

Press Release
09/15/2021

Rakuten and Telefónica launch an app that lets consumers browse and book event tickets directly on Movistar+ TV

- Rakuten Living App launched in Spain is a digital experience that combines shopping, loyalty benefits and offline & online entertainment

Luxembourg, Madrid, September 15th, 2021 – Rakuten and Telefónica today announced the launch of the [Rakuten Living App](#) in the Movistar+ TV in Spain. Movistar Fusion customers at over 1,4 million homes with the [UHD Decoder](#) can now access this unique experience that connects online entertainment with offline events.

The Rakuten Living App joins the catalog of digital experiences of Movistar+ and enables consumers to discover a variety of live events and leisure experiences in various cities at a glance directly on their TVs. While being launched in Spain, consumers will be able to browse and buy tickets for events not only in Spanish cities like Madrid, Malaga, or Barcelona, but across major European cities including London, Berlin and more.

Furthermore, this experience is integrated with voice management through Aura, Telefónica's digital assistant with Artificial Intelligence. Customers can access and browse the Rakuten content with the Movistar+ [Voice Remote Control](#) just saying "Open Rakuten" or the [Movistar Home](#) device saying "OK Aura, open Rakuten".

By being connected to their Rakuten account on the Shopping and Affiliate Platform [Rakuten.es](#), consumers can not only book tickets, but also collect Rakuten Points while doing so – collecting credit for their next purchase, Rakuten TV movie rental or Rakuten Kobo book.

Rakuten Europe's Shopping and Affiliate Platform Rakuten.es is a unique membership program for consumers that empowers them to shop at their favorite stores, to collect points and to redeem them afterwards for gift cards, Fan Tokens of their favourite sports club, the latest movie releases, books or other selected experiences with various Rakuten partners.

Cédric Dufour, Managing Director from Rakuten's Shopping and Affiliate Platform said: "Our goal is to create an innovative, customer-centric membership program unlike any other in the region. Key to this is the right mix of great value, unique offers and exclusive features for consumers. That's why we are proud to collaborate with Telefónica. The innovative Rakuten Living App allows Movistar+ viewers to shop directly from their TV and connect their digital experience with a variety of live events and leisure activities. That's the perfect connection of online and offline, while customers further profit from Rakuten benefits, such as collecting Rakuten Points."

Antonio Guzmán, Director of Digital Home at Telefónica's Digital unit, said: "Our customers can learn, be entertained, exercise or shop through Movistar+ TV, all from the comfort of their sofa. We are very happy to have Rakuten on board, it enriches our platform and customers will enjoy discovering and booking all kinds of exclusive activities".

How it works

Through the Rakuten Living App, consumers can find tickets for events, shows, and concerts directly on their television. There are endless categories offering experiences for all tastes. From "Sports" to "Family", "Theater", "Promotions", "Festivals" or "Relax and Spa", among many others.

By clicking on the image of an event, further information like price, date, time, and location are provided. Consumers will also see a description of the event, minimum age for participants, and the sanitary measures proposed to the event in accordance with local Covid-regulations.

After selecting the date and the number of tickets, a QR code is generated on the television screen that directs consumers to the secure payment on the Rakuten.es website where they can log into their Rakuten account, complete the purchase and collect Rakuten points. The website can be accessed both on mobile devices and on computers.

About Rakuten

Rakuten Group, Inc. (TSE: 4755) is a global leader in internet services that empower individuals, communities, businesses and society. Founded in Tokyo in 1997 as an online marketplace, Rakuten has expanded to offer services in e-commerce, fintech, digital content and communications to approximately 1.5 billion members around the world. The Rakuten Group has over 25,000 employees, and operations in 30 countries and regions.

For more information visit <https://global.rakuten.com/corp/>.

In Europe, Rakuten has been active for more than a decade and is constantly growing its footprint. The network of business units consists of more than 14 services, available in almost every European country. With Rakuten Europe's head office in Luxembourg and offices in London, Dublin, Paris, Berlin, Barcelona and other major European cities, Rakuten is more than just a company, it's a vision of a true Ecosystem.

For more information visit <https://corp.rakuten.eu/>

Telefónica, S.A.

Dirección de Comunicación Corporativa

Tel: +34 91 482 38 00 email: prensatelefonica@telefonica.com

saladeprensa.telefonica.com