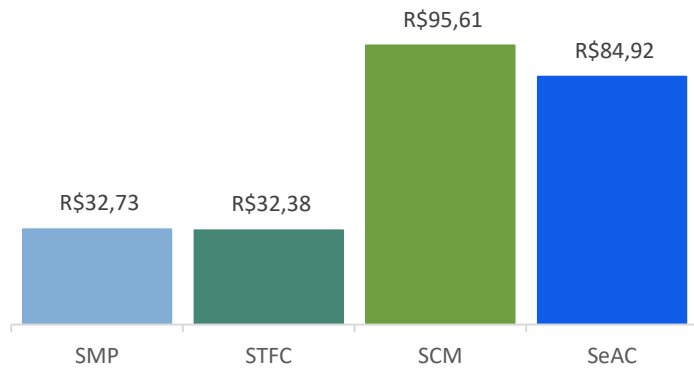


PANORAMA ECONÔMICO-FINANCEIRO DE TELECOMUNICAÇÕES

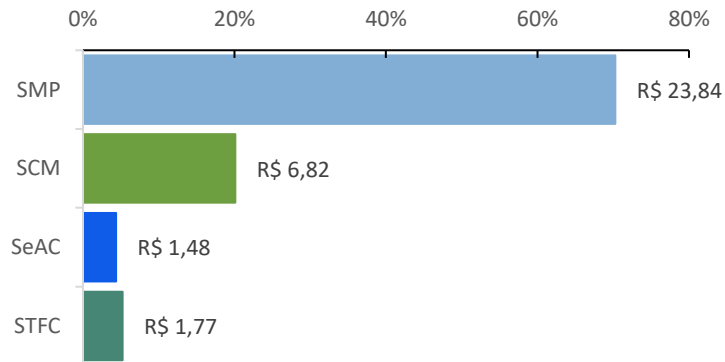


2º TRIMESTRE/2025

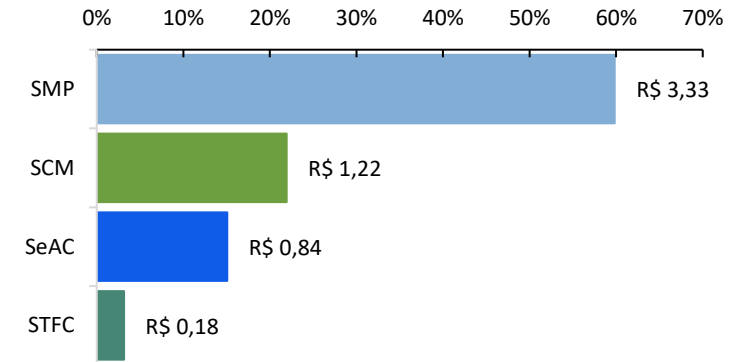
ARPU por serviços 2T/2025



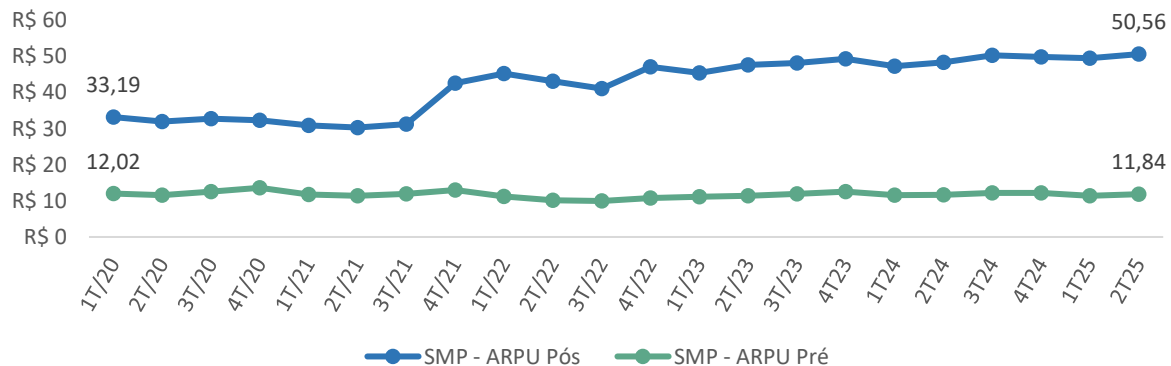
ROL por serviço 2T/2025
TOTAL R\$ (em bilhões) = 33,91



