

La mucca viola. Farsi notare (e fare fortuna) in un mondo tutto marrone



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1 everything unlimited

This means having the freedom to choose, so that whatever the moment calls for we are able to find it - and be sure that it will work on whichever device we have close to hand. Everything means all types of entertainment. Unlimited means no restrictions and endless possibilities.

2 great value

Great value means getting a lot for your money. People work hard for their money and we believe they should always get a good deal. By bringing all entertainment together into one product, we are able to provide a huge variety of titles for cheaper - and a service that is truly worth paying for.

3 making things easier

Accessing your favorite entertainment should be effortless, so that there is nothing left to do but enjoy those special moments - whether it is gripping onto your chair or singing your heart out. We believe in one service that takes care of everything, provides for the whole family and removes the hassle of multiple passwords and payments.

4 enjoying life

We believe entertainment is good for the soul, both alone and with friends. It makes us feel joy, sadness, excitement and laughter. It helps us relax and recharge. It is important that we feel free to spend our free time however we want, and feel no shame in kicking back and watching a movie or levelling up on our favorite game.

5 discovery

New experiences and ideas should not only be accessible, but encouraged. Discovery is rewarding, allowing us to hit new highs and fall in love with things we never thought we would. We believe in all experiences and all perspectives. We want to cultivate curiosity, open-mindedness and a passion to explore.

6 the future

We believe in the future. We should not be restrained by conventions in the present. We should have faith in the future and let innovation help us, inspire us, and make our lives easier. We believe in new technology and new devices which create a more intimate and seamless connection between people and their entertainment.

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