

READMAGINE

PROGRAM



5TH JUNE

LEARNING WITHIN THE BOUNDARIES

9:15	Presentation of the Conference
9:20	Publishing in the exponential age. Brian O'Leary (Executive Director at Book Industry Study Group – BISG, USA)
9:50	Understanding the new audiences: Generation Z Chris Beer (Senior Trends Analyst at Global Web Index, UK)
10:20	COFFEE BREAK
10:40	Lessons from the e-sports. Fernando Piquer (Founder & CEO Movistar Riders Esports, Spain)
11:10	Understanding the current and future impact of AI on the publishing industry - and how to make the most of it Colin Lovrinovic (Managing Director at Gould Finch GmbH, Germany)
11:40	Working groups Creative session with participants (Model for an International Agenda on Innovation for the Book and Readership sector)
13:00	Presentation of prototypes
13:30	COCKTAIL LUNCH – NETWORKING
14:15/16:00	Workshop: Workshop: Designing smart experiences. LX Lab. Luis Villa del Campo (Principal Director at Accenture Interactive)
14:15/16:00	Workshop: Hands on the Blockchain. Sebastian Posth (Founder of Content Blockchain Project, Germany)
14:15/16:00	Workshop: Accessibility for publishers and distributors. Gregorio Pellegrino (Chief Accessibility Officer, LIA Foundation, Italy) In collaboration with ALDUS, the European Bookfairs' Network co-funded by the Creative Europe Programme of the European Union

6TH JUNE

6TH INTERNATIONAL DIGITAL DISTRIBUTORS MEETING #6IDDM

9:15	Presentation of the 6th International Digital Distributors Meeting Pedro Castaños (Vicepresident International UDNE / IPDA) Luis González (Managing Director Fundación Germán Sánchez Ruipérez)
9:20	Digital consumption habits and trends (subscription platforms and voice tech devices) Chris Beer (Senior Trends Analyst at Global Web Index, UK)
9:40	Situation of the ebook distribution market in different countries (statistics and trends) Rüdiger Wischenbart (Director of the Global eBook Report)
10:00	Focus Market (India): “The digital publishing distribution market in India” Shweta Khurana (Editor at All about Book Publishing Magazine, India)
10:30	COFFEE BREAK
11:00	ROUND TABLE: “Thinking inside the Subscription Model for the information and entertainment industries” <ul style="list-style-type: none">• Johannes Knierzinger (Head of Partner-Management and Communication at Newsadoo, Austria)• Magnus Nytell (Head of Global Expansion at Nextory, Sweden) Moderator: Jens Klingelhofer (CEO at Bookwire, Germany)
11:45	ROUND TABLE: “Voice Tech: Challenges and Opportunities for the Publishing sector” <ul style="list-style-type: none">• Shane Ennis (Co-Founder and Chief Product Officer at News Over Audio - NOA, Ireland)• Pablo Fernández Delkáder (Innovation and Product Development Director at PRISA Radio, Spain) Moderator: Luis González (Managing Director at GSR Foundation, Spain)
12:30	ROUND TABLE: “Book discoverability: Last developments” <ul style="list-style-type: none">• Eric Briys (Founder of Cyberlibris, France)• Cigdem Aker (Strategy and Innovation Director at the Börsenverein des Deutschen Buchhandels, Germany) Moderator: Salvatore Nascarella (CEO at Ensfero, Italy)
13:15	CONCLUSIONS
13:30	COCKTAIL LUNCH – NETWORKING

CASA DEL LECTOR & FUNDACIÓN GERMÁN SÁNCHEZ RUIPÉREZ (Matadero Madrid)

ADDRESS:

Paseo de la Chopera 14 or Plaza de Legazpi 8. (The nearest entrance to our premises is the gate from Casa del Reloj)

The conference will take place at **AUDITORIO / FUNDACIÓN GERMÁN SÁNCHEZ RUIPÉREZ**
(in front of Casa del Lector)

Matadero is located in the Madrid district of Arganzuela, in the district of Legazpi, next to the Manzanares River (MADRID), natural border between the center and the south of the city.

HOW TO GET

Matadero Madrid has good communications. The site can be accessed by public transport, both by the Underground - Metro (Legazpi station is less than 50 meters away) and on the bus, which has several stop lines within a 100-meter radius of the Paseo de la Chopera , 14.

