESIDENTIAL	BUSINESSES	RESIDENTIAL	BUSINESSES	RESIDENTIAL	BUSINESSES	RESIDENTIAL	BUSINESSES
Movistar	7,699,996	5,598,629	9,023,147	-	8,133,530	5,339,655	8,805,527	-
Vodafone	6,101,413	3,178,444	5,929,371	-	6,261,864	3,178,277	6,075,679	-
Orange	4,122,886	1,944,705	4,218,404	-	4,201,300	1,916,708	4,310,917	-
Yoigo	370,414	-	600,316	-	661,088	-	600,316	-
Others	227,018	66,815	541,170	611	437,846	73,685	1,087,064	424
Total	18,521,727	10,788,593	20,312,408	611	19,695,628	10,508,325	20,879,503	424

⁴⁶ Other revenues are not included.⁴⁷ Datacards are not included.⁴⁸ Datacards are not included.

102. LINE NET EARNINGS PER TYPE OF CONTRACT (number of lines)

	PRE-PAY	POST-PAY	TOTAL
Movistar	-217,620	174,560	-43,060
Vodafone	146,308	160,284	306,592
Orange	92,513	50,417	142,930
Yoigo	13,854	290,674	304,528
Others	531,853	217,698	749,551
Total	566,908	893,633	1,460,541

103. NUMBER OF DATACARDS PER TYPE OF CONTRACT AND SEGMENT (number of lines)

	2008			2009		
	POST-PAY		PRE-PAY	POST-PAY		PRE-PAY
	RESIDENTIAL	BUSINESSES	RESIDENTIAL	RESIDENTIAL	BUSINESSES	RESIDENTIAL
Movistar	117,178	298,754	-	212,230	515,734	40,380
Vodafone	223,959	259,830	64,677	306,094	277,168	105,910
Orange	109,946	75,193	-	187,542	121,318	45,682
Yoigo	7,701	-	-	27,129	-	26,876
Others	28,193	2,795	-	71,382	6,507	16,828
Total	486,977	636,572	64,677	804,377	920,727	235,676

104. TRAFFIC PER OPERATOR (millions of minutes and percentage)

	2007			2008			2009		
	PRE-PAY	POST-PAY	TOTAL	PRE-PAY	POST-PAY	TOTAL	PRE-PAY	POST-PAY	TOTAL
Movistar	4,933.01 42.8%	26,092.39 46.4%	31,025.41 45.8%	4,485.61 40.7%	27,216.03 45.3%	31,701.64 44.6%	3,771.54 37.0%	26,574.34 44.0%	30,345.88 43.0%
Vodafone	4,732.55 41.1%	18,951.02 33.7%	23,683.57 34.9%	4,472.56 40.6%	19,927.35 33.2%	24,399.91 34.3%	3,807.39 37.4%	19,791.45 32.8%	23,598.84 33.4%
Orange	1,729.10 15.0%	10,886.33 19.4%	12,615.43 18.6%	1,573.44 14.3%	12,271.38 20.4%	13,844.81 19.5%	1,459.66 14.3%	12,836.45 21.3%	14,296.11 20.3%
Yoigo	45.15 0.4%	115.43 0.2%	160.59 0.2%	305.50 2.8%	403.49 0.7%	708.99 1.0%	464.34 4.6%	753.16 1.2%	1,217.50 1.7%
Others	82.60 0.7%	211.84 0.4%	294.44 0.4%	170.79 1.6%	284.80 0.5%	455.59 0.6%	687.53 6.7%	410.78 0.7%	1,098.30 1.6%
Total	11,522.42 100.0%	56,257.02 100.0%	67,779.43 100.0%	11,007.90 100.0%	60,103.05 100.0%	71,110.95 100.0%	10,190.46 100.0%	60,366.17 100.0%	70,556.63 100.0%

105. SHORT MESSAGES (millions of messages and percentage)

	2007			2008			2009		
	PRE-PAY	POST-PAY	TOTAL	PRE-PAY	POST-PAY	TOTAL	PRE-PAY	POST-PAY	TOTAL
Movistar	2,199.15 <i>48.0%</i>	3,286.48 <i>42.0%</i>	5,485.63 <i>44.3%</i>	1,644.29 <i>45.0%</i>	3,416.93 <i>42.3%</i>	5,061.22 <i>43.1%</i>	1,427.89 <i>45.8%</i>	3,188.83 <i>42.3%</i>	4,616.81 <i>43.3%</i>
Vodafone	1,456.34 <i>31.8%</i>	2,734.93 <i>35.0%</i>	4,191.27 <i>33.8%</i>	1,037.87 <i>28.4%</i>	2,491.07 <i>30.8%</i>	3,528.95 <i>30.1%</i>	999.47 <i>32.1%</i>	2,464.16 <i>32.7%</i>	3,463.63 <i>32.5%</i>
Orange	900.22 <i>19.7%</i>	1,756.81 <i>22.5%</i>	2,657.04 <i>21.4%</i>	890.87 <i>24.4%</i>	2,088.30 <i>25.8%</i>	2,979.17 <i>25.4%</i>	560.12 <i>18.0%</i>	1,744.41 <i>23.1%</i>	2,304.54 <i>21.6%</i>
Yoigo	13.26 <i>0.3%</i>	18.48 <i>0.2%</i>	31.74 <i>0.3%</i>	52.60 <i>1.4%</i>	52.76 <i>0.7%</i>	105.36 <i>0.9%</i>	79.12 <i>2.5%</i>	96.50 <i>1.3%</i>	175.62 <i>1.6%</i>
Others	9.40 <i>0.2%</i>	20.87 <i>0.3%</i>	30.28 <i>0.2%</i>	26.97 <i>0.7%</i>	29.65 <i>0.4%</i>	56.62 <i>0.5%</i>	51.51 <i>1.7%</i>	47.12 <i>0.6%</i>	98.63 <i>0.9%</i>
Total	4,578.37 <i>100.0%</i>	7,817.58 <i>100.0%</i>	12,395.96 <i>100.0%</i>	3,652.61 <i>100.0%</i>	8,078.71 <i>100.0%</i>	11,731.32 <i>100.0%</i>	3,118.09 <i>100.0%</i>	7,541.02 <i>100.0%</i>	10,659.22 <i>100.0%</i>

