

Press release

## MWC 2021

# Telefónica showcases its digital home at MWC, leading in connectivity, entertainment, innovation and security

- The country's most extensive fibre-to-the-home network is complemented by a multi-device technology platform to deliver a great user experience.
- Movistar+ represents a great opportunity not only for entertainment but also for new proposals such as TV-commerce and edutainment through Living Apps.
- In Telefónica's digital home, Movistar customers can manage their WiFi network and, soon, they will be able to optimise and give greater stability to connectivity to enjoy a better gaming experience.
- Telefónica will also showcase the Movistar Transparency Center, a service through which users can transparently consult and manage their data privacy.

**Madrid, 25 June 2021** - Telefónica will showcase its digital home proposal at MWC, based on a leading connectivity offer and a technological platform made up of multiple devices developed by the company. The [Smart WiFi Router](#), the [UHD decoder](#) with UHD/4K quality or devices such as the [Movistar+ Voice Remote](#) and [Movistar Home](#), integrated with Aura, Telefónica's virtual assistant with artificial intelligence, are market-leading devices that offer a great user experience in a completely secure environment.

At the heart of this proposal is Movistar+. Its television platform not only offers the best original content, but also integrates content from other companies such as Netflix and Disney+. Now it also becomes a gateway for new experiences through the [Living Apps](#), applications for TV that can be accessed from the main Movistar+ menu.

Among the proposals that Telefónica has presented in recent months and which will be shown at MWC include the Living Apps Movistar Campus and Compras Apps, which are added to a broader offer containing cultural, sports and entertainment proposals.

[Movistar Campus](#) includes entertaining educational content - edutainment - for learning, among others, languages, master classes in cooking, finance, photography and a wide range of proposals from platforms such as [Magistral](#), [Podimo](#), [Duolingo](#), [Vivlium](#) and [Zonavalúe](#). Campus also includes content from [Miriadax](#), the first Ibero-American MOOC platform promoted by Telefónica Educación Digital.

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Compras, on the other hand, is a TV-commerce platform that offers a simple and secure shopping experience via TV without the need for any kind of software download or installation. Any company, regardless of its size, can have its own online shop on Movistar+. Among the first to join the platform are Samsung, Debuencafé and Niomia.

"At Telefónica we have been committed to the digital home for several years, relying on excellent connectivity, the best devices and technology that we bring to our customers' homes," said Antonio Guzmán, Telefónica's director of Digital Home. "The Covid-19 pandemic has forced us to spend more time at home, making it the place of work, study and leisure and a space of great possibilities where we want to bring the best experience to our customers.



## Managing home connectivity for an optimal gaming experience

The [Smart WiFi mobile app](#) currently allows Movistar Fusión customers to manage their home Wi-Fi network, see which devices are connected, block their connection, create parental controls and browse safely.

At MWC, Telefónica is showcasing a new feature that will soon expand the ability to control and personalise the network at home with Smart WiFi. The user will be able to optimise the home connectivity and adapt it to their needs to enjoy a better online gaming experience with the highest speed and stability. This allows the user to play wirelessly and get the same experience as if they were connected via ethernet. The new functionality also has advantages for users of online services such as cloud gaming and multiplayer.

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## Movistar Transparency Center

Telefónica, furthering its commitment to offer its customers a transparent and reliable relationship environment, will show the Movistar Transparency Center at MWC. It is an innovative space in a digital environment where customers will be able to consult and manage the information they generate through the use of the different services offered by Movistar in a simple and accessible way. The service gives you not only the information, but also the ability to manage the privacy you wish to give it.

The Transparency Center is now available in the My Movistar application and on [movistar.es](https://www.movistar.es). It will soon also be available through Movistar+, making it possible to access information in a simpler and more intuitive way, allowing all customers to own their data and manage it without technicalities, complicated forms or complex opt-out exercises.

It has two sections: "Privacy preferences", where customers can manage (activate/deactivate) the processing they want their data to be used for the purposes they indicate; and "Data query and download" where customers can view their data, e.g. data consumption, calls, or TV content. In addition, customers have the option to download the transparency report with even more detailed information. The "Privacy Preferences" section is currently available to all customers in the My Movistar app and at [www.movistar.es](https://www.movistar.es). The "Data query and download" section is available in the My Movistar app and will be progressively rolled out to all Movistar customers in Spain.

For more information, visit Telefónica's stand 3K31 in Hall 3 at MWC and the dedicated Telefónica [website](https://www.telefonica.com).

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