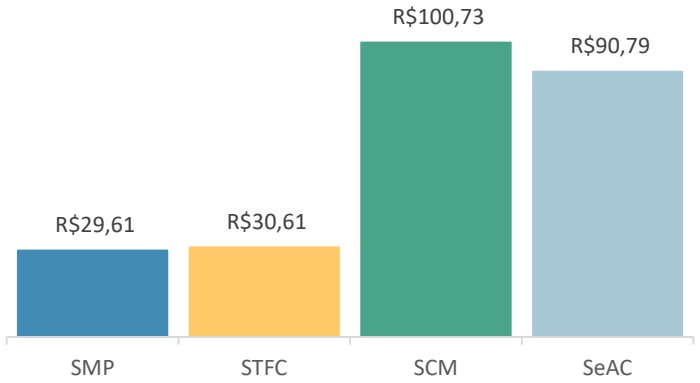
PANORAMA ECONÔMICO-FINANCEIRO DE TELECOMUNICAÇÕES

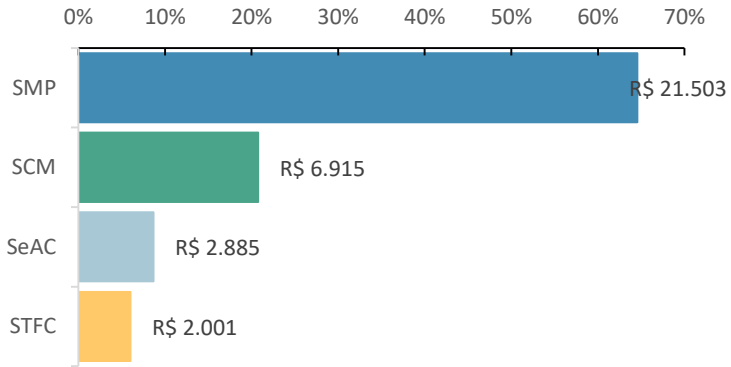
ANATEL | 1º TRIMESTRE/2024

ARPU por serviços 1T/2024



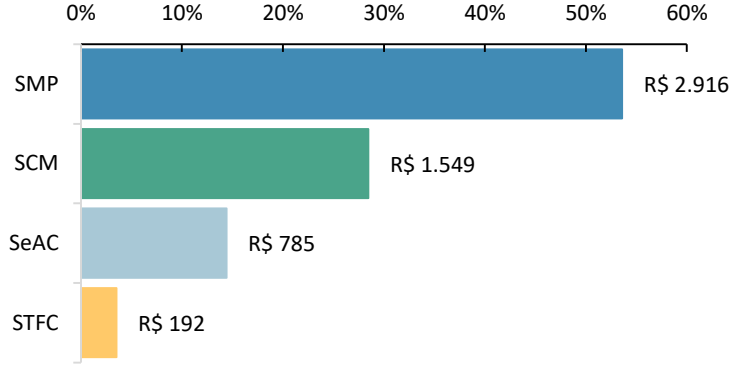
ROL por serviço 1T/2024