4.2. Wholesale services

a) Revenues

106. INTERCONNECTION SERVICES REVENUES⁴⁹ (millions of euros)							
	2003	2004	2005	2006	2007	2008	2009
Mobile termination	3,179.31	3,396.82	3,495.29	3,490.60	3,267.99	2,987.80	2,446.67
Spanish termination	2,956.06	3,171.12	3,279.58	3,284.16	3,070.86	2,787.94	2,270.20
Traffic	2,791.44	2,980.65	3,079.06	3,074.34	2,845.37	2,569.16	2,063.75
Short messages	164.62	190.47	200.52	209.82	225.48	218.78	192.66
International termination	223.25	225.70	215.70	206.44	197.13	199.86	176.46
Traffic	219.13	217.90	199.79	178.57	164.04	153.11	118.26
Short messages	4.12	7.81	15.91	27.87	33.09	46.75	58.21
Mobile access	38.42	43.06	59.31	55.93	110.37	177.47	241.22
900 Numbers	38.42	43.06	59.31	55.93	40.33	53.05	49.79
Third party operators	-	-	-	-	70.05	124.42	191.42
Voice	-	-	-	-	64.44	113.21	175.75
Short messages	-	-	-	-	5.60	11.20	15.68
Transit in mobile network	-	-	-	-	66.31	2.70	2.19
Foreign operator roaming clients	592.99	591.98	636.36	670.24	567.91	489.28	346.27
Voice	592.99	591.98	509.31	521.96	409.11	334.70	241.75
Data	-	-	24.67	36.77	39.41	42.73	33.60
Short messages	-	-	102.38	111.51	119.39	111.85	70.92
Other interconnection services	-	1.47	6.45	20.01	9.98	30.83	15.89
Total	3,810.72	4,033.34	4,197.41	4,236.78	4,022.55	3,688.09	3,052.24

⁴⁹ The *Spanish terminal* and *international terminal* categories also include those services provided to MVNO resellers. Mobile access to Third Party Operators is that generated by providing access services a MVNO and Yoigo.

b) Traffic

107. INTERCONNECTION SERVICES TRAFFIC⁵⁰ (millions of minutes)

	2003	2004	2005	2006	2007	2008	2009
Mobile termination	17,729.22	20,641.62	24,135.60	26,914.31	27,831.09	29,083.16	29,554.41
Spanish termination	16,353.51	19,170.21	22,609.70	25,365.45	26,227.19	27,352.94	27,928.79
International termination	1,375.71	1,471.41	1,525.90	1,548.86	1,603.90	1,730.22	1,625.61
Mobile access	215.35	258.37	341.76	321.18	990.82	2,200.02	3,671.69
900 Numbers	215.35	258.37	341.76	318.94	240.03	294.72	274.19
Third party operators	-	-	-	2.23	750.79	1,905.30	3,397.50
Transit in mobile networks	-	-	-	-	616.13	29.17	32.39
Foreign operator roaming clients	-	590.82	666.87	744.77	843.58	865.20	797.08
Other interconnection services	-	-	-	-	58.36	1.18	0
Total	17,944.57	21,490.81	25,144.22	27,980.25	30,339.97	32,178.73	34,055.57

108. INTERCONNECTION SERVICE SHORT MESSAGES⁵¹ (millions of messages)

	2003	2004	2005	2006	2007	2008	2009
Spanish termination	2,666.39	3,068.12	3,214.72	3,304.79	3,473.83	3,556.00	3,422.25
International termination	67.79	128.73	264.86	447.31	544.21	761.30	991.37
Mobile access	-	-	-	-	173.69	375.14	596.82
Foreign operator roaming clients	-	-	373.15	442.45	554.28	586.61	712.55
Total	2,734.18	3,196.85	3,852.73	4,194.54	4,746.01	5,279.04	5,722.99

c) Prices and ratios

109. AVERAGE REVENUES PER INTERCONNECTION SERVICES TRAFFIC (eurocents/minute)

	2003	2004	2005	2006	2007	2008	2009
Spanish termination	17.07	15.55	13.62	12.12	10.85	9.39	7.39
International termination	15.93	14.81	13.09	11.53	10.23	8.85	7.27
Mobile access	17.84	16.67	17.36	17.41	10.57	7.56	6.14
900 Numbers	17.84	16.67	17.36	17.53	16.80	18.00	18.16
Third party operators	-	-	-	-	8.58	5.94	5.17
Transit in mobile networks	-	-	-	-	10.76	9.26	6.77
Foreign operator roaming clients	-	100.20	76.37	70.08	48.50	38.68	30.33

^{50, 51} See footnote 49.

