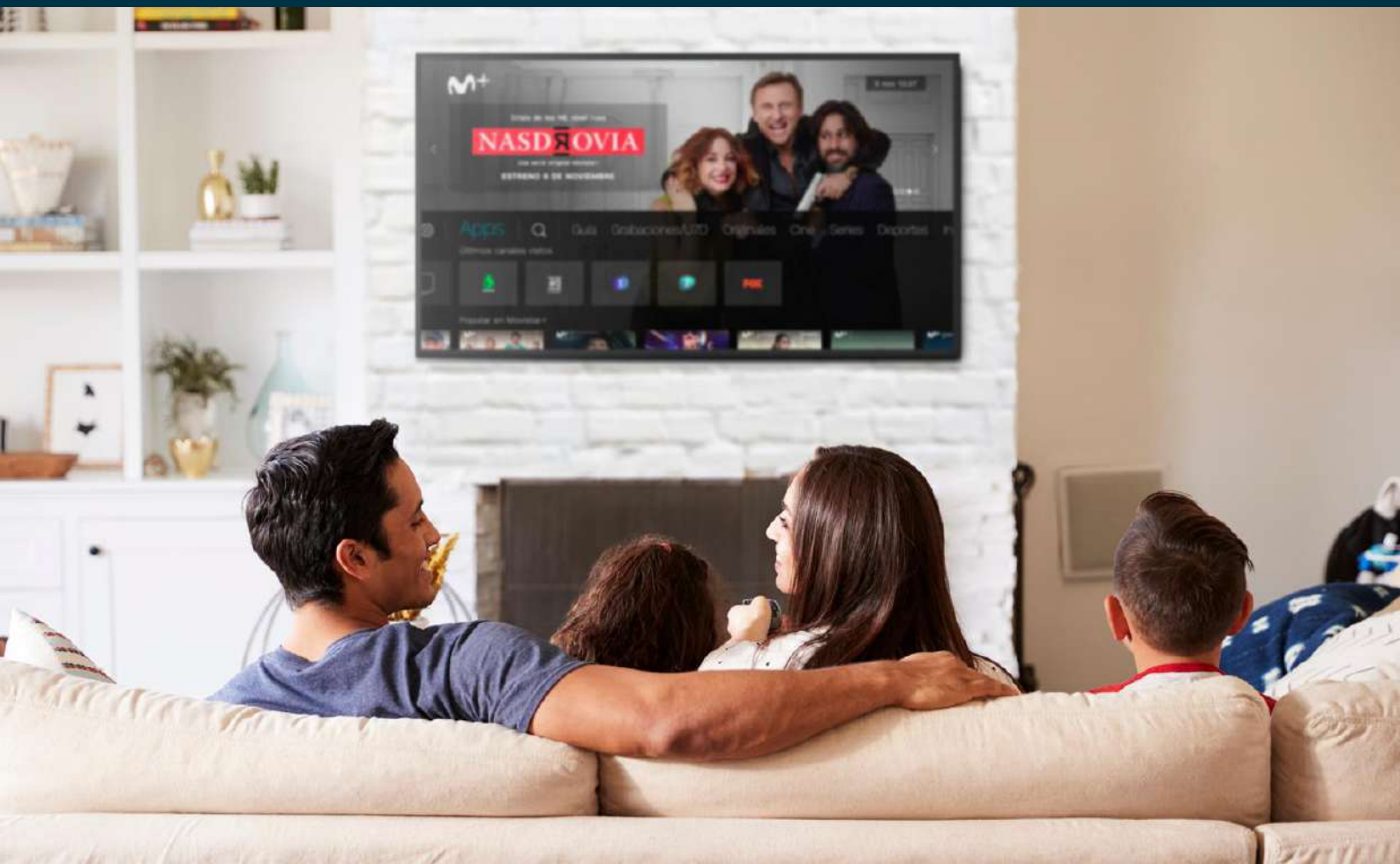


Telefonica

Make television the center
of your digital home:
exercise, shop or plan
your trip on Movistar+

POSTBLOG

Bluemedia Studio | lainformacion.com



Hyperconnectivity and Artificial Intelligence open the door to new models of entertainment and consumption with the television being the main window.

That television has undergone a profound change in recent years is nothing new. Users have not been satisfied with the reduced content of a single provider for quite a while but have been expanding their television experience in time - with content on demand - and form - with new platforms such as Movistar+, HBO or Netflix. "What has not changed is consumption. New formulas and content have emerged, but television has always been present," highlights Óscar Solá, head of Living Apps in the Digital Home area of **Telefónica's** global digital consumer unit.

