

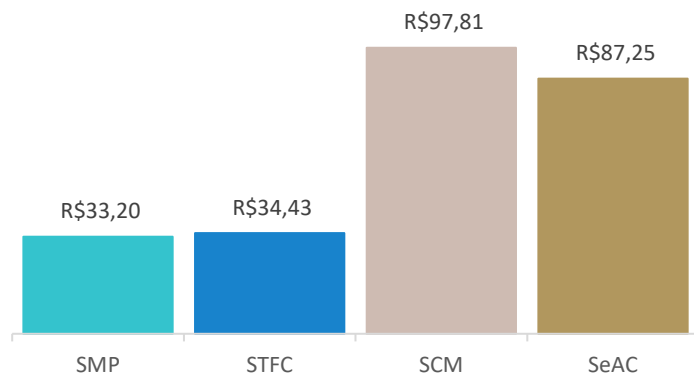
PANORAMA ECONÔMICO-FINANCEIRO DE TELECOMUNICAÇÕES



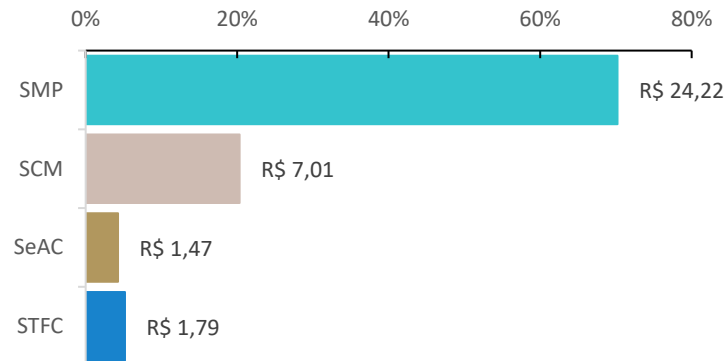
3º TRIMESTRE/2025

Foto: Eduardo Murici - commons.wikimedia

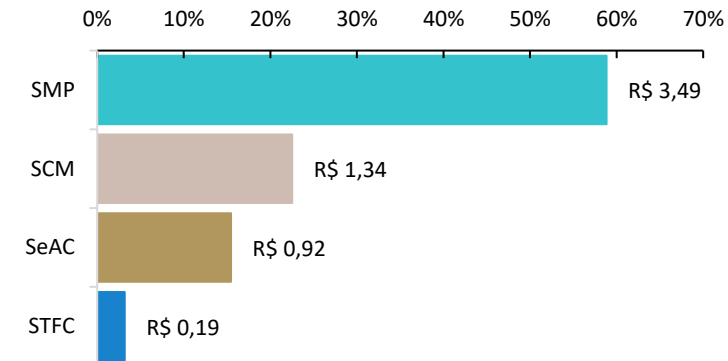
ARPU por serviços 3T/2025



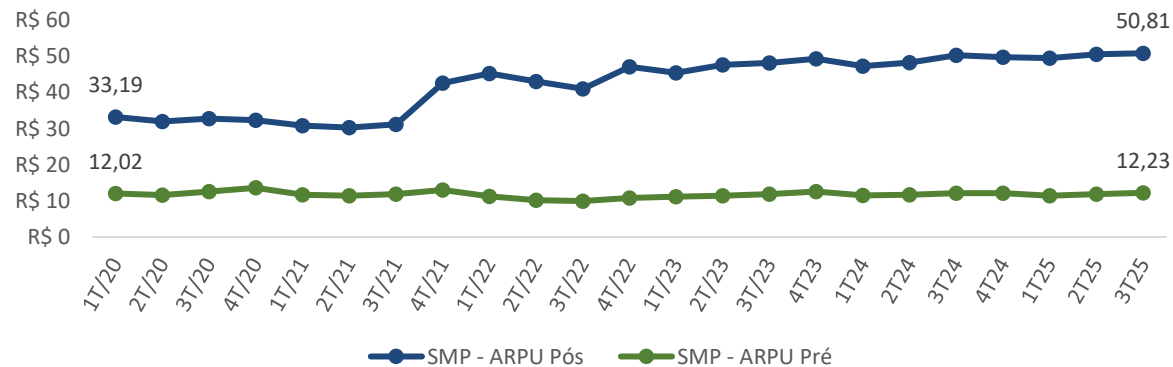
ROL por serviço 3T/2025 TOTAL R\$ (em bilhões) = 34,50



