

PRESS RELEASE

MWCapital and Prime Video showcase technological Barcelona to the world with the series *Day One*

- **The Foundation presented the drama series – in collaboration with Prime Video, 3Cat and iZen – during the Mobile Lunch, which brought together more than 400 attendees at the Tinglados of the Moll Oriental.**
- **The series, which will be broadcasted in 240 countries and territories and dubbed into seven languages, sets its storyline in strategic locations within Catalonia’s scientific and technological ecosystem, such as the Talent Arena, the BSC, the Alba Synchrotron, the Mirador Torre Glòries and the 22@ District, the Torre Collserola and Pompeu Fabra University.**
- **The CEO of Mobile World Capital, Francesc Fajula, stated that over its 20 years, MWC has been “a catalyst for our ecosystem” and highlighted “Barcelona’s role as a capital, one of the cities that will shape Europe’s technological future”.**

Barcelona, 1 March 2026. – Mobile World Capital Barcelona (MWCapital) brought together more than 400 authorities and representatives from the technological and scientific ecosystem at the Mobile Lunch, the event that marks the start of MWC Barcelona week and which this year was held at the Tinglados of the Moll Oriental. The 2026 edition was dedicated to celebrating the 20th anniversary of the leading international connectivity congress and to launching *Day One*, the series that will showcase Barcelona’s scientific and technological strength to the world.

Attendees at the Mobile Lunch were given an exclusive preview of one of Prime Video Spain’s most ambitious series for 2026, which will premiere on 13 March. The thriller is set in Barcelona during MWC week and weaves together a storyline in which technology, innovation and digital ethics intersect. With *Day One* – available in more than 240 countries and territories, dubbed into seven languages and subtitled in 23– MWCapital presents to the world the spaces that position Barcelona and Catalonia as international capitals of technology and innovation.

Across six episodes, the action unfolds in some of the most significant settings within the scientific and technological ecosystem, including the Talent Arena, the Barcelona Supercomputing Center, the Alba Synchrotron, the Mirador Torre Glòries and the 22@ District, the Torre Collserola and Pompeu Fabra University, making technological Barcelona a central element of the narrative.

In his speech, the CEO of Mobile World Capital, **Francesc Fajula**, highlighted that, coinciding with the 20th anniversary of MWC's arrival in Barcelona, "*Day One* is the best possible way to promote our city's scientific and technological ecosystem worldwide, attract investment and draw talent."

The event also featured the participation of *Day One*'s lead actor, Álex González; Prime Video's Director of Content Acquisition for Southern Europe, the Middle East and Africa, Ricardo Cabornero; the Director General of 3Cat, Sigfrid Gras; and Sara Fernández Velasco, CEO of iZen.

20 Years of MWC in Barcelona

In addition to the presentation of *Day One*, the Mobile Lunch commemorated 20 years since the arrival of MWC in the city, which Fajula described as "much more than the leading international connectivity congress: it is a catalyst for our ecosystem."

In his address, the CEO of MWC Capital looked back over how, during these two decades, technology has transformed every sphere of society and the economy, and how the bond between Barcelona and MWC has strengthened over time "to the point where they are now two inseparable words." Looking ahead, Fajula reaffirmed Barcelona's status as a capital, stating that it "will be one of the cities shaping Europe's technological future."

In his speech, Fajula also underlined the Foundation's role in projecting Barcelona's scientific and technological leadership, which, beyond the launch of *Day One*, takes shape during MWC week through a range of initiatives.

These include the Talent Arena, now in its second edition and firmly established as Europe's leading meeting point for digital talent; the Foundation's stand in Hall 6 of MWC, which this year offers a retrospective of the digital revolution over the past 20 years and anticipates the immediate future of five strategic sectors; its presence at 4YFN, showcasing the transformative potential of technology transfer; and, finally, exhibitions dedicated to the 20th anniversary of MWC, organised in collaboration with Barcelona City Council and on display across the city's ten districts.

In his address, the Mayor of Barcelona and President of MWCapital, **Jaume Collboni**, linked the 20-year history of MWC –a “collective success for the city”– with the current projects that ensure the continuity of this firm commitment to entrepreneurial talent and technology, such as the expansion of Fira Barcelona, the 22@ district and the Mobile legacy itself. Looking ahead, Collboni stressed that this strategy “creates future opportunities and high-quality jobs”, in line with the City Council’s stated objective of guaranteeing the right to remain in the city.

The Minister for Business and Labour of the Government of Catalonia, **Miquel Sàmper**, stated: “MWC places Catalonia and Barcelona at the heart of the global technology map. This edition is particularly special as it marks the 20th anniversary of a congress that has made Barcelona the epicentre of global innovation in connectivity and digital technologies.” The Minister also referred to the challenges posed by artificial intelligence: “AI is delivering developments that most of us would once have considered unimaginable, but we must be able to regulate its limits and strike the right balance.” In this regard, Sàmper highlighted initiatives such as the Catalonia AI Strategy 2030, which aims to mobilise €1 billion in investment, as well as the National Pact for Industry 2026–2030 to strengthen traditional industry and promote new strategic sectors.

The Secretary of State for Digitalisation and Artificial Intelligence, **María González Veracruz**, emphasised that “Spain arrives at MWC with a clear objective: to turn digital transformation into a strategic advantage. We are no longer talking about modernising, but about leading – about harnessing technological change and turning it into a guarantee of strategic sovereignty. It is about driving our country forward and strengthening competitiveness, resilience and decision-making capacity. That is why the Government of Spain is investing in infrastructure, data, AI and cybersecurity.”

González Veracruz also congratulated the organisers on the twentieth anniversary of the congress, explaining that “our commitment to MWC, as a catalyst, a spearhead and a platform for transformation, is clear. This is reflected in the €8 million we contribute each year from the Government of Spain, but also in the fact that our presence here is not passive: we come to build, we come to scale, we come because we know that here – together with all those taking part in the exhibition, the dialogues and the meetings – we can lay the foundations for our country’s transformation. MWC is the international showcase of the Digital Spain Agenda 2026, a government plan that is making Spain a very different country from what it was in 2005”.

About Mobile World Capital Barcelona

Mobile World Capital Barcelona is a public-private foundation that promotes the digital development of society to build a more inclusive, equitable and sustainable future through a humanistic use of technology. MWCcapital contributes to positioning Barcelona as a world leader in the digital field and reinforces the MWC's legacy throughout the year, promoting technology transfer initiatives, promoting digital talent and innovative technological projects with a social impact. MWCcapital hosts the MWC in Barcelona, founded 4YFN and connects the international community of developers through the Talent Arena project.

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