110. AVERAGE REVENUES PER SHORT MESSAGES OF INTERCONNECTION SERVICES

(eurocents/minute)

	2003	2004	2005	2006	2007	2008	2009
Spanish termination	6.17	6.21	6.24	6.35	6.49	6.15	5.63
International termination	6.08	6.07	6.01	6.23	6.08	6.14	5.87
Mobile access	-	-	-	-	3.23	2.99	2.63
Foreign operator roaming clients	-	-	27.44	25.20	21.54	19.07	9.95

d) Individual parameters and market shares

111. INTERCONNECTION SERVICE REVENUES AND MARKET SHARES PER OPERATOR

(millions of euros and percentage)

	2009	% / TOTAL
Movistar	1,234.27	40.4
Vodafone	1,073.41	35.2
Orange	614.00	20.1
Yoigo	100.37	3.3
Others	30.18	1.0
Total	3,052.24	100.0

112. INTERCONNECTION SERVICE TRAFFIC AND MARKET SHARES PER OPERATOR

(millions of euros and percentage)

	2009	% / TOTAL
Movistar	14,319.87	42.0
Vodafone	11,503.14	33.8
Orange	6,989.31	20.5
Yoigo	847.81	2.5
Others	395.43	1.2
Total	34,055.57	100.0

113. INTERCONNECTION SERVICE SHORT MESSAGES AND MARKET SHARES PER OPERATOR

(million messages and percentage)

	2009	% / TOTAL
Movistar	2,404.69	42.0
Vodafone	1,866.55	32.6
Orange	1,279.55	22.4
Yoigo	138.28	2.4
Others	33.90	0.6
Total	5,722.99	100.0

5. INTERNET ACCESS SERVICES

5.1. Retail services

a) Revenues

114. INTERNET SERVICES REVENUES⁵² (millions of euros)						
	2004	2005	2006	2007	2008	2009
Access services	1,442.66	1,892.52	2,445.57	2,892.39	3,228.58	3,353.65
Switched internet access	145.43	98.44	46.56	20.71	14.57	7.86
Residential	135.55	87.14	36.52	16.69	10.85	6.35
Business	9.88	11.30	10.04	4.02	3.72	1.51
Dedicated internet access	1,297.23	1,794.08	2,399.01	2,871.68	3,214.01	3,345.78
Residential	801.45	1,175.80	1,610.97	2,008.45	2,328.34	2,497.67
XDSL	581.25	849.08	1,170.33	1,507.79	1,763.00	1,906.58
Cable modem	218.24	315.94	430.17	480.75	534.60	557.52
LMDS	0.78	3.02	6.13	10.43	1.14	0.80
WIFI-WIMAX	0.72	0.14	3.23	8.94	29.12	30.28
FTTx	-	-	-	-	-	2.49
Others	0.45	7.62	1.12	0.54	0.48	0
Business	495.78	618.27	788.04	863.23	885.67	848.12
XDSL	433.64	537.48	677.81	769.90	802.08	762.47
Cable modem	30.14	47.27	60.93	57.49	39.99	50.74
LMDS	12.42	12.44	15.03	13.77	12.39	14.64
WIFI-WIMAX	1.75	3.42	0.95	1.67	4.19	4.94
FTTx	-	-	-	0.05	9.17	12.58
Others	17.83	17.66	33.33	20.35	17.86	2.75
Information services	248.67	300.76	262.16	556.15	582.12	534.47
Others	74.92	72.14	76.75	58.32	35.78	44.69
Total	1,766.25	2,265.42	2,784.48	3,506.86	3,846.48	3,932.82

⁵² Figures from 2008 have been updated due to an REVENUES adjustment caused by the application of an allocation criterium by Orange.

b) Lines

115. INTERNET SERVICE NUMBER OF LINES

	2004	2005	2006	2007	2008	2009
Switched Internet access	1,851,708	1,199,118	840,661	535,855	340,263	189,223
Residential	1,719,595	1,006,905	662,550	399,668	220,938	104,401
Business	132,113	192,213	178,111	136,187	119,325	84,822
Acceso a Internet dedicado	3,401,411	5,035,203	6,690,032	8,055,780	9,135,959	9,799,486
Residential	2,523,542	3,743,674	5,165,176	6,314,673	7,258,584	7,890,544
XDSL	1,715,324	2,676,783	3,781,821	4,677,726	5,454,735	5,972,200
Cable modem	793,033	1,053,509	1,354,175	1,573,922	1,722,752	1,817,631
LMDS	4,260	9,893	20,469	32,112	1,176	569
WIFI-WIMAX	6,934	452	5,654	29,174	75,984	84,206
FTTx	-	-	-	-	2,255	15,229
Others	3,991	3,037	3,057	1,739	1,682	709
Business	877,869	1,291,529	1,524,856	1,741,107	1,877,375	1,908,942
XDSL	829,994	1,170,768	1,436,991	1,632,647	1,752,990	1,775,609
Cable modem	42,727	116,157	81,680	101,478	117,176	121,468
LMDS	3,351	3,507	2,566	2,770	1,763	1,890
WIFI-WIMAX	99	78	836	1,275	2,832	6,133
FTTx	-	-	-	-	1,630	3,440
Others	1,698	1,019	2,783	2,937	984	402
Total	5,253,119	6,234,321	7,530,693	8,591,635	9,476,222	9,988,709