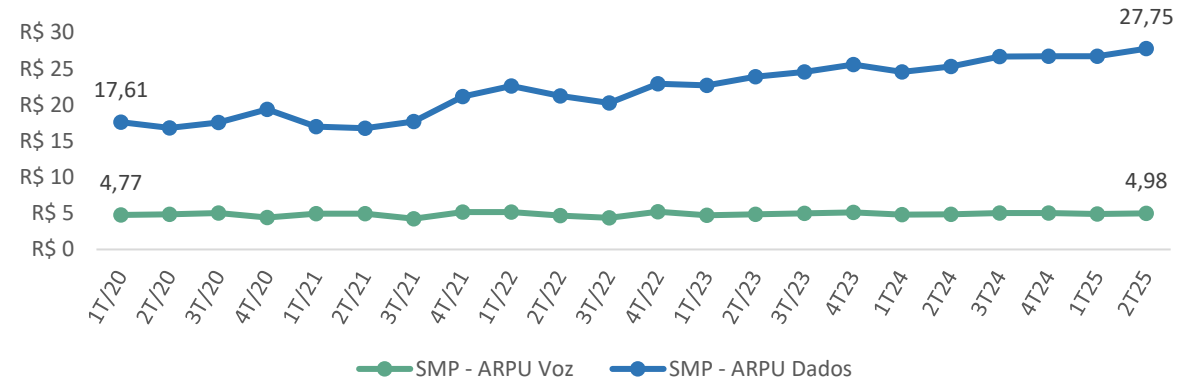
Investimento por serviço 2T/2025
TOTAL R\$ (em bilhões) = 5,57



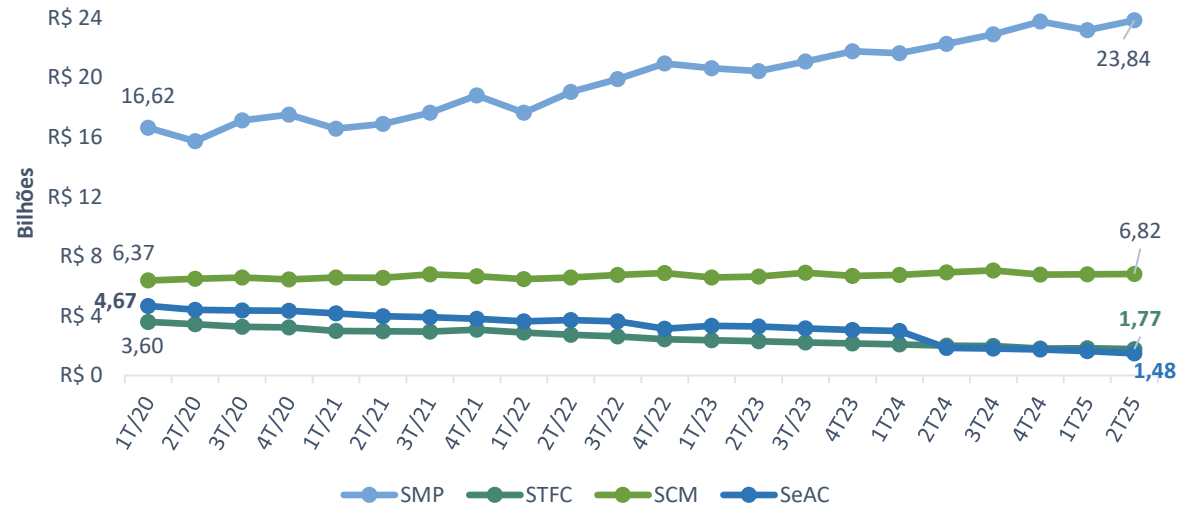
ARPU SMP - Pós e Pré (em reais)



