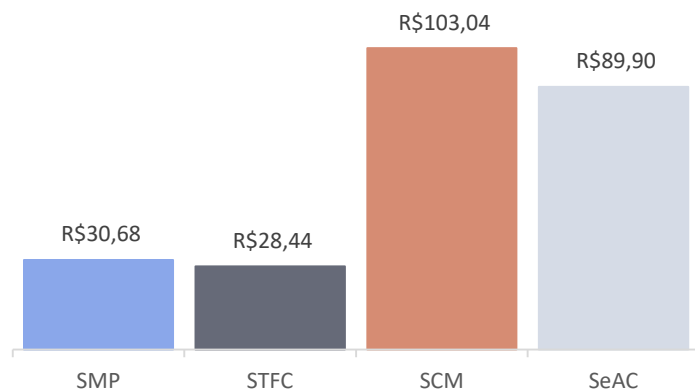


PANORAMA ECONÔMICO-FINANCEIRO DE TELECOMUNICAÇÕES



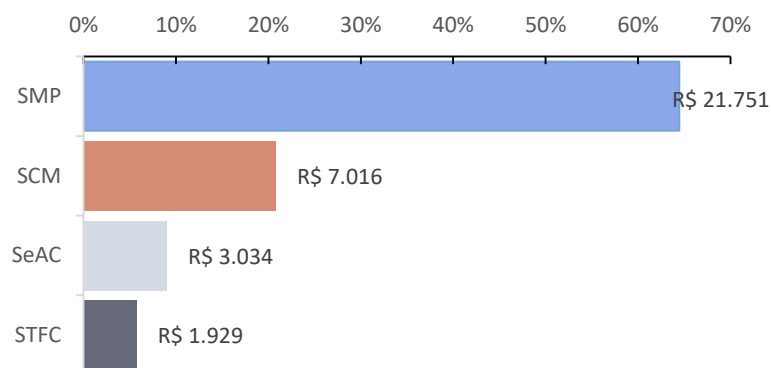
4º TRIMESTRE/2023

ARPU por serviços 4T/2023



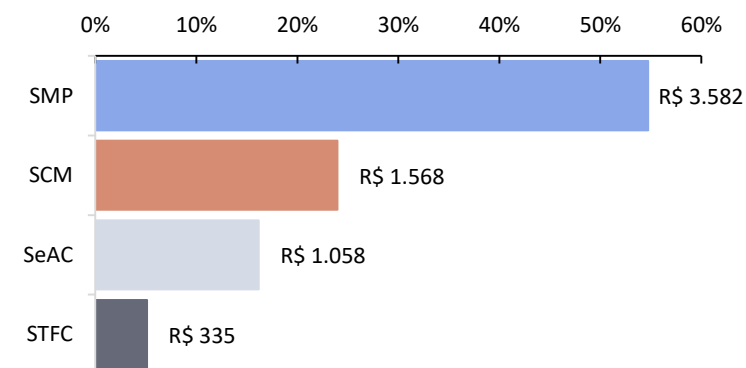
ROL por serviço 4T/2023

TOTAL R\$ (em milhões) = 33.731

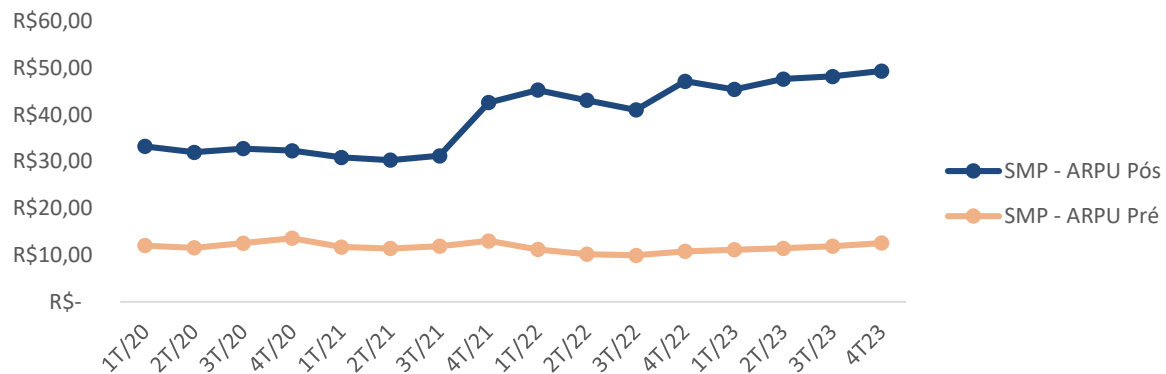


Investimento por serviço 4T/2023