116. PENETRATION RATE OF THE DEDICATED ACCESS SERVICE LINES (lines/100 inhabitants)

	2004	2005	2006	2007	2008	2009
Penetration	7.9	11.4	15.0	17.8	19.8	21.0

117. NUMBER OF DEDICATED ACCESS SERVICE LINES BY SPEED

	2004	2005	2006	2007	2008	2009
<1 Mbps	2,787,752	453,299	285,455	213,970	95,624	67,280
1 Mbps	276,988	3,374,321	3,965,143	1,537,449	1,369,281	1,088,073
2 Mbps	51,088	486,726	381,697	256,965	294,736	323,967
3 Mbps	-	-	330,747	3,821,076	2,729,746	2,479,960
>=4 Mbps <=10 Mbps	15,964	700,559	1,469,391	1,756,332	3,873,136	4,629,891
>10 Mbps	-	20,188	243,362	469,988	773,436	1,210,315
Others	269,619	110	14,237	-	-	-
Total	3,401,411	5,035,203	6,690,032	8,055,780	9,135,959	9,799,486

118. DEDICATED SERVICE ACCESS LINES BY SPEED AND SEGMENT

	RESIDENTIAL	BUSINESSES	TOTAL
<1 Mbps	59,845	7,435	67,280
1 Mbps	851,157	236,916	1,088,073
2 Mbps	209,346	114,621	323,967
3 Mbps	1,977,045	502,915	2,479,960
>=4 Mbps <=10 Mbps	3,770,874	859,017	4,629,891
>10 Mbps <20 Mbps	234,742	82,774	317,516
20 Mbps	765,511	96,146	861,657
>20 Mbps	22,024	9,118	31,142
Total	7,890,544	1,908,942	9,799,486

c) Individual parameters and market shares

119. INTERNET SERVICE PROVIDER REVENUES (millions of euros)

	2005	2006	2007	2008	2009
Telefónica de España	1,268.44	1,574.23	2,187.68	2,415.16	2,379.33
Ono	329.61	424.54	434.19	447.18	465.95
Orange	375.00	336.67	348.07	328.96	305.21
Jazztel	24.59	92.25	118.86	150.94	228.17
Vodafone	10.83	59.34	106.46	120.23	167.19
Euskaltel	33.98	43.92	56.14	65.25	73.05
R	24.25	31.67	41.85	47.74	47.96
Colt	20.35	24.23	25.53	36.44	39.59
TeleCable	18.61	23.66	28.33	32.79	35.29
Iberbanda	8.13	11.77	11.84	21.84	24.92
Neo-sky	10.67	13.10	14.23	15.81	15.79
Others	140.94	149.12	133.68	164.13	150.34
Total	2,265.42	2,784.48	3,506.86	3,846.48	3,932.82

120. DEDICATED INTERNET ACCESS SERVICE REVENUES⁵³ (millions of euros)

	XDSL	CABLE MODEM	LMDS	WIFI-WIMAX	FTTX	OTHERS	TOTAL	% / TOTAL
Telefónica de España	1,950.57	-	-	-	1.86	-	1,952.43	58.4
Ono	19.04	446.91	-	-	-	-	465.95	13.9
Orange	280.50	-	-	-	-	-	280.50	8.4
Jazztel	223.86	-	-	-	2.66	-	226.52	6.8
Vodafone	163.31	-	-	-	-	-	163.31	4.9
Euskaltel	1.56	65.88	0.01	1.83	-	-	69.27	2.1
R	1.65	43.05	-	-	-	-	44.70	1.3
TeleCable	-	35.26	-	-	-	-	35.26	1.1
Iberbanda	-	-	-	24.92	-	-	24.92	0.7
Neo-sky	1.92	-	11.30	-	-	2.57	15.79	0.5
Colt	3.36	-	-	-	9.39	-	12.75	0.4
Others	23.27	17.15	4.13	8.47	1.16	0.18	54.37	1.6
Total	2,669.05	608.25	15.44	35.22	15.07	2.75	3,345.78	100.0

121. NUMBER OF DEDICATED SERVICE LINES (number of lines)

	2005	2006	2007	2008	2009
Telefónica de España	2,708,636	3,717,667	4,538,644	5,155,255	5,375,059
Ono	1,014,502	1,144,724	1,312,106	1,393,494	1,447,296
Orange	816,098	992,878	1,122,017	1,163,970	1,086,259
Jazztel	130,374	253,143	259,936	380,791	591,995
Vodafone	66,996	172,824	276,927	393,818	580,583
Euskaltel	107,556	147,484	174,064	202,730	218,233
R	69,085	92,731	125,012	150,639	175,679
TeleCable	61,720	72,612	83,794	96,653	106,262
Iberbanda	10,433	21,025	31,552	46,053	57,913
Procono	-	6,537	9,200	15,417	20,949
Arrakis	15,979	17,084	18,354	18,192	16,667
Others	33,824	51,323	104,174	118,947	122,591
Total	5,035,203	6,690,032	8,055,780	9,135,959	9,799,486

⁵³ Telecable's revenues from *FTTx* and *Others* are included in the *Cable-modem* revenues.

