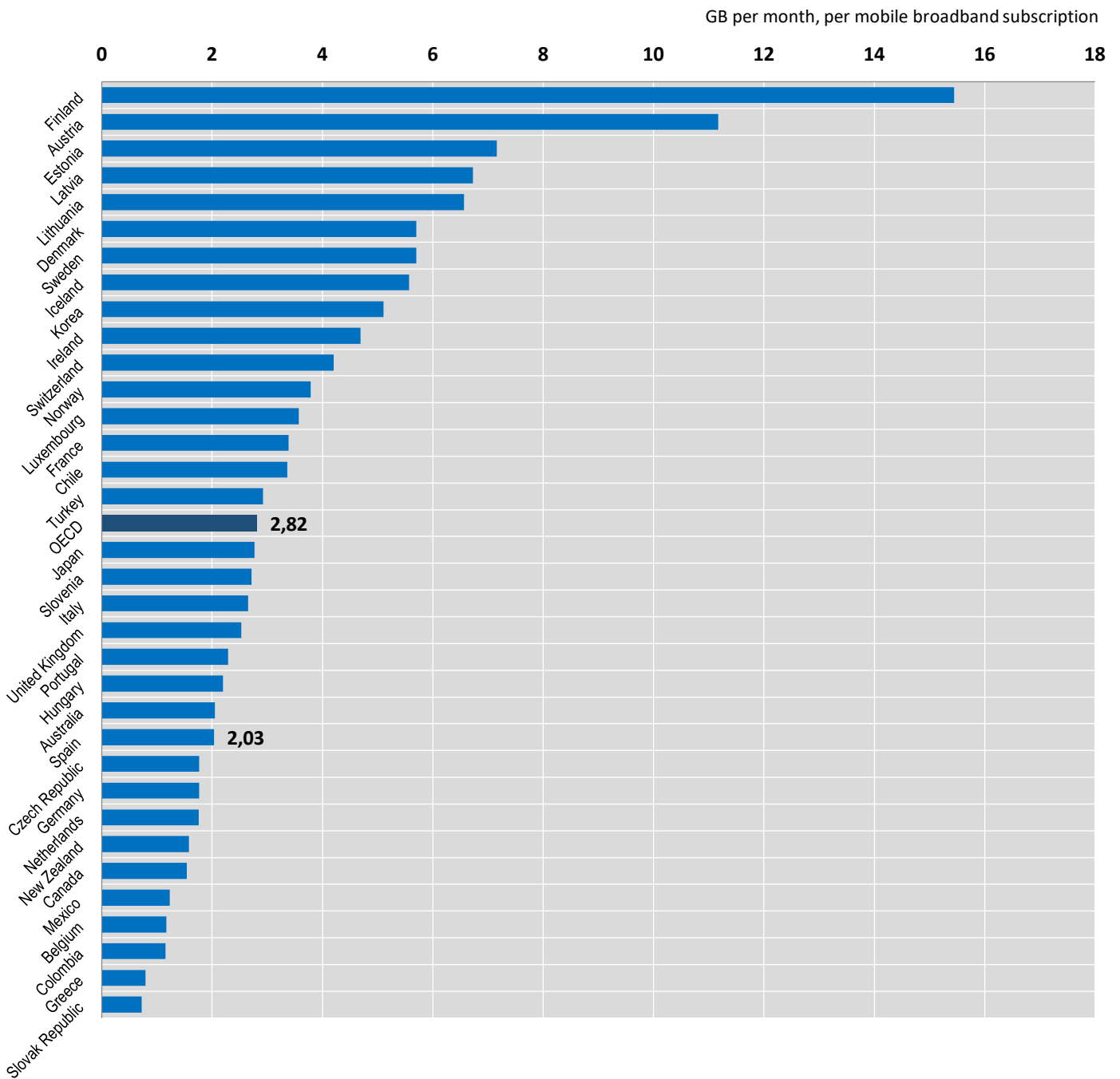


Informe

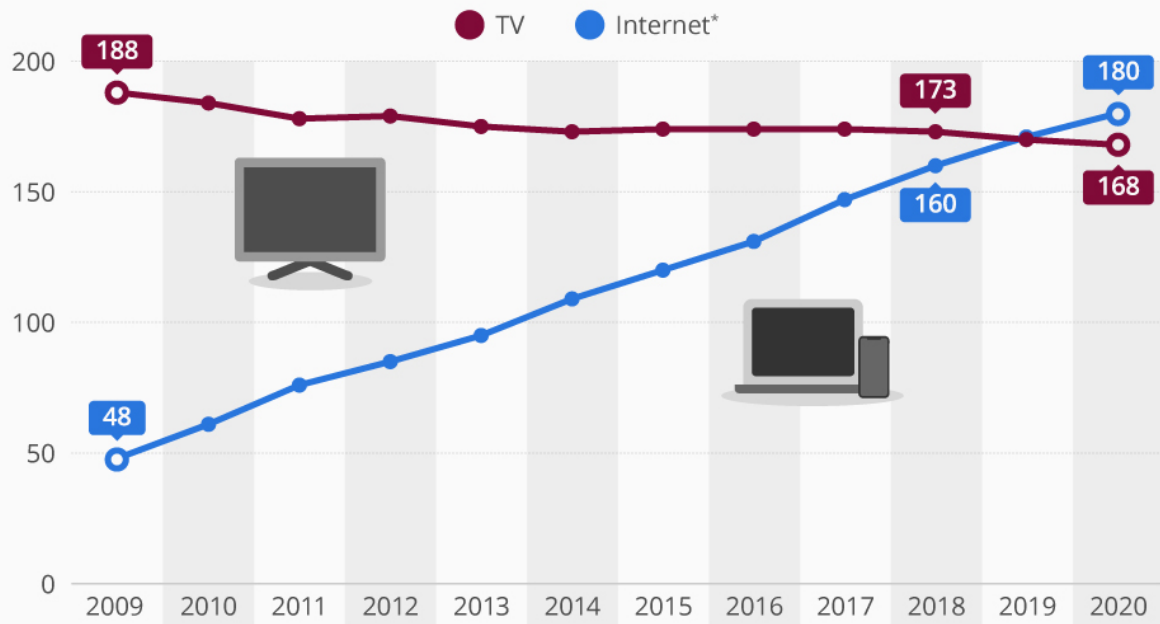
GRÁFICOS, CIFRAS Y FRASES DE LA QUINCENA VOL.108

➔ *MOBILE DATA USAGE PER MOBILE BROADBAND SUBSCRIPTION, 2017, OCDE.*



El reinado de la TV se acerca a su fin

