

17 March 2014

**Services Sector Price Indices (SSPI). Base 2010**  
Fourth quarter 2013. *Provisional data*

**Advertising services registers a decrease of more than six points in its annual rate, up to -3.4%**

**The annual rate of the *Telecommunications* services stands at -13.8%, after registering an increase of more than one point**

**Annual evolution of prices in services**

Seven out of the 15 activities in the services sector, for which price indices are calculated, experienced a decrease in their annual variation rate in the fourth quarter of 2013, whereas the remaining six registered an increase.

Among the services with a decrease in their annual rate, worth noting:

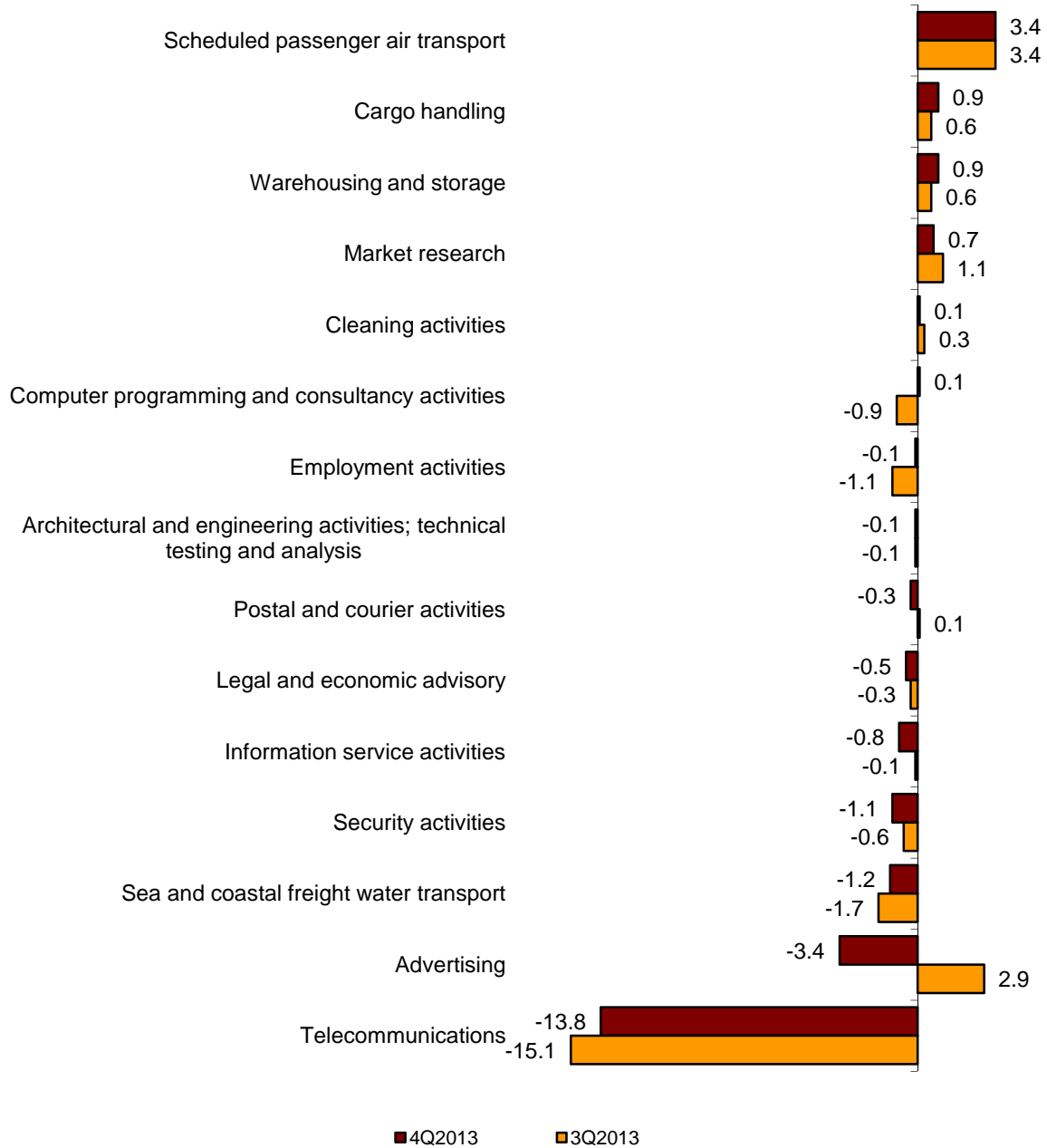
- **Advertising**, whose annual rate decreased more than six points, up to **-3.4%**, due to the lower increase in the prices of this activity, as compared with the same quarter in 2012.
- **Information service activities**, whose annual variation stood at **-0.8%**, seven tenths below that registered in the previous quarter. This behaviour was due to the decrease in the prices of this service, as compared with the increase registered in 2012.
- **Security activities**, whose rate decreased five tenths reaching **-1.1%**. This was the lowest rate since the beginning of the series in the first quarter 2007. This behaviour was due to the drop in the prices of this sector, as compared with the increase registered in the fourth quarter 2012.

On the other hand, the activities with the greatest increase in their annual variation were:

- **Telecommunications**, whose annual variation stood at **-13.8%**, more than one point higher than that registered in the previous quarter. This behaviour was due to the fact that the decrease in prices registered in this activity was lower than that registered in 2012.
- **Employment activities**, whose rate increased one point, reaching **-0.1%**. This behaviour was due to the rise in the prices of this sector, as compared with the decrease registered in the fourth quarter of 2012.
- **Computer programming and consultancy**, whose annual rate stood at **0.1%**, one point over that registered in the third quarter. This behaviour was due to the increase in the prices of this sector, as compared with the decrease registered in 2012.