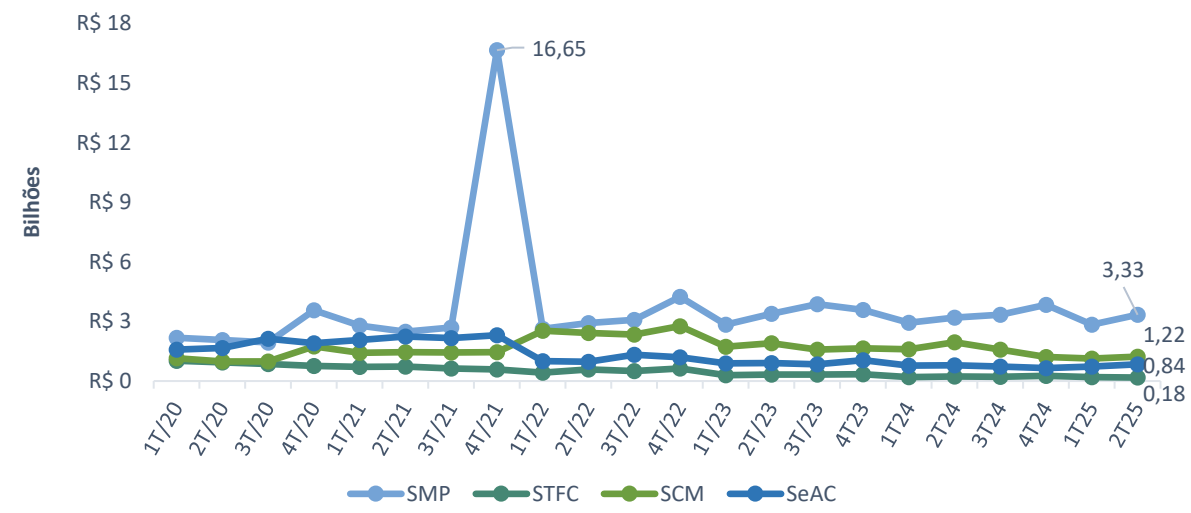
ARPU SMP - Voz e Dados (em reais)



Evolução ROL por serviço (em bilhões de reais)



Evolução Investimentos por serviço (em bilhões de reais)



Preço médio por GB consumido

Preços SMP

2T24 - 2T25
(5,51) » (6,19)

+ 12,34 %

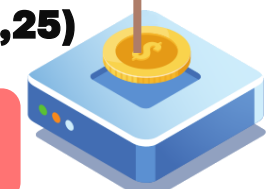


Preço médio por GB consumido

Preços SCM

2T24 - 2T25
(0,30) » (0,25)

- 17,71 %

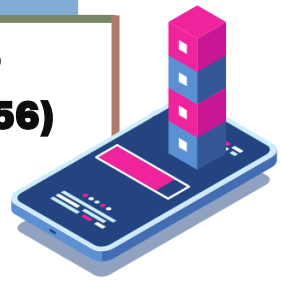


Consumo médio de dados (GB por usuário)

Consumo SMP

2T24 - 2T25
(5,63) » (5,56)

- 1,25 %

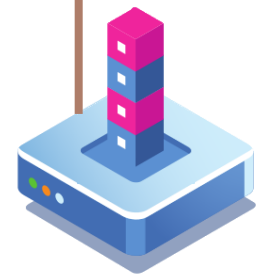


Consumo médio de dados (GB por usuário)

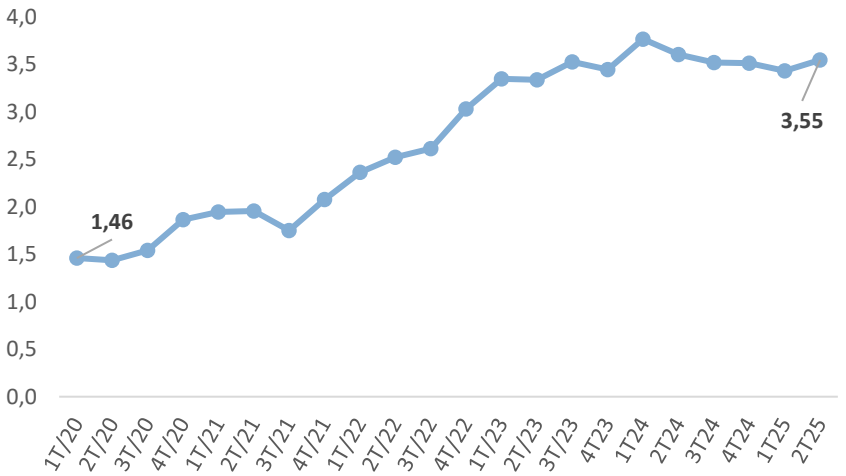
Consumo SCM

2T24 - 2T25
(325) » (385)

