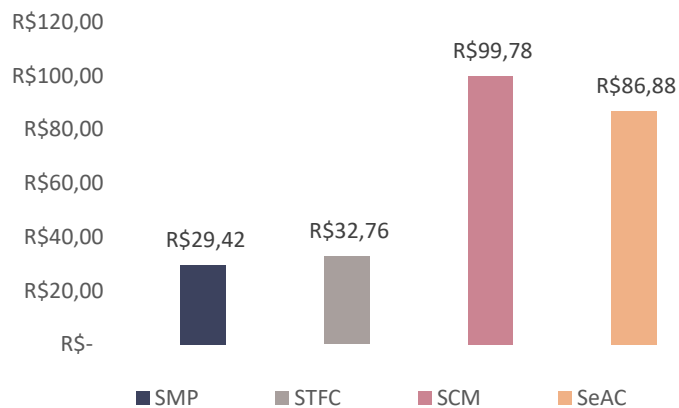


PANORAMA ECONÔMICO-FINANCEIRO DE TELECOMUNICAÇÕES

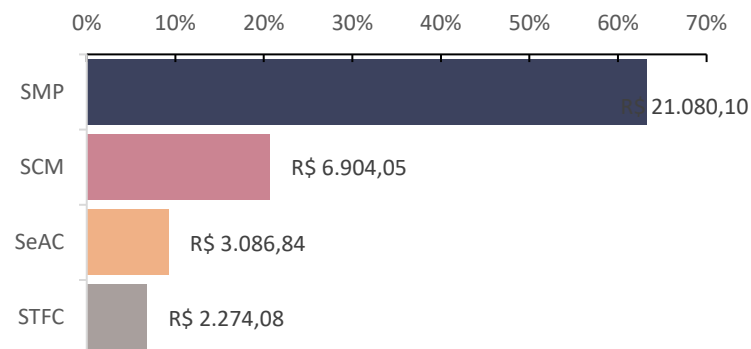


3º TRIMESTRE/2023

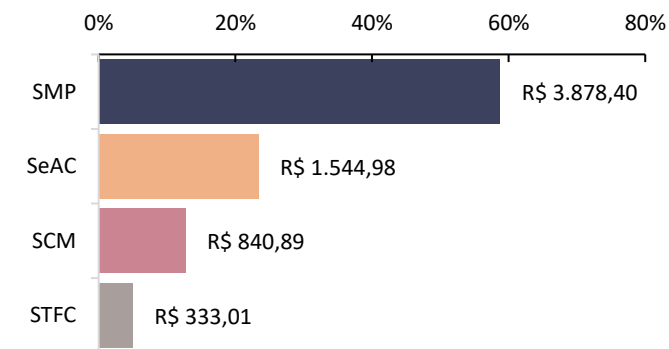
ARPU por serviços, 3º trim. de 2023



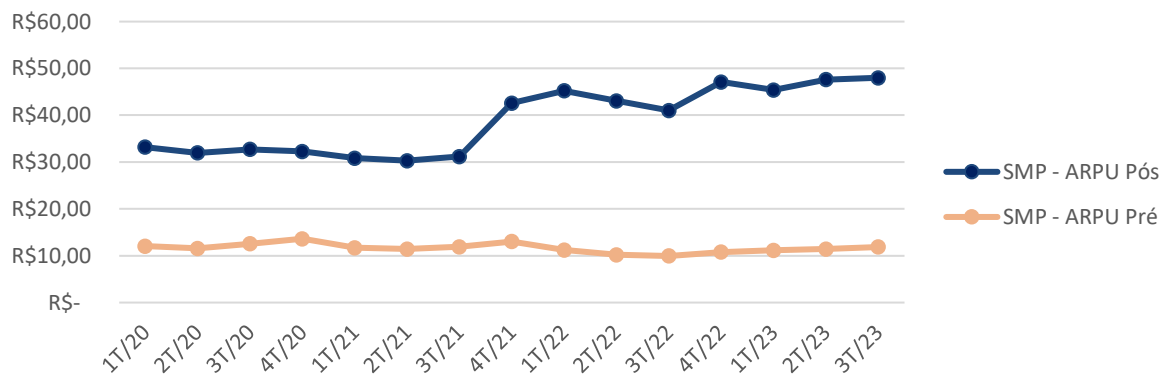
ROL por serviço, 3T/2023
TOTAL R\$ (em milhões) = 33.345,07



