

Press Release

Telefónica and the Reina Sofía School of Music combine artificial intelligence and symphonic music to give voice to the audience's emotions

- Nearly a thousand people will take part in an innovative experience that combines symphonic music, connectivity, and artificial intelligence, enabling them to interact in real time from their mobile devices and convey their emotions through the orchestra's performance.

Madrid, October 2, 2026. Telefónica and the Reina Sofía School of Music are promoting an innovative experience that explores new ways of connecting music, technology, and people. This Saturday, October 3, Madrid's Teatro Monumental will host a unique participatory concert in which artificial intelligence and connectivity will become part of the performance itself, alongside a rendition of Johannes Brahms' Symphony No. 4.

This initiative is an example of Telefónica's commitment to having the best network to access the most innovative technology. On this occasion, it combines the performance of Brahms' masterpiece by a symphony orchestra of around 60 musicians from the Reina Sofía School of Music, conducted by Josep Pons, with a collective experience designed to enable the audience to participate in real time using their own mobile devices.

Nearly a thousand attendees will interact through a series of questions posed live during the introduction to the work by the concert presenter. Thanks to the incorporation of artificial intelligence, the responses will be collected simultaneously and processed in real time to generate a collective reaction that will be reflected on stage. The details of the experience will not be revealed until the start of the event, preserving the element of surprise.

During the event, artificial intelligence will become a single collective voice. In this way, technology is placed at the service of music to create a new dialogue between the performance and its audience, while reaffirming Telefónica's institutional role as a company committed to society and culture beyond its business activities.

Through this initiative, Telefónica turns connectivity into an essential element of the cultural experience. Beyond sponsorship, the company demonstrates in a tangible way how technology can connect people, ideas, and emotions in real time, enabling simultaneous interaction between hundreds of attendees, artificial intelligence, and live music.

Rafael Fernández de Alarcón, Telefónica's Brand Director, highlights: "At Telefónica, we embrace the challenge of becoming the best gateway for citizens to access digital technologies. This initiative demonstrates how connectivity and artificial intelligence can be placed at the

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service of people to enrich cultural experiences and create new forms of collective participation. We want to be a company committed to society and culture, beyond our own business.”

Since 1999, Telefónica has been a patron of the Telefónica Violin Chair at the Reina Sofía School of Music in Madrid, one of the world’s leading institutions for musical education. Over these decades of collaboration, both organizations have jointly developed a range of cultural outreach projects aimed at connecting people through the power of music.

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