

BBVA Financial Headquarters 5G

Objective: deployment of 5G coverage at BBVA's financial headquarters in Madrid, in the emblematic "La Vela" building. The first use case made with this coverage was the 5G broadcasting of a Merry Christmas Message from the CTO.

Description: 5G coverage in the 3.5 GHz band is deployed both inside the headquarters of "La Vela" and in front of the BBVA premises located in María Tubau street. With the aim of bringing the fifth generation of mobile telephony to employees, the bank has carried out the first live video contribution from BBVA City via two Samsung Galaxy Note10 + 5G smartphones, through Telefónica's 5G TV innovation pilot.

At the event, dubbed 'Live 5G TV broadcasting', Luis Javier Blas, Director of Engineering at BBVA Spain at the time, addressed his entire team to celebrate the launch of this milestone in the financial institution. In this way, they were able to enjoy this content in real time, with almost no latency and in high resolution. The broadcasting of corporate events using 5G TV solutions is one of the use cases of greatest interest among large corporations.

[Additional references](#)