Consumo medio diario de TV e Internet por persona en todo el mundo (en minutos)

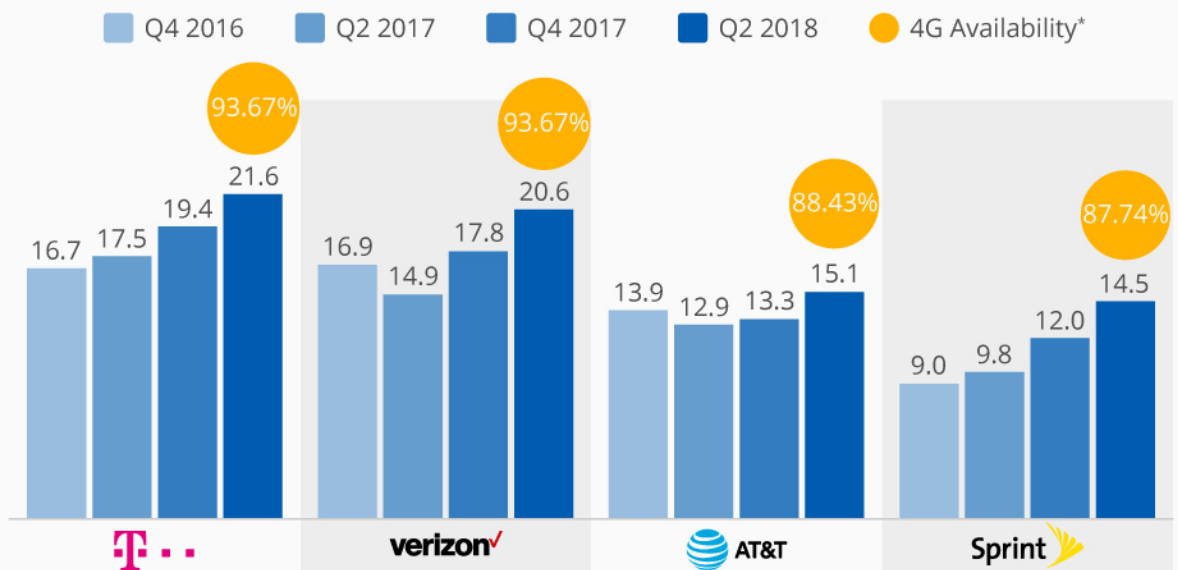


* Incluyendo uso de Internet móvil
Fuente: Zenith vía Recode

statista

U.S. 4G Networks Are Improving Across the Board

Average 4G (LTE) download speed on major mobile networks in the United States (in Mbps)

