

NOTA DE PRENSA

PRESS RELEASE

Telefónica signs agreement with Vivendi to offer exclusive premium content for mobile customers in Latin America

- Telefónica adds two new innovative mobile content services - WatchMusic and STUDIO+ - to portfolio of digital experiences for its mobile customers
- Agreement activates with first launch in Brazil of WatchMusic through Vivo in early October and more countries in the region to follow over the coming weeks

MADRID, Paris, São Paulo – 28 September, 2016. - Telefónica today announces a partnership with Vivendi that sees the company offering customers in Latin America two innovative mobile entertainment services: WatchMusic, a premium immersive music video platform, and STUDIO+, the first global short premium series offer and app.

The agreement comes into effect in markets across Latin America with the launch in early October of WatchMusic in Brazil through Vivo followed by other markets in the region over the coming weeks. WatchMusic is a new premium music video service optimised for mobile devices and also available across multiple platforms. WatchMusic focuses on delivering an immersive video experience for fans.

In addition to unlimited access to a large catalogue of music videos, entire concerts and festivals, the service provides the best live streaming experience as well as unique original content such as the “WatchMusic Moments” with the highlights from a music festival. The service also provides a new generation of video playlists and includes special features such audio-only listening and offline modes.

STUDIO+ is a premium mobile short series offer and app with addictive exclusive content specifically shot for mobile viewing. The original programme line-up will be unveiled at launch in the coming weeks.

Dominique Delpont, Chairman of Vivendi Content, said: “We are very happy and proud that Telefónica has chosen to be the first telecom partner to launch the new Studio+ and WatchMusic services designed by the Vivendi development teams across Latin America. Vivendi and Telefonica share the same view that compelling content and innovative formats will meet the expectations of new audiences. There is still a lack of premium content designed for mobile customers. We hope with this worldwide premiere to provide an immersive and addictive experience that we intend to roll out globally in the next months”.

“We are delighted to bring Vivendi’s premium mobile entertainment content to our customers. We’ve seen a mobile first mind-set that confirms the smartphone is the most favoured way to access internet experiences for most of our millions of mobile customers worldwide”, said Michael Duncan, Telefónica Group CEO of the Consumer Unit. “Both WatchMusic and Studio+ meet the needs and expectations of today’s digital consumer and it is our aim to offer our customers the very best in digital services”.

The two new services will be delivered ad-free through the Movistar and Vivo brands in the region on a Buy and Try basis. A customer can subscribe for a week or a month’s trial with the option of cancelling hassle-free within that time to stop the service from rolling over onto the next billing period, if they decide the product is not for them. Prices and specific content for each country will be announced in due course.

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 347 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.

About Vivendi

Vivendi is an integrated media and content group. The company operates businesses throughout the media value chain, from talent discovery to the creation, production and distribution of content. The main subsidiaries of Vivendi comprise Canal+ Group and Universal Music Group. Canal+ is the leading pay-TV operator in France, and also serves markets in Africa, Poland and Vietnam. Canal+ operations include Studiocanal, a leading European player in production, sales and distribution of film and TV series. Universal Music Group is the world leader in recorded music, music publishing and merchandising, with more than 50 labels covering all genres. A separate division, Vivendi Village, brings together Vivendi Ticketing (ticketing in the UK, the U.S and France), MyBestPro (experts counseling), Watchever (subscription video-on-demand), Radionomy (digital radio), the L'Olympia and the Théâtre de L'Oeuvre venues in Paris, the CanalOlympia venues in Africa and Olympia Production. With 3.5 billion videos viewed each month, Dailymotion is one of the biggest video content aggregation and distribution platforms in the world. Gameloft is a worldwide leading video game publisher on mobile, with two million games downloaded per day.