122. DEDICATED INTERNET ACCESS SERVICE REVENUES PER OPERATOR AND TECHNOLOGY

(number of lines and percentage)

	XDSL	CABLE MODEM	LMDS	WIFI-WIMAX	FTTX	OTHERS	TOTAL	% / TOTAL
Telefónica de España	5,363,753	-	-	-	11,306	-	5,375,059	54.9
Ono	64,464	1,382,832	-	-	-	-	1,447,296	14.8
Orange	1,086,259	-	-	-	-	-	1,086,259	11.1
Jazztel	591,761	-	-	-	234	-	591,995	6.0
Vodafone	580,583	-	-	-	-	-	580,583	5.9
Euskaltel	4,035	208,829	5	5,364	-	-	218,233	2.2
R	7,131	168,548	-	-	-	-	175,679	1.8
TeleCable	-	102,611	-	-	2,871	780	106,262	1.1
Iberbanda	4,794	47	-	53,072	-	-	57,913	0.6
Procono	-	20,949	-	-	-	-	20,949	0.2
Arrakis	16,667	-	-	-	-	-	16,667	0.2
Others	28,362	55,283	2,454	31,903	4,258	331	122,591	1.3
Total	7,747,809	1,939,099	2,459	90,339	18,669	1,111	9,799,486	100.0

123. LINES BY DEDICATED ACCESS SERVICES VELOCITY⁵⁴

	TELEFÓNICA DE ESPAÑA	CABLE OPERATORS	OTHERS	TOTAL
<1 Mbps	1,319	12,982	52,979	67,280
1 Mbps	777,354	39,431	271,288	1,088,073
2 Mbps	98,394	130,723	94,850	323,967
3 Mbps	1,538,425	524,840	416,695	2,479,960
>=4 Mbps <=10 Mbps	2,940,954	918,916	770,021	4,629,891
>10 Mbps <20 Mbps	-	290,806	26,710	317,516
20 Mbps	17,640	22,829	821,188	861,657
>20 Mbps	973	27,892	2,277	31,142
Total	5,375,059	1,968,419	2,456,008	9,799,486

⁵⁴ Main cable operators (Ono, Euskaltel, R, TeleCable and Procono) are included in *Cable Operators*. Local cable operators are included in *Others*.

124. DEDICATED ACCESS SERVICE LINE ANNUAL NET EARNINGS

(number of lines)

	LINES
Telefónica de España	219,804
Ono	53,802
Orange	-77,711
Jazztel	211,204
Vodafone	186,765
Euskaltel	15,503
R	25,040
TeleCable	9,609
Iberbanda	11,860
Procono	5,532
Others	2,119
Total	663,527

125. DEDICATED ACCESS SERVICE LINES PER SEGMENT

	RESIDENTIAL	BUSINESSES	TOTAL
Telefónica de España	3,847,246	1,527,813	5,375,059
Ono	1,385,703	61,593	1,447,296
Orange	1,016,308	69,951	1,086,259
Jazztel	506,077	85,918	591,995
Vodafone	529,546	51,037	580,583
Euskaltel	189,106	29,127	218,233
R	139,256	36,423	175,679
TeleCable	97,043	9,219	106,262
Iberbanda	48,666	9,247	57,913
Procono	20,336	613	20,949
Arrakis	12,441	4,226	16,667
Others	98,816	23,775	122,591
Total	7,890,544	1,908,942	9,799,486

126. SWITCHED ACCESS SERVICE LINES

	PSTN	ISDN	OTHERS	TOTAL
Telefónica de España	94,611	26,666	-	121,277
Orange Business Services	23,877	-	-	23,877
Orange	17,199	-	-	17,199
Arrakis	10,953	103	-	11,056
Jazztel	9,657	-	-	9,657
Others	4,123	613	1,421	6,157
Total	160,420	27,382	1,421	189,223

5.2. Wholesale services

a) Revenues

127. WHOLESALE BROADBAND ACCESS SERVICE REVENUES (millions of euros)

	2005	2006	2007	2008	2009
ATM line concentration	206.33	80.11	51.87	47.44	42.12
IP line concentration	218.72	82.95	64.31	57.37	51.60
Resale	111.73	89.15	68.99	46.44	27.71
Unbundled local loop	59.17	50.81	61.23	54.57	40.00
Shared unbundled local loop without STB	-	-	1.53	32.17	47.02
Totally unbundled local loop	35.53	73.20	93.56	103.40	140.03
Total	631.48	376.23	341.49	341.39	348.49

b) Lines

128. SUPPLIED WHOLESALE BROADBAND ACCESS SERVICE LINES

	2008		2009	
	TELEFÓNICA DE ESPAÑA	OTHERS	TELEFÓNICA DE ESPAÑA	OTHERS
ATM line concentration	156,883	7,520	130,452	6,299
IP concentration	188,194	474	202,660	1,159
Resale	82,907	20,651	30,289	23,356
Unbundled local loop	602,350	-	447,668	-
Shared unbundled local loop without STB	260,068	-	428,889	-
Totally unbundled local loop	835,831	-	1,277,238	-
Total	2,126,233	28,645	2,517,196	30,814

6. AUDIOVISUAL SERVICES

6.1. Television and radio services

a) Revenues

129. AUDIOVISUAL SERVICES REVENUES⁵⁵ (millions of euros)

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Unsubsidised audiovisual market	3,854.98	3,964.32	4,415.61	4,532.39	5,028.31	5,332.52	5,768.38	5,531.45	4,540.73
Subsidised audiovisual market	4,118.78	4,589.03	5,096.78	5,284.92	5,689.21	6,523.44	6,786.07	6,808.96	5,991.08

