



Prime Video begins filming the new series *Day One*

The tech thriller stars Álex González, Alba Planas, Asier Etxeandía, and Jordi Mollà

Filming will take place in iconic locations in Barcelona and the Canary Islands



Click [here](#) to download the first images from the setç

Prime Video has announced the start of production for *Day One*, an ambitious thriller that explores the complex relationship between technology and humanity in the digital era, posing a fundamental question: How can we preserve our humanity in a technological future? *Day One* will be available exclusively on Prime Video in 2026 as part of the Prime subscription. Prime subscribers in Spain can enjoy deals, free shipping, and entertainment, all in one subscription for just €4.99 per month or €49.90 per year.

The series stars [Álex González](#) (*Operación Marea Negra*), [Alba Planas](#) (*La virgen roja*), and [Asier Etxeandía](#) (*Citas Barcelona T2*), and also features [Renata Notni](#) (*Zorro*), [Iván Massagué](#) (*Perverso*), and [Jordi Mollà](#) (*Jack Ryan* among others. The cast also includes a special collaboration from [Mireia Oriol](#) (*Soy Nevenka*), among others. *Day One* is produced by Zebra Producciones, NewCo Audiovisual, and Documentales en Canarias S.L., with the associated production of the Barcelona Mobile World Capital Foundation.

Ulises Albet (Álex González), a computing prodigy, left Barcelona and the tech world behind after his sister's suicide, a victim of online harassment. Ten years later, a mysterious call from his former partner and best friend, Samuel Barrera (Asier Etxeandía), forces him to return during the Mobile World Congress. Samuel warns him that the world is in danger, but from what

exactly? To find out, Ulises must confront his past, the relentless advances of technology, and an increasingly urgent question: How far can we go without losing what makes us human?

Day One will be filmed in some of Barcelona's most iconic technology-related locations, such as the Barcelona Supercomputing Center – National Supercomputing Center (BSC-CNS), the ALBA Synchrotron, Talent Arena, the Collserola Tower, Pompeu Fabra University (UPF), and the 22@ District—spaces that perfectly reflect the fusion of innovation and tradition that defines the city.

The series is directed by [Marta Pahissa](#) (*Citas Barcelona*) and [Víctor Cuadrado](#) (*Sagrada Familia*), with a script by [Cristina Pons](#) (*Fácil*), [Luis Arranz](#) (*Memento Mori*), [Luis Moreno](#) (*El Cid*), and [Juan Salvador López](#) (*La casa de papel*). The executive production is led by [César Martí](#) (*Guernika bajo las bombas*), [Cristina Pons](#), [Sara Fernández-Velasco](#) (*Memento Mori*), and [José Velasco](#) (*El Cid*).

PRIME VIDEO PRESS CONTACT

primevideo@marco.agency