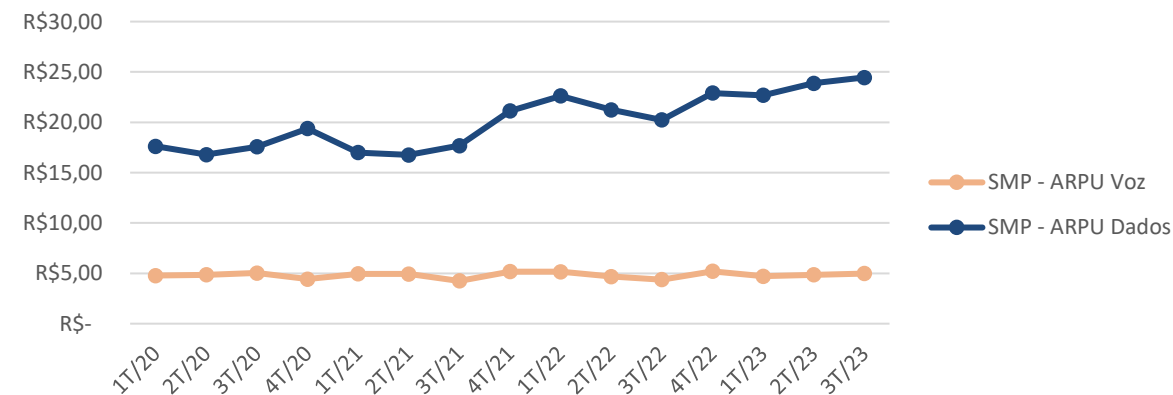
Investimento por serviço, 3T/2023
TOTAL R\$ (em milhões) = 6.597,28



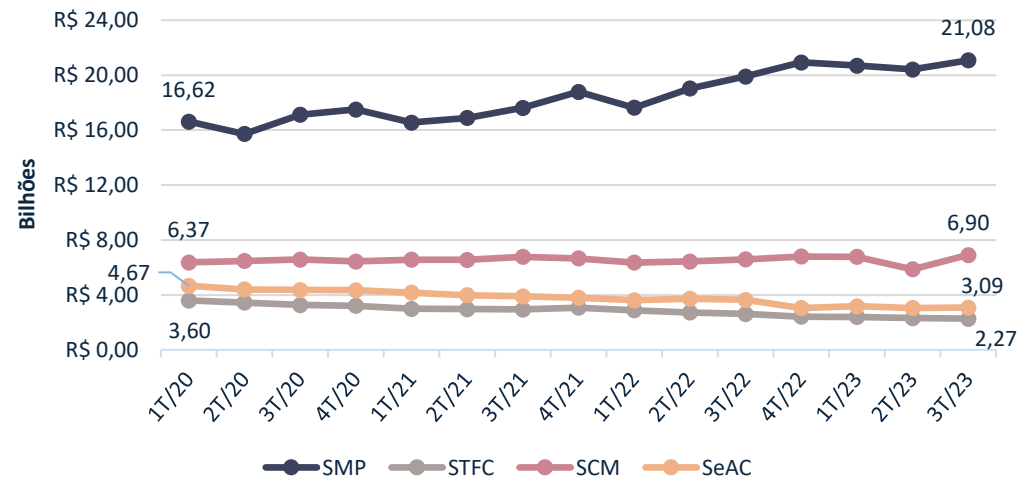
ARPU SMP - Pós e Pré



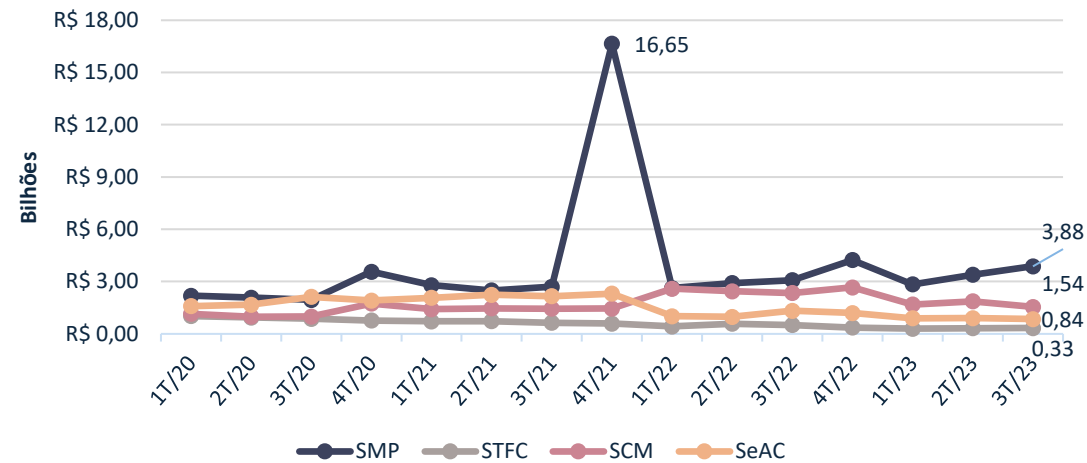
ARPU SMP - Voz e Dados



Evolução ROL por serviços (em bilhão)