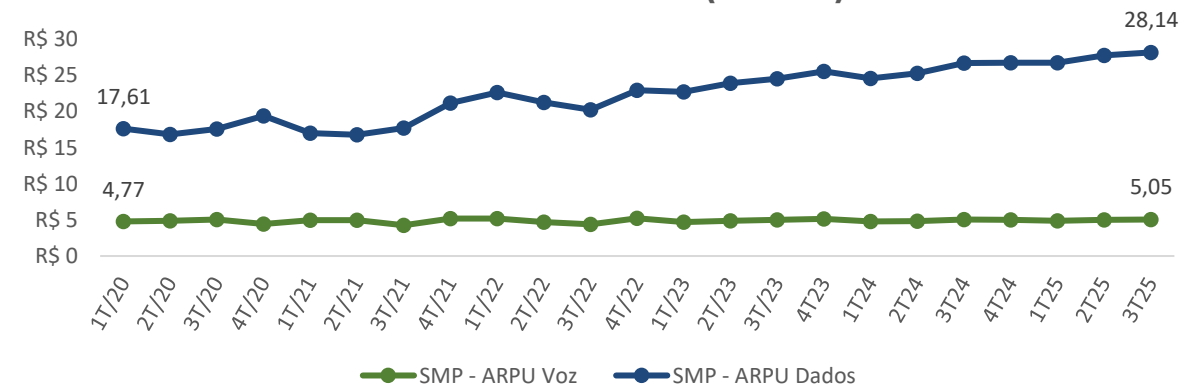
Investimento por serviço 3T/2025 TOTAL R\$ (em bilhões) = 5,94



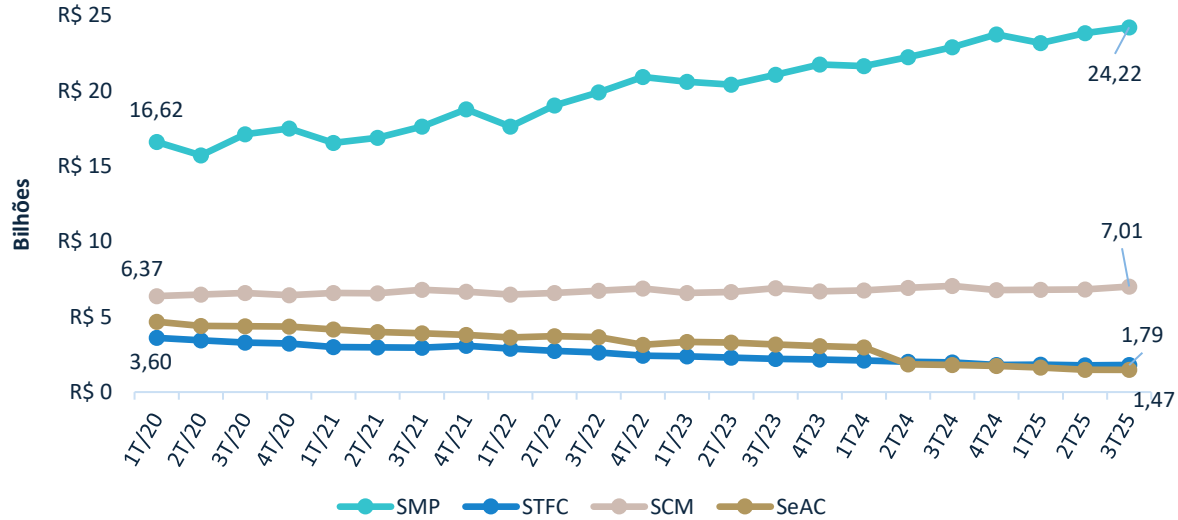
ARPU SMP - Pós e Pré (em reais)