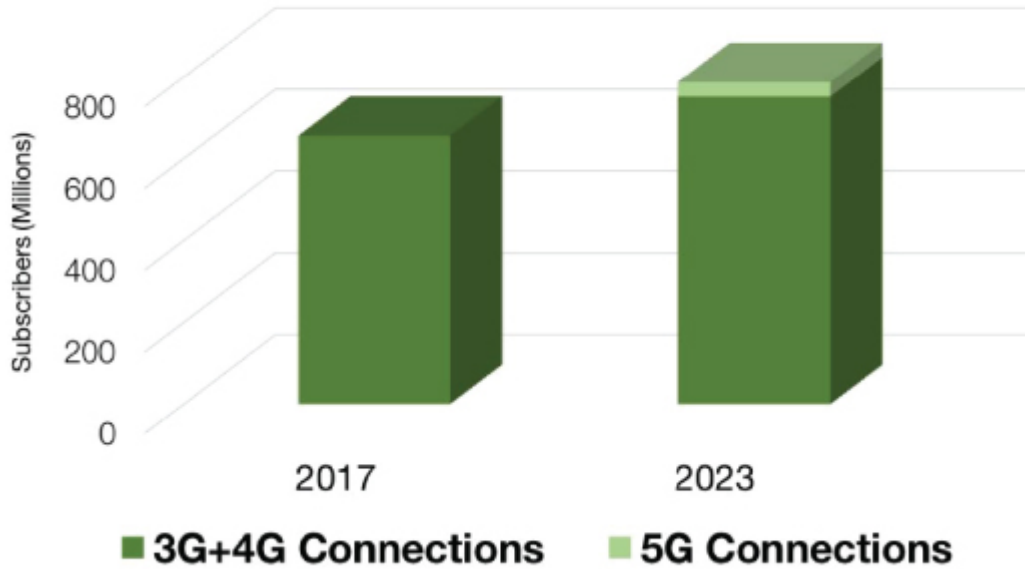


* This metric shows the proportion of time OpenSignal users have an LTE connection available to them. It's a measure of how often users can access a 4G network rather than a measure of geographic or population coverage.

All figures based on 4.5+ billion measurements across 150,000+ test devices
Source: OpenSignal

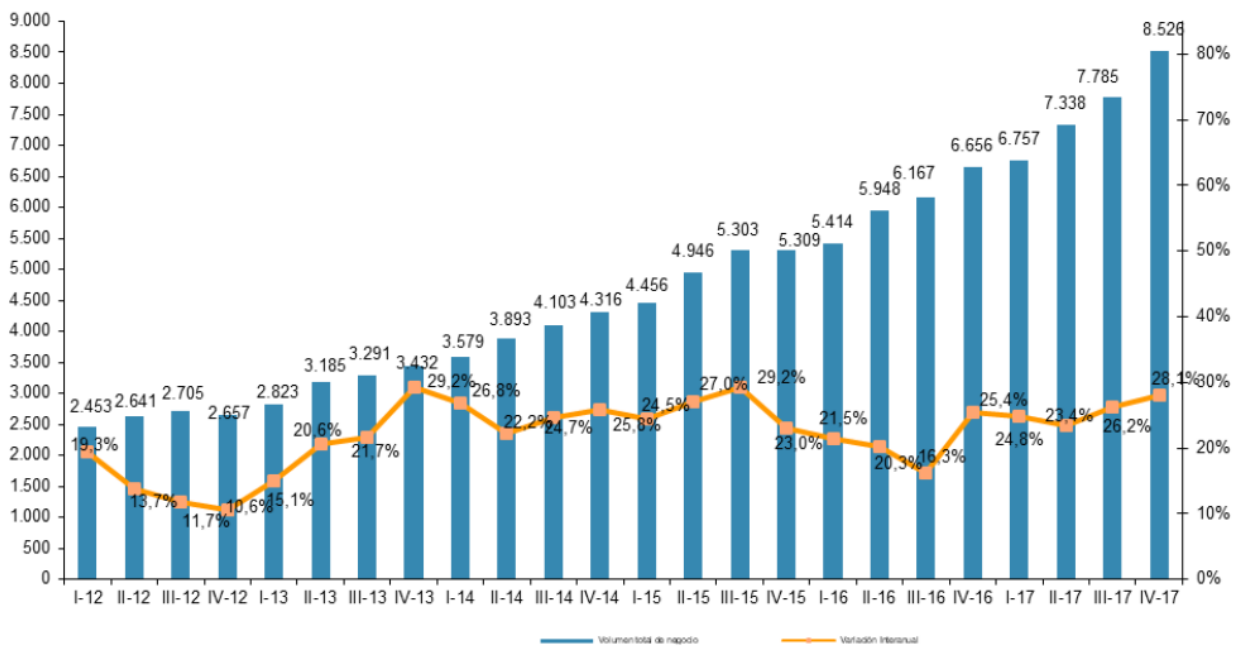
statista

EUROPE - 3G/4G/5G CONNECTIONS FORECASTS



Source: Dataxis

EVOLUCIÓN TRIMESTRAL DEL VOLUMEN DE NEGOCIO DEL COMERCIO ELECTRÓNICO Y VARIACIÓN INTERANUAL (millones de euros y porcentaje)

