

# NOTA DE PRENSA

## PRESS RELEASE

### TELEFÓNICA AND TSINGHUA UNIVERSITY JOIN FORCES TO PROMOTE DIGITAL EDUCATION GLOBALLY

- Both parties will encourage wider access to a quality education through digital technology by integrating and sharing resources.
- The largest Spanish, Portuguese and Chinese Massive Open Online Course (“MOOC”) platforms in the world operated by Telefónica and Tsinghua respectively will join hands to share best practices and exchange programs.
- As the global operator of SIELE Spanish language certificate tests, Telefónica will work with Tsinghua University on the launch of SIELE Spanish language certificate test in China.

**Madrid/Beijing, 26 January 2016.** Telefónica and Tsinghua University announced today that they will join forces to promote digital education globally. José María Álvarez-Pallete, COO of Telefónica, and Qiu Yong, President of Tsinghua University, were present at the signing of the agreement by Carolina Jeux, CEO of Telefónica Digital Education, and Li Jinliang, Tsinghua University’s Dean of International Cooperation and Exchange.

Telefónica operates the largest Spanish and Portuguese Massive Open Online Course (“MOOC”) platform in the world, while Tsinghua is the operator of the largest Chinese MOOC platform in the world. As part of the agreement, both parties will promote each other’s online courses through their online education platforms including, selected courses on Tsinghua’s platform that will be made available on Telefónica’s platform and vice versa. They will also share experience and know-how in the operation of these platforms, including big data and learning analytics, business model, and product innovation.

Telefónica and Tsinghua will also identify and support the international research projects in online education fields such as cognitive science and education in digital learning, development of best practices, innovation and improved course outcomes.

Telefónica, for its part, will introduce Spanish language learning courses onto Tsinghua's MOOC platform and the two parties will further explore potential cooperation in China with regards SIELE, the global unified Spanish language test operated by Telefónica, with the aim of setting up the first testing site of SIELE in China.

Telefónica and Tsinghua maintain a fruitful partnership on open innovation since June 2014, when they formed along with China Unicom an Open Innovation Alliance by sharing their innovation resources.

### **About Telefónica**

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. With its best in class mobile, fixed and broadband networks, and innovative portfolio of digital solutions, Telefónica is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth.

The company has a significant presence in 21 countries and a customer base of over 327 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica Educacion Digital, part of Telefonica, specializes in the design and implementation of state-of-the-art online training and knowledge management solutions for corporations, governments, institutions and education organizations across the world. It provides training to four million students across platforms and has a content factory with more than 40,000 hours per year of production.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.864.341. 251 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.

If you would like to know more about the Telefónica, please visit [www.telefonica.com](http://www.telefonica.com)

### **About Tsinghua University**

Advancing a tradition of academic excellence, Tsinghua University is a pacesetter for innovation in China. It has become a leading world university in just over 100 years.

Tsinghua University excels in its fundamental task of high-level personnel training, and also serves as an indispensable base for China's scientific and technological innovation. It is among the most selective universities in the Asia-Pacific region, and a trusted global partner for researchers and academics.

Tsinghua University is a comprehensive research university. Its 20 schools and 54 departments cover disciplines in art, economics, education, engineering, history, management, medicine, law, literature, philosophy, and sciences. Situated in northwestern Beijing, Tsinghua University's campus has been named one of the most beautiful in the world.

Among its more than 200,000 alumni are many leaders in various fields. They have made outstanding contributions to China's technology development, economic growth and social progress. They also offer new perspectives and insights on the world's biggest challenges.