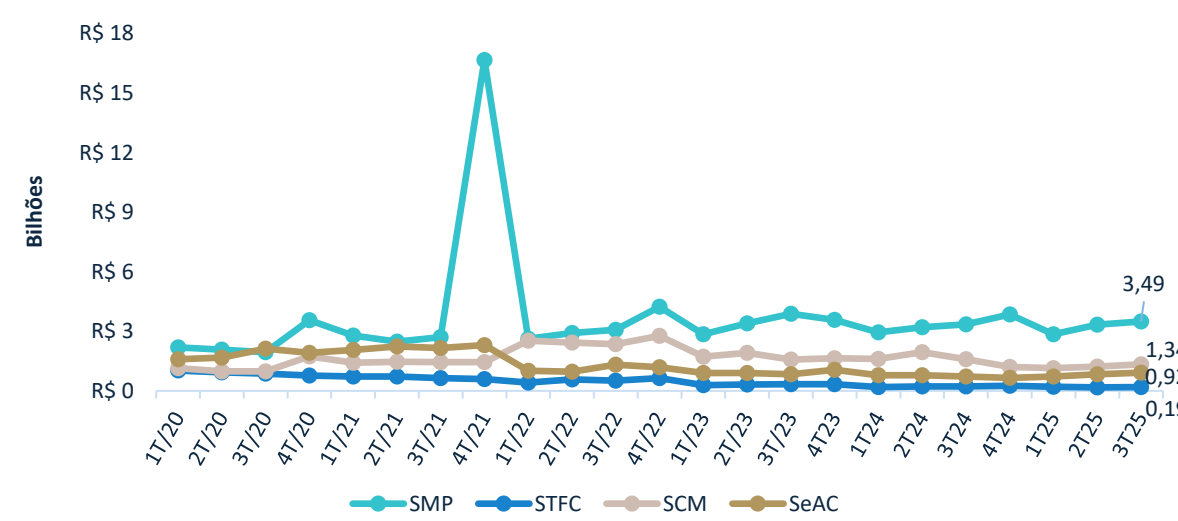
ARPU SMP - Voz e Dados (em reais)



Evolução ROL por serviço (em bilhões de reais)



Evolução Investimentos por serviço (em bilhões de reais)

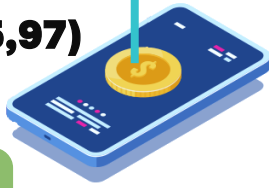


Preço médio por GB consumido

Preços SMP

3T24 - 3T25
(5,87) >>> (5,97)

+ 1,70 %



Consumo médio de dados (GB por usuário)

Consumo SMP

3T24 - 3T25
(5,48) >>> (5,82)

+ 6,20 %

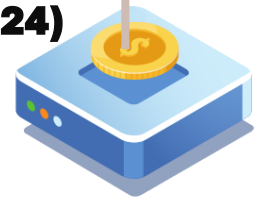


Preço médio por GB consumido

Preços SCM

3T24 - 3T25
(0,29) >>> (0,24)

- 17,24 %

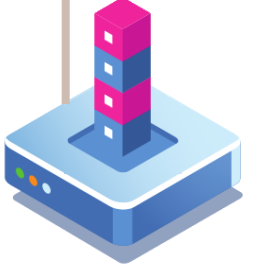


Consumo médio de dados (GB por usuário)

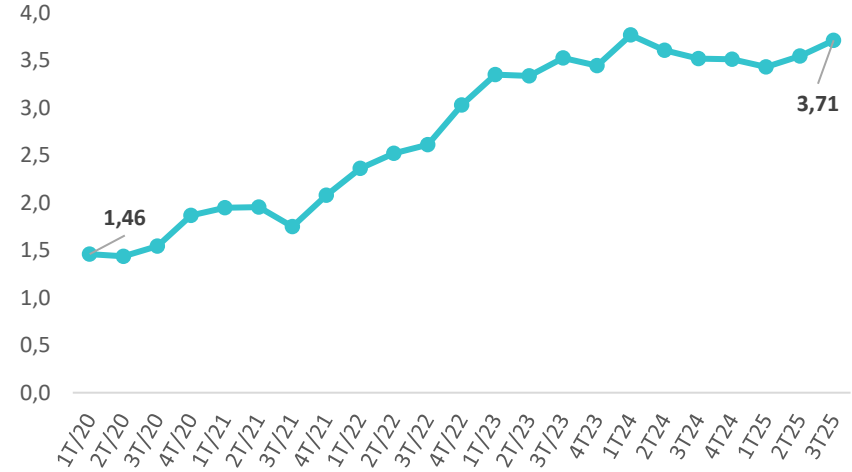
Consumo SCM

3T24 - 3T25
(344) >>> (401)

