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TELEFONICA S A Form 6-K March 10, 2004

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16

of the Securities Exchange Act of 1934

For the month of March, 2004

Commission File Number: 001-09531

Telefónica, S.A.

(Translation of registrant's name into English)

Gran Vía, 28

28013 Madrid, Spain

3491-459-3050

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F X Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Yes No X

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

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|----------------------------------------------------------|-----------------------|---------------------|---------------|----------------|------------------------------|----------|
| | Yes | | No | X | | |
| Indicate by check mark whe furnishing the information to | | | | | | |
| | Yes | | No | X | | |
| If "Yes" is marked, indicate b | pelow the file number | assigned to the rea | gistrant in c | onnection with | n Rule 12g3-2(b): <u>1</u> | <u> </u> |
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| Telefónica, S.A. | | | | | | |
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Debentures- Partial redemption on April 2004

TELEFÓNICA, S.A.,

1.

in accordance with that stated in article 82 of the Spanish Stock Market Act (*Ley del Mercado de Valores*) hereby announces the following:

3

On April 20th, 2004 and in compliance with the conditions stated in the Prospectus for the Debentures Issue "October 2004 C" (ISIN code number ES0278430907), registered with the Spanish National Securities Market Commission (*Comisión Nacional del Mercado de Valores*) on September 30th, 1993 will be partially redeemed the 115,200 debentures of the issue through the repayment of the 50% of their nominal value of Euros 600.01 each.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

| | | Telefónica, S.A. | | | |
|-------|------------------|------------------|--------------------------|-----------------------------------------------------------------|--|
| Date: | March 10th, 2004 | By: | /s/ Antonio Alonso Ureba | | |
| | | | Name: | Antonio Alonso Ureba | |
| | | | Title: | General Secretary and Secretary to the Board of Directors | |