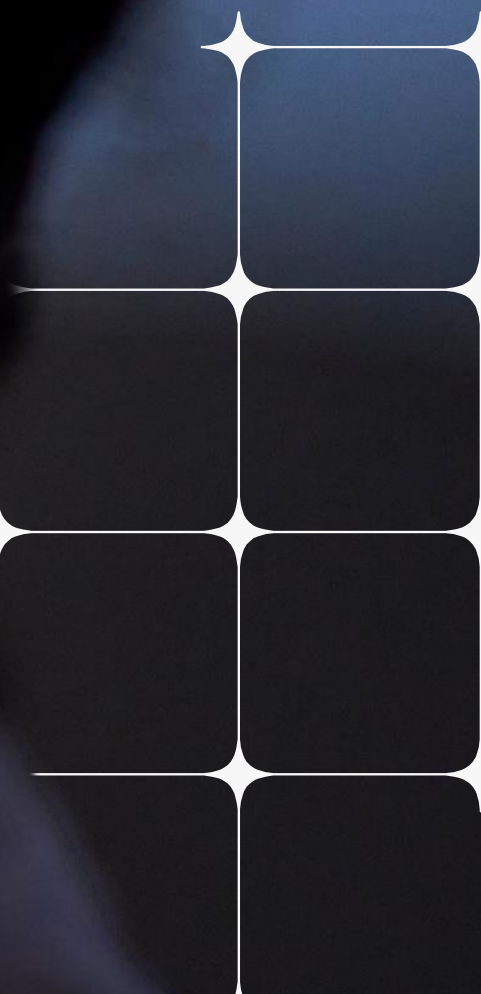


# CATALUNYA

# MEDIA CITY

Southern Europe's Hub for Global  
Content Production





## Population & Market



- 8 Million inhabitants
- 48 Million in Spain
- 450+ Million in the European Union

## Connectivity



- Major Mediterranean port
- High-speed rail to France and Madrid
- Global air connections

## Economic Strength



- GDP: ~ €335 Billion
- ~ 20% of Spain's GDP
- Strong export-oriented economy

## Barcelona Metropolitan Area



- 5.5 M people
- Top 5 EU startup ecosystem
- Southern Europe's leading creative hub

# PUBLIC AUDIOVISUAL FACILITIES

RTVE (Spanish  
Broadcasting Company)

Parc Audiovisual  
de Catalunya

CCMA (Catalan  
Broadcasting Company)



Just 10 minutes away from the  
22@ District

Extending PAC Terrassa

Links to the other media Parks  
such as Gavà, Sant Just Desvern  
and Lleida.

Accelerating incubators such as  
GameGi, in Girona

Boosting innovation at La  
Foneria, Digital Arts Centre in  
Barcelona

# DATA ON CATALAN AUDIOVISUAL INDUSTRY ↖



## PRESTIGE

Jury Prize at **Cannes 2025**  
5 European Film Awards  
2 **Academy Award**  
Nominations



## LOCATIONS

**Game of Thrones**, **The Crown**, **Uncharted**, **Tangled**.



## TALENT

The Impossible, **Jurassic World: Fallen Kingdom**, **Society of the Snow**.



## INCENTIVES

Up to **30% Tax Rebate** plus regional subsidies and services

# DATA ON CATALAN AUDIOVISUAL INDUSTRY ↖

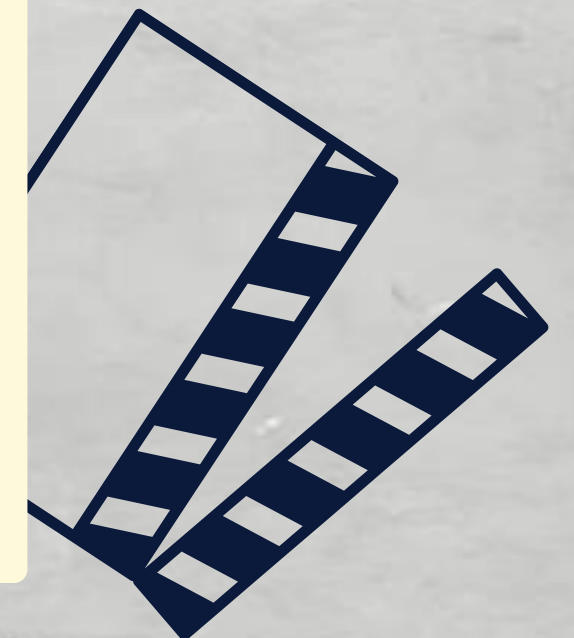


## Training & Innovation

- 18 universities offering **audiovisual communication programs**
- **Headquarters** of ESCAC, one of Europe's leading film schools
- Major tech **R&D** presence (Dolby, Amazon, Apple teams in Catalonia)