TOTAL R$ (em milhões) = 33.303

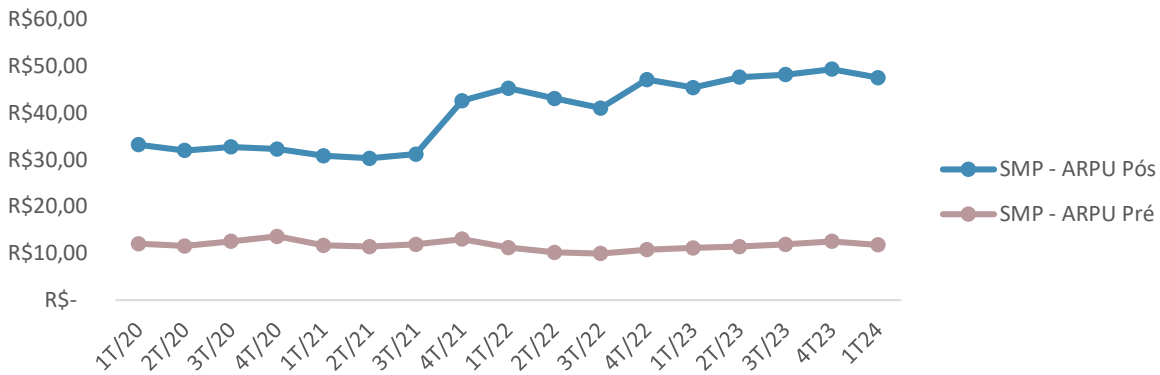


Investimento por serviço 1T/2024

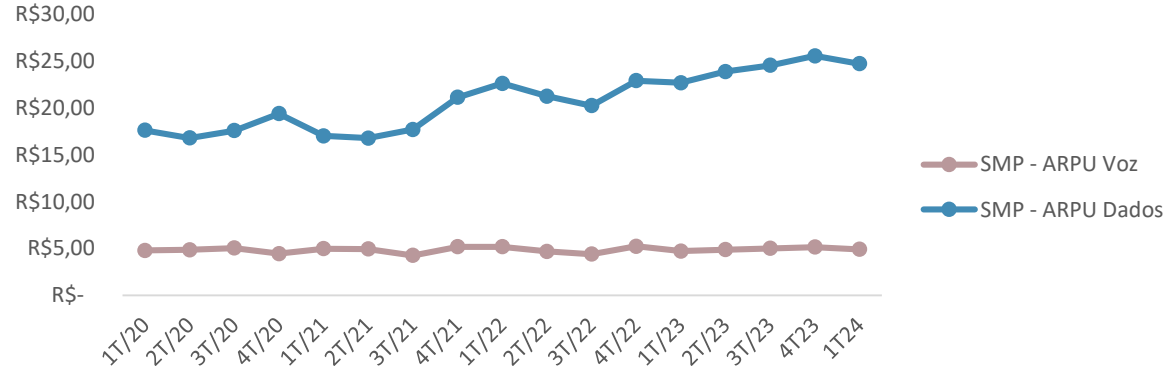
TOTAL R$ (em milhões) = 5.442



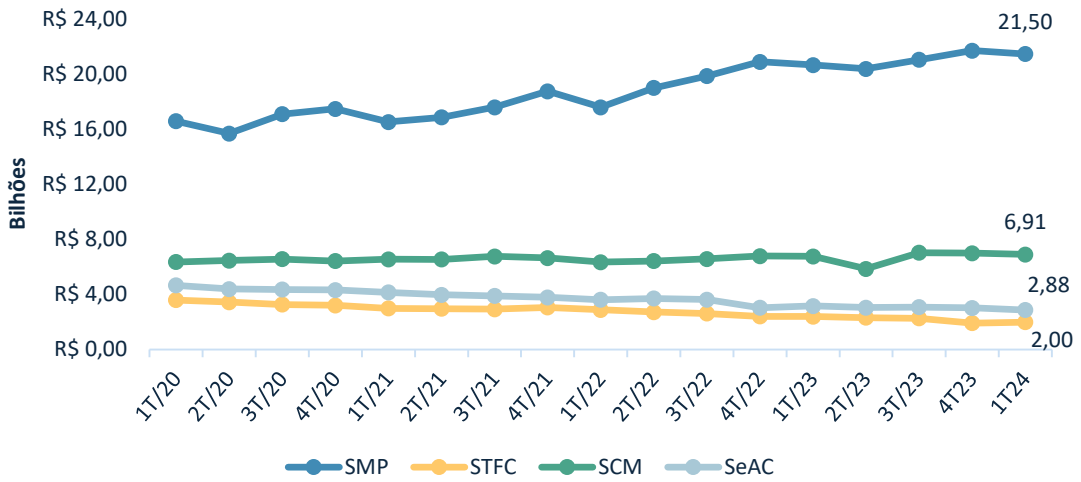
ARPU SMP - Pós e Pré