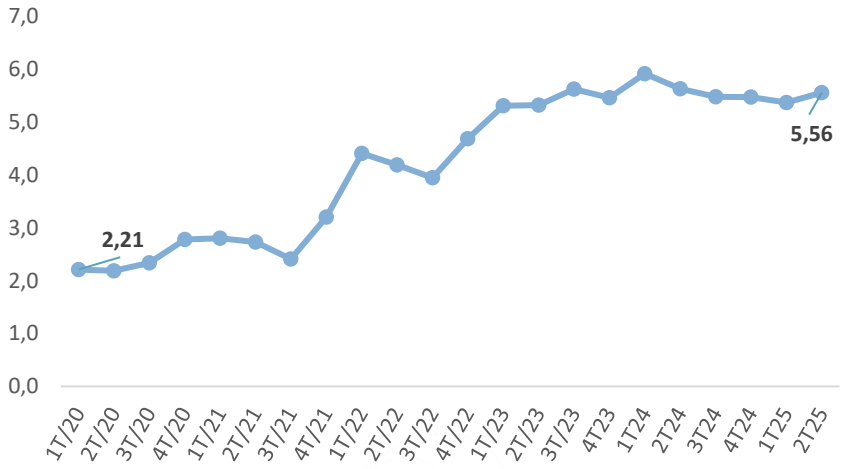
+ 18,36 %



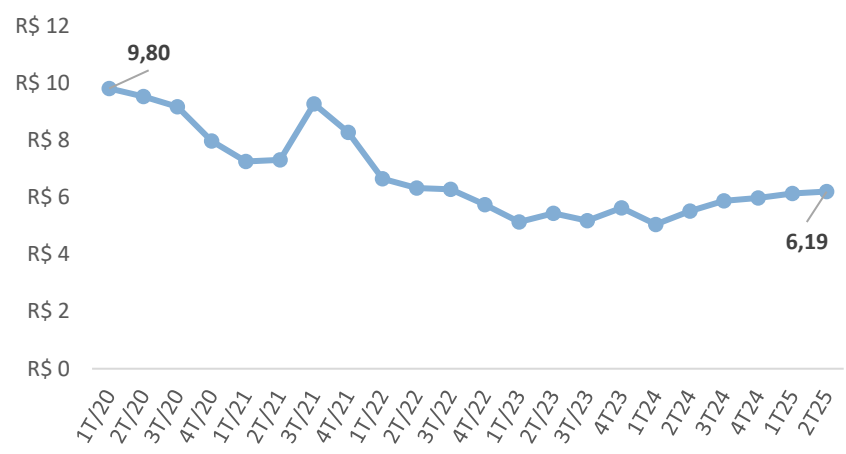
Consumo total no SMP (em bilhões de GB)



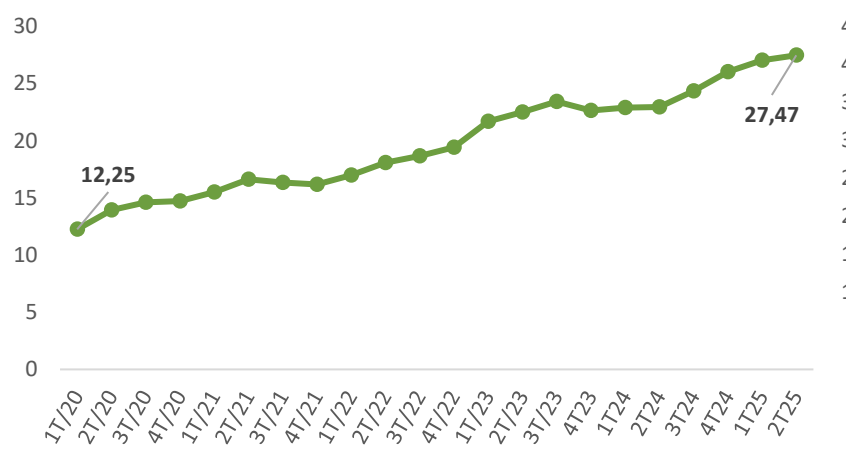
Consumo por usuário do SMP (GB)