**Annual rates of the IPSS. Base 2010**

Index by sectors



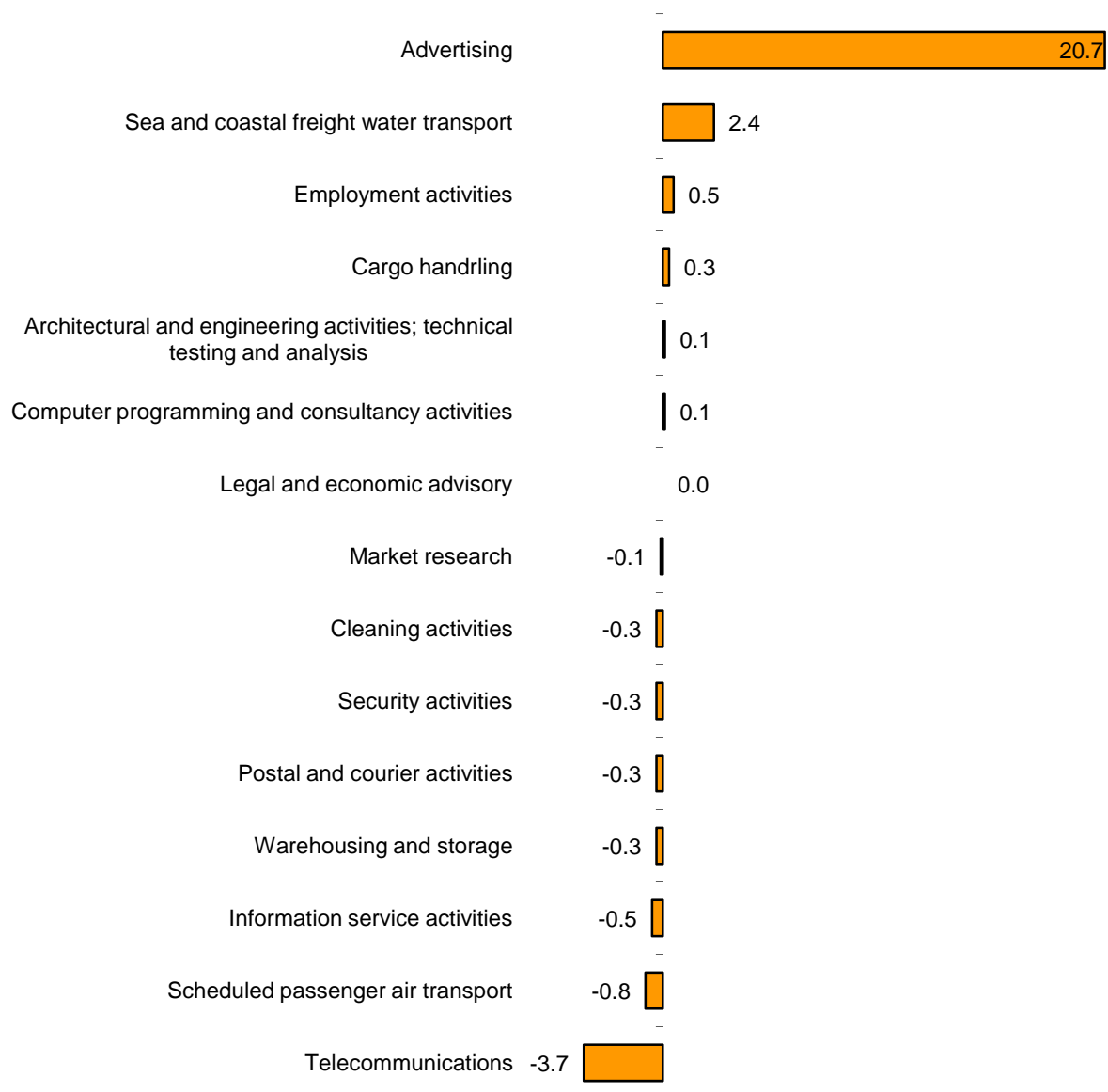
### Quarterly evolution of the prices of services

The greatest price decreases registered in the fourth quarter 2013, as compared with the third quarter of 2013, were recorded in *Telecommunications* (-3.7%), *Scheduled passenger air transport* (-0.8%) and *Information service activities* (-0.5%).

Among the activities that increased their prices this quarter, as compared with the previous quarter, it is worth noting *Advertising* (20.7%), *Sea and coastal freight water transport* (2.4%) and *Employment activities* (0.5%).

### Quarterly rates of the SSPI. Base 2010

Index by sectors



## Services Sector Price Indices. Base 2010

### Fourth quarter of 2013

Provisional data

#### 1. National Indices by sectors

	Index	% Variation		
		Over the previous quarter	Year to date	All over the year
1. Sea and coastal freight transport	102.4	2.4	-1.2	-1.2
2. Scheduled passenger air transport	109.8	-0.8	3.4	3.4
3. Warehousing and storage	101.9	-0.3	0.9	0.9
4. Cargo handling	105.9	0.3	0.9	0.9
5. Postal and courier activities	98.2	-0.3	-0.3	-0.3
6. Telecommunications	74.5	-3.7	-13.8	-13.8
7. Computer programming and consultancy activities	102.0	0.1	0.1	0.1
8. Information service activities	95.8	-0.5	-0.8	-0.8
9. Legal and economic activities	100.0	0.0	-0.5	-0.5
10. Architectural and engineering activities; technical testing and analysis	99.5	0.1	-0.1	-0.1
11. Advertising	100.9	20.7	-3.4	-3.4
12. Market research	102.7	-0.1	0.7	0.7
13. Employment activities	101.1	0.5	-0.1	-0.1
14. Security activities	99.7	-0.3	-1.1	-1.1
15. Cleaning activities	100.2	-0.3	0.1	0.1

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