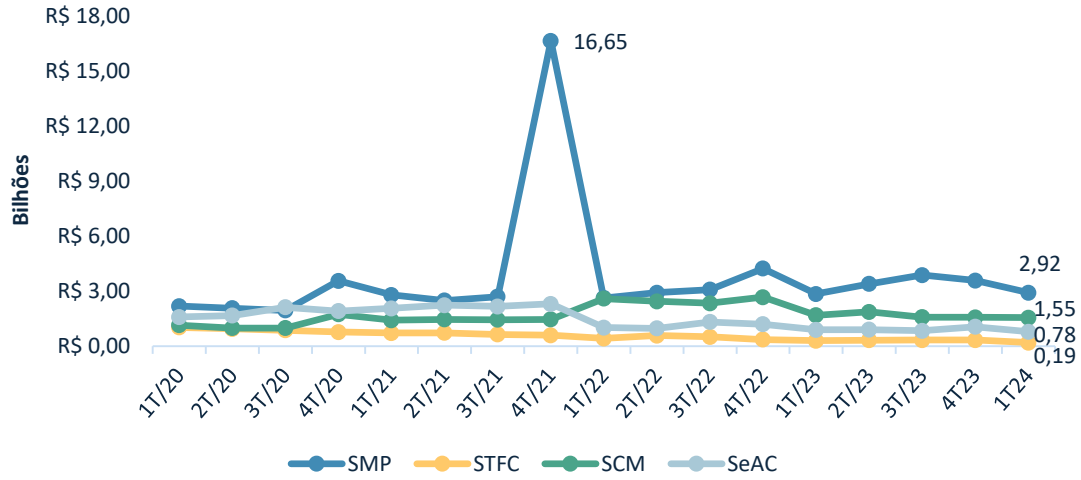
ARPU SMP - Voz e Dados



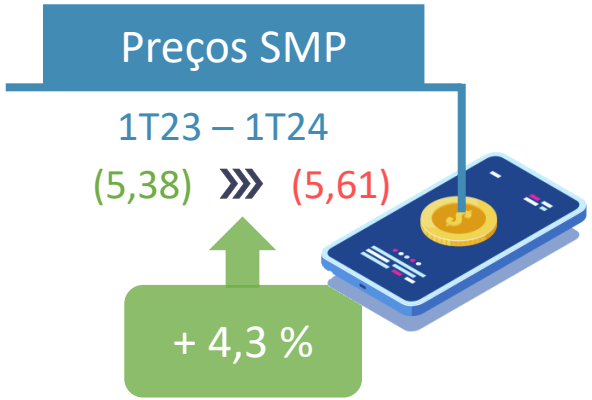
Evolução ROL por serviço (em bilhões de reais)



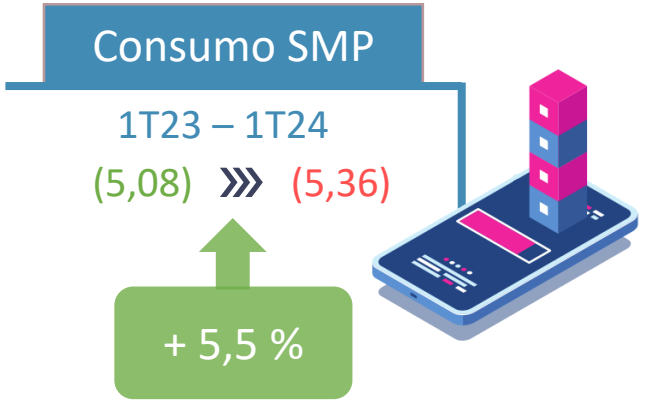
Evolução Investimentos por serviço (em bilhões de reais)