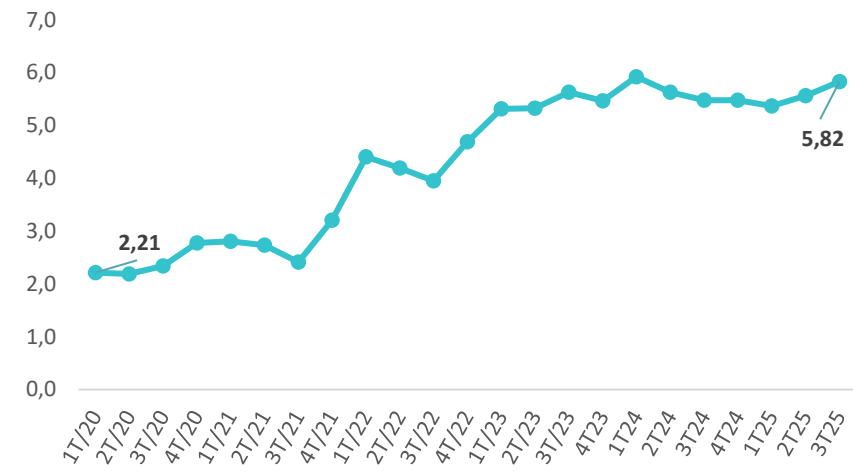
+ 16,57 %



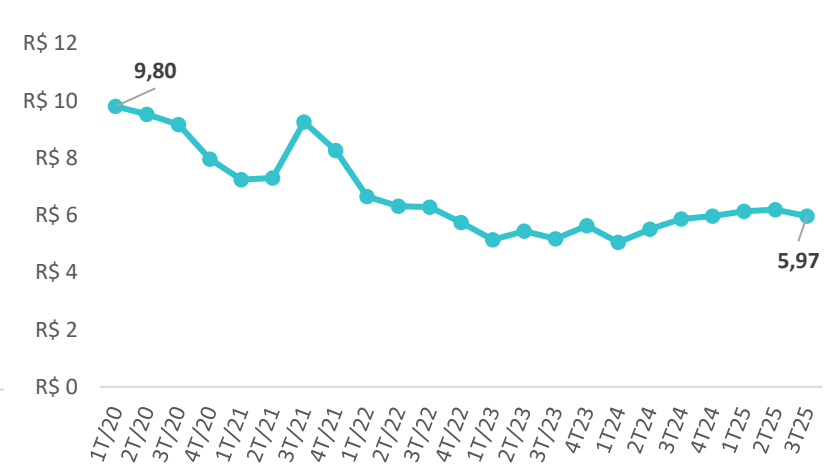
Consumo total no SMP (em bilhões de GB)



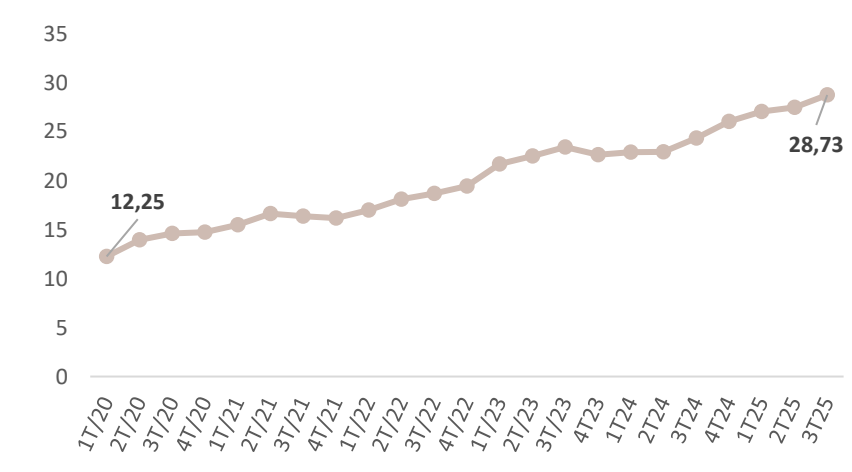
Consumo por usuário do SMP (GB)