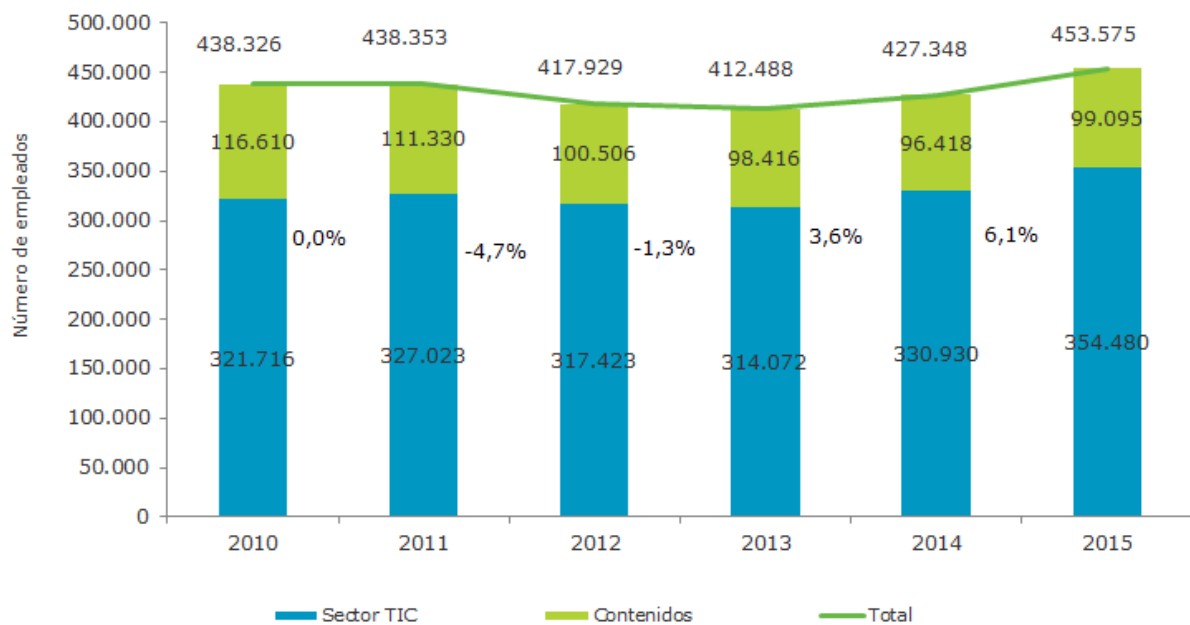


Fuente: CNMC

➔ **REPARTO DEL ESPECTRO EN ESPAÑA, ADSL ZONE.**

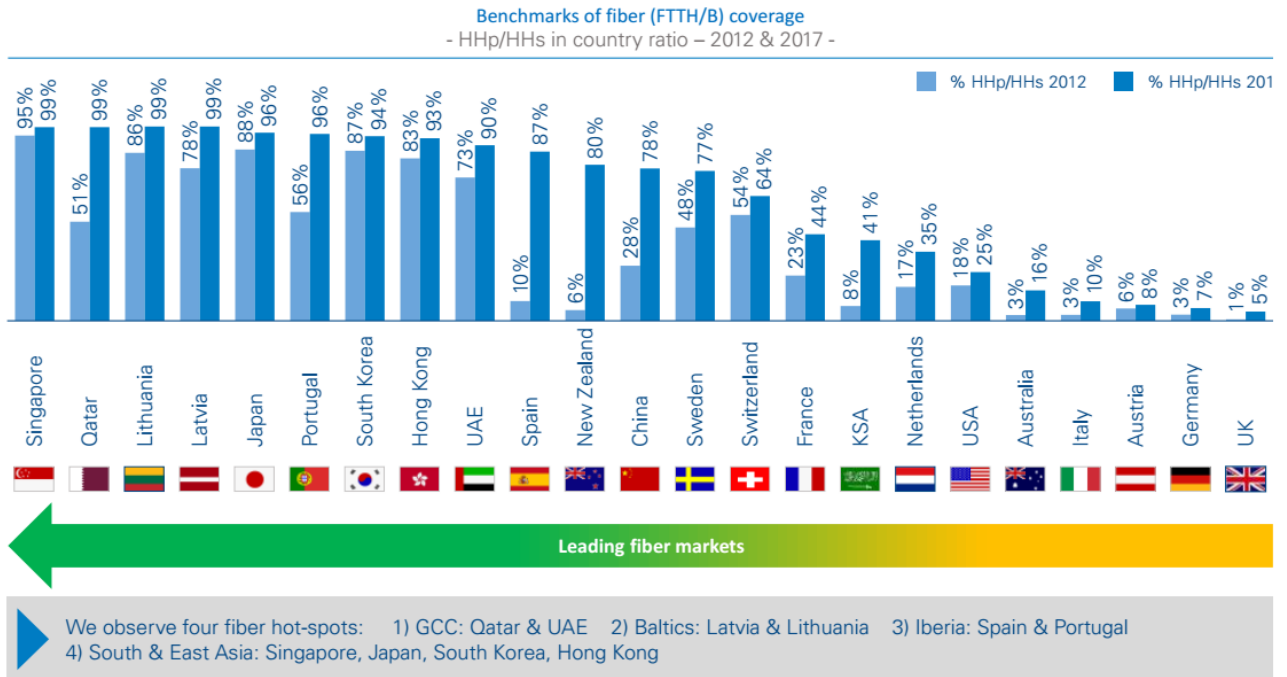
	800 MHz 4G banda 20	900 MHz 2G/3G banda 8	1800 MHz 2G/4G banda 3	2100 MHz 3G banda 1	2600 MHz 4G banda 7	3500 MHz 5G banda 42
Movistar	10 MHz	14,8 MHz	20 MHz	15 MHz FDD 5 MHz TDD	20 MHz	90 MHz
Vodafone	10 MHz	10 MHz	20 MHz	15 MHz FDD 5 MHz TDD	20 MHz FDD 20 MHz TDD	90 MHz
Orange	10 MHz	10 MHz	20 MHz	15 MHz FDD 5 MHz TDD	20 MHz	100 MHz
MásMóvil			14,8 MHz	15 MHz FDD 5 MHz TDD	10 MHz TDD (autonómicos)	80 MHz

