

LUMINISCENCE

Banijay Iberia Expands LOTCHI's Luminiscence to Seville's Iconic San Jacinto Paris

-Seville becomes third Spanish city to host global immersive phenomenon-

Banijay Iberia announced the further expansion of Luminiscence, in collaboration with LOTCHI, a Banijay Live company (part of Banijay Entertainment), confirming Seville as the third Spanish city to host the internationally acclaimed immersive experience. Marking its debut in Andalusia this October, the launch follows highly successful runs in San Sebastián and Barcelona.

In keeping with Luminiscence and LOTCHI's creative approach, the Seville edition pays tribute to the city's cultural and architectural identity, blending live choral music, narration, 360° video mapping, and monumental projections. Produced by Banijay Iberia in collaboration with LOTCHI, the experience will feature a specially curated repertoire of sacred music, performed live by a choir of Seville-based voices, adding a distinctive local dimension to the multisensory production. Inspired by the history of the Parish of San Jacinto and the rich cultural legacy of the Triana neighbourhood, the show will deliver an emotional and visually striking journey for audiences.

Since its launch in 2023, Luminiscence has welcomed almost two million visitors across the world's most beautiful churches, cathedrals and historic landmarks in eight countries, including France, Spain, UK, Netherlands, Belgium, Germany, Brazil, and the US. In Barcelona alone, where a successful season recently concluded, more than 115,000 people attended over 500 performances.

Juanma López Espino, Director of Production and Procurement at Banijay Iberia says:
"Seville's extraordinary historical and artistic heritage, together with the unique character of the Triana neighbourhood and the Parish of San Jacinto, offers the perfect setting for Luminiscence. Launching in a third city in Spain is testament to the experience's continued appeal. In collaboration with LOTCHI, we have created a bespoke visual spectacle that brings the city's heritage and identity to life."

With 20+ productions across major cities, including twelve currently active, the experience has established a strong presence in the premium live sector, with extended runs, returning engagements and sustained audience demand, all delivered via Banijay Live's LOTCHI, and Banijay Entertainment's production labels, bringing a scalable, collaborative production framework across international markets.

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About Banijay Group

Banijay Group is a global entertainment leader founded by Stéphane Courbit, an entrepreneur and entertainment industry pioneer with more than 30 years of experience in the industry. Its mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include Content production & distribution (through Banijay Entertainment, the largest international independent producer and distributor, which announced in March 2026 that it will combine with All3Media during summer 2026, subject to customary conditions precedent), Live experiences (through Banijay Live, a leading player in live experiences) and Sports betting & Gaming (through Banijay Gaming, Europe's fast-growing sports betting platform, encompassing leading brands including Betclic and since April 2025, Tipico and Admiral).

In 2025, Banijay Group recorded on a standalone basis (before Tipico and All3Media operations) revenue of €4.9 billion and Adjusted EBITDA of €961 million. Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).

About Banijay Live

Banijay Live was launched in 2023 following Banijay Entertainment's acquisition of Balich Wonder Studio (now housed under The Wonder Society), and Banijay Group's (previously FL Entertainment) investment in The Independents. Housing both brands' activities, as well as those of immersive live experience specialists Banijay Live Studio and LOTCHI, the pillar is led by CEO François de Brugada and is a growing home for the world's best live entertainment experiences.

Spanning live events and experiences, the entity sits within media and entertainment powerhouse Banijay Entertainment, which was launched in 2008 and is home to over 130 creative companies across 25 territories and a multi-genre catalogue boasting 225k+-hours of original standout programming. An innovative leader, in 2025 alone, it launched 250+ new non-scripted titles, 100+ scripted titles, 80+ shows on streaming platforms, and had 30 formats active in more than 3+ territories. Representing some of the biggest global brands in the market, its portfolio includes *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Good Luck Guys*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Shaolin Heroes*, *Black Mirror*, *Let's Play Ball*, and *The Fifty* among others.