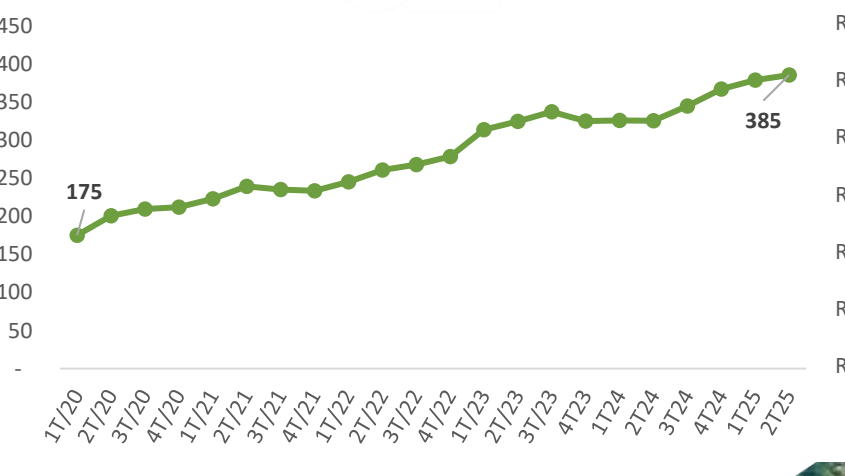
Proxy Preço do GB no SMP (em reais)



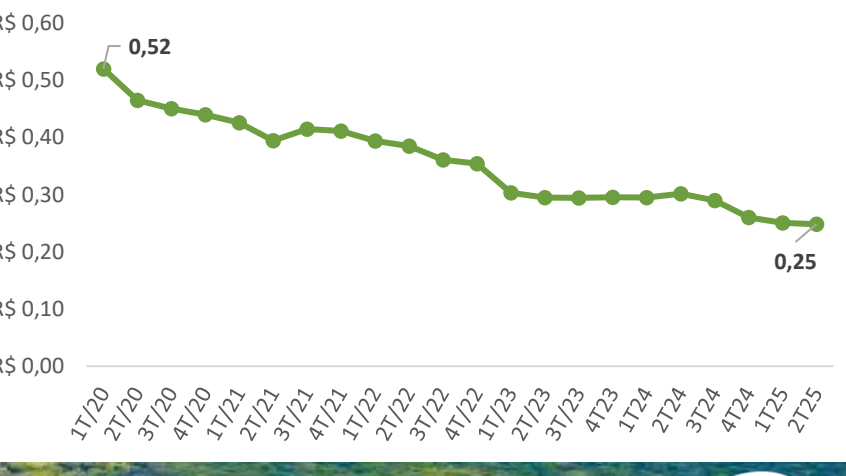
Consumo total no SCM (em bilhões de GB)



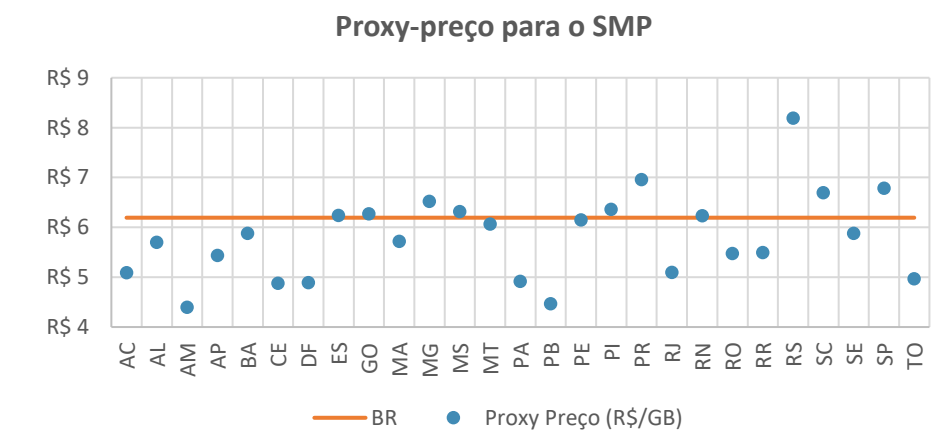
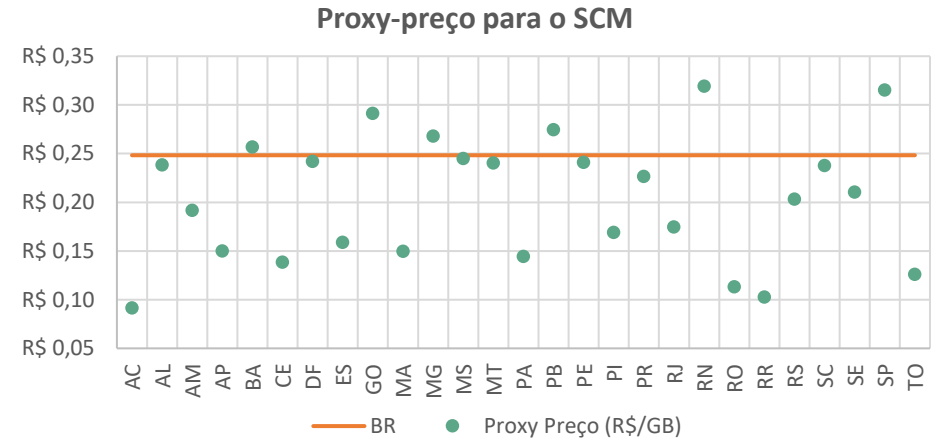
Consumo por usuário do SCM (GB)