➔ **PERSONAL OCUPADO EN EL SECTOR TIC, ONTSI.**



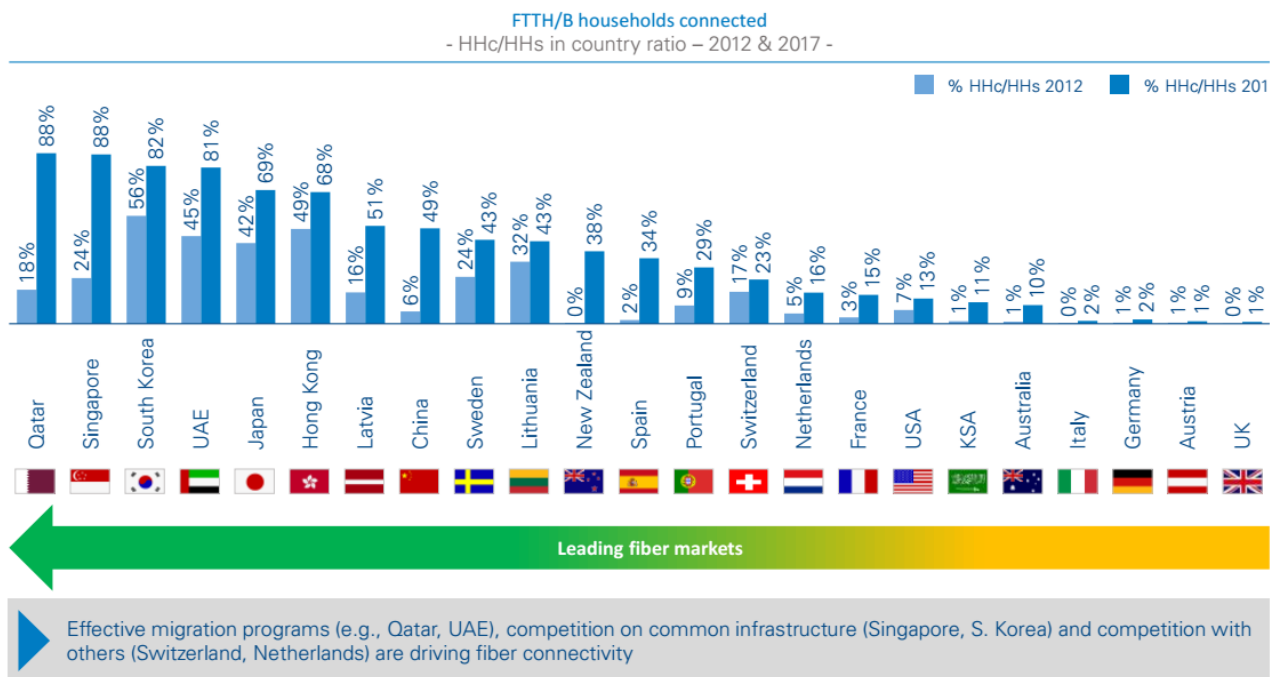
Fuente: Seguridad Social

Figure 2: Fiber (FTTH/B) households passed



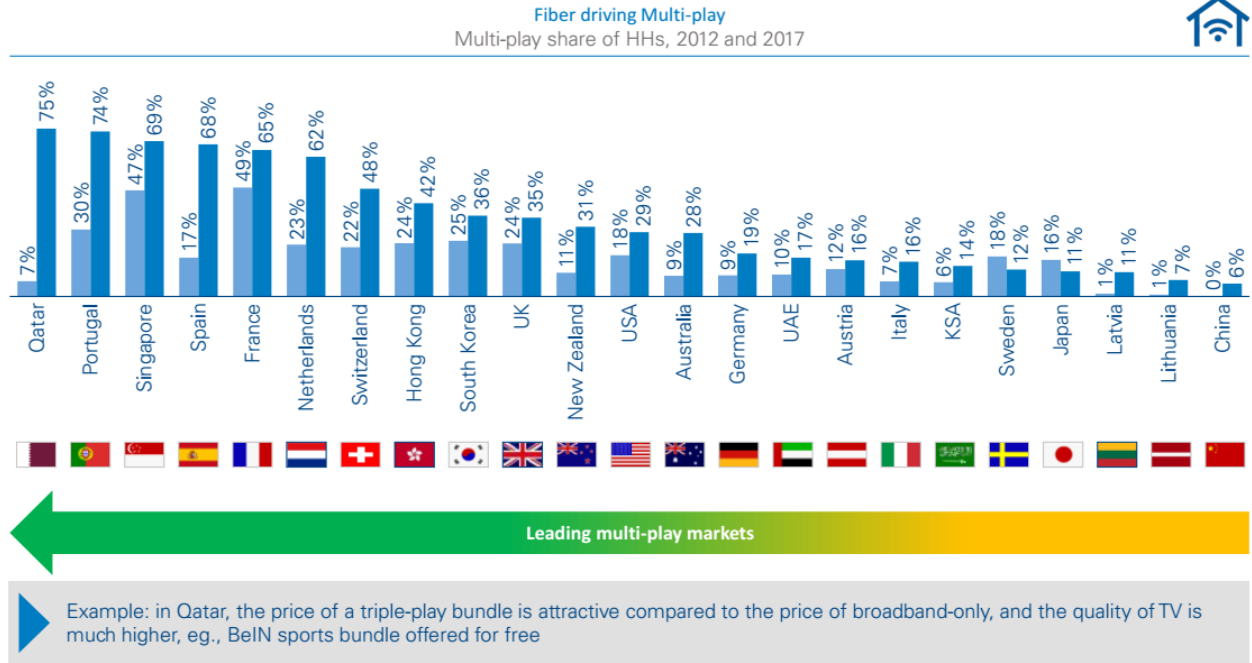
Source: Arthur D. Little Analysis, Euromonitor, FTTHCouncil.eu, FTTHCouncilMena.org, IDATE World FTTx market 2017