130. AUDIOVISUAL SERVICES REVENUES PER ITEM⁵⁶ (millions of euros and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Advertisement	2,276.55 <i>49.6%</i>	2,413.67 <i>47.4%</i>	2,773.70 <i>52.5%</i>	3,066.82 <i>53.9%</i>	3,290.47 <i>50.4%</i>	3,582.48 <i>52.8%</i>	3,250.99 <i>47.7%</i>	2,585.00 <i>43.1%</i>
Pay-TV fees	1,322.69 <i>28.8%</i>	1,385.25 <i>27.2%</i>	1,208.06 <i>22.9%</i>	1,225.87 <i>21.5%</i>	1,310.26 <i>20.1%</i>	1,393.86 <i>20.5%</i>	1,439.34 <i>21.1%</i>	1,401.44 <i>23.4%</i>
Pay-per-view and video-on-demand	80.54 <i>1.8%</i>	104.17 <i>2.0%</i>	130.26 <i>2.5%</i>	151.07 <i>2.7%</i>	184.91 <i>2.8%</i>	227.70 <i>3.4%</i>	243.83 <i>3.6%</i>	129.58 <i>2.2%</i>
Subsidies	624.70 <i>13.6%</i>	681.16 <i>13.4%</i>	752.52 <i>14.2%</i>	660.90 <i>11.6%</i>	1,190.92 <i>18.3%</i>	1,017.70 <i>15.0%</i>	1,277.51 <i>18.8%</i>	1,450.36 <i>24.2%</i>
Others	284.55 <i>6.2%</i>	512.54 <i>10.1%</i>	420.39 <i>8.0%</i>	584.55 <i>10.3%</i>	546.88 <i>8.4%</i>	564.34 <i>8.3%</i>	597.28 <i>8.8%</i>	424.71 <i>7.1%</i>
Total	4,589.03 100.0%	5,096.78 100.0%	5,284.92 100.0%	5,689.21 100.0%	6,523.44 100.0%	6,786.07 100.0%	6,808.96 100.0%	5,991.08 100.0%

131. FREE-TO-AIR AND PAY TELEVISION REVENUES (millions of euros and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Free-to-air (unsubsidised)	1,880.91 <i>56.1%</i>	2,518.42 <i>57.8%</i>	2,495.66 <i>59.5%</i>	2,810.95 <i>60.4%</i>	3,035.09 <i>61.6%</i>	3,312.54 <i>62.2%</i>	2,998.30 <i>58.9%</i>	2,356.67 <i>56.9%</i>
Pay-TV	1,472.48 <i>43.9%</i>	1,841.08 <i>42.2%</i>	1,700.09 <i>40.5%</i>	1,841.69 <i>39.6%</i>	1,892.83 <i>38.4%</i>	2,010.31 <i>37.8%</i>	2,090.43 <i>41.1%</i>	1,788.65 <i>43.1%</i>
Total	3,353.39 100.0%	4,359.50 100.0%	4,195.74 100.0%	4,652.64 100.0%	4,927.92 100.0%	5,322.85 100.0%	5,088.73 100.0%	4,145.32 100.0%

⁵⁵ Subsidies include recurring revenues from public financing granted by different public bodies and the subsidies linked to programme contracts.

⁵⁶ The *others* category includes revenues derived from own production, short messages sent, additional call charges, etc.

132. TELEVISION REVENUES PER MEANS OF TRANSMISSION

(millions of euros and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Satellite television	1,021.59 30.5%	1,147.31 26.3%	1,236.84 29.5%	1,387.34 29.8%	1,473.66 29.9%	1,522.41 28.6%	1,542.27 30.3%	1,249.36 30.1%
Cable television	149.00 4.4%	221.82 5.1%	274.89 6.6%	318.82 6.9%	339.41 6.9%	348.92 6.6%	346.89 6.8%	327.46 7.9%
IP television	- -	- -	- -	17.58 0.4%	79.77 1.6%	130.50 2.5%	180.31 3.5%	187.76 4.5%
Terrestrial television	2,182.80 65.1%	2,990.37 68.6%	2,684.01 64.0%	2,928.90 63.0%	3,035.08 61.6%	3,312.34 62.2%	2,998.30 58.9%	2,361.94 57.0%
Mobile television	- -	- -	- -	- -	- -	8.69 0.2%	20.96 0.4%	18.79 0.5%
Total	3,353.39 100.0%	4,359.50 100.0%	4,195.74 100.0%	4,652.64 100.0%	4,927.92 100.0%	5,322.85 100.0%	5,088.73 100.0%	4,145.32 100.0%

133. PAY-TV REVENUES PER MEANS OF TRANSMISSION (millions of euros and percentage)

	2002	2003	2004	2005	2006	2007	2008	2009
Satellite television	1,021.59 69.4%	1,147.31 62.3%	1,236.84 72.8%	1,387.34 75.3%	1,473.66 77.9%	1,522.41 75.7%	1,542.27 73.8%	1,249.36 69.8%
Cable television	149.00 10.1%	221.82 12.0%	274.89 16.2%	318.82 17.3%	339.40 17.9%	348.72 17.3%	346.89 16.6%	327.46 18.3%
IP television	- -	- -	- -	17.58 1.0%	79.77 4.2%	130.50 6.5%	180.31 8.6%	187.76 10.5%
Terrestrial television	301.89 20.5%	471.95 25.6%	188.35 11.1%	117.96 6.4%	- -	- -	- -	5.29 0.3%
Mobile television	- -	- -	- -	- -	- -	8.69 0.4%	20.96 1.0%	18.79 1.1%
Total	1,472.48 100.0%	1,841.08 100.0%	1,700.09 100.0%	1,841.69 100.0%	1,892.83 100.0%	2,010.31 100.0%	2,090.43 100.0%	1,788.66 100.0%

