



MEDIA INFORMATION

Bonn, August 12, 2020

Deutsche Telekom and Billie Eilish celebrate Gen Z Tech Positivity

- Deutsche Telekom partners with five-time GRAMMY award winner Billie Eilish to highlight Gen Z tech positivity, demonstrating the power and potential of youth in creating a better future.
- Launching on UN International Youth Day with a universal message of digital optimism, #WhatWeDoNext highlights the inspiring ways that Gen Z are using connected technology.
- Research by Deutsche Telekom reveals that European Gen Z show a high level of optimism for the potential that technology can offer, with 83% saying that connected technology is key to building a better future.

Together with five-time GRAMMY award winner Billie Eilish, Deutsche Telekom celebrates Gen Z tech positivity, demonstrating the power and potential of youth in creating a better future. Launching on UN International Youth Day, the #WhatWeDoNext campaign shines a light on the inspiring ways in which the world's first true generation of digital natives, are using connected technology to benefit not only their own generation, but society as a whole.

"We all have the potential to make a positive impact on our planet, and I'm hopeful our generation will use their platforms to collaborate and communicate, and make a difference." commented Billie Eilish.



LIFE IS FOR SHARING.

Deutsche Telekom believes that Life is For Sharing. Now more than ever, facilitating equal participation in social, economic and cultural life is a key focus for the brand. With this campaign, the brand aims to spread a universal message of digital optimism.

“The seismic events of 2020 will impact the younger generation for years to come; culturally, socially, economically. We wanted to provide Gen Z with a voice and a platform from which to demonstrate how they are harnessing the power of connected technology to make a real difference.” explains Wolfgang Kampbartold, VP International Market Communications at Deutsche Telekom. *“In collaborating with Billie and our team of young people, we are shining a light on the incredible potential of this generation, as they navigate a new future.”*

Research released today by Deutsche Telekom shows that young Europeans aged 16–26 showed a high level of optimism for the potential of technology. Following the disruptions caused by COVID-19, 93% of European Gen Z think that connected technology can be a useful tool for learning and education. 86% feel that it enables them to connect with online communities through shared passions. 90% say that the engagement of young people is key to building a better future, with 75% saying that social media supports them in standing up for what they believe in.

As all generations experience a new appreciation for the practical and societal benefits of connected technologies, Deutsche Telekom aims to fuel this sense of digital optimism, highlighting the amazing ways Gen Z is using connected technology.

The international campaign launches today with a film featuring Billie Eilish and a host of inspirational Gen Z contributors with real stories to tell. Directed by Vincent Haycock, the film celebrates the incredible things young people are doing today with a powerful message delivered by the voice of the generation, Billie Eilish. With footage shot pre COVID-19, we see how this generation are challenging negative perceptions around their use of technology, showing how they are using it to affect the things they really care about, from campaigning for climate change, championing equality, creativity and even cyber security.



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Challenging the notion that they are simply screen obsessed, this film kick starts Deutsche Telekom's mission to support this generation as they find their way in a new world. Through its highly successful music platform, Telekom Electronic Beats, Deutsche Telekom will continue to explore #WhatWeDoNext providing a platform for Gen Z to take an active role in the conversation.

To view the film and more information on the campaign:

www.whatwedonext.electronicbeats.net

Research source:

The research was made in July 2020 by Kantar, Munich on behalf of Deutsche Telekom. A sample size of 4005 young people aged from 16 to 26 years were interviewed.

Further information for the media at:

www.telekom.com/en/company/topic-specials/special-corona
www.electronicbeats.net/
www.instagram.com/electronicbeats/
www.facebook.com/ElectronicBeats/

About Deutsche Telekom: <http://www.telekom.com/companyprofile>

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Further information for the media at:

<https://www.telekom.com/en/media>

<https://www.telekom.com/en/media/mediacenter/images>

www.twitter.com/deutschetelekom

www.facebook.com/deutschetelekom

www.telekom.com/blog

www.youtube.com/deutschetelekom

www.instagram.com/deutschetelekom

Campaign Credits:

Creation: Saatchi & Saatchi, London

Film Production: Somesuch, (LA Shoot: Somesuch LA, Poland Shoot: Papaya Films)

Director: Vincent Haycock, Los Angeles, California

Music: 'When the party's over' by Billie Eilish & Finneas Baird O'Connell

Media: emetriq Hamburg, WPP Team Magenta, Dusseldorf

PR: Proud Robinson + Partners