

PRESS RELEASE

TELEFÓNICA INVITES START-UPS TO DEVELOP ITS LIVING APP FOR MOVISTAR+

- **'Telefónica Activation Programme: Living Apps' is an initiative open to startups with direct-to-consumer products and services.**
- **The selected start-ups will enjoy three free months in the Living Apps catalogue at Movistar+ as well as the possibility of establishing a commercial relationship with Telefónica.**
- **Registration at <https://www.activationprogramme.telefonica.com/en/livingapps> ends in 4 October.**

Madrid, 16 September 2020 - Telefónica has launched [Telefónica Activation Programme: Living Apps](https://www.activationprogramme.telefonica.com/en/livingapps), a call aimed at startups that wish to take advantage of Telefónica's television platform, Movistar+, to develop [Living Apps](https://www.activationprogramme.telefonica.com/en/livingapps), new digital home experiences for the company's customers. Telefónica is thus opening the possibility for entrepreneurs to take these television apps to more than one million homes which can be accessed through the "Apps" section of the Movistar+ main menu.

The call is open to startups operating in Spain with a product or service focused on consumers (B2C). The selected startups will have, free of charge, the necessary toolkit to build their Living App including the technological capabilities of Aura, Telefónica's virtual assistant with artificial intelligence, as well as the specialised advice of the company's experts.

In addition, they will be able to add their proposal to the Movistar+ Living Apps catalogue for an initial period of three months and the most successful among the users will also have the possibility of establishing a commercial relationship with Telefónica. The startups interested in participating can find the details of the programme and submit their applications until 4 October through the website <https://www.activationprogramme.telefonica.com/en/livingapps>.

"One of our main goals is to look for new collaboration models with startups. With this initiative, we want to offer them the opportunity to bring a unique digital experience to our customers in their homes through a channel as powerful as television and Movistar+," said Irene Gómez, director of Connected Open Innovation at Telefónica.

This new call, promoted by the Digital Home and Connected Open Innovation areas within Telefónica's Chief Digital Consumer Office (CDCO), is part of the [Telefónica Activation Programme](https://www.activationprogramme.telefonica.com/en/livingapps) initiative. Last May, the programme launched a call offering startups the possibility to take advantage of its IoT, blockchain and artificial intelligence technologies to boost their businesses.