134. RADIO AND TELEVISION ADVERTISING REVENUES (millions of euros)

	2004	2005	2006	2007	2008	2009
Television	2,437.24	2,691.43	2,886.53	3,138.82	2,808.91	2,189.94
Advertising	2,168.30	2,382.79	2,525.74	2,731.01	2,431.68	1,868.51
Sponsorship	265.77	305.58	357.27	401.69	370.28	310.63
Telesales	3.18	3.06	3.14	3.46	5.63	6.00
Others	-	-	0.38	2.65	1.33	4.80
Radio	336.45	375.39	403.94	443.67	442.08	395.06
Advertising	336.45	375.39	398.72	437.20	441.45	394.11
Sponsorship	-	-	0.05	0.76	0.60	0.93
Telesales	-	-	-	-	0.02	0.02
Others	-	-	5.18	5.70	-	-
Total	2,773.70	3,066.82	3,290.47	3,582.48	3,250.99	2,585.00

135. ADVERTISING REVENUES (millions of euros)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Public televisions	949.62	936.54	955.80	1,016.92	1,075.57	1,068.87	1,038.87	1,041.60	884.60	637.65
Private televisions	1,197.24	1,089.36	1,018.55	1,078.53	1,361.67	1,622.56	1,847.66	2,097.22	1,924.32	1,552.29
Radio	284.28	300.45	302.20	318.21	336.45	375.39	403.94	443.67	442.08	395.06
Total	2,431.14	2,326.35	2,276.55	2,413.66	2,773.70	3,066.82	3,290.47	3,582.48	3,250.99	2,585.00

b) Subscribers

136. NUMBER OF PAY TELEVISION AND MOBILE TELEVISION SUBSCRIBERS BY MEANS OF TRANSMISSION

	2002	2003	2004	2005	2006	2007	2008	2009
Pay television	3,527,246	3,497,422	3,201,237	3,369,169	3,745,057	3,980,224	4,197,666	4,232,792
Satellite television	1,995,669	1,795,686	1,652,573	1,960,673	2,044,000	2,065,093	2,034,865	1,845,805
Terrestrial television	720,199	705,050	441,244	-	-	-	-	-
Cable television	811,378	996,686	1,107,420	1,201,924	1,304,405	1,345,936	1,459,915	1,439,671
IP television	-	-	-	206,572	396,652	569,195	702,886	794,165
Digital terrestrial TV	-	-	-	-	-	-	-	153,151
Mobile television	-	-	-	-	-	295,246	269,919	346,528
Total	3,527,246	3,497,422	3,201,237	3,369,169	3,745,057	4,275,470	4,467,585	4,579,320

c) Consumption and contracts

137. RADIO BROADCAST CONSUMPTION PER TYPE OF RADIO⁵⁷ (minutes/person/day)

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
General radio	51	51	50	53	59	59	55	54	52	51	50
Themed radio	40	40	39	44	55	52	51	54	53	53	54
Others	4	4	5	5	4	4	4	4	3	3	4
Total	95	95	94	103	118	115	110	112	108	107	108

138. TELEVISION CONSUMPTION⁵⁸ (minutes/person/day)

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Total	214	210	208	211	213	218	217	217	223	227	226

139. TELEVISION CONTRACTS VIA PAY-PER-VIEW BY CONTENT TYPE⁵⁹ (units)

	2002	2003	2004	2005	2006	2007	2008	2009
Football	6,068,898	8,525,133	13,665,786	13,535,470	16,323,422	15,963,044	13,177,346	6,510,182
Films	7,485,901	7,879,884	7,222,500	8,235,565	10,474,581	11,464,605	13,048,933	10,797,326
Others	216,336	91,758	141,382	26,690	809,070	2,273,946	2,154,441	1,871,625
Total	13,771,135	16,496,775	21,029,668	21,797,725	27,607,073	29,701,595	28,380,720	19,179,133

d) Individual parameters and market shares

140. UNSUBSIDISED AUDIOVISUAL SERVICE REVENUES AND MARKET SHARES

(millions of euros and percentage)

	REVENUES	% / TOTAL
Sogecable	1,523.71	33.6
Antena 3 Televisión	598.50	13.2
Telecinco	517.03	11.4
RTVE	440.44	9.7
Ono	233.54	5.1
Gestora de Inversiones Audiovisuales la Sexta	226.42	5.0
SER	205.63	4.5
Telefónica de España	160.08	3.5
Others	635.37	14.0
Total	4,540.73	100.0

⁵⁷ Source: AIMC.⁵⁸ Source: TNS AM.⁵⁹ Up to 2005 *Football* was categorised with the rest of sports. As of this date these are included in *Others*.