For this expert, the change in habits has accelerated even more in recent years: "With lockdown there has been a projection towards new uses and users are beginning to demand more alternatives, such as connecting to social networks from television or exercising through Youtube, for example".

In this context, the **digital home** arises as a new concept to understand the use of television within the home: "The digital home makes people's lives easier, creates new situations and experiences that the family can enjoy together, having good times at home thanks to technology," explains Solá. This technology is a mixture of a **connected television with additional capabilities, Artificial Intelligence, voice assistants, sensors and even the mobile phone**, "which create an environment in which interaction is very easy, with voice understanding and multimedia options that allow you to live experiences that are attractive and engaging," he adds.

" The digital home makes people's lives easier, creates new situation and experiences that the family can enjoy together"

New features

At Movistar, the transition to this new concept of the digital home comes with **powerful connectivity, intelligent devices, and a market-leading content source from its Movistar+ television platform**. This is a technological platform that also offers customers who have the Movistar UHD Decoder device to watch in 4K quality, free experiences of all kinds on Movistar+, without the need to download or install anything or perform complex procedures: the **Living Apps**.

"Living Apps are unique experiences for the user, **a world of interaction, content and services** that expand the possibilities within the home," explains the Telefónica representative. "We have incorporated technology so that brands and services are present within the home: from viewing a shop's catalogue to ordering food delivery in the future, including exclusive content, administration, travel planning and exercise routines," he points out.

"Living Apps are unique experiences for the user, a world of interaction, content and services"

Training and exercising at home, learning English as a family, shopping, accessing exclusive content from LaLiga or Atlético de Madrid, learning the latest tricks from Fortnite, finding inspiration for the next trip with the Iberia routes...

the possibilities of these apps for television are very broad, and will continue to grow at the same rate as Spanish households adopt a digital home. It should be noted that Spain is four points above Europe in terms of internet penetration at home.

In addition, Living Apps already allow users to interact with many Movistar services, allowing them to manage their bills and devices, control their Wi-Fi connection, optimise their router, or purchase the company's products and services. And all through Movistar+ television.

Technological Development

This new way of understanding television has not only been a challenge in terms of the creation and adaptation of content, but also an important development in terms of technological infrastructure. In fact, according to the report 'Omdia, 2021 Trends to Watch: Smart Home', **the impact that the Covid-19 pandemic is having on our habits** has pushed many vendors and service providers in the smart home market to **accelerate innovations and quickly adjust their strategies** to meet new customer demands. "Some providers have developed specific content for this type of format, in order to increase their sales and raise their visibility in a more attractive way," the report stresses.

The same document also points to **increased self-installation of devices** and a new generation of products with easy installation that avoid user frustration. In this sense, "all the devices that have emerged with the Movistar Digital Home concept are self-installable; you just need to connect to the Wi-Fi".

"Aura, the virtual assistant with Artificial Intelligence, is incorporated into the Movistar Home device and the Movistar+ Voice Remote Control"

Artificial intelligence (AI) - together with the arrival of the 5G network, "which enables the presence of more sensors, more connected devices that we can include in the home" - has played another fundamental role in this whole process, as it allows us to understand the context of the people at home in order to personalise the content as much as possible, **always with the premise of maximum security and privacy in the use of data.** "Aura, Telefónica's virtual assistant with Artificial Intelligence, which is incorporated into both the Movistar Home device and the Movistar+ Voice Remote Control, makes it possible to open the Living Apps with the voice", says Solá. **"Personalisation is increasing, a very important factor to consider if you want to create something special for people**, because there are no two homes alike. Our aim is to make it as personal and simple as possible because that is what the user looks for and values", he concludes.

2020 © Telefónica Digital España, S.L.U. All rights reserved.

The information disclosed in this document is the property of Telefónica Digital España, S.L.U. ("TDE") and/or any other entity within Telefónica Group and/or its licensors. TDE and/or any Telefonica Group entity or TDE'S licensors reserve all patent, copyright and other proprietary rights to this document, including all design, manufacturing, reproduction, use and sales rights thereto, except to the extent said rights are expressly granted to others. The information in this document is subject to change at any time, without notice.

Neither the whole nor any part of the information contained herein may be copied, distributed, adapted or reproduced in any material form except with the prior written consent of TDE.

This document is intended only to assist the reader in the use of the product or service described in the document. In consideration of receipt of this document, the recipient agrees to use such information for its own use and not for other use.

TDE shall not be liable for any loss or damage arising out from the use of the any information in this document or any error or omission in such information or any incorrect use of the product or service. The use of the product or service described in this document are regulated in accordance with the terms and conditions accepted by the reader.

TDE and its trademarks (or any other trademarks owned by Telefonica Group) are registered service marks.

Telefonica