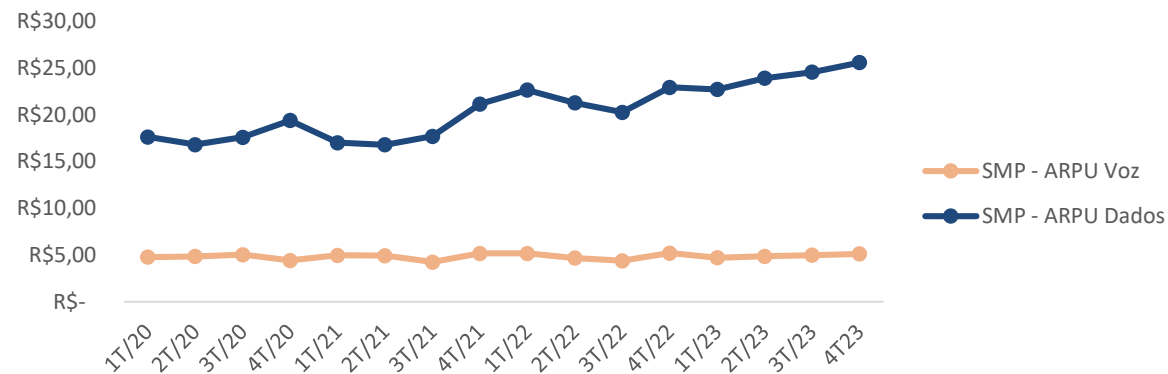
TOTAL R\$ (em milhões) = 6.543



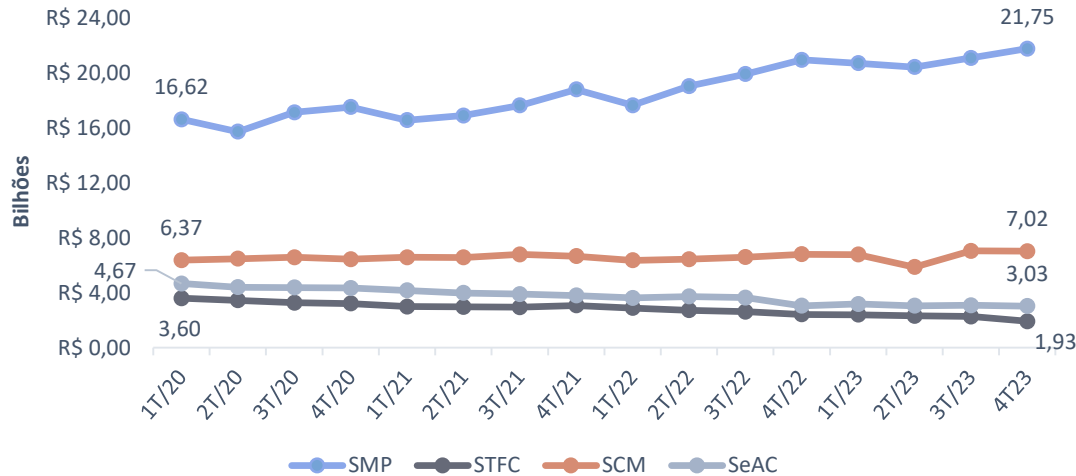
ARPU SMP - Pós e Pré



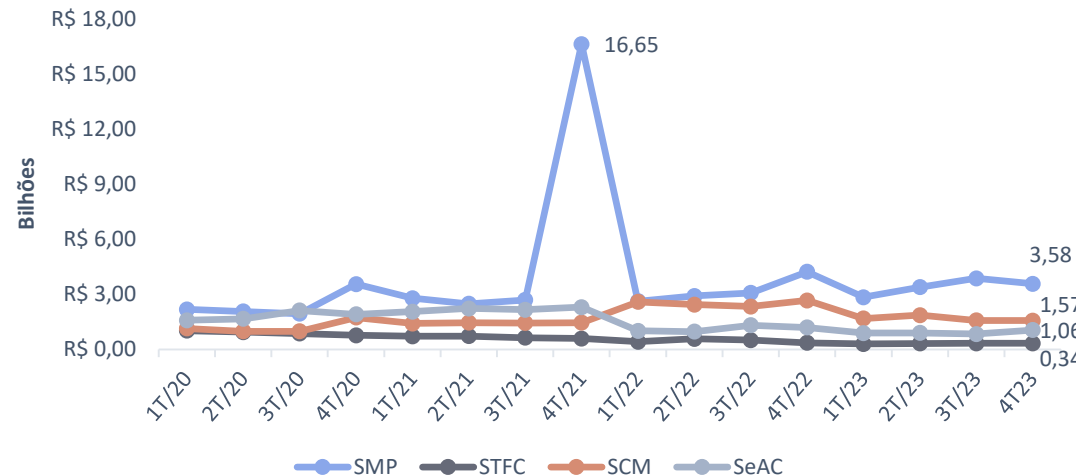
ARPU SMP - Voz e Dados



Evolução ROL por serviço (em bilhões de reais)



Evolução Investimentos por serviço (em bilhões de reais)



Preço médio por GB consumido

