



CYBERSECURITY

# SIA Essentials

2025 Threat Landscape Report

[telefonicatech.com](https://telefonicatech.com)

# Content

01 Introduction .....	3
02 Threat Landscape Overview .....	4
03 Impact on business.....	6
04 SIA Essentials by Telefónica Tech .....	7
05 Trends 2025.....	8
06 Analysis.....	9
07 Conclusions.....	10

# 01 Introduction

In the era of digital transformation, security is no longer an add-on but an essential component of any business strategy. The widespread adoption of cloud solutions, the rise of remote work, and the proliferation of connected devices have converged to create an unprecedented threat landscape.

Organizations face a constant challenge against this backdrop: how to protect their digital assets in a world where cyberattacks are becoming increasingly sophisticated and their consequences much more devastating. The answer lies in proactive, adaptive cybersecurity centered on threat intelligence.

**According to the Hiscox Cyber Readiness Report, 6 out of 10 SMEs in Spain have suffered cyberattacks by 2025.<sup>1</sup>**

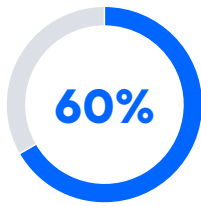
The purpose of this document is **to provide businesses with information on the current threat landscape for modern digital workplaces** and, through Telefónica Tech's SIA Essentials service, to describe how a stronger security posture can help protect your business.



<sup>1</sup>[Hiscox Report 2025](#)

## 02 Threat Landscape Overview

In the current context of digital transformation, the attack surface for cyber threats has expanded significantly. The accelerated adoption of cloud environments, hybrid work, and the proliferation of connected devices have created new attack vectors that organizations must manage effectively.



**Of cyberattacks involve human error.<sup>2</sup>**

The most significant threats continue to evolve in sophistication and impact. Ransomware and multiple extortion schemes, AI-powered phishing, and online fraud will become the most frequent and impactful vectors for organizations by 2025.<sup>3</sup>

Spain maintains a prominent position on the global cyberattack map, which demands a comprehensive approach to cybersecurity. Cybercriminals continue to innovate in their tactics, techniques, and procedures, exploiting vulnerabilities in cloud systems, APIs, and IoT environments. User training and awareness are critical elements in mitigating these risks.<sup>4</sup>

<sup>2</sup> [Verizon DBIR 2025](#)

<sup>3</sup> [INCIBE – State of Cybersecurity in Spain](#) [Spanish only]

<sup>4</sup> [CCN-CERT – Threat Report](#) [Spanish only]

<sup>5</sup> [Source: IBM – Cost of a Data Breach Report 2025](#)

### Most common cyberattacks in Spain in 2025

**RANSOMWARE**

**DDOS**

**PHISHING**

### Main attack vectors

 Email

 On-premises & cloud servers

 Mobile phones

**29%**

Of companies have been victims of a cyberattack via mobile device.<sup>2</sup>

**\$4.44M**

Average cost of a cyberattack for businesses

# Common Internet Threats Today



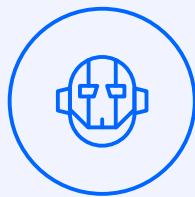
## Malware

Malicious software (such as ransomware) designed to damage or disrupt devices or their data (by encrypting them with a secret key) or to gain unauthorized access to a network.



## Phishing

Web links in emails, SMS messages, or other places designed to trick people into clicking on links that lead them to malicious websites where their valuable personal information can be collected. Some examples of phishing include Business Email Compromise (CEO Fraud) or financial fraud.

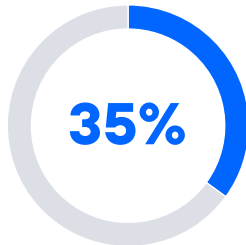


## Malicious bots\*

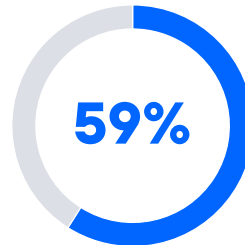
Software that is secretly installed on computers and remotely controlled. Malicious botnets find and steal valuable information, launch DDoS attacks, provide access to machines, and much more.