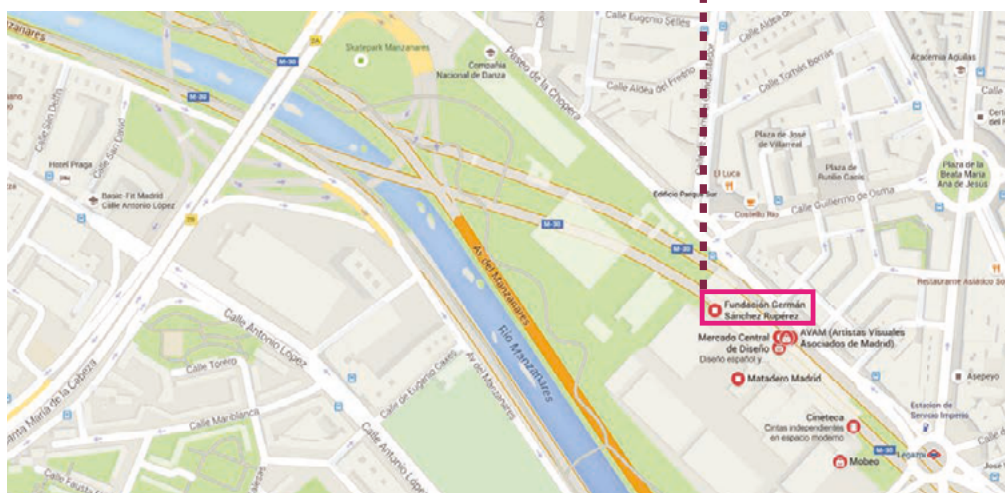
Metro: Legazpi (lines 3 and 6)

EMT buses: 6, 8, 18, 19, 45, 78 and 148

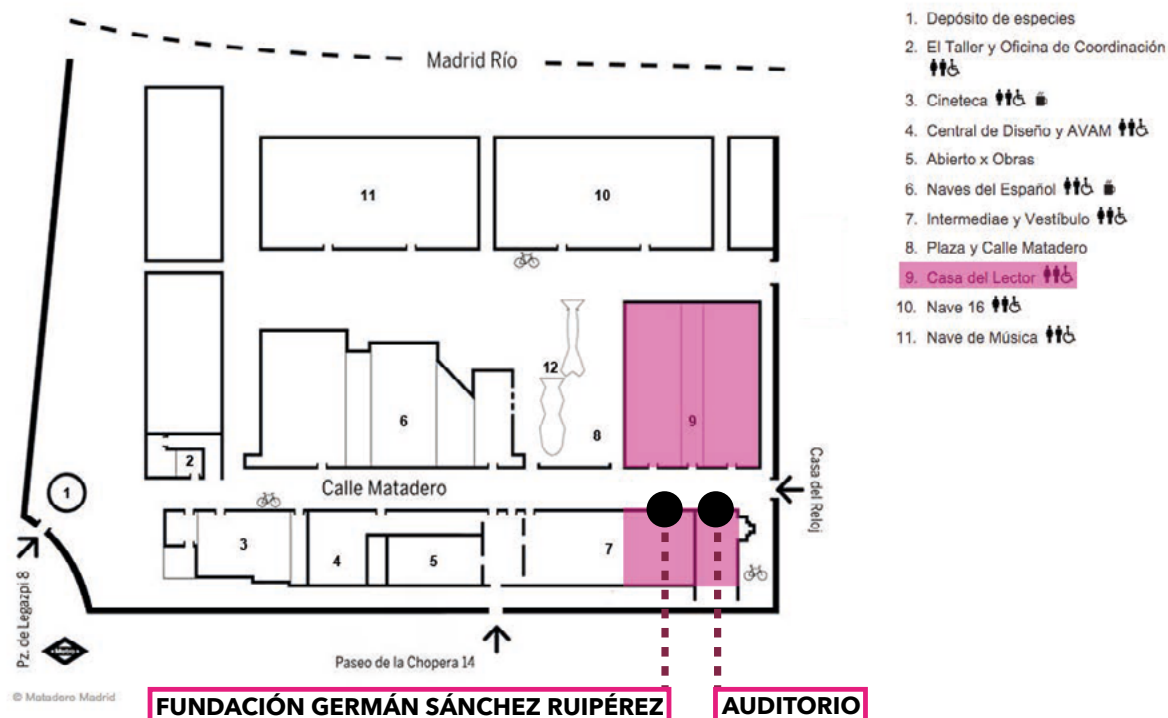
Permanent taxi stop: Plaza de Legazpi

Legazpi square is the most convenient spot to take a cab, metro or buses.

Casa del Lector
Matadero Madrid
Paseo de la Chopera, 14



MATADERO MADRID





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