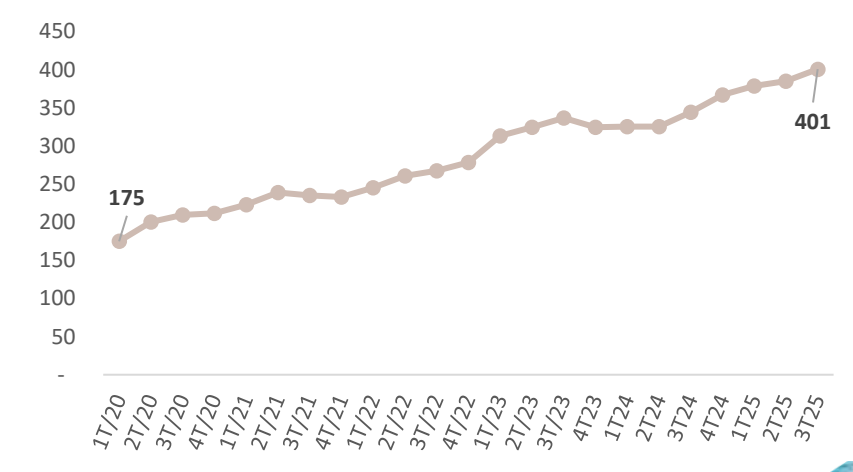
Proxy Preço do GB no SMP (em reais)



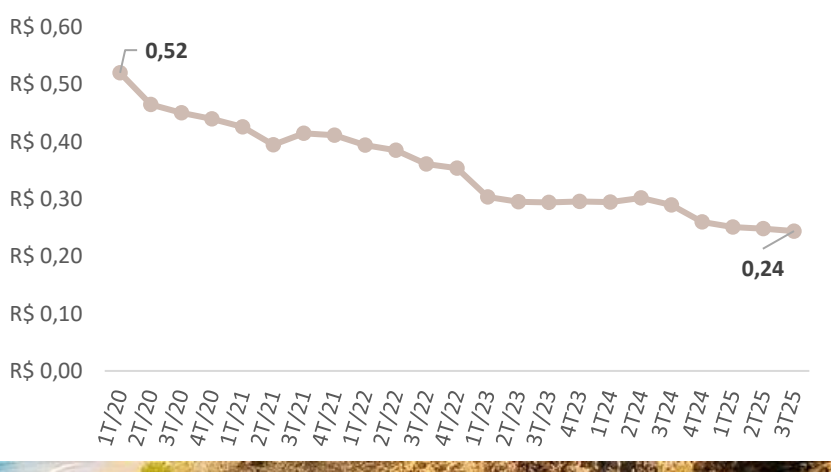
Consumo total no SCM (em bilhões de GB)



Consumo por usuário do SCM (GB)

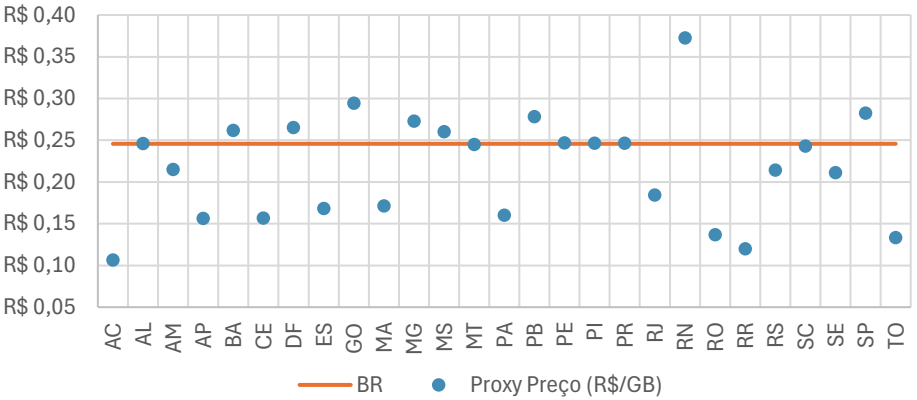


Proxy Preço do GB no SCM (em reais)