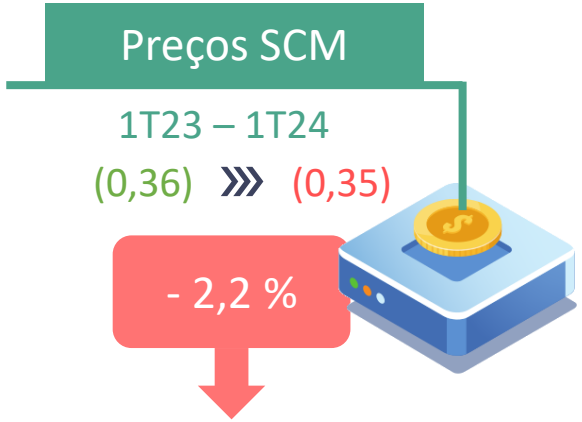
Preço médio por GB consumido



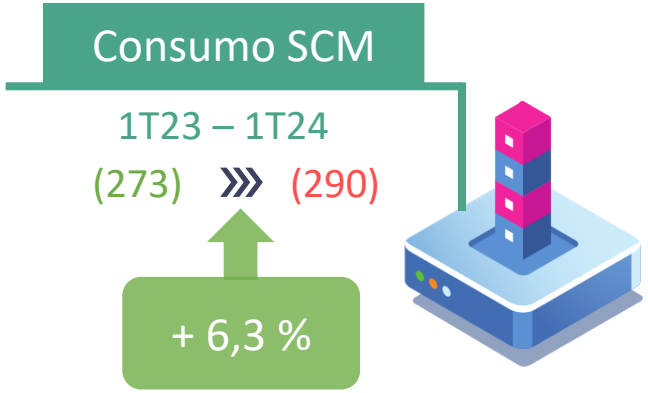
Consumo médio de dados (GB por usuário)



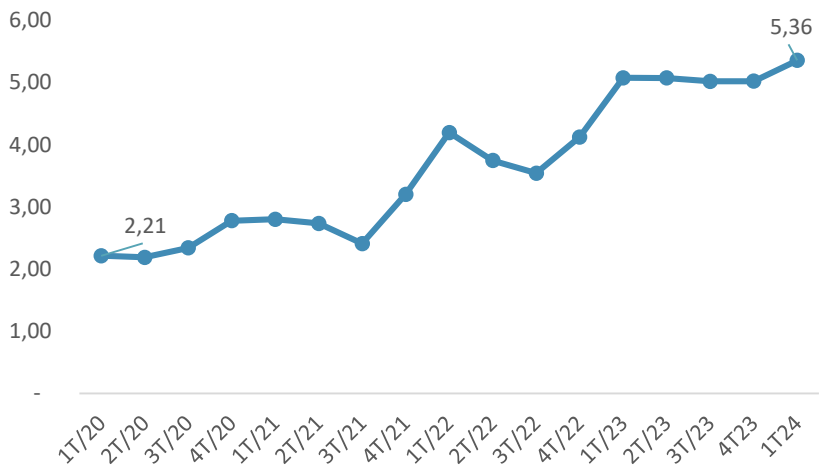
Preço médio por GB consumido



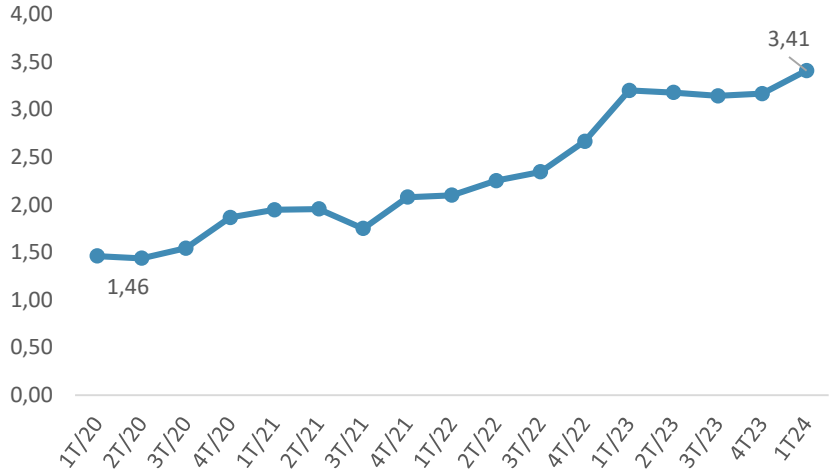
Consumo médio de dados (GB por usuário)