Evolução Investimentos por serviço (em bilhão)



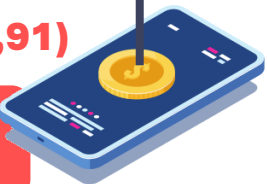
Preço médio
por GB consumido

Preços SMP

3T22 - 3T23

(7,00) >>> (5,91)

- 16 %



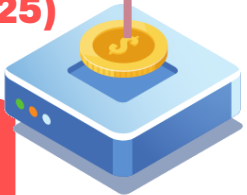
Preço médio
por GB consumido

Preços SCM

3T22 - 3T23

(0,37) >>> (0,25)

- 33 %



Consumo médio de dados
(GB por usuário)

Consumo SMP

3T22 - 3T23

(3,54) >>> (5,02)

+ 42 %



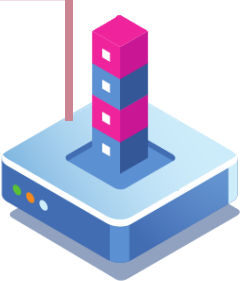
Consumo médio de dados
(GB por usuário)

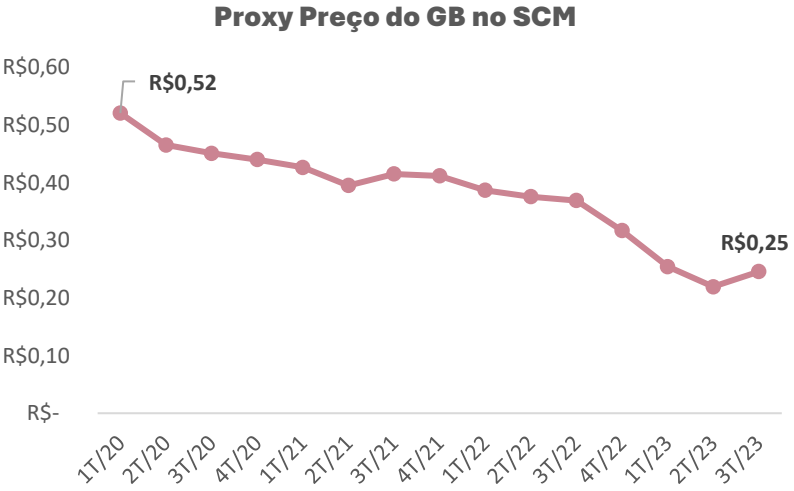
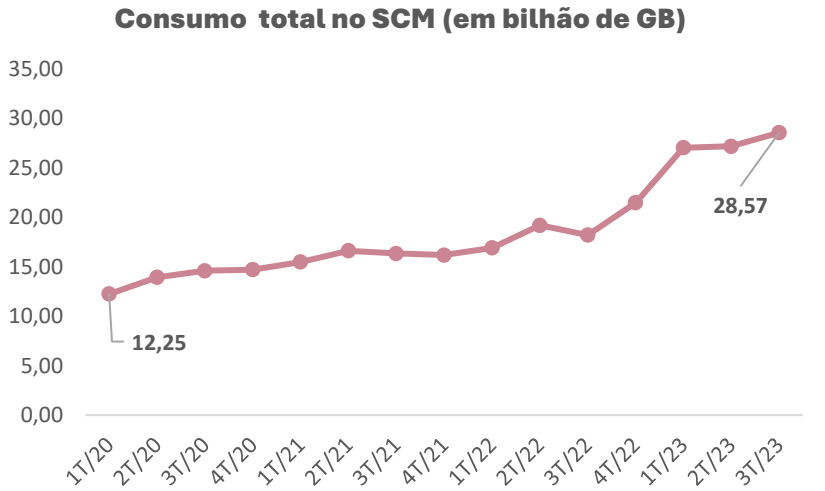
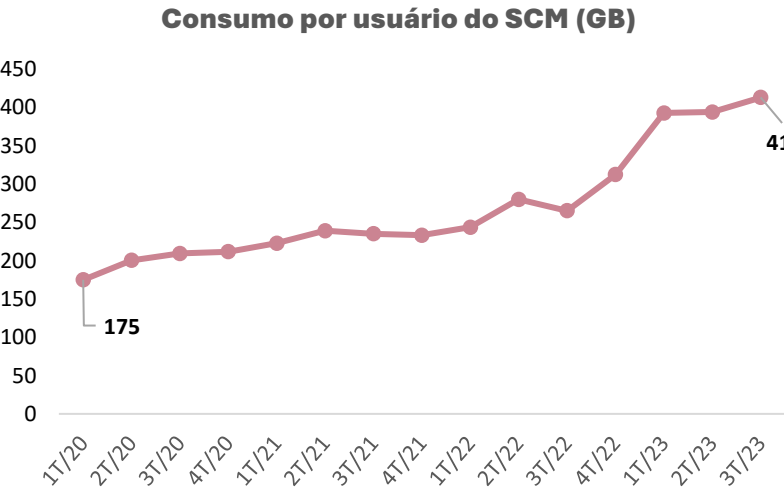
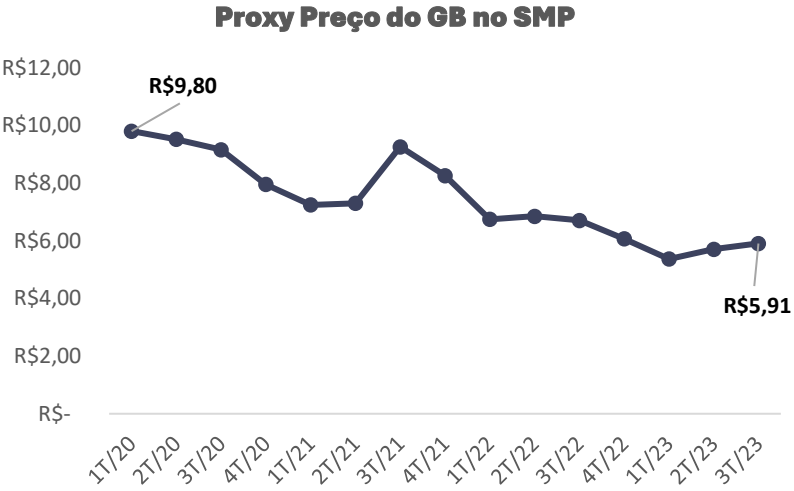
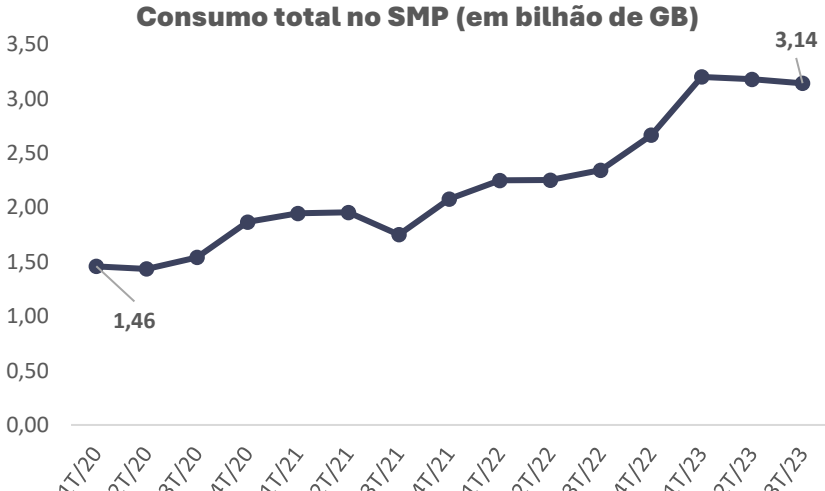
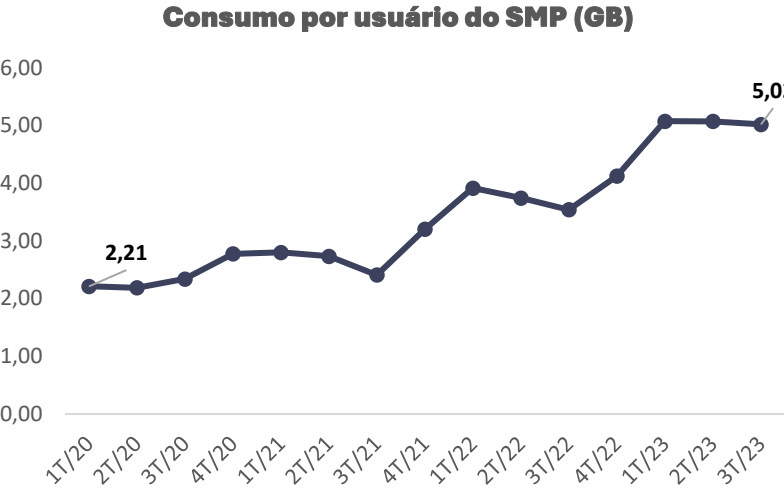
Consumo SCM

