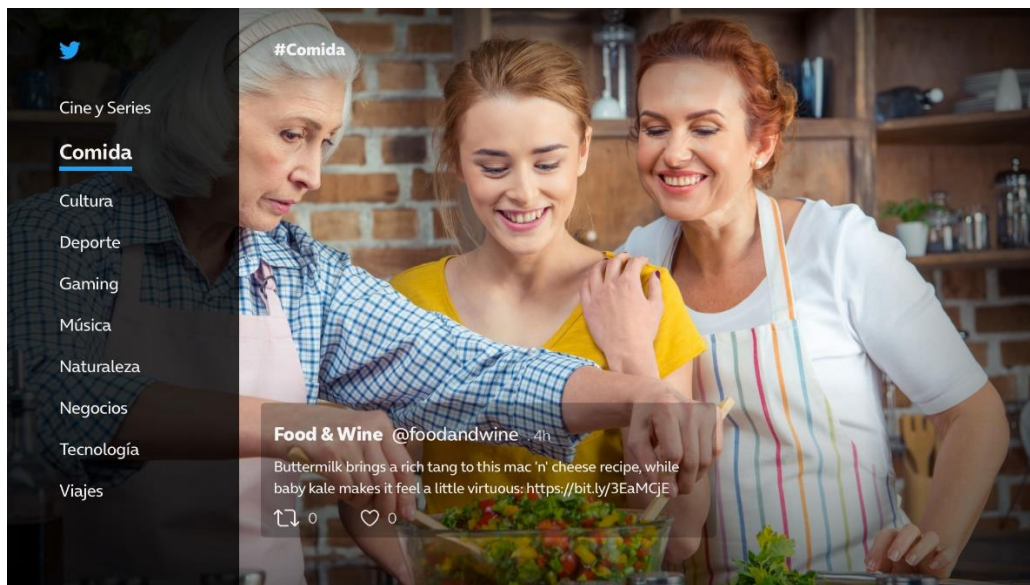


Press Release MWC 2022

Movistar Plus+ expands its entertainment offer by integrating Twitter



- More than 1.5 million homes with Movistar Plus+ can now enjoy the new Twitter Living App on their TV screen without registering or having their own account.
- This is a new milestone in the integration of Twitter content with Movistar Plus+, in order to amplify Twitter video content in a different and innovative way.
- Telefónica's stand at the Mobile World Congress in Barcelona will showcase the company's Digital Home proposition, which will include the new Twitter Living App.

Madrid, 22th February, 2022. - Movistar Plus+ today announces the addition of the Twitter Living App to its entertainment catalogue. The [Living Apps](#) are exclusive content for Movistar Plus+ customers with Desco UHD, who already have a wide range of content in their catalogue such as Fortnite, TikTok, Rakuten, Atlético de Madrid or British Council, among many others, and now have access to the best videos from Twitter on the big screen.

This will be one of the innovations that Telefónica will showcase at this year's Mobile World Congress (MWC), to be held in Barcelona between 28 February and 3 March. The

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telco will have a separate space where it will present its wide-ranging Digital Home offering.

With the new Twitter Living App, users can access a wide variety of video content organised by category, such as music, sport, travel, technology, culture, food and film or series; browsing is chronological and priority is given to verified and institutional accounts. With this new Movistar Plus+ entertainment offer, all members of the household can discover and enjoy Twitter content, consume it on the big screen and familiarise themselves with the experience without the need to have their own account or log in to it.

This incorporation of Twitter video content in Movistar Plus+ marks a new milestone in the collaboration between the two companies with the aim of integrating the best of Twitter in different formats. Both companies had been collaborating since 2018 when Movistar Home incorporated the best of Twitter conversation and interaction, and in 2019 when [Movistar Home integrated Twitter Moments](#). With this new development, the network platform seeks to amplify its video content in a new channel and offer more than 1.5 million households in Spain the possibility of discovering a different and innovative experience.

Chema Alonso, Chief Data Officer at Telefónica, said: "With the addition of Twitter to the Movistar Plus+ Living Apps catalogue, Telefónica strengthens its commitment to offer differentiated, attractive and exclusive entertainment to its customers. In this way, we maintain our innovation and new format proposals to continue being technological leaders in the home".

"Twitter is committed to a different and innovative way of amplifying the platform's content and bringing Movistar Plus+ users the best Twitter experience on TV. This new step in the collaboration allows us to continue being an innovative partner that offers a new channel for content creators to reach a new audience and offer a premium experience," said Javier Pagán, Country Manager of Twitter Spain.

The collaboration between the two companies will continue to progress and, soon, users already registered on Twitter will be able to log in with their account and see the content they follow and interact with it by "liking" or retweeting, choosing to see all the content or just their personal timeline.

For more information: [Telefónica at MWC 2022](#)

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