Proxy Preço do GB no SCM (em reais)

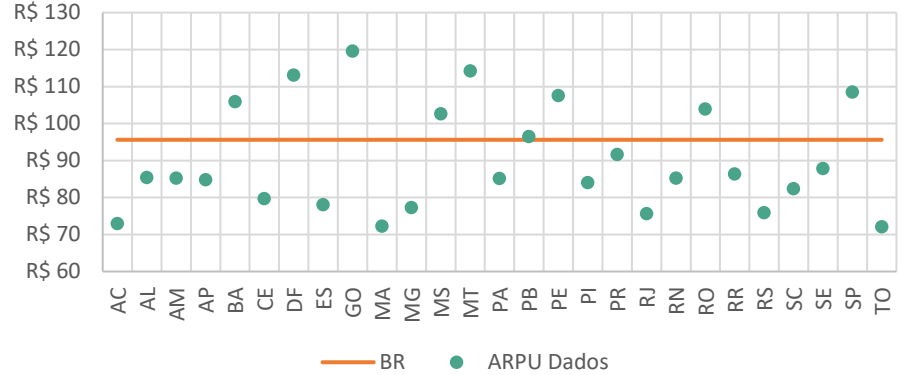


	SCM		SMP		
	Consumo SCM por usuário (em GB)	Proxy Preço (R\$/GB)	Consumo SMP por usuário (em GB)	Proxy Preço (R\$/GB)	MOU sainte (minutos/usuário)
BR	385	R\$ 0,25	5,56	R\$ 6,19	24,12
AC	796	R\$ 0,09	4,88	R\$ 5,09	18,44
AL	359	R\$ 0,24	4,35	R\$ 5,70	22,18
AM	444	R\$ 0,19	6,86	R\$ 4,40	17,68
AP	577	R\$ 0,15	5,40	R\$ 5,44	12,83
BA	414	R\$ 0,26	4,34	R\$ 5,88	20,43
CE	579	R\$ 0,14	4,79	R\$ 4,87	17,62
DF	469	R\$ 0,24	8,58	R\$ 4,89	36,38
ES	490	R\$ 0,16	5,13	R\$ 6,24	31,84
GO	415	R\$ 0,29	4,68	R\$ 6,27	17,33
MA	484	R\$ 0,15	4,00	R\$ 5,72	11,46
MG	290	R\$ 0,27	5,44	R\$ 6,52	34,19
MS	420	R\$ 0,24	4,75	R\$ 6,31	17,68
MT	476	R\$ 0,24	4,72	R\$ 6,07	14,76
PA	590	R\$ 0,14	5,10	R\$ 4,92	15,03
PB	352	R\$ 0,27	5,68	R\$ 4,46	21,22
PE	447	R\$ 0,24	4,60	R\$ 6,15	26,25
PI	498	R\$ 0,17	3,85	R\$ 6,36	16,24
PR	399	R\$ 0,23	5,46	R\$ 6,96	19,87
RJ	433	R\$ 0,17	7,12	R\$ 5,09	30,31
RN	265	R\$ 0,32	4,24	R\$ 6,23	21,39
RO	923	R\$ 0,11	4,81	R\$ 5,47	10,54
RR	841	R\$ 0,10	5,69	R\$ 5,50	8,23
RS	375	R\$ 0,20	4,88	R\$ 8,19	18,91
SC	349	R\$ 0,24	5,32	R\$ 6,69	14,30
SE	417	R\$ 0,21	4,61	R\$ 5,88	33,83
SP	343	R\$ 0,32	6,37	R\$ 6,79	28,35
TO	574	R\$ 0,13	5,26	R\$ 4,97	17,75