3T22 - 3T23

(265) >>> (413)

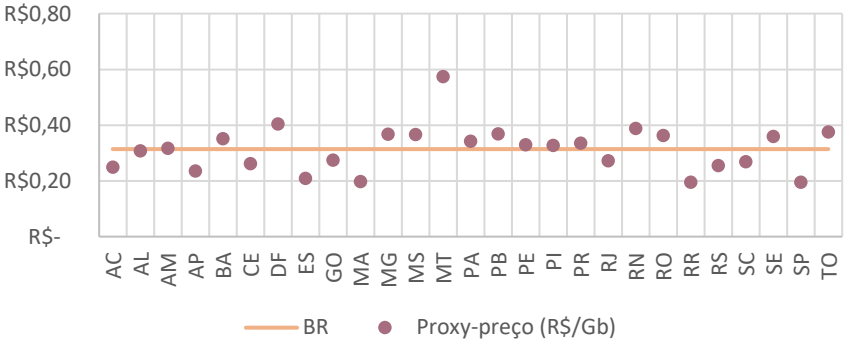
+ 56 %





	SCM		SMP		
UF	Consumo por usuário (GB)	Proxy-preço (R\$/Gb)	Consumo por usuário (GB)	Proxy-preço (R\$/Gb)	ARPU TOTAL
BR	413	R\$ 0,25	5,02	R\$ 5,91	R\$ 29,42
AC	376	R\$ 0,25	3,37	R\$ 6,69	R\$ 22,45
AL	297	R\$ 0,31	3,75	R\$ 5,78	R\$ 21,72
AM	328	R\$ 0,32	5,44	R\$ 4,87	R\$ 26,27
AP	378	R\$ 0,24	4,41	R\$ 5,69	R\$ 24,73
BA	315	R\$ 0,35	3,70	R\$ 6,30	R\$ 23,00
CE	358	R\$ 0,26	4,39	R\$ 4,64	R\$ 20,36
DF	248	R\$ 0,40	6,95	R\$ 5,77	R\$ 38,93
ES	395	R\$ 0,21	5,96	R\$ 5,14	R\$ 29,52
GO	309	R\$ 0,28	4,26	R\$ 5,76	R\$ 24,09
MA	386	R\$ 0,20	3,34	R\$ 5,95	R\$ 19,96
MG	236	R\$ 0,37	5,91	R\$ 5,18	R\$ 29,86
MS	273	R\$ 0,37	4,75	R\$ 5,94	R\$ 27,62
MT	235	R\$ 0,57	4,77	R\$ 5,44	R\$ 25,39
PA	297	R\$ 0,34	4,06	R\$ 5,38	R\$ 21,67
PB	286	R\$ 0,37	4,85	R\$ 4,39	R\$ 21,39
PE	345	R\$ 0,33	3,90	R\$ 5,44	R\$ 21,38
PI	393	R\$ 0,33	3,34	R\$ 6,06	R\$ 20,37
PR	266	R\$ 0,34	5,19	R\$ 6,37	R\$ 32,60
RJ	306	R\$ 0,27	5,65	R\$ 5,69	R\$ 31,41
RN	245	R\$ 0,39	3,54	R\$ 6,31	R\$ 22,36
RO	370	R\$ 0,36	3,50	R\$ 6,52	R\$ 22,71
RR	627	R\$ 0,20	5,02	R\$ 5,18	R\$ 25,44
RS	310	R\$ 0,25	4,50	R\$ 7,82	R\$ 34,55
SC	317	R\$ 0,27	4,99	R\$ 6,47	R\$ 31,68
SE	286	R\$ 0,36	4,89	R\$ 5,21	R\$ 25,03
SP	607	R\$ 0,20	5,74	R\$ 6,31	R\$ 35,63
TO	231	R\$ 0,38	3,57	R\$ 6,34	R\$ 22,58

Proxy-preço para o SCM



Proxy-preço para o SMP