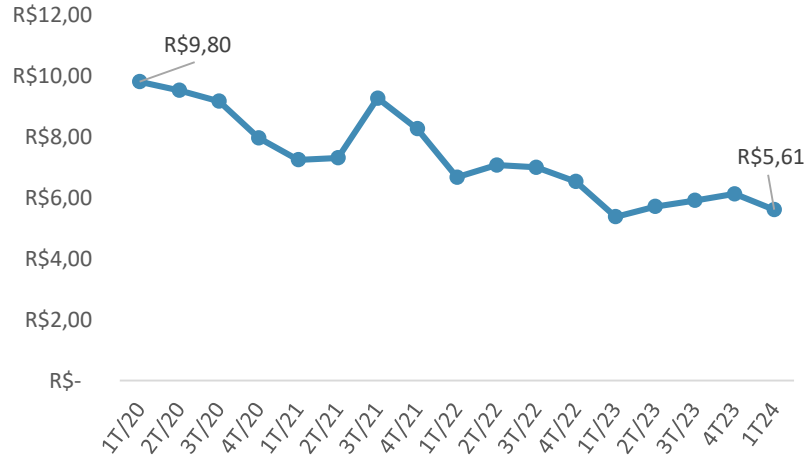
Consumo por usuário do SMP (GB)



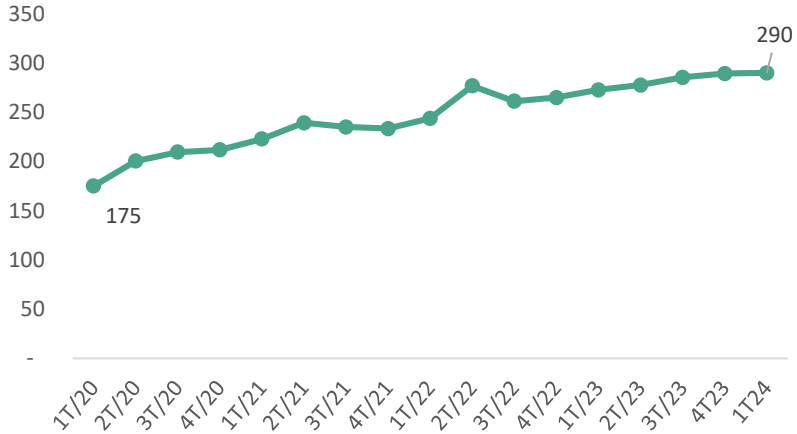
Consumo total no SMP (em bilhões de GB)



