



Digital home

TRANSFORMATION HANDBOOK

2022

Transformation is in our DNA

The public health and economic crisis triggered by COVID-19 has focused our minds on the need for **a swifter economic and social transformation** – the only way we can count on a full recovery and get back on track for growth.

We believe that **digitalisation is key** to making this transformation possible. Technologies such as 5G, cloud storage, cybersecurity, AI, big data and IoT will be game-changing – as demonstrated by our extensive catalogue of solutions, applications and use cases. Our capacities and experience make us the perfect partner for businesses and local authorities as they take on the digital challenge.

We stand for a **fair, inclusive and sustainable digital transformation**. Our mission is to harness technology for people and planet, lightening the environmental load and offering our clients solutions that get them working more efficiently and sustainably.



Telefónica's digital home:

leader in connectivity, entertainment, security and privacy.

We connect people's lives, bringing the best technology to our customers' homes.

We create unique experiences so families can have fun, shop, play and learn in a safe and easy way.

Thanks to Aura – Telefónica's Artificial Intelligence – customers can use voice recognition to interact with our devices and services.

How we're revolutionising the home

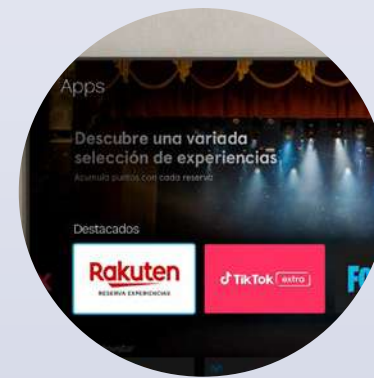
MORE ENTERTAINMENT WITH MOVISTAR PLUS+

Movistar Plus+ is the centre of home entertainment, offering the largest range of original and third-party content, thanks to the integration of national and international streaming platforms.



MORE EXPERIENCES WITH LIVING APPS

With the launch of Living Apps, a set of customisable apps fully integrated into Movistar Plus+, companies and partners now have a new business opportunity to bring their range of products and services to the big screen, creating an altogether different consumer experience for our customers.

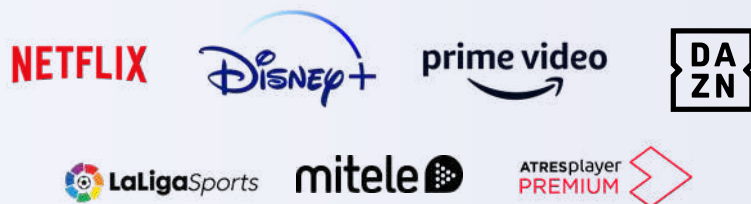
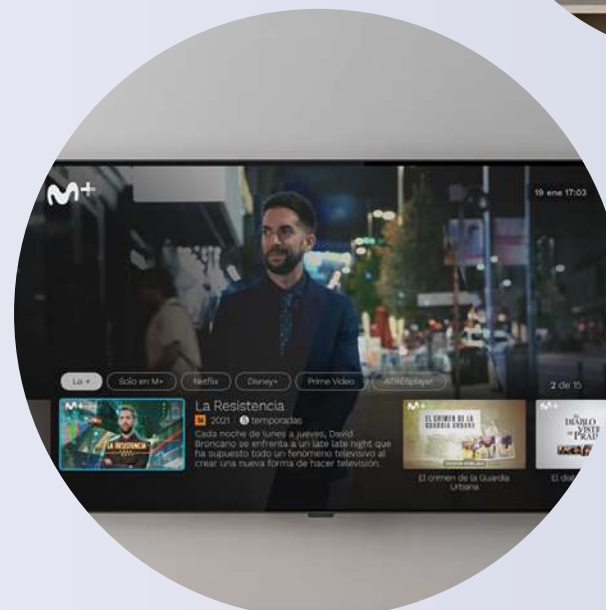


The best entertainment offer on the market

Movistar Plus+ is the **centre of home entertainment**. Our customers can access original productions and the best premium content when it comes to sports, films, series, documentaries and TV shows, with the freedom to watch whenever, wherever and however they choose.

Our service also **integrates international streaming platforms** such as Netflix, Disney+, Prime Video and DAZN, along with **Spanish** platforms such as LaLigaSports TV, ATRESplayer Premium and Mitele, offering the very best entertainment service on the market, with a unique and personal touch.

Customers can easily **interact with Aura** to ask for recommendations, search and even manage their TV **using voice recognition**, if they have the Movistar Plus+ Voice Remote Control or their Movistar Home device.

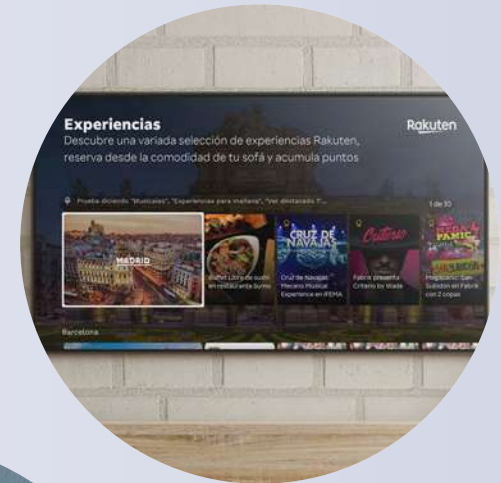


Much more than TV

Now our entertainment platform is also a **space for new businesses**. With **Living Apps**, we're offering a space on Movistar Plus+ for companies and other partners to create an innovative selling point, where they can showcase their range of products and services.