\*There are also legitimate bots that perform many repetitive tasks online

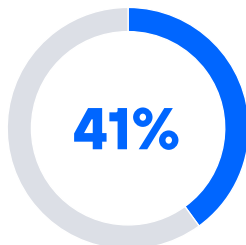
## 03 Impact on business



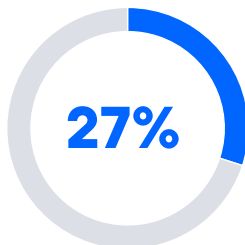
**Cyberattacks in Spain increased by 35% in 2025**, exceeding **45,000 attacks per day**, reflecting a significant rise in companies' exposure.<sup>6</sup>



**59%** of companies that suffered cyberattacks in the past year **reported significant financial impacts.**<sup>7</sup>



**4 out of 10 Spanish companies** have experienced cybersecurity incidents in the past year, with **ransomware** being **one of the most concerning threats to organizations.**<sup>8</sup>



**27%** of companies experienced a **ransomware attack** in the past year.<sup>9</sup>



<sup>6</sup> [OpenSecurity – Spain 2025](#) [Spanish only]

<sup>7</sup> [Hiscoxgroup – Threat Landscape Report 2025](#)

<sup>8</sup> [S2Grupo – TLR2025](#)

<sup>9</sup> [Hiscoxgroup – Threat Landscape Report 2025](#)

# 04 SIA Essentials by Telefónica Tech



## What does it do?

Telefónica Tech's service protects mobile users from security threats such as phishing and malicious software downloads—including ransomware—when they access the Internet.



## How do I get it?

All you need to do is sign up for a mobile plan compatible with the service, and Telefónica will activate it automatically.<sup>9</sup>



## How does it work?

**It works by analyzing the network traffic used for browsing** (Domain Name System (DNS) queries) to **identify and block malicious activity**.

In addition to protecting customers from malicious activities, administrators can manage internet content access policies to align them with company policies.

All of this is supported by the powerful configuration and visualization features of the customer portal, without the need to download or install anything on users' devices.

Service analysis:  
Results through December 2025

# 2.78 B

Total Blocked Threats



**2.52 B**  
(90.48%)

Accesses to malware websites blocked



**168,411,587**  
(6.05%)

Blocked bots



**96,768,602**  
(3.48%)

Phishing websites blocked



**1,965,578**

Protected devices



**+1,417**

Average threats blocked per device

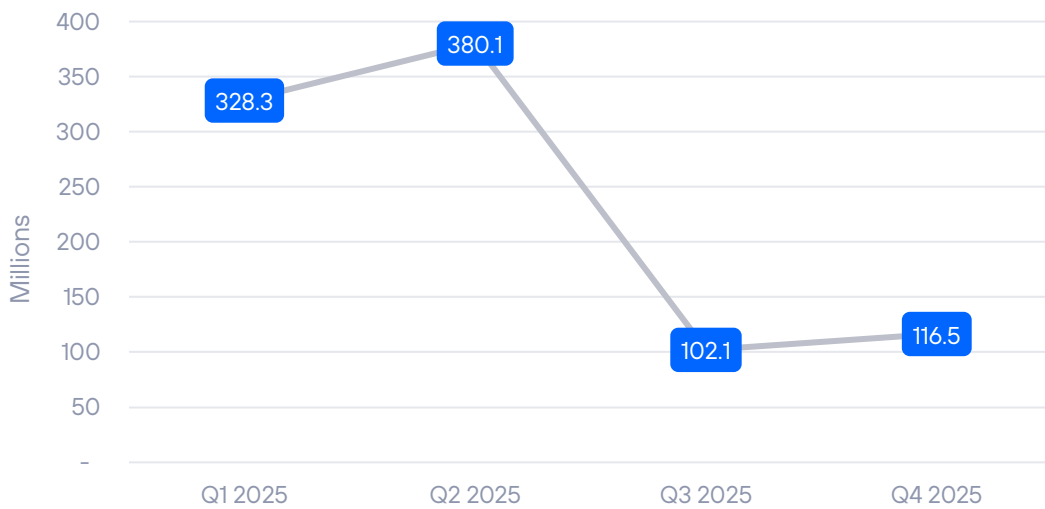
<sup>9</sup> To find out which rates are compatible in Spain, ask about SRM (Mobile Network Security)—Telefónica's SIA Essentials service in Spain.