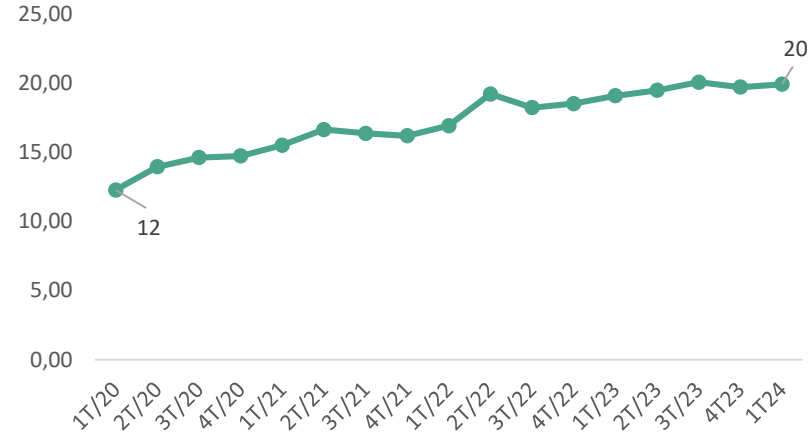
Proxy Preço do GB no SMP



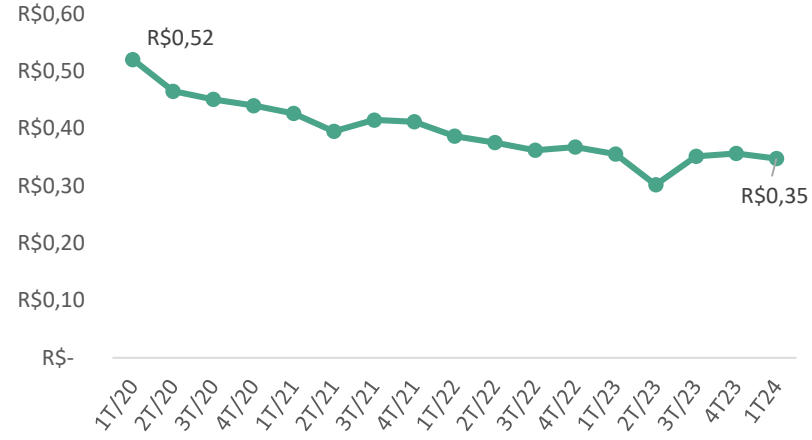
Consumo por usuário do SCM (GB)



Consumo total no SCM (em bilhões de GB)

