

Telefonica, S.A. - Company Strategy Report

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Abstracts

Telefonica, S.A. - Company Strategy Report

SUMMARY

Telefonica, S.A., based in Spain, is a leading telecommunication operator offering communication, information, and entertainment services and products through its subsidiaries, including Telefonica, Movistar, Vivo and O2. Telefonica plans to focus on expanding its 4G-LTE network coverage across all markets and maintaining a sustainable and profitable supply chain. It also intends to adopt cloud technology to increase efficiency and focus on end-to-end digitalization.

MarketLine's Premium company strategy reports provide in-depth coverage of the performance and strategies of the world's leading telecommunication companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore, the reports allow benchmarking company performance through the provision of key performance indicators including: subscriber volumes, subscriber churn, ARPU, and MoU.

KEY HIGHLIGHTS

Telefonica has a predominant market position due to its acquisitions

Telefonica attained a leading market position in part due to its strategic acquisitions. In April 2003, Telefonica and Portugal Telecom created a joint venture to function in the Brazilian mobile market, and began commercial operations under the name 'Vivo'. Later in 2015, 'Telefonica Brasil' acquired GVT to become the country's leading telecom operator. Telefonica has demonstrated robust growth in these countries backed

by the acquisitions it made in recent years.

The company's wide geographical presence mitigates country specific risks

In 2016, Telefonica generated 20.5% of its total revenues from Germany, where the company also reported its highest subscriptions growth, which increased at a CAGR of 22.7% during the review period (2012-2016), from 19.3 million in 2012 to 43.6 million in 2016. This is followed by Brazil with 19.8%; the UK with 17.3%; Spain with 13.3%; Venezuela with 12.0%; Argentina with 4.9%; Peru with 4.0%; Chile with 3.5%; Colombia with 2.6%; and the Czech Republic with 2.1%. Telefonica's wide geographical presence minimizes country specific risks, and exposes the company to growth in the various markets.

Telefonica Spain posted the lowest churn rate out of its operating companies

Telefonica reported the lowest churn rates in Spain, with 21.2% in 2016, followed by O2 UK which posted 23.6%. The low churn rates are primarily due to the company's launch of innovative bundled services. For instance, the company launched Movistar Fusion - a converged service that offers a long term option with mixed bundle of services, including fixed broadband and TV services.

SCOPE

Company Snapshot - Details key indicators and rankings of Telefonica in terms of Subscribers, Revenue, and Market Share in the company's key markets.

Company SWOT Analysis - Outlines Telefonica's Strengths and Weaknesses, and weigh Opportunities and Threats facing the company.

Growth Strategies - Understand Telefonica's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - Analyze the company's performance by business segment compared to other players across key markets on metrics such as such as Revenues, Customer Churn, MoU, and Subscribers.

Key Developments - Showcase Telefonica's significant recent corporate events, changes, or product initiatives.

REASONS TO BUY

Where does Telefonica rank among telecommunication service providers in Europe, Latin America and globally?

What does Telefonica mean by “digital future” and how will it ensure it?

How has Telefonica performed over the forecast period, from 2012 to 2016, in terms of Subscriber and Revenue growth, ARPS, Customer Churn, and MOU?

What are Telefonica’s strengths and weaknesses and what opportunities and threats does it face?

How has Telefonica performed when compared to competitors such as Claro, TIM, VTR, Oi and Nextel?

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