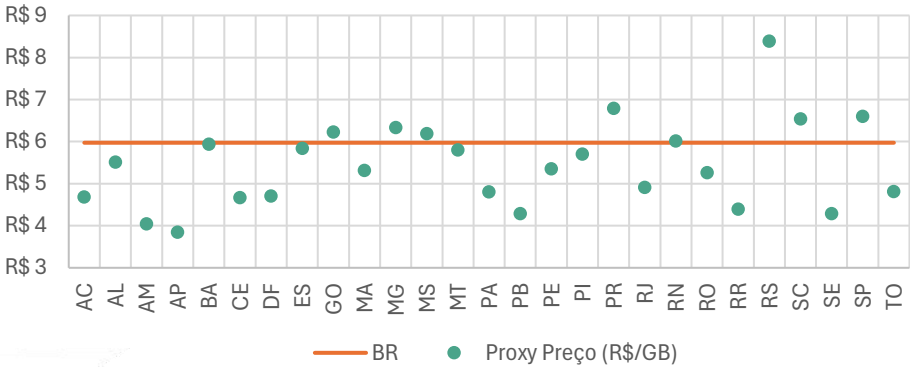


	SCM		SMP		
	Consumo SCM por usuário (em GB)	Proxy Preço (R\$/GB)	Consumo SMP por usuário (em GB)	Proxy Preço (R\$/GB)	MOU sainte (minutos/usuário)
BR	401	R\$ 0,24	5,82	R\$ 5,97	21,45
AC	765	R\$ 0,11	5,40	R\$ 4,68	16,00
AL	362	R\$ 0,25	4,62	R\$ 5,52	20,86
AM	428	R\$ 0,21	7,51	R\$ 4,05	15,38
AP	589	R\$ 0,16	7,86	R\$ 3,85	11,00
BA	422	R\$ 0,26	4,36	R\$ 5,94	18,38
CE	568	R\$ 0,16	5,08	R\$ 4,67	16,04
DF	471	R\$ 0,27	8,98	R\$ 4,71	31,50
ES	489	R\$ 0,17	5,65	R\$ 5,84	28,21
GO	415	R\$ 0,29	4,79	R\$ 6,23	15,31
MA	489	R\$ 0,17	4,33	R\$ 5,32	9,80
MG	303	R\$ 0,27	5,73	R\$ 6,34	30,77
MS	418	R\$ 0,26	4,92	R\$ 6,19	15,20
MT	477	R\$ 0,24	5,03	R\$ 5,80	12,59
PA	588	R\$ 0,16	5,33	R\$ 4,81	13,01
PB	376	R\$ 0,28	6,02	R\$ 4,29	20,16
PE	463	R\$ 0,25	4,89	R\$ 5,36	25,05
PI	507	R\$ 0,25	4,33	R\$ 5,71	14,60
PR	401	R\$ 0,25	5,67	R\$ 6,80	17,83
RJ	440	R\$ 0,18	7,47	R\$ 4,91	26,89
RN	255	R\$ 0,37	4,48	R\$ 6,02	19,64
RO	867	R\$ 0,14	5,07	R\$ 5,26	9,31
RR	830	R\$ 0,12	7,30	R\$ 4,40	7,30
RS	375	R\$ 0,21	4,98	R\$ 8,39	16,64
SC	358	R\$ 0,24	5,55	R\$ 6,54	13,00
SE	429	R\$ 0,21	6,41	R\$ 4,29	28,99
SP	372	R\$ 0,28	6,55	R\$ 6,61	24,77
TO	605	R\$ 0,13	5,41	R\$ 4,82	15,48