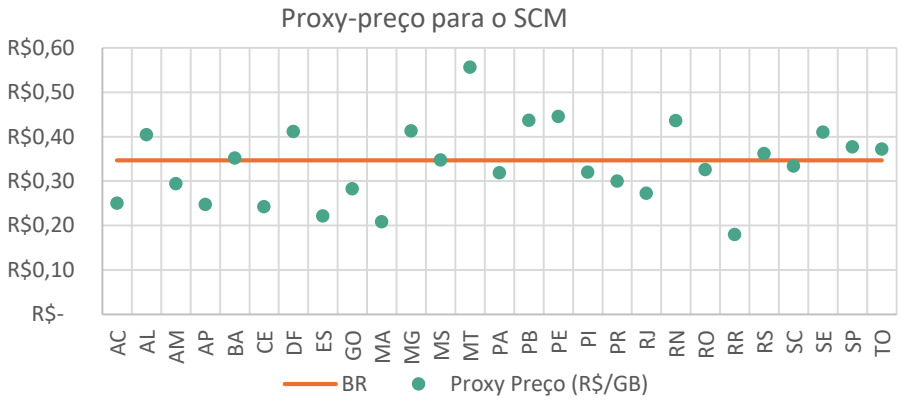


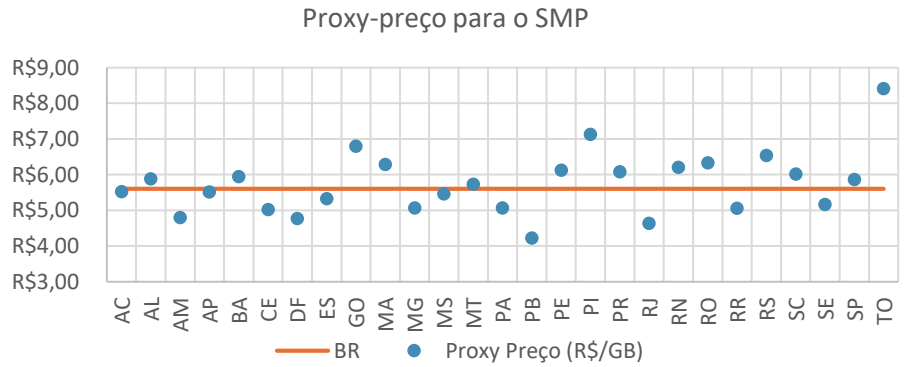
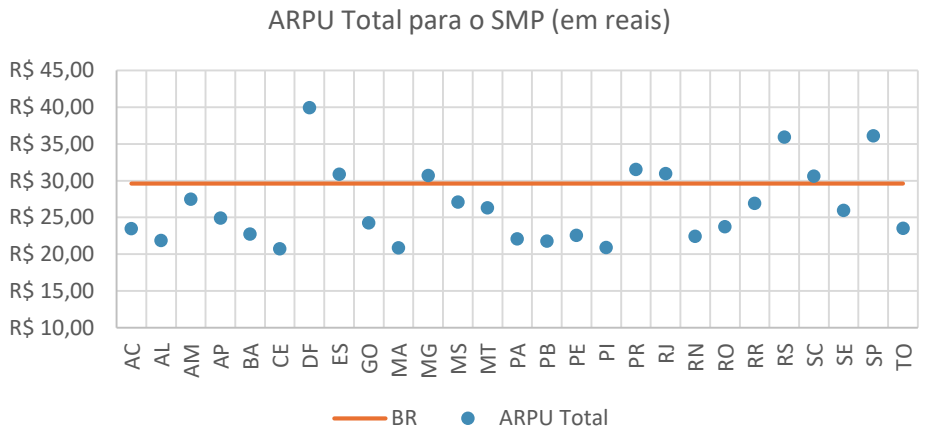
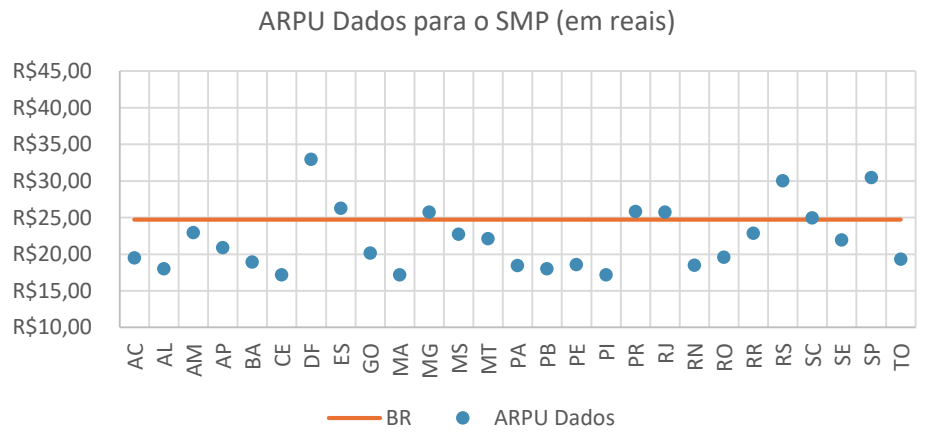
Proxy Preço do GB no SCM



Obs: Valores dos anos 2022 e 2023 do consumo de SCM foram retificados pela Telefônica.

