

Nota de prensa [MWC 2023](#)

## Movistar Plus+ includes IKEA Live Shopping events in a new App

- This new Living App offers live or recorded events where specialists share decorating tips and design ideas. In addition, customers can chat or purchase their products conveniently and interactively for the first time on Movistar Plus+.

**Madrid, 7th February 2023.** – Telefónica Movistar Plus+ offers its customers all Live Shopping events, live or recorded, featured by IKEA interior designers. 'IKEA en directo' ('IKEA Live') is an online shopping service in which the Swedish specialists share decorating tips and design ideas for the home.

Available for around 2 million miMovistar and Fusión customers in the 'Apps' section of Movistar Plus+ with UHD Set-Top Box, this new Living App also allows to interact through a live chat using the Movistar Plus+ remote control, and purchase the products shown at these events in an interactive way for the for the first time from this channel.

### 'IKEA en directo', today at 19:30h

Today, 7<sup>th</sup> of February at 19:30h, a new 'IKEA en directo' will be broadcasted under the title 'Novedades que enamoran' (*'New products to fall in love with'*). During this event, new products will be presented and staged around Valentine's Day next week.

The Living App has also a section with content focused on interior design with materials linked to the brand. In addition, Movistar Plus+ users can listen to podcasts about the home and wellbeing or access a section with tips on how to personalise furniture or know more about new decoration trends.

Movistar Plus+ offers an innovative sale point that opens up new business opportunities and extends the reach of the brands' products and services. In addition, Telefónica will showcase the functionalities of this new service at the company's stand 3K31 (Hall 3) at the upcoming Mobile World Congress in Barcelona.

For more information: [Telefónica at MWC 2023](#)

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