Proxy-preço para o SCM

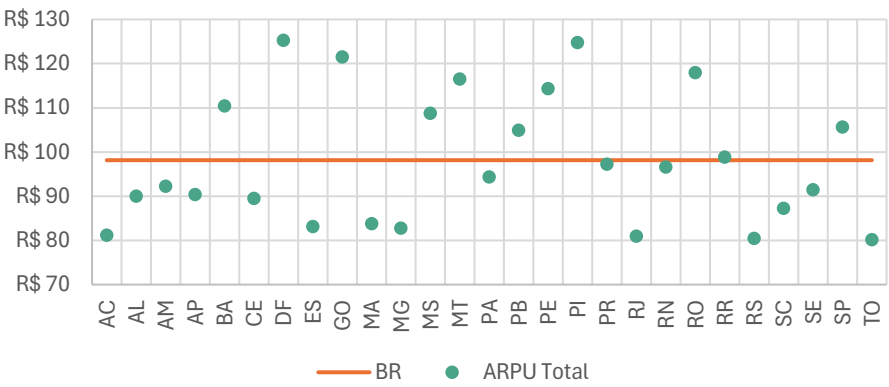


Proxy-preço para o SMP



	SCM	SMP			
	ARPU Total	ARPU Total	ARPU Pós	ARPU Pré	ARPU Dados
BR	R\$ 97,81	R\$ 33,20	R\$ 50,81	R\$ 12,23	R\$ 28,14
AC	R\$ 81,17	R\$ 25,71	R\$ 49,49	R\$ 9,71	R\$ 21,51
AL	R\$ 89,95	R\$ 23,92	R\$ 47,58	R\$ 9,26	R\$ 20,03
AM	R\$ 92,23	R\$ 30,57	R\$ 60,15	R\$ 11,75	R\$ 25,64
AP	R\$ 90,33	R\$ 28,62	R\$ 60,12	R\$ 11,06	R\$ 24,28
BA	R\$ 110,39	R\$ 25,20	R\$ 50,33	R\$ 9,59	R\$ 21,17
CE	R\$ 89,46	R\$ 22,78	R\$ 44,56	R\$ 9,02	R\$ 19,06
DF	R\$ 125,21	R\$ 40,47	R\$ 52,10	R\$ 16,18	R\$ 33,86
ES	R\$ 83,11	R\$ 32,77	R\$ 45,43	R\$ 12,73	R\$ 28,10
GO	R\$ 121,44	R\$ 28,99	R\$ 44,71	R\$ 10,51	R\$ 24,29
MA	R\$ 83,79	R\$ 23,39	R\$ 57,04	R\$ 8,66	R\$ 19,51
MG	R\$ 82,75	R\$ 34,87	R\$ 50,01	R\$ 12,63	R\$ 29,73
MS	R\$ 108,77	R\$ 30,13	R\$ 44,50	R\$ 11,80	R\$ 25,53
MT	R\$ 116,51	R\$ 29,15	R\$ 46,85	R\$ 10,79	R\$ 24,68
PA	R\$ 94,31	R\$ 24,92	R\$ 54,07	R\$ 10,21	R\$ 21,03
PB	R\$ 104,91	R\$ 24,55	R\$ 48,21	R\$ 10,04	R\$ 20,57
PE	R\$ 114,28	R\$ 25,14	R\$ 45,93	R\$ 9,88	R\$ 20,96
PI	R\$ 124,72	R\$ 24,04	R\$ 59,31	R\$ 9,12	R\$ 20,07
PR	R\$ 97,24	R\$ 34,61	R\$ 54,37	R\$ 11,72	R\$ 28,95
RJ	R\$ 80,93	R\$ 34,61	R\$ 47,68	R\$ 12,94	R\$ 29,17
RN	R\$ 96,56	R\$ 24,96	R\$ 48,51	R\$ 8,96	R\$ 20,86
RO	R\$ 117,94	R\$ 26,94	R\$ 50,44	R\$ 9,31	R\$ 22,35
RR	R\$ 98,85	R\$ 30,67	R\$ 58,42	R\$ 13,25	R\$ 26,21
RS	R\$ 80,42	R\$ 41,60	R\$ 54,85	R\$ 18,24	R\$ 35,08
SC	R\$ 87,27	R\$ 32,83	R\$ 48,90	R\$ 11,18	R\$ 27,54
SE	R\$ 91,43	R\$ 27,15	R\$ 48,86	R\$ 11,36	R\$ 23,38
SP	R\$ 105,62	R\$ 40,78	R\$ 52,77	R\$ 16,84	R\$ 35,09
TO	R\$ 80,13	R\$ 26,17	R\$ 50,03	R\$ 9,06	R\$ 21,61

ARPU Total para o SCM (em reais)



ARPU Total para o SMP (em reais)