## Audiovisual & Creative Industries

- **4,457 companies** (+7.1% YoY)
- €9.12 billion turnover (2024) — 2.9% of **Catalonia's GDP**
- 44,986 jobs (+7.5% YoY)



# CATALUNYA MEDIA CITY

The Government of Catalonia has launched the Audiovisual, Digital and Video Games Hub

A strategic initiative whose core will be located in Sant Adrià de Besòs and Badalona, north of Barcelona

The project will extend its reach and impact across the wider metropolitan area and throughout Catalonia.



# CATALUNYA MEDIA CITY

Within easy reach

To **Sant Adrià station**

Trains R1 and R3  
450 m, 1'

To **port of Badalona**

1.7 km, 5'

Two **new Tram stations**

Les 3 Xemeneies - Port de Badalona



To **Sant Adrià station**

Trains **R1** and **R3**  
450 m, 1'

To **port of Badalona**

1.7 km, 5'

Two **new Tram stations**

Les 3 Xemeneies - Port de Badalona

To **El Prat airport** - 22 km, 24'

To **centre of Barcelona** - 8.5 km, 16'

To **port Barcelona** - 11 km, 17'

To **Sants station** - 12.8 km, 12'





# NEW AUDIOVISUAL ECOSYSTEM IN BARCELONÈS NORD ↙



# NEW AUDIOVISUAL ECOSYSTEM IN BARCELONÈS NORD

Catalunya Media City





Campus Diagonal-Besòs



# NEW AUDIOVISUAL ECOSYSTEM IN BARCELONÈS NORD





Campus del Poblenou

# NEW AUDIOVISUAL ECOSYSTEM IN BARCELONÈS NORD ↙



22@ - Innovation Center