Figure 3: Fiber (FTTH/B) households connected



Source: Arthur D. Little Analysis, Euromonitor, FTTHCouncil.eu, FTTHCouncilMena.org, IDATE World FTTx market 2017

Figure 11: Share of multi-play



Source: Arthur D. Little Analysis, Ovum database, respective operator websites.

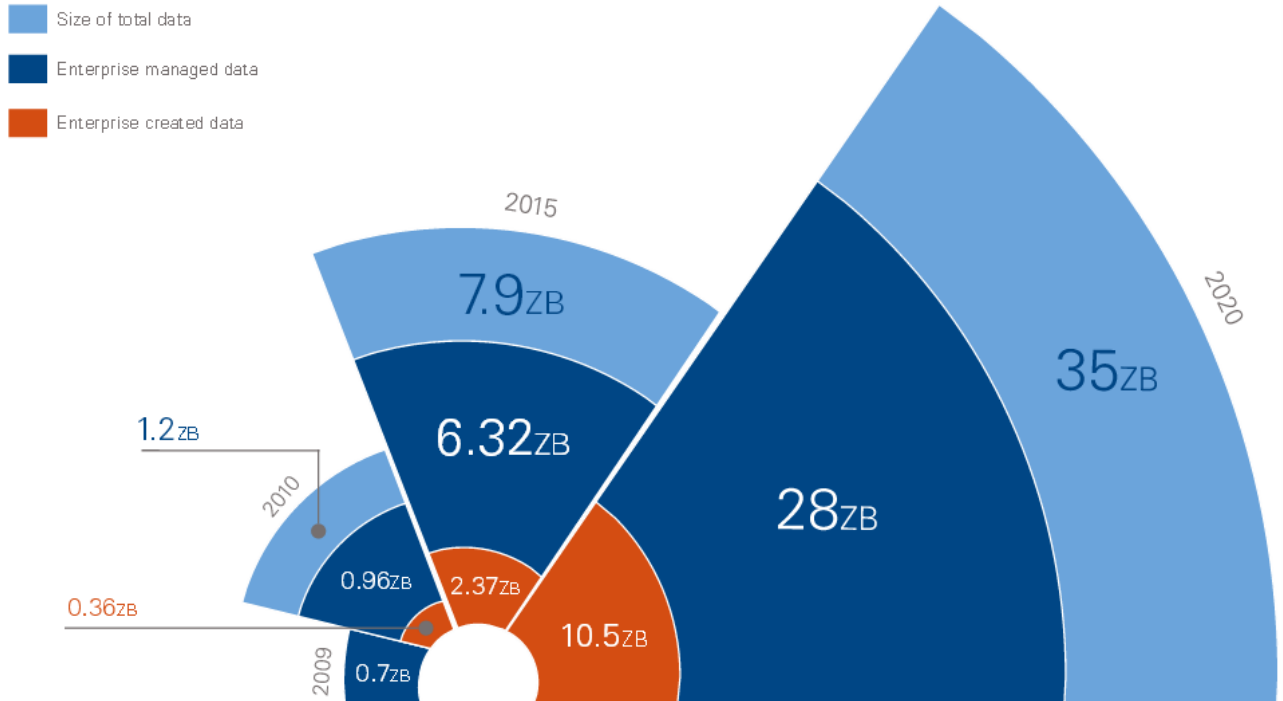
What is your favorite app? [open ended]

