



NOTA DE PRENSA

PRESS RELEASE

Service available for HD on-demand channels and content

MOVISTAR+ BRINGS SURROUND SOUND TO USERS WITH DOLBY AUDIO

Madrid, 30th of May 2016. Telefónica has incorporated Dolby Digital Plus™ into its Movistar+ television services. For the first time, users of the service will be able to enjoy crystal-clear surround sound to accompany Movistar+ premium TV and movie catalogue. This update, which is already available, will help bring to life any film, series or television program that has Dolby Audio™.

Dolby Audio will be available for both main programs broadcast on Movistar HD channels (#0 and different CANAL+ film and series related channels) and on-demand content, including series, films and documentaries. New content with Dolby sound will progressively be incorporated to improve this immersive experience for users.

As Roberto Campo Prieto, Movistar+ service development manager, said "the Dolby Audio system offers users an extraordinary realism, sound envelops home audiences all which combined with the premium movie and TV content can give users an exceptional experience".

Andreas Spechtler, regional vice president EMEA at Dolby said: "We are thrilled to partner Telefónica to bring rich and detailed sound experiences into the homes of Movistar+ users. Today, consumers are demanding more, truly immersive entertainment experiences, from their home entertainment. The enhanced audio now available will help users escape, deep into the story unfolding in front of them".

The movies and TV series available with Dolby Audio will be easily identified with a Dolby Audio symbol in the content information as well as each channel's extended information. To enjoy the Dolby Audio experience, the user must have a home cinema (5.1 or 7.1) or compatible sound bar.

For more information:

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About Dolby Audio

Dolby Audio™ unlocks the potential of audio for your service with the proven Dolby Digital Plus™ format. It enables you to powerfully enhance the consumer experience with clear, consistent, accessible, and high-quality sound that you can deliver more efficiently and reliably across content of all kinds. Dolby Digital Plus delivers the advantage to everyone, giving your service a new edge and giving your customers a new reason to love their entertainment.

About Dolby Laboratories

Dolby Laboratories (NYSE: DLB) creates audio, video, and voice technologies that transform entertainment and communications in mobile devices, at the cinema, at home, and at work. For 50 years, sight and sound experiences have become more vibrant, clear, and powerful in Dolby. For more information, please visit www.dolby.com.

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About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests.

The company has a significant presence in 21 countries and 322 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4,975,199,197 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.

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