



Press Release

Movistar deploys high-performance technology at San Diego Comic-Con Málaga as official sponsor

- The network will provide fixed and mobile connectivity for the international entertainment event, which will bring together more than 100,000 attendees from over 20 countries during its four-day run in Málaga.

Málaga, 28 September 2026.- Movistar will once again be an official sponsor of San Diego Comic-Con Málaga, providing the connectivity infrastructure required to support this major international event dedicated to entertainment, pop culture and technology. Its second edition will take place from 1 to 4 October at the Palacio de Ferias y Congresos de Málaga (FYCMA).

Movistar will provide fixed connectivity for all stands and audiovisual productions, as well as mobile connectivity for the more than 100,000 attendees from over 20 countries. The aim is to deliver the best possible experience while strengthening Málaga's position as the European host city for one of the world's leading international gatherings dedicated to entertainment, pop culture and technology.

In addition, Movistar will provide attendees with 97 charging points for mobile devices located throughout the venue, helping them enjoy a fully connected experience during the four days of the event.

To make this possible, the operator has deployed two 10 Gbps fibre-optic links that will provide the capacity required to support all content production, broadcasts and digital services at the event. The company will also strengthen mobile coverage across the venue with a mobile unit equipped with high-performance 5G technology, ensuring that attendees can share content, access digital services and enjoy an optimal connectivity experience throughout the event.

Movistar will also optimise and fine-tune the configuration of the existing mobile network to maximise performance and ensure the required levels of service quality in scenarios involving a high concentration of users.

Through its Movistar brand, Telefónica is further strengthening its commitment to Málaga, maintaining a presence at some of the city's most important events and helping enhance its international profile. Both the company and Málaga continue to

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make progress towards becoming benchmarks for innovation, digital transformation and technological development.

Joaquín Segovia, Southern Region Director at Telefónica España, said: “Collaborating with Comic-Con Málaga reinforces Telefónica and Movistar’s commitment to the digital development of Andalusia and to major events that promote innovation and culture. This collaboration reflects our commitment to being the best gateway for people to access digital technologies, with the most advanced network and the best services and content to connect people through unique and innovative experiences.”

What’s new at San Diego Comic-Con Málaga

San Diego Comic-Con Málaga is significantly expanding its footprint for this edition, with an improved layout designed to facilitate the flow of visitors and create new rest areas. The event will occupy the entire indoor area of the Palacio de Ferias y Congresos de Málaga and will feature new experiential spaces designed to offer attendees a more immersive experience.

Among the main new features is the construction of a new auditorium next to the exhibition area, complementing the existing spaces and the iconic Hall M. The venue will also feature a large air-conditioned marquee dedicated to comics and collectibles, as well as more than 90 tables for artists, reinforcing its commitment to creators and the cultural industry.

This year’s edition will bring together prominent international figures from film, television, comics and manga. Confirmed guests include actors Karl Urban, Elijah Wood, Sean Astin, Deborah Ann Woll, Iñaki Godoy, Emily Rudd and Christopher Lambert. Renowned international artists and authors including John Romita Jr., Yoichi Takahashi, Jorge Jiménez, Carmen Carnero and Pepe Larraz will also take part.

The event will also feature participation from major companies in the entertainment industry. More than 300 hours of exclusive content are planned across comics, film, animation, literature, board games, gaming and other areas of pop culture. Attendees will be able to choose from a wide range of simultaneous activities and personalise their experience throughout the four-day event.

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