Rakuten offers its full calendar of events, plans and leisure activities in different cities across Spain and Europe, via its Living App. It will soon start to offer the **chance to buy tickets and pay for them directly through the Movistar bill**, providing a convenient way for customers to shop and save time. It also encourages the use of its loyalty programme by rewarding users with redeemable points.

The integration of Hawkers into our TV-commerce platform brings its new collection of sunglasses, and a selection of the best sellers from its catalogue, to the big screen. The user can navigate through the Living App easily with the remote control, or by voice if they have the Movistar Plus+ Voice Remote Control, to consult all the information about the product, add it to the shopping cart and confirm the purchase through the Mi Movistar app.



Rakuten HAWKERS

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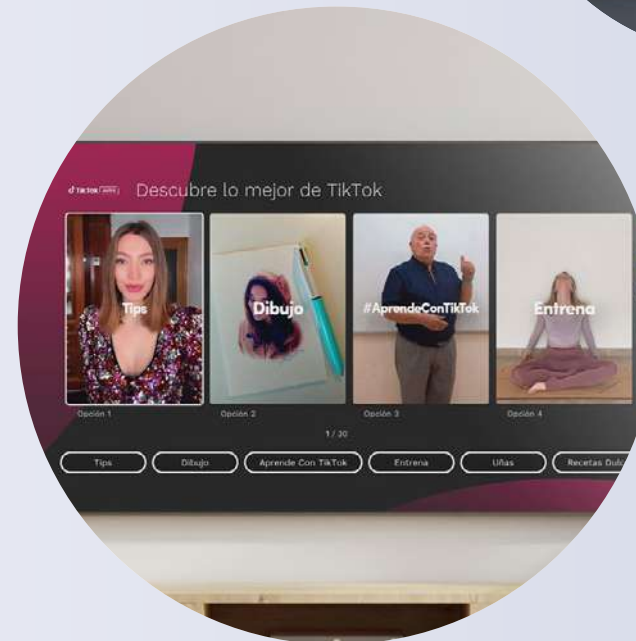
NIOMIA
NATURAL COSMETICS

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Social media on the big screen

With its new Living App, Twitter brings the latest in sports, culture, food, technology and more to TV. Thanks to its agile and intuitive vertical browsing layout, it will offer the top videos from the social network for the whole family to enjoy. This will allow **Twitter to make its content go viral while offering a different and innovative experience.**

TikTok Extra's Living App is available in Spain and soon in Brazil, and offers a wide array of the most entertaining content on the platform, with short videos on cookery, comedy, travel and sports, among other categories. This Living App is designed to showcase part of the TikTok experience, **reach new audiences** and boost visibility of creators outside the platform. Every week, TikTok updates and manages what content to show in an agile and automated way.



Other digital services

We're creating new services and teaming up with the best companies, in order to improve our customers' physical and digital security inside and outside their homes.

SECURE HOMES AND BUSINESSES



Movistar Prosegur Alarmas offers innovative security solutions for both private homes and businesses. Customers can also use the mobile app to take total control of their security.

THE BEST IN HOME CONNECTIVITY



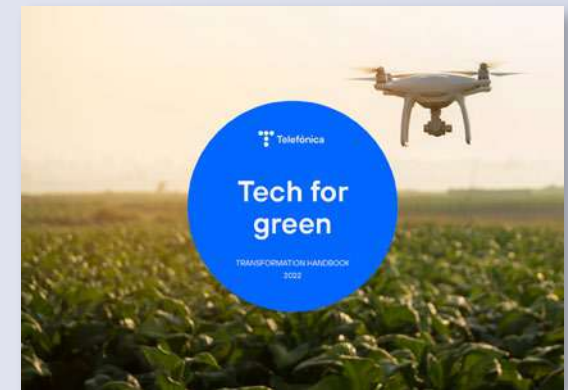
The Smart WiFi mobile app integrates parental control settings and the option of viewing network threats with **Conexión Segura** both inside and outside the home.

CONNECTED, SAFE AND INTELLIGENT CAR

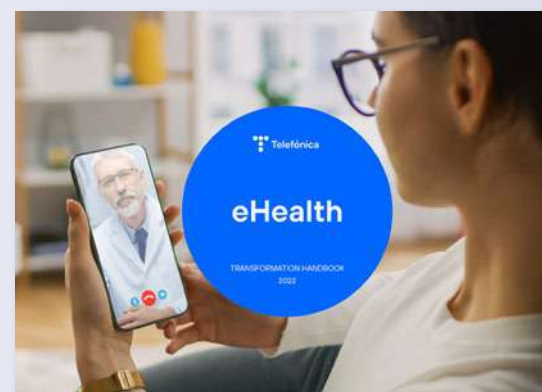


With the **Movistar Car** service, customers can travel safely and use GPS to locate their vehicles, along with a SOS service in case of accidents and protect their vehicles against theft.

Transformation handbook collection



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Want to *find out* more?

livingapps.telefonica.com