Global	China	India	Japan	U.K.	U.S.
LinkedIn 4%	Baidu 7%	LinkedIn 11%	Gmail 7%	BBC 8%	Amazon 5%
Facebook 3%	Google Maps 4%	Whatsapp 9%	Line 7%	Tinder 6%	Tinder 3%
Google Maps 3%	Line 4%	Google Maps 6%	Google Maps 3%	LinkedIn 6%	LinkedIn 3%
Instagram 3%	QQ 4%	Facebook 6%	Instagram 3%	Netflix 5%	Netflix 3%
Airbnb 3%	Tinder 2%	Youtube 5%	Airbnb 3%	Facebook 5%	Youtube 3%
Tinder 3%	LinkedIn 2%	Instagram 5%	Netflix 3%	Google Maps 3%	Airbnb 3%
Netflix 3%	NBA 2%	Kindle 3%	Snapchat 3%	Snapchat 3%	Golf Clash 3%
Youtube 2%	ESPN 2%	Amazon 2%	NY Times 3%	Gmail 3%	NBA 3%
Amazon 2%	Chess 2%	Twitter 2%	Adobe 3%	Golf Clash 3%	Facebook 3%
Whatsapp 2%	Amazon 1%	Airbnb 2%		Shazam 3%	Instagram 3%
Uber 2%	Accuweather 1%	Uber 2%			Whatsapp 3%
	Kindle 1%	Scanner 2%			Snapchat 3%
	Weather Live 1%	Gmail 2%			ESPN 3%
	Spotify 1%				NY Times 3%
	Twitter 1%				

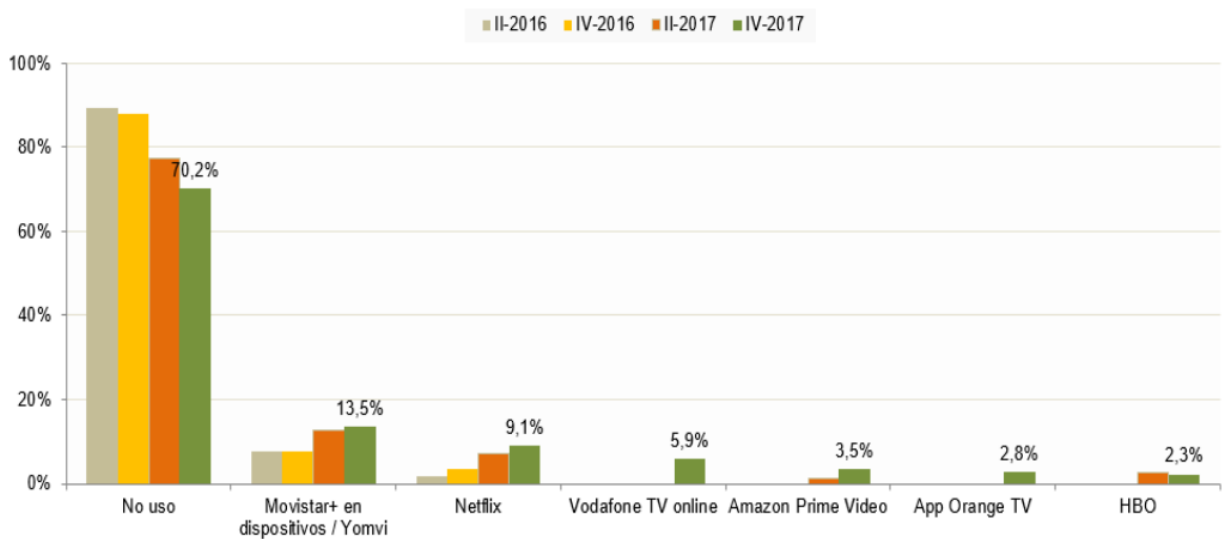
Partial list.
Source: KPMG Technology Innovation findings, March 2018

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➔ DATA GROWTH RATE IS EXPONENTIAL, WITH DATA GROWTH IN 2017 EXCEEDING THE TOTAL AMOUNT OF DATA PRODUCED THROUGHOUT HUMAN HISTORY, ADL.



Uso de plataformas de pago para ver contenidos audiovisuales online (porcentaje de hogares). Posible respuesta múltiple.

