

3RD INTERNATIONAL DIGITAL DISTRIBUTORS MEETING

Madrid – 9th June 2016

Organized by:



With the collaboration of:



AGENDA

FUNDACIÓN GERMÁN SÁNCHEZ RUIPÉREZ (Matadero Madrid)
Paseo de la Chopera, 14 - MADRID

HOUR	ACTIVITY
9:30	Presentation of the 3rd International Digital Distributors Meeting Mr. Pedro Castaños (President UDNE / IPDA) Mr. Luis González (Managing Director Fundación Germán Sánchez Ruipérez)
9:45	Presentation about the situation of the ebook distribution market in different countries (statistics and trends) Mr. Ruediger Wischenbart (Director of the Global eBook Report)
10:30	Digital Videogames Distribution Mr. Jaime Giné (VP International Development Services, Electronic Arts)
11:15	COFFEE BREAK

11:30	<p>ROUND TABLE: Distribution of digital transmedia contents: How can collaborate the ebook and the videogames sector?</p> <ul style="list-style-type: none"> • Mrs. Laura Nevanlinna (CEO, Kaiken Publishing – Finland) • Mr. Jukka Planman (Founder and CEO, Tunnel Ground - Finland) • Mr. Ivan Marchand (Merchandising Manager, Google - UK) • Mr. Quim Garreta (Founder, Cubus Games - Spain) <p>Moderator: Mr. Javier Celaya (Managing Director, Bookwire – Spain)</p>
12:30	<p>ROUND TABLE: Distribution of digital contents in Latin America: New projects and trends</p> <ul style="list-style-type: none"> • Mrs. Viviana Zocco (Founder and CEO, Bajalibros – Argentina) • Mr. Alejandro Borrego (Managing Director, Orbile - México) • Mr. Gerardo Jaramillo (Managing Director, Educal – México) • Mr. Jaime Iván Hurtado (Founder and CEO, Hipertexto – Colombia) • Mr. Eduardo Varela-Cid (Founder and CEO, e-Libro – USA) <p>Moderator: Mrs. Arantza Larrauri (Managing Director, Libranda – Spain)</p>
13:30	COCKTAIL LUNCH – NETWORKING
15:00	<p>ROUND TABLE: How and where are the Digital Readers?: Digital readership habits and audiences</p> <ul style="list-style-type: none"> • Mr. Andrew Rhomberg (Founder and CEO, Jellybooks – UK) • Mr. Jason Mander (Managing Director, Global Web Index - UK) • Mr. Fernando Fominaya (Founder and CEO, MyLibreto – Spain) • Mr. Luis Collado (Product Partnerships Manager, Google – Spain) <p>Moderator: Mr. Luis González (Managing Director, FGSR – Spain)</p>
16:00	CONCLUSIONS