

Press Release

Telefónica becomes new official partner of Espai Barça

- Telefónica strengthens its commitment to sport with a partnership agreement that makes it an official partner of the Spotify Camp Nou for the next five years.
- Telefónica España President Borja Ochoa and FC Barcelona President Joan Laporta have signed a partnership agreement between the two organisations.
- Telefónica will name one of the Lounge spaces being built in the stadium's double ring, accessible from the private boxes.

Barcelona, 18 September 2026. – Telefónica has signed a partnership agreement with FC Barcelona, becoming an official partner of Espai Barça. The five-year agreement gives Telefónica priority status for future technology projects to be carried out during this period at the new Blaugrana complex, which comprises the Spotify Camp Nou, the Palau Blaugrana and the Campus Barça. The agreement reinforces the company's support for sport and the city of Barcelona, as well as its social and cultural commitment beyond business.

Telefónica's support for Espai Barça comes as construction of the Spotify Camp Nou nears completion and new meeting spaces — including the private boxes and the Lounge areas — prepare to open. Under the partnership agreement with FC Barcelona, Telefónica will have a box at the Blaugrana stadium and will name one of the Lounge spaces being built in the stadium's double ring. The future Telefónica Lounge will be accessible from the private boxes and will serve as a meeting point for sponsor companies' guests during match breaks.

In addition to the new stadium, the Espai Barça project includes the construction of the future Palau Blaugrana, a sports campus, and new retail and dining spaces in the Les Corts area. FC Barcelona expects to complete the stadium's roof next year, when capacity will expand to nearly 105,000 seats.

The agreement is part of Telefónica's drive to strengthen its role as the technology partner of Spanish sport and its goal of becoming the best gateway for citizens to access digital technologies. In March 2026, the company reached a sponsorship agreement with the Royal Spanish Football Federation (RFEF), under which Movistar

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became the official telecommunications operator of Spain's national football teams through the 2030 World Cup.

Telefónica has spent years establishing Movistar Plus as the home of sport in Spain. That connection with top-level sport is now also reflected in its support for Espai Barça, a project that stands alongside the future of FC Barcelona and its fans.

In Catalonia, the agreement with FC Barcelona adds to the support Telefónica already provides to other cultural and entertainment institutions in the city, such as the Gran Teatre del Liceu, the Palau de la Música Catalana and the Sagrada Família.

Telefónica España President Borja Ochoa said: "Telefónica reaffirms its institutional role as a driver of the Spanish economy, its support for the world of culture and sport, and its commitment to Catalonia and the city of Barcelona. Last year, Telefónica invested €121 million in Catalonia, where it employs more than a thousand people."

FC Barcelona President Joan Laporta said: "This agreement with Telefónica brings to Espai Barça a leading company in technology and telecommunications that understands the scale and ambition of the project. This partnership will allow us to keep moving toward an increasingly connected and innovative Spotify Camp Nou, and will help us offer the best experience to our members and to our supporters as a whole."

Photo caption:

Telefónica España President Borja Ochoa with FC Barcelona President Joan Laporta after signing the agreement, at Espai Barça.

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