	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	290,33	R$ 0,35	5,36	R$ 5,61	36,30
AC	383,67	R$ 0,25	4,15	R$ 5,53	37,79
AL	228,65	R$ 0,41	3,77	R$ 5,89	34,32
AM	322,30	R$ 0,29	5,65	R$ 4,80	32,88
AP	358,66	R$ 0,25	4,64	R$ 5,52	24,58
BA	319,51	R$ 0,35	3,84	R$ 5,95	31,98
CE	352,76	R$ 0,24	4,18	R$ 5,03	25,82
DF	256,51	R$ 0,41	8,52	R$ 4,78	56,23
ES	369,74	R$ 0,22	5,78	R$ 5,33	49,77
GO	294,86	R$ 0,28	3,60	R$ 6,80	28,72
MA	380,57	R$ 0,21	3,24	R$ 6,29	20,35
MG	206,47	R$ 0,41	6,14	R$ 5,07	51,83
MS	296,97	R$ 0,35	4,95	R$ 5,47	30,67
MT	239,65	R$ 0,56	4,58	R$ 5,73	26,24
PA	303,65	R$ 0,32	4,39	R$ 5,07	27,48
PB	241,08	R$ 0,44	5,23	R$ 4,23	33,09
PE	245,65	R$ 0,45	3,71	R$ 6,13	38,60
PI	326,88	R$ 0,32	2,91	R$ 7,14	25,93
PR	249,31	R$ 0,30	5,49	R$ 6,09	30,02
RJ	306,32	R$ 0,27	6,84	R$ 4,64	43,39
RN	218,92	R$ 0,44	3,72	R$ 6,21	31,70
RO	386,47	R$ 0,33	3,68	R$ 6,33	17,79
RR	625,83	R$ 0,18	5,42	R$ 5,06	15,82
RS	219,78	R$ 0,36	5,47	R$ 6,54	29,91
SC	258,59	R$ 0,33	5,28	R$ 6,02	22,14
SE	229,43	R$ 0,41	4,98	R$ 5,17	52,72
SP	315,03	R$ 0,38	6,26	R$ 5,87	39,57
TO	245,48	R$ 0,37	2,76	R$ 8,42	30,05





	SMP			
	ARPU Total	ARPU Pós	ARPU Pré	ARPU Dados
BR	R$ 29,61	R$ 47,47	R$ 11,79	R$ 24,70
AC	R$ 23,51	R$ 45,70	R$ 10,06	R$ 19,52
AL	R$ 21,87	R$ 47,00	R$ 9,07	R$ 18,00
AM	R$ 27,50	R$ 58,63	R$ 11,61	R$ 22,94
AP	R$ 24,95	R$ 58,17	R$ 10,75	R$ 20,91
BA	R$ 22,77	R$ 50,01	R$ 9,23	R$ 18,92
CE	R$ 20,77	R$ 43,10	R$ 8,69	R$ 17,20
DF	R$ 39,95	R$ 53,33	R$ 17,17	R$ 32,96
ES	R$ 30,90	R$ 44,59	R$ 12,54	R$ 26,28
GO	R$ 24,28	R$ 39,15	R$ 9,60	R$ 20,16
MA	R$ 20,90	R$ 56,74	R$ 8,21	R$ 17,20
MG	R$ 30,73	R$ 46,32	R$ 11,81	R$ 25,73
MS	R$ 27,13	R$ 41,57	R$ 11,72	R$ 22,73
MT	R$ 26,34	R$ 44,17	R$ 10,69	R$ 22,13
PA	R$ 22,11	R$ 51,72	R$ 10,03	R$ 18,45
PB	R$ 21,82	R$ 45,36	R$ 9,56	R$ 18,02
PE	R$ 22,58	R$ 43,38	R$ 9,31	R$ 18,59
PI	R$ 20,93	R$ 55,82	R$ 8,58	R$ 17,19
PR	R$ 31,54	R$ 51,13	R$ 12,02	R$ 25,84
RJ	R$ 30,98	R$ 43,96	R$ 12,70	R$ 25,76
RN	R$ 22,44	R$ 46,07	R$ 8,86	R$ 18,50
RO	R$ 23,74	R$ 46,81	R$ 8,82	R$ 19,58
RR	R$ 26,91	R$ 54,24	R$ 13,10	R$ 22,85
RS	R$ 35,94	R$ 49,01	R$ 16,64	R$ 30,02
SC	R$ 30,63	R$ 46,76	R$ 11,68	R$ 24,98
SE	R$ 25,99	R$ 51,79	R$ 11,04	R$ 21,97
SP	R$ 36,10	R$ 48,59	R$ 15,78	R$ 30,45
TO	R$ 23,55	R$ 47,61	R$ 8,78	R$ 19,32