	SCM	SMP			
	ARPU Total	ARPU Total	ARPU Pós	ARPU Pré	ARPU Dados
BR	R\$ 95,61	R\$ 32,73	R\$ 50,56	R\$ 11,84	R\$ 27,75
AC	R\$ 72,92	R\$ 25,13	R\$ 49,05	R\$ 9,29	R\$ 21,03
AL	R\$ 85,43	R\$ 23,42	R\$ 46,93	R\$ 9,01	R\$ 19,59
AM	R\$ 85,19	R\$ 30,04	R\$ 60,27	R\$ 11,34	R\$ 25,21
AP	R\$ 84,79	R\$ 27,73	R\$ 59,09	R\$ 10,63	R\$ 23,48
BA	R\$ 105,88	R\$ 24,82	R\$ 49,83	R\$ 9,40	R\$ 20,80
CE	R\$ 79,64	R\$ 22,46	R\$ 44,31	R\$ 8,79	R\$ 18,74
DF	R\$ 113,08	R\$ 39,59	R\$ 51,15	R\$ 15,80	R\$ 33,16
ES	R\$ 78,05	R\$ 31,88	R\$ 44,72	R\$ 12,15	R\$ 27,27
GO	R\$ 119,58	R\$ 28,42	R\$ 43,94	R\$ 10,28	R\$ 23,81
MA	R\$ 72,24	R\$ 22,89	R\$ 57,37	R\$ 8,30	R\$ 19,04
MG	R\$ 77,24	R\$ 33,96	R\$ 49,13	R\$ 12,16	R\$ 28,89
MS	R\$ 102,60	R\$ 29,39	R\$ 43,77	R\$ 11,44	R\$ 24,89
MT	R\$ 114,22	R\$ 28,26	R\$ 45,80	R\$ 10,38	R\$ 23,93
PA	R\$ 85,17	R\$ 24,27	R\$ 53,42	R\$ 9,83	R\$ 20,44
PB	R\$ 96,45	R\$ 24,06	R\$ 47,55	R\$ 9,79	R\$ 20,15
PE	R\$ 107,53	R\$ 26,70	R\$ 49,77	R\$ 9,59	R\$ 22,63
PI	R\$ 83,98	R\$ 23,74	R\$ 59,47	R\$ 8,78	R\$ 19,81
PR	R\$ 91,58	R\$ 33,94	R\$ 53,47	R\$ 11,55	R\$ 28,37
RJ	R\$ 75,60	R\$ 34,24	R\$ 47,38	R\$ 12,74	R\$ 28,85
RN	R\$ 85,25	R\$ 24,74	R\$ 48,30	R\$ 8,89	R\$ 20,57
RO	R\$ 103,94	R\$ 26,41	R\$ 49,82	R\$ 8,97	R\$ 21,93
RR	R\$ 86,35	R\$ 30,28	R\$ 59,00	R\$ 12,77	R\$ 25,78
RS	R\$ 75,89	R\$ 39,44	R\$ 52,62	R\$ 16,78	R\$ 33,24
SC	R\$ 82,33	R\$ 32,37	R\$ 48,41	R\$ 11,02	R\$ 27,16
SE	R\$ 87,81	R\$ 26,68	R\$ 48,24	R\$ 11,29	R\$ 22,90
SP	R\$ 108,47	R\$ 40,65	R\$ 53,15	R\$ 16,21	R\$ 35,00
TO	R\$ 72,08	R\$ 25,87	R\$ 49,76	R\$ 8,81	R\$ 21,38

ARPU Total para o SCM (em reais)



ARPU Total para o SMP (em reais)