141. TELEVISION ADVERTISING REVENUES AND MARKET SHARES (millions of euros and percentage)

	REVENUES	% / TOTAL
Antena 3 Televisión	555.30	25.4
Telecinco	498.90	22.8
RTVE	421.71	19.3
Sogecable	266.18	12.2
Gestora de Inversiones Audiovisuales la Sexta	190.98	8.7
Televisió de Catalunya	79.18	3.6
Canal Sur Televisión	38.74	1.8
Televisión Autonómica de Madrid	24.13	1.1
Net TV	21.70	1.0
Radiotelevisió Valenciana	20.75	0.9
ETB	16.28	0.7
Televisión de Galicia	13.40	0.6
Veo Televisión	9.54	0.4
Others	33.14	1.5
Total	2,189.94	100.0

142. PAY TELEVISION REVENUES AND MARKET SHARES (millions of euros and percentage)

	REVENUES	% / TOTAL
Sogecable	1,249.36	69.8
Ono	233.54	13.1
Telefónica de España	160.08	9.0
Orange	29.50	1.6
TeleCable	28.11	1.6
R	19.66	1.1
Euskaltel	14.06	0.8
Others	54.33	3.0
Total	1,788.65	100.0

143. PAY TELEVISION NUMBER OF SUBSCRIBERS AND MARKET SHARES

(number of subscribers and percentage)

	SUBSCRIBERS	% / TOTAL
Sogecable	1,845,805	43.6
Ono	975,005	23.0
Telefónica de España	698,512	16.5
Gol Televisión	153,151	3.6
TeleCable	133,665	3.2
R	88,106	2.1
Orange	83,896	2.0
Euskaltel	83,230	2.0
Others	171,422	4.0
Total	4,232,792	100.0

144. MOBILE TELEVISION NUMBER OF SUBSCRIBERS AND MARKET SHARES

(number of subscribers and percentage)

	SUBSCRIBERS	% / TOTAL
Movistar	235,833	68.1
Vodafone	97,395	28.1
Orange	13,300	3.8
Total	346,528	100.0

6.2. Audiovisual signal transport and broadcast services

a) Revenues

145. AUDIOVISUAL SIGNAL TRANSPORT AND BROADCAST SERVICES REVENUES

(millions of euros)

	2005	2006	2007	2008	2009
Transport (contribution included)	58.52	94.31	107.12	139.40	147.52
Analogue television	19.35	23.01	23.96	39.35	47.68
Digital television	34.41	67.95	79.95	92.90	92.55
Radio	2.85	3.13	3.22	6.32	5.91
Others	1.91	0.22	-	0.84	1.38
Broadcasting	181.65	244.32	268.70	267.24	291.23
Analogue television	116.43	139.27	153.21	157.98	159.87
Digital television	27.88	69.55	76.82	71.07	88.88
Analogue radio	26.47	31.77	35.10	34.87	36.15
Digital radio	3.69	3.73	3.45	3.33	3.24
Others	7.18	-	0.13	-	3.09
Total	240.17	338.64	375.83	406.64	438.76

b) Clients

146. NUMBER OF AUDIOVISUAL SIGNAL TRANSPORT AND BROADCAST SERVICE CLIENTS

	2005	2006	2007	2008	2009
Transport	451	712	520	582	576
Analogue television	151	113	102	127	134
Digital television	228	514	377	389	376
Radio	65	42	41	55	54
Others	7	43	0	11	12
Broadcasting	606	645	791	770	854
Analogue television	380	394	431	385	374
Digital television	38	41	80	143	220
Analogue radio	159	194	262	228	244
Digital radio	14	16	17	14	15
Others	15	0	1	0	1
Total	1,057	1,357	1,311	1,352	1,430

c) Individual parameters

147. AUDIOVISUAL SIGNAL TRANSPORT AND BROADCAST SERVICES REVENUES PER OPERATOR
 (millions of euros)

	TRANSPORT	BROADCAST	TOTAL
Grupo Abertis	46.89	251.26	298.15
Overon	70.02	-	70.02
Red de Banda Ancha de Andalucía	1.83	23.10	24.93
Telefónica Servicios Audiovisuales	20.10	-	20.10
Itelazpi	2.77	10.65	13.42
Telecom Castilla-la Mancha	0.41	3.06	3.47
Others	5.49	3.16	8.66
Total	147.52	291.23	438.76

148. AUDIOVISUAL SIGNAL TRANSPORT AND BROADCAST SERVICES CLIENTS PER OPERATOR

	TRANSPORT	BROADCAST	TOTAL
Grupo Abertis	166	727	893
Overon	309	-	309
Red de Banda Ancha de Andalucía	6	68	74
Telefónica Servicios Audiovisuales	45	-	45
Itelazpi	10	21	31
Teledifusión Madrid	10	10	20
Consortio de Telecomunicaciones Avanzadas	10	9	19
Others	20	19	39
Total	576	854	1,430

7. OTHER SERVICES

149. REVENUES FROM OTHER RETAIL SERVICES⁶⁰ (millions of euros)

	REVENUES
Fixed telephone service resale	154.21
Mobile telephone service resale	2.26
POS terminal	43.06
Maritime services	6.61
Services with additional charge on SMS and MMS	17.35
Others	927.46
Total	1,150.95

150. REVENUES OF OTHER WHOLESALE SERVICES (millions of euros)

	REVENUES
Portability	7.86
Pre-allocation	3.23
Dark fibre rental	157.97
Infrastructure assignment	102.03
Satellite services	5.37
Channelling rental	0.18
Wholesale line rental (WLR)	7.41
Others	76.31
Total	360.35

8. TERMINAL SALE AND RENTAL

151. TERMINAL SALE AND RENTAL REVENUES AND MARKET SHARES

(millions of euros and percentage)

	REVENUES	% / TOTAL
Movistar	786.87	46.5
Telefónica de España	437.84	25.9
Vodafone	230.02	13.6
Yoigo	92.21	5.4
Orange	80.99	4.8
Rest	65.47	3.9
Total	1,693.40	100.0

⁶⁰ The revenues from *Others* includes contributions from the Telefónica de España Spanish Fund of the Universal Service using cash basis accounting.

