

Telefonica: multi-screen strategy

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Abstracts

Telefonica is well-established in its home market, Spain, and has a strong presence in many other markets in either fixed or mobile communications or both. Where it has both fixed and mobile assets, it is in a strong position to leverage its technological expertise to bring to market a multi-screen offering. However, being a telco, it will face more challenges in acquiring and packaging TV content than its competitors in the cable- and satellite-TV space.

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