Preços SMP

4T22 – 4T23

(6,53) >>> (6,12)

- 6,3 %

Consumo médio de dados (GB por usuário)

Consumo SMP

4T22 – 4T23

(4,12) >>> (5,02)

+ 21,8 %

Preço médio por GB consumido

Preços SCM

4T22 – 4T23

(0,37) >>> (0,36)

- 2,8 %

Consumo médio de dados (GB por usuário)

Consumo SCM

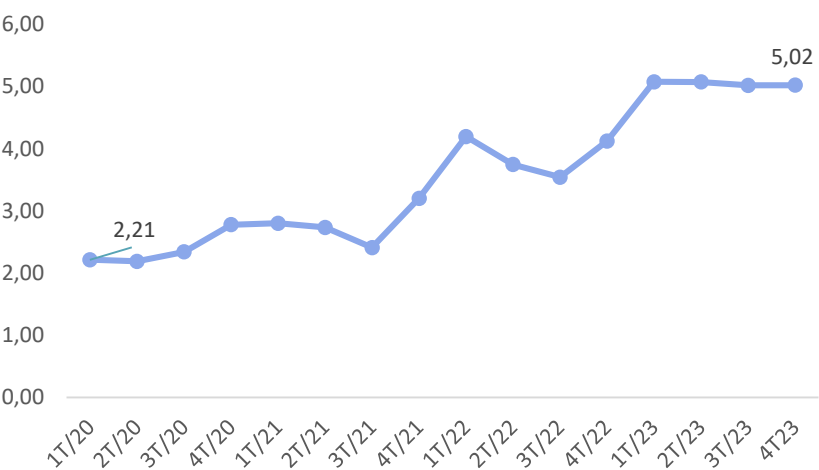
4T22 – 4T23

(265) >>> (289)

