

More than 470,000 users are already talking to Aura to manage Movistar+ content

Now available for Android and iOS

- Aura facilitates interaction from mobile devices with Movistar+ content
- The voice, the favourite way for searching content with Aura in Movistar+

Madrid, 7 August 2018.- [Aura](#), Movistar's digital assistant with artificial intelligence, available for all Android and iOS devices through the [Movistar+](#) mobile application, has been used by more than 470,000 users in three months.

Aura, through the Movistar+ application, has been available since 19 April on devices with the Android operating system and 10 May for devices which have the iOS system.

Aura in Movistar+ facilitates interaction with the content with the possibility of searching by genre (action, drama, thriller...); by actor/director; by specific title; sorting (for example, by latest releases); by sporting events, as well as recommendations, changing channel and playback on the TV or launching content on the TV.

According to a one-month quantitative study among customers to analyse visibility, use and assessment of the functionality of Aura in Movistar+, users gave it a highly positive score. In fact 9 out of 10 respondents said they will continue to use Aura and that they would recommend it, half of them said that it has improved their satisfaction with Movistar+ and 7 out of every 10 said that it has improved the operator's image. It has been mainly used for searching for channels, movies and series using the voice.

New customers can download the Movistar+ app with Aura through the Google Play Store and Apple's App Store, while customers who already have it will receive an automatic

update or can have it updated according to the configuration that have enabled.

Aura, whose first version was presented at the last edition of the MWC, will gradually incorporate new capabilities allowing us to manage our digital lives within the company to become a comprehensive service that responds to our clients' needs. It is currently available in six countries where Telefónica operates.

In Spain, the smart device for the home that will be presented in autumn, Movistar Home, integrates Aura's Artificial Intelligence into all its services and will become a hub for all devices in the home from which users can manage their services.