# NEW AUDIOVISUAL ECOSYSTEM IN BARCELONÈS NORD

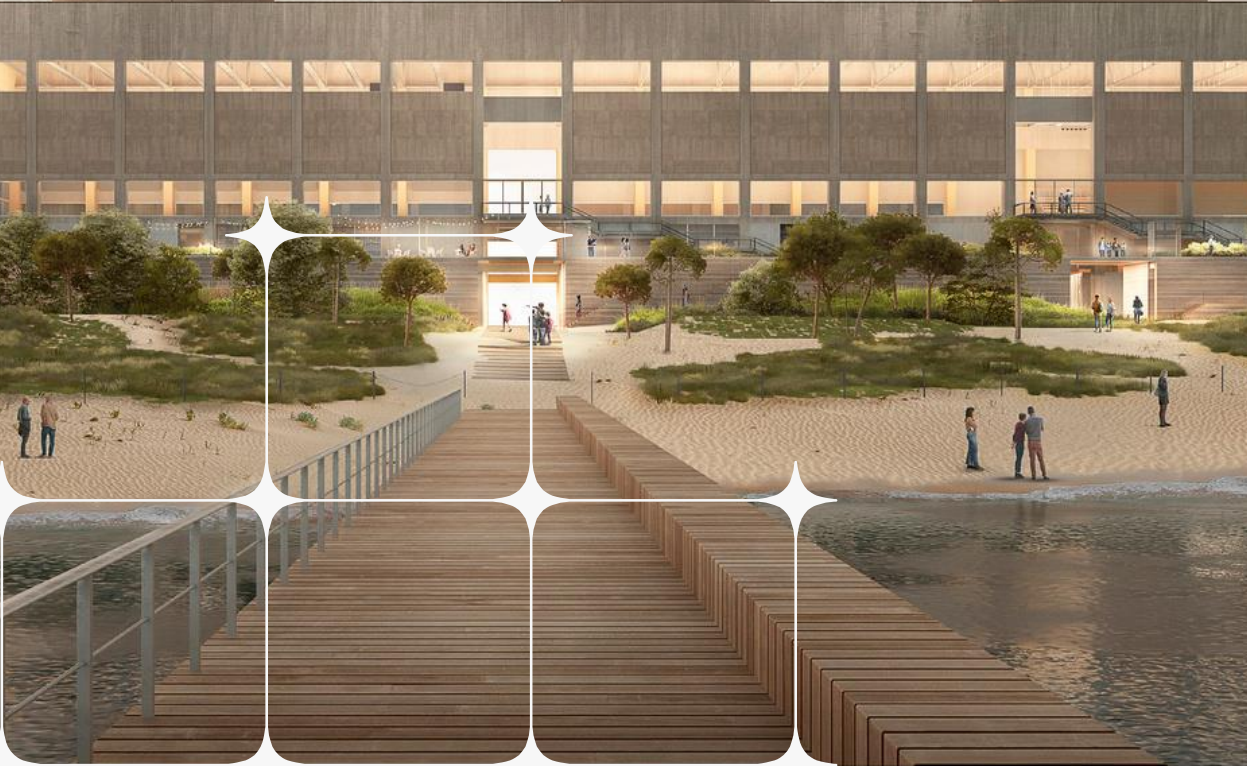


La Foneria



# NEW AUDIOVISUAL ECOSYSTEM IN BARCELONÈS NORD





## AT THE HEART OF CATALUNYA MEDIA CITY WILL RISE THE TURBINE BUILDING

At the heart of **Catalunya Media City** will rise the **Turbine Building**: 37.800 m<sup>2</sup> ( 406,900 ft<sup>2</sup> ) dedicated to education, innovation, and exhibition in the most advanced audiovisual industries.



## LEARNING

The Turbine Building will **train** more than 20.000 **professionals** over a decade for the audiovisual, digital and video game sectors.



# BUSINESS

The new district around the **Three Chimneys** will offer nearly 70.000 m<sup>2</sup> ( 753,474 ft<sup>2</sup>) of gross floor area for **economic activity.**

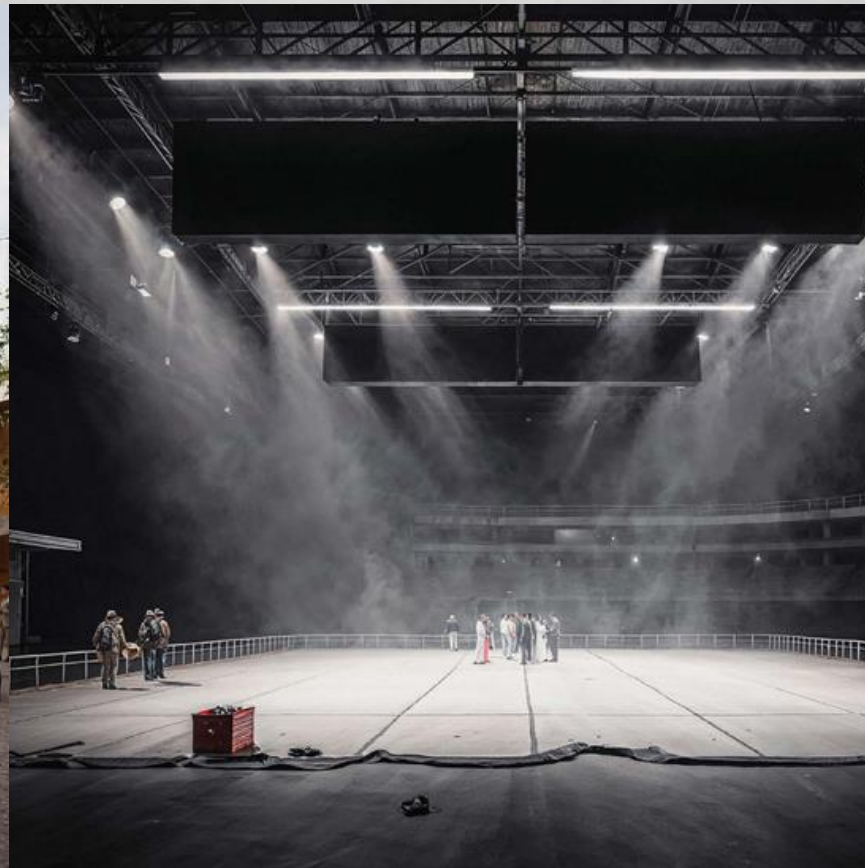




## EXHIBITION

The Turbine Hall will be the **landmark venue** where the world's most extraordinary **audiovisual experiences** come to life for audiences to discover, engage with, and remember.





# PARC AUDIOVISUAL DE CATALUNYA

The existing four-stage Catalunya Audiovisual Park (30 minute drive from Barcelona) will be expanded with two new soundstages.

Offering approximately 2.200 m<sup>2</sup> and 1.000 m<sup>2</sup> respectively (23,681 ft<sup>2</sup> and 10,764 ft<sup>2</sup>).

# CATALUNYA MEDIA CITY