

Press Release MWC 2022

## Telefonica revolutionises with its innovative home proposition at MWC

- Telefónica creates unique experiences to enjoy, shop, play and learn with the family in a safe and easy way from home, supported by the best fibre and 5G connectivity.
- Telefónica's booth at MWC recreates in a 'demo' a home that brings together its proposal with the functionalities and services that users can experience at home to transform it into a real digital home.

**Barcelona, 1 of March 2022.** – Telefónica presents at the Mobile World Congress (MWC) its proposal to transform conventional television into a complete and innovative home entertainment platform. This experience revolves around Movistar Plus+, where Telefónica offers the largest range of its own and third-party content in Spain, thanks to the integration of national streaming content platforms, LaLigaSports TV, ATRESplayer Premium and Mitele, and international platforms, such as Netflix, Prime Video, DAZN and Disney+.

The company is also enriching its catalogue with new digital experiences through television with the Living Apps, which are exclusive applications accessible through the "Apps" section in the Movistar Plus+ home menu, where users have access to a varied catalogue of products and services, and which represent a new business opportunity for companies and partners to reach the homes of Movistar customers.

In addition, Telefónica's Digital Home proposal offers users, through [Aura](#), Telefónica's artificial intelligence, the ability to interact with voice in an easy and simple way to ask for recommendations, make searches or manage TV content in the most comfortable and natural way through Movistar Plus+, Movistar Home or the new Movistar+ Voice Remote Control.

Movistar Plus+ incorporates the social platforms [TikTok](#) and [Twitter](#) into its catalogue, breaking down the barriers between the mobile phone and the television screen to offer a selection of its best videos, without the need to have an account or register, making Movistar Plus+ the only television platform that incorporates these applications and offers these services to its users.

Another innovative proposal offered by Movistar Plus+ and already available to all customers is the possibility of shopping without leaving the home, transforming it into a TV-commerce platform. The Living Apps offer includes Amazon's innovative proposal

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with a selection of the best household items (20,000 products) to consult and buy on the big screen and with the family, Rakuten's Living App is also available, which offers the best entertainment experiences in a large number of cities in musicals, concerts or football matches, and for which payment will soon be available through the Movistar bill.

Movistar offers the best fibre optic and 5G network with the best coverage in the country, a key element for gamers to enjoy an experience at maximum performance by having the best connectivity both inside and outside the home. Through the Movistar Gaming Living App, users can subscribe to [Xbox Game Pass Ultimate](#) with more than 100 video game blockbusters with no downloads required and accessible from any device. The Fortnite Living App is also available, with exclusive content, curiosities, tricks and all the latest news on the game. Movistar complements the offer to gamers with the Gaming On functionality of the Smart WiFi mobile app to prioritise network traffic and the Smart WiFi Gaming functionality of Movistar Home, which allows real-time monitoring of network status from your screen, and self-diagnosis of problems that affect the gaming experience to get the most out of connectivity.

As an innovation, Telefónica's stand at MWC will feature a virtual reality television experience. Thanks to an agreement between Telefónica and Meta, Movistar Plus+ users will be able to enjoy all the content of the TV platform through the new Movistar Plus+ app for Meta Quest 2 headset. In addition, through Oculus TV they will be able to live an immersive virtual reality experience by watching the entertaining programme "Ilustres Ignorantes" and other sports and music content in 360° format.

## **Telefónica reinvents communications at home**

Movistar Home goes a step further by evolving the traditional landline phone to become the communications centre of the home. From the Movistar Home device it is possible to make video calls between different Movistar Home devices, send them to the TV screen and to mobile phones with ViLTE technology.

In addition, as Telefónica recently announced, Movistar Home has reinforced communications in the home with the [incorporation of Zoom](#), which allows video calls to be made through the Zoom application to any device (tablets, mobiles and computers) and any location.

As announced in the Digital Home demo at the Mobile World Congress, the integration of services in Movistar Home will continue to evolve and soon Microsoft Teams will also be available for users who have the device.

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

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