



New services

Once the telephone had fully entered Spanish homes, one of Telefónica's main objectives was to develop other services that would be useful to its customers. That commitment proved to be a winning one: in the 1990s, the company came to offer more than 300 services linked to the telephone. The Internet was still a long way off, but it was already possible to access features that now seem basic to us, such as paying by card or being always reachable.

These were times of frenetic technological and promotional activity. The advertisements linked to the products offered by Telefónica are a fabulous portrait of their time, brimming with colour and catchy slogans.