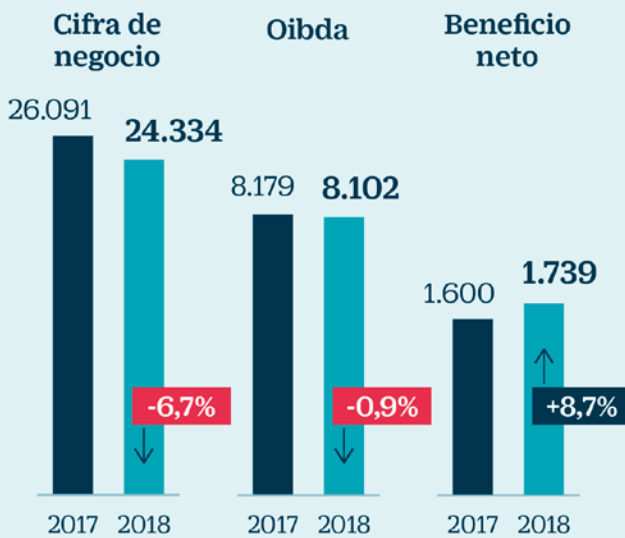


Universo: Hogares con acceso a Internet. Fuente: CNMC

➔ **RADIOGRAFÍA DE TELEFÓNICA.**

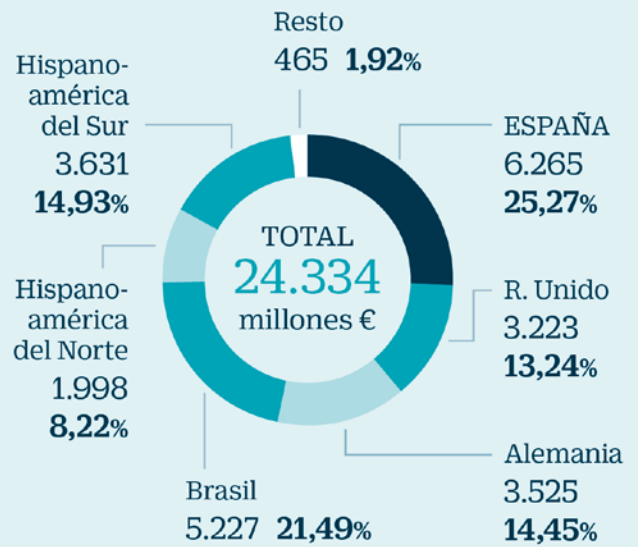
Principales magnitudes

Primer semestre. Millones €



Desglose de las ventas por regiones

En millones € y % sobre el total



Evolución en 2018 En € por acción

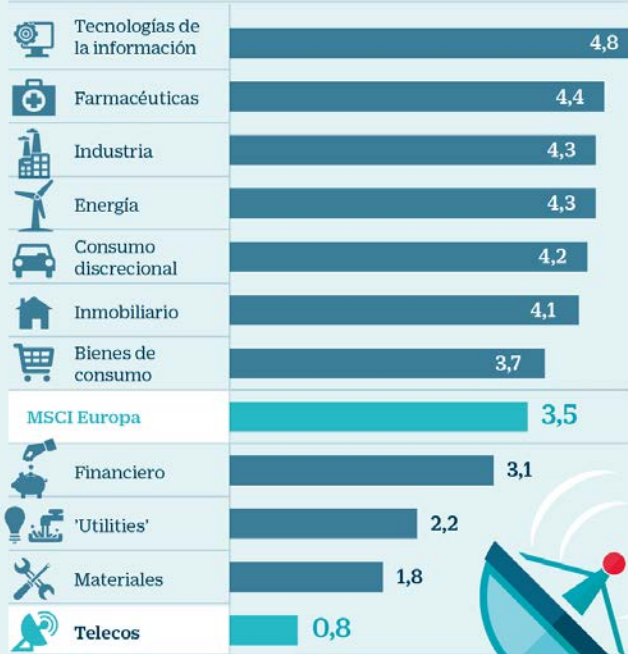


Fuentes: Telefónica y Thomson Reuters

C. CORTINAS / CINCO DÍAS

Escenario actual de las telecomunicaciones europeas

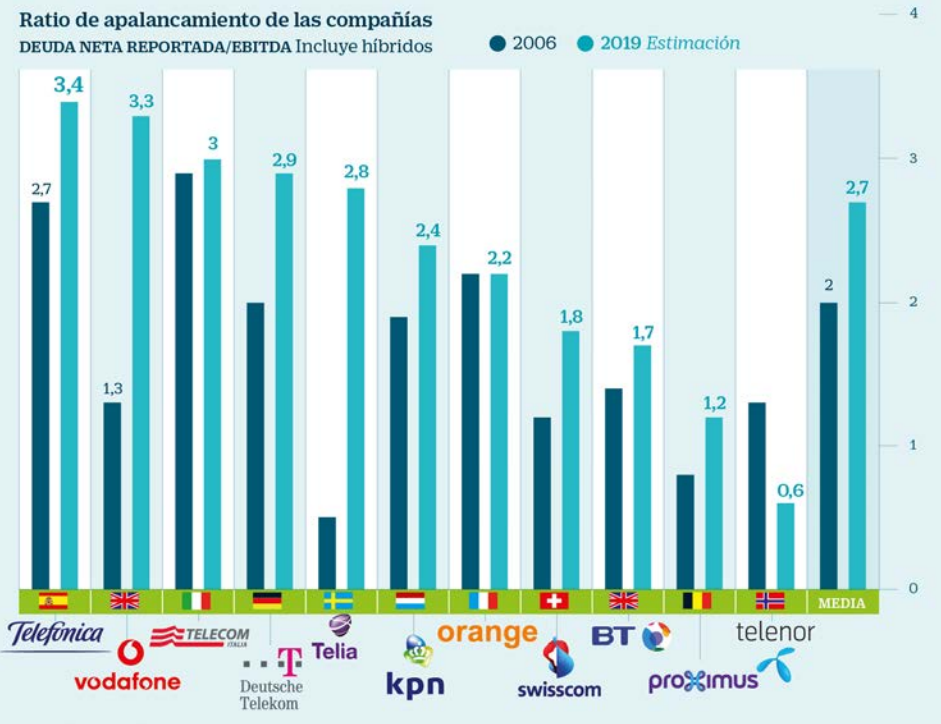
Previsión de crecimiento de los ingresos en 2018 por sectores
En % de variación interanual



Fuente: JP Morgan

Ratio de apalancamiento de las compañías

DEUDA NETA REPORTADA/EBITDA Incluye híbridos





UGT Comunicaciones