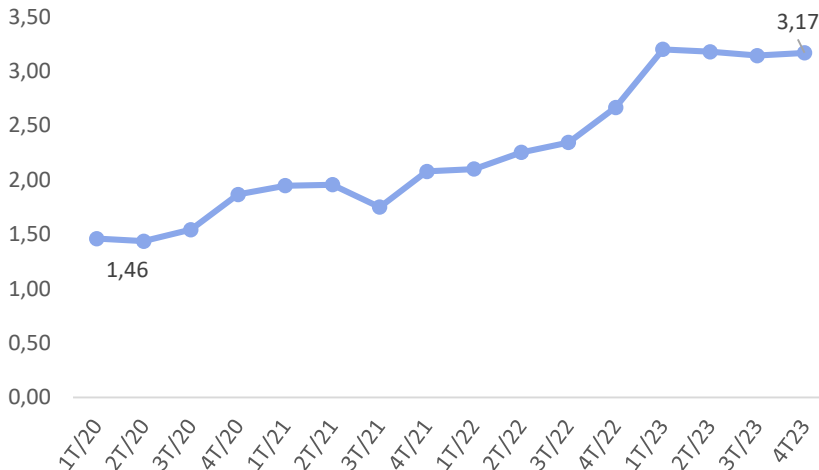
+ 9,1 %



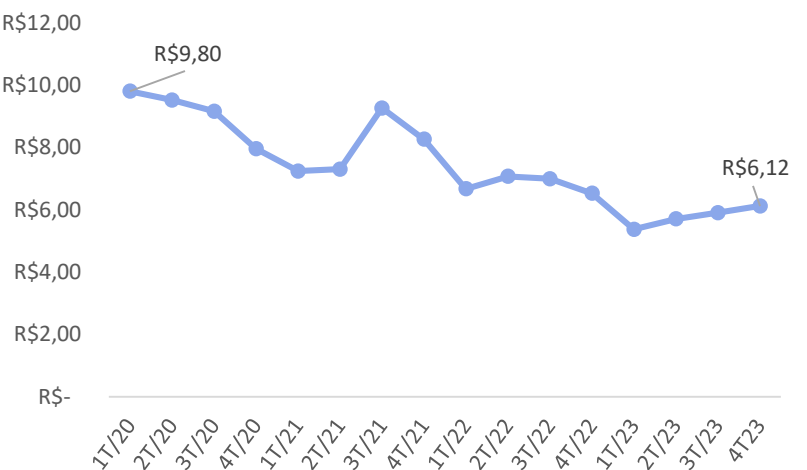
Consumo por usuário do SMP (GB)



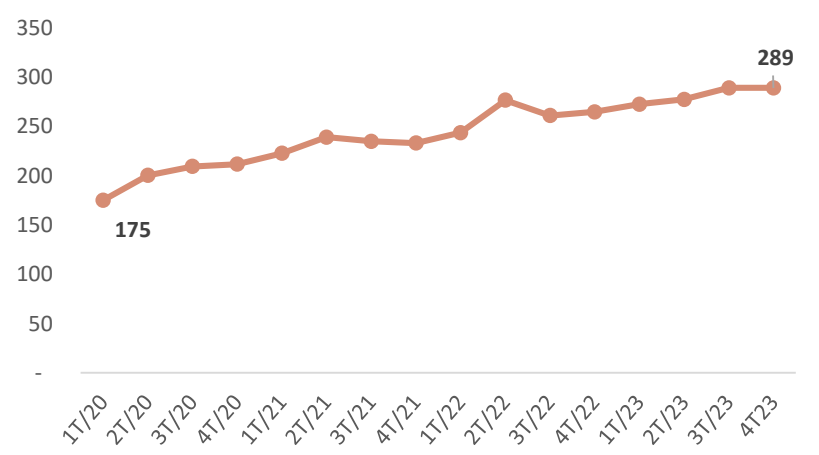
Consumo total no SMP (em bilhões de GB)



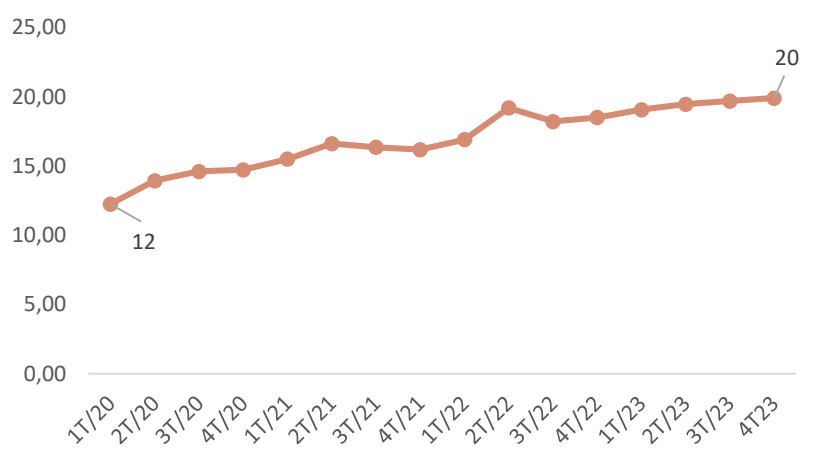
Proxy Preço do GB no SMP



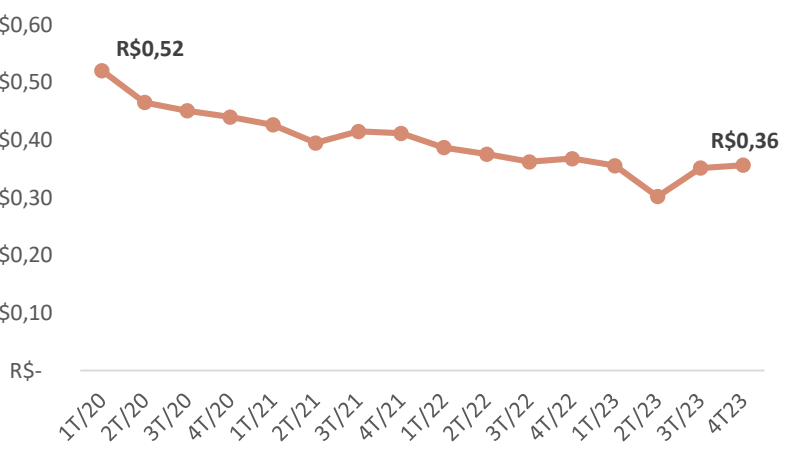
Consumo por usuário do SCM (GB)



