Telefónica includes LinkedIn Learning in Movistar Plus+ for its customers to strengthen their professional and personal skills

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Movistar Plus+ users can now enjoy the LinkedIn Learning Living App free of charge. On their television, they will be able to access complete courses taught by experts in video format to learn different skills related to the professional and personal sphere, such as 'Business English', 'Time management', 'Customer experience' or 'How to develop emotional intelligence', among others. This course offer will be updated periodically to expand and dynamize the catalogue.

This experience, available at no additional cost for all miMovistar or Fusión customers who have the Desco UHD, allows them to manage the courses by accessing the videos at any time. In addition, they have the great advantage of being able to watch them on the big screen of their television and even enjoy the courses as a family.

Navigation is done in a comfortable and simple way through the Movistar remote control or by voice thanks to the Movistar Plus+ Voice Remote Control. They can also access through the Movistar Home device.

With this launch, Telefónica is committed to expanding its proposal, seeking to bring learning closer to homes. Currently, within the Living Apps of the 'Education and Culture' section, Movistar Plus+ users can also access other educational content where they can learn from the Real Academia Española, among many others.

Antonio Guzmán, Director of the Digital Home at Telefónica: "With the incorporation of LinkedIng Learning to the Movistar Plus+ catalogue, we are expanding one of the key pillars of our digital home proposal, education, and we will continue to work on expanding educational

experiences for all members of the household".

Ángel Saénz de Cenzano, General Manager of LinkedIn in Spain and Portugal: "Together with Microsoft, we started in the summer of 2020, to provide free access to digital training platforms to improve the employability of more than one million Spaniards. Keeping the same spirit, that of continuing to connect Spaniards with opportunities by helping them acquire the skills demanded by today's job market, we join Movistar Plus+: providing access to LinkedIn Learning courses through television."

As announced at the last edition of MWC, Telefónica and Microsoft extended their global strategic alliance to the residential segment, working with a roadmap covering short, medium and long term services to collaborate in the creation of joint initiatives in the consumer area. The incorporation of LinkedIn Learning's Living App is the first announcement under this alliance, reinforcing Telefónica's differentiating proposal in the Digital Home market.

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