# 05 Trends 2025

Service evolution from Q1 to Q4 2025:

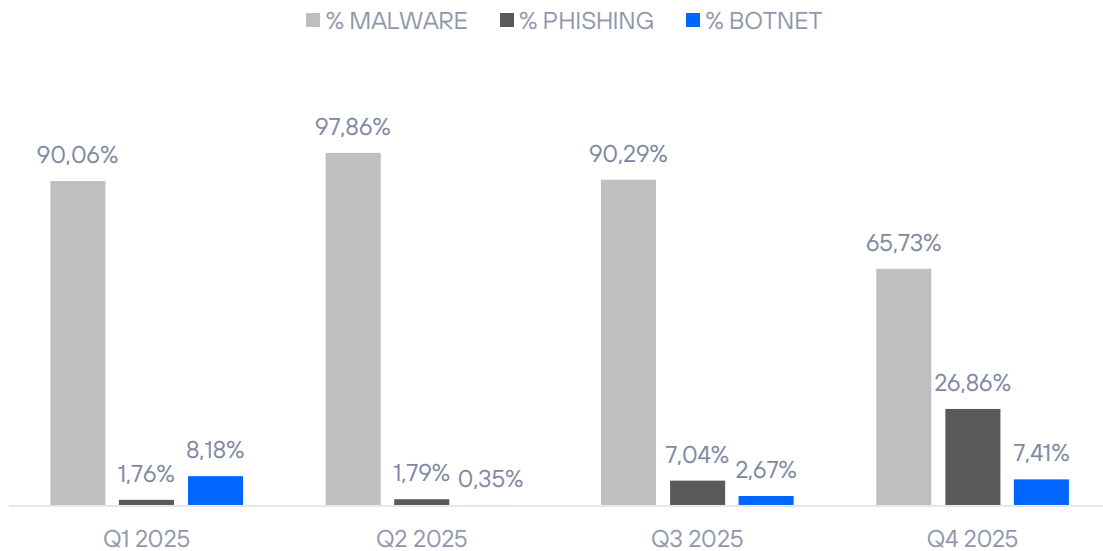
## TOTAL THREATS BLOCKED IN BUSINESSES

(Millions per quarter) Fuente: Telefónica Tech / Akamai



## TOTAL THREATS BLOCKED IN COMPANIES

Source: Telefónica Tech / Akamai



## 06 Analysis

The **evolution of threats throughout 2025** shows a significant shift in their typology. Although the total volume of **blocked threats decreases in the second half of the year**, particularly in **Q4**, this trend does not imply a reduction in risk, but rather a **transformation in attack strategies**.

A notable decline in traditional malware is observed, while phishing and botnet activity increase. This behavior indicates a shift toward attack models focused on initial access, **identity impersonation**, and automation, where the primary objective is to compromise the user or their credentials rather than the device itself.

From the perspective of **Telefónica Tech**, this evolution reflects a higher level of sophistication within the threat landscape, prioritizing quieter and more effective techniques in the early stages of an attack. In this context, the reduced presence of malware may be associated both with a tactical shift and with improved effectiveness in detection and preventive blocking at early layers.

Additionally, the increase in botnet activity suggests a higher degree of **automation** in the reconnaissance and **attack preparation phases**, aligned with increasingly exposed environments driven by the adoption of cloud and digital services.

Overall, the data reveals a **clear trend: risk is not decreasing** but **evolving** toward more user-centric and less visible **threats**. This reinforces the need to adopt a preventive approach capable of anticipating and **blocking threats** before they materialize into **incidents**.

## 07 Conclusions

**Cybersecurity** emerged as **the top business concern in 2025**, according to the Allianz Risk Barometer, highlighting the need for proactive strategies to **protect assets** and **ensure business continuity**. The increasing sophistication and frequency of **cyberattacks** demand a comprehensive response tailored to each organization regardless of its size.

In this context, **Telefónica Tech**, through its **SIA Essentials** service, positions itself as a strategic partner, offering effective and transparent **Cybersecurity** that protects corporate users across all their access points. This commitment shows in the constant innovation and adaptation of its solutions to tackle **emerging threats** and ensure a **secure digital environment for businesses**.



## About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of integrated technology services and solutions in Cybersecurity, Cloud, IoT, Big Data, Artificial Intelligence, and Blockchain.

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