

NOTA DE PRENSA

Telefónica's Titan Connect provides uninterrupted connectivity to more than 800 companies

- Nine months after its launch, more than 800 customers have already signed up to the next-generation ecosystem of solutions and services launched by the company last January to strengthen the resilience of businesses and public administrations.
- The suite of technology solutions is also making its big-screen debut with its own film, *Titán Connect: This Is Not a Game*, an interactive fiction aimed at the business community. It will premiere on 29 October at Madrid's Capitol cinema, followed by screenings in Barcelona, Seville and Bilbao.

Madrid, 23 October 2026. Nine months after its launch, *Titán Connect*, Telefónica's pioneering ecosystem of solutions and services designed to ensure uninterrupted connectivity for businesses and public administrations, has surpassed 800 customers in Spain. The milestone coincides with the launch of a film showcasing the key role technology plays in operational resilience and business continuity in an increasingly digital world.

Borja Ochoa, Chairman of Telefónica España and CEO of B2B, said: "Being prepared for the unexpected has become a business priority and, with *Titán Connect*, organisations can strengthen the continuity of their communications and facilitate the secure adoption of new technologies. At Telefónica, we want to be the best gateway for businesses and public administrations to access digital technologies, while encouraging them to reflect on how anticipation and preparedness can make the difference when facing a critical situation."

Titán Connect brings together next-generation technologies including standalone 5G (5G SA), fibre and satellite connectivity; cloud and edge computing; AI-based observability services; automation capabilities; power supply solutions; and secure 24/7 management. Together, these technologies help keep companies' and public bodies' communications and critical services operational in the face of internal or external events that could disrupt business continuity.

With the launch of this ecosystem, Telefónica is addressing the challenges facing today's business environment. *Titán Connect* gives businesses and public administrations access to the most robust and advanced infrastructure on the market, providing enhanced connectivity that enables them to respond to unexpected events. It also facilitates the secure adoption of technological solutions ranging from the Internet of Things (IoT) and AI to quantum computing.

From the office to the big screen

Almost a year after its launch, Telefónica España is taking a further step in its commitment to demonstrating how technology can become a key element in risk management, operational resilience and business continuity with the launch of *Titán Connect: This Is Not a Game*, a 45-minute interactive fiction film created specifically for the business environment, which turns viewers into active participants in the story.

The production is by Tech, Brands, Stories (TBS), Telefónica's creative production company, which was also responsible for the original concept, creative development and production of the project. *Titán Connect: This Is Not a Game* combines audiovisual storytelling with contributions from specialists in areas such as cybersecurity, business continuity, critical infrastructure and digital transformation. The film offers a practical perspective on how technology can deliver more and better services to help organisations anticipate, respond to and recover from unexpected situations.

The production encourages businesses to reflect on the role of technology as a key element in risk management and operational resilience in an increasingly digital and connected world.

The story begins with three friends, Lucía, Diego and Marcos, who get together to play a mysterious board game. What starts as a seemingly harmless experience turns into an immersive challenge in which each player becomes part of an organisation forced to manage extreme situations and make decisions under pressure.

Throughout the story, they face three scenarios inspired by risks that can affect organisations in any sector: a hospital hit by a cyberattack that compromises healthcare delivery; a hotel facing a widespread power outage in the middle of peak season; and a logistics operator that loses network connectivity, putting both its operations and customer relationships at risk.

Although the story is fictional, the script was developed drawing on real-life situations and with advice from Telefónica experts to create realistic scenarios involving connectivity, business continuity and the ability to respond to unexpected events.

The film stars Esther Rivas, Antón Lofer and Héctor Carballo, all of whom have experience in film and television. Esther Rivas has an extensive career spanning film, television and theatre, and has appeared in productions including *Señoras del (h)AMPA*, *¡García!*, *La tira* and *Casting, la película*. Actor and audiovisual creator Antón Lofer has appeared in films including *Coartadas*, *Mi amor perdido* and *El mejor verano de mi vida*, as well as the programme *LOL: Si te ríes, pierdes*. Héctor Carballo has also enjoyed an extensive career in theatre and television, with roles in series including *La vida breve*, *Servir y proteger*, *Isabel* and *El final del camino*. Filming took place last summer at various locations in Madrid and Torrejón de Ardoz.

The film will premiere on 29 October at the Capitol cinemas in Madrid, before embarking on a *roadshow* across several Spanish cities, with screenings scheduled for Barcelona on 12 November, Seville on 18 November and Bilbao on 25 November.