Consumo total no SCM (em bilhões de GB)



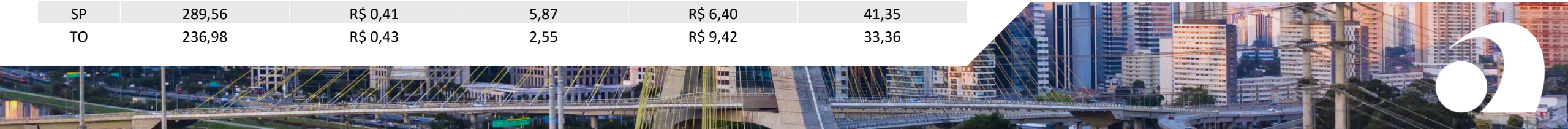
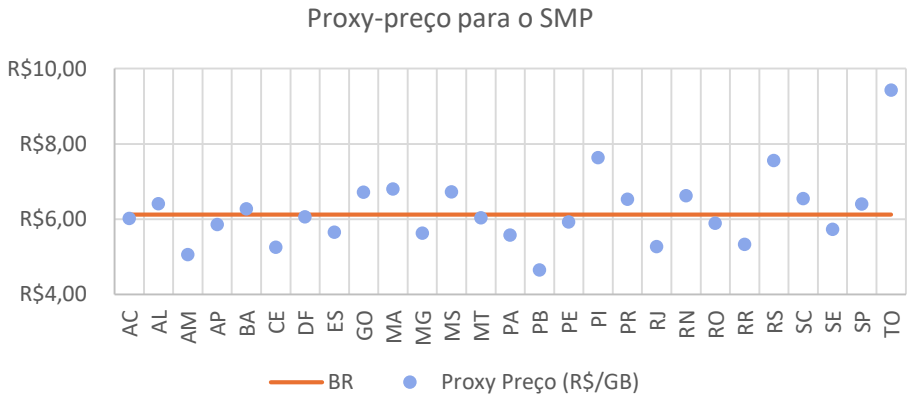
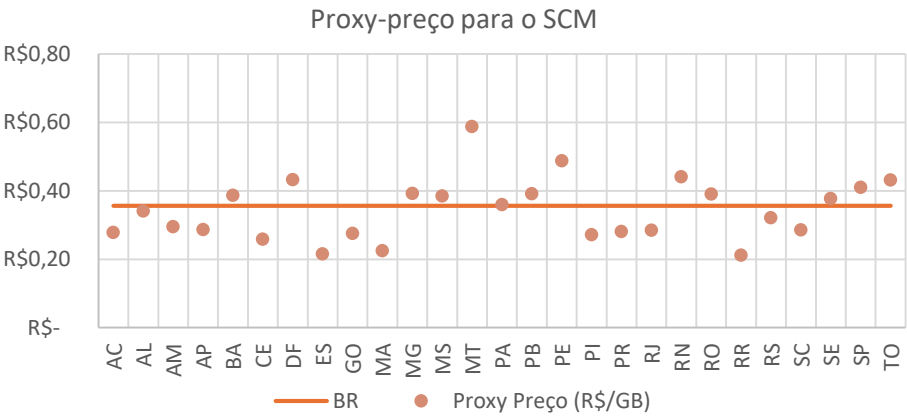
Proxy Preço do GB no SCM



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	289,12	R\$ 0,36	5,02	R\$ 6,12	39,08
AC	387,79	R\$ 0,28	3,95	R\$ 6,01	42,51
AL	298,27	R\$ 0,34	3,56	R\$ 6,41	38,54
AM	328,77	R\$ 0,29	5,59	R\$ 5,06	38,40
AP	345,11	R\$ 0,29	4,43	R\$ 5,86	29,39
BA	319,84	R\$ 0,39	3,74	R\$ 6,27	35,24
CE	364,63	R\$ 0,26	4,08	R\$ 5,25	28,74
DF	242,38	R\$ 0,43	6,95	R\$ 6,06	58,63
ES	398,48	R\$ 0,22	5,51	R\$ 5,65	52,19
GO	308,82	R\$ 0,28	3,78	R\$ 6,72	31,35
MA	377,95	R\$ 0,22	3,09	R\$ 6,80	23,06
MG	224,07	R\$ 0,39	5,60	R\$ 5,62	55,21
MS	274,42	R\$ 0,38	4,30	R\$ 6,72	33,14
MT	236,88	R\$ 0,59	4,43	R\$ 6,03	28,10
PA	294,06	R\$ 0,36	4,07	R\$ 5,57	31,40
PB	290,76	R\$ 0,39	4,83	R\$ 4,65	36,73
PE	264,41	R\$ 0,49	3,86	R\$ 5,93	42,65
PI	396,25	R\$ 0,27	2,81	R\$ 7,64	29,16
PR	273,63	R\$ 0,28	5,23	R\$ 6,53	32,83
RJ	303,37	R\$ 0,28	6,21	R\$ 5,27	46,36
RN	243,60	R\$ 0,44	3,52	R\$ 6,62	35,24
RO	373,69	R\$ 0,39	4,11	R\$ 5,89	19,97
RR	607,55	R\$ 0,21	5,07	R\$ 5,33	18,35
RS	254,67	R\$ 0,32	4,87	R\$ 7,56	31,74
SC	317,45	R\$ 0,29	5,06	R\$ 6,54	24,40
SE	286,60	R\$ 0,38	4,56	R\$ 5,73	58,35
SP	289,56	R\$ 0,41	5,87	R\$ 6,40	41,35
TO	236,98	R\$ 0,43	2,55	R\$ 9,42	33,36



	SMP			
	ARPU Total	ARPU Pós	ARPU Pré	ARPU Dados
BR	R\$ 30,68	R\$ 49,28	R\$ 12,56	R\$ 25,55
AC	R\$ 24,70	R\$ 47,91	R\$ 10,72	R\$ 20,41
AL	R\$ 22,95	R\$ 49,69	R\$ 9,71	R\$ 18,77
AM	R\$ 29,21	R\$ 62,90	R\$ 12,49	R\$ 24,21
AP	R\$ 25,73	R\$ 60,57	R\$ 11,39	R\$ 21,47
BA	R\$ 23,88	R\$ 53,50	R\$ 9,69	R\$ 19,68
CE	R\$ 21,56	R\$ 45,15	R\$ 9,25	R\$ 17,74
DF	R\$ 41,67	R\$ 55,61	R\$ 18,53	R\$ 34,63
ES	R\$ 31,31	R\$ 45,44	R\$ 12,83	R\$ 26,63
GO	R\$ 25,48	R\$ 41,19	R\$ 10,45	R\$ 21,13
MA	R\$ 21,86	R\$ 59,30	R\$ 8,81	R\$ 17,91
MG	R\$ 31,32	R\$ 47,34	R\$ 12,37	R\$ 26,19
MS	R\$ 29,31	R\$ 45,35	R\$ 12,44	R\$ 24,47
MT	R\$ 26,96	R\$ 45,21	R\$ 11,15	R\$ 22,64
PA	R\$ 22,92	R\$ 54,07	R\$ 10,59	R\$ 19,03
PB	R\$ 22,62	R\$ 47,04	R\$ 10,15	R\$ 18,52
PE	R\$ 23,23	R\$ 44,21	R\$ 10,01	R\$ 18,96
PI	R\$ 22,04	R\$ 60,05	R\$ 9,01	R\$ 18,00
PR	R\$ 32,51	R\$ 52,71	R\$ 12,89	R\$ 26,73
RJ	R\$ 32,34	R\$ 46,10	R\$ 13,67	R\$ 26,79
RN	R\$ 23,22	R\$ 47,79	R\$ 9,45	R\$ 18,97
RO	R\$ 25,05	R\$ 49,58	R\$ 9,56	R\$ 20,63
RR	R\$ 26,99	R\$ 55,34	R\$ 13,11	R\$ 22,76
RS	R\$ 37,31	R\$ 51,07	R\$ 17,52	R\$ 31,11
SC	R\$ 31,79	R\$ 48,53	R\$ 12,54	R\$ 26,26
SE	R\$ 26,47	R\$ 53,48	R\$ 11,22	R\$ 22,37
SP	R\$ 37,32	R\$ 50,09	R\$ 16,94	R\$ 31,42
TO	R\$ 24,94	R\$ 50,78	R\$ 9,50	R\$ 20,33

