

**TUESDAY NOVEMBER 17, 2009**



Hour	Workshop 1	Workshop 2	Workshop 3
12:00 - 13:00	<b>T1A - Google:</b> Mapping and Geolocalization Services	<b>T2A - EGEDA:</b> Filmotech.com. The Cinema at a Click.	<b>T3A - FUNDACIÓN SANTA MARÍA – Ediciones SM (GRUPO SM) :</b> The Digital Textbook
13:30 - 14:30	<b>T1B - CONSORCIO FERNANDO DE LOS RÍOS (Junta de Andalucía):</b> Creative 59'	<b>T2B - Academia de las Ciencias y las Artes Cinematográficas:</b> Online Film Marketing	<b>T3B - Belta IT Consulting S.L.N.E.:</b> Android and the Future of Mobile Telephony
15:00 - 16:00	<b>T1C - Open Your Web Sl:</b> Maps for Everyone	<b>T2C - Asociación Española de la Prensa Gratuita (AEPG):</b> Free Publications to the Digital Environment: Towards Complementarity	<b>T3C - VOCENTO:</b> The Value of Content in the Media
16:00 - 17:00	<b>T1D - Accenture:</b> The Power of Consumers in a Digital World	<b>T2D - CENTRO ESPAÑOL DE DERECHOS REPROGRÁFICOS (CEDRO):</b> www.conlicencia.com, To Legally Access Copies of Millions of Works from all over the World	<b>T3D - MyEgoo.com SL:</b> Create Your Website in Less than 10 Minutes and Learn What the Heck to Do With It
18:45 - 19:45	<b>T1E - Infoempleo:</b> Activity organized by: Infoempleo	<b>T2E - ARISTA TEAM S.L.:</b> Adolescent 2.0	<b>T3E - ABC.es con Medios&amp;Redes:</b> Activity organized by: Medios & Redes

**WEDNESDAY NOVEMBER 18, 2009**

Hour	Workshop 1	Workshop 2	Workshop 3
10:30 - 11:30	<b>T1F - CINEMAVIP SL:</b> Cinemavip - Audiovisual Social Network - Opportunities for Audiovisual Sector Businesses and Professionals in the 2.0 World	<b>T2F - Mirada:</b> Technology Platforms - New Business Models in DTT	<b>T3F - Anova IT Consulting:</b> Innovating in the tourism sector through digital content
12:00 - 13:00	<b>T1G - Greentube I.E.S AG:</b> In Game Advertising: A Safe Alternative for Internet Investment	<b>T2G - Nikodemo Animation, S.L.:</b> Nikodemo.tv Workshop - The Irreverent and Hooligan Online TV Aggregator	<b>T3G - EDUCALINE S.L. :</b> Digital Content in Education
13:30 - 14:30	<b>T1H - SECUENCIA PIXELS S.L.L.:</b> Inserting Interactive Advertising in DTT	<b>T2H - Clarke Modet&amp;Cº:</b> The regulatory framework of social networks and the web 2.0	<b>T3H - Spotify Spain S.L.:</b> Spotify - Digital Advertising - Effective for Advertisers and Makes Sense to Users
15:00 - 16:00	<b>T1I - Buongiorno SpA:</b> Mobile Futurology and Mobile Reality	<b>T2I - La Coctelera: Partigi - A Site that Helps You Choose Your Next Cultural Product</b>	<b>T3I - Communi.TV, S.L.:</b> University federated television: multimedia distribution of knowledge over the net
16:00 - 17:00	<b>T1J - Social Gaming Platform S.R.L.:</b> Presentation of Wipley, a Social Network for Video Game Players	<b>T2J - Túatú Social Media &amp; PR:</b> How to Promote an Internet Television Series	<b>T3J - Las Buenas Lenguas, S.L. (lingus.tv) y Los Chicos de Margot SL:</b> Edutainment or How to Teach Spanish with Some Humor
18:45 - 19:45	<b>T1K - Universitat Oberta de Catalunya:</b> Innovative Trends in Digital Entertainment	<b>T2K - Abanlex, S.L.:</b> Content Created by Social Network Users. Legal Issues	<b>T3K - Human Level - SEMPO:</b> "Hyperactive" Session of Case Studies (Success Stories)

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Hour	Workshop 1	Workshop 2	Workshop 3
10:30 - 11:30	<b>T1L - UNIENCE:</b> Social Network as an investing tool	<b>T2L - Fjord:</b> Fjord Services Design	<b>T3L - SIA:</b> Advanced Virtual Assistants, Bringing Content Closer
12:00 - 13:00	<b>T1M - Instituto Cervantes:</b> Digital Content from the Cervantes Institute	<b>T2M - Arnaiz Consultores S.L. :</b> Online Real Estate	<b>T2M - CSI –Club de Seguridad de la Información :</b> Security of Citizen Information and Services. Barriers, Opportunities and Challenges for the Development of Digital Services and Content.
13:30 - 14:30	<b>T1N - entradas.com:</b> Digital Content and Ticket Sales	<b>T2N - CLÚSTER AUDIOVISUAL DE GALICIA (CLAG):</b> Animation and Innovation. Keys to the Future of the Audiovisual Sector	<b>T3N - Gate 2G S.L.:</b> GEnerating and invigorating good practice content for public administrations
15:00 - 16:00	<b>T1O - Fundación ONCE:</b> Integrating People with Disabilities and Senior Citizens in Social Networks	<b>T2O - Prusland:</b> Prusland, A Place where Advertisers and Video Producers and Distributors Can Meet	<b>T3O - Citilab:</b> Activity organized by: Citilab
16:00 - 17:00	<b>T1P - DEV, Asociación Española de Empresas Productoras y Desarrolladoras de Videojuegos y Software de Entretenimiento:</b> Presentation of the diagnostic report on the video game development industry in Spain	<b>T2P - Fundación ORANGE:</b> Technology Applied to Handicaps	<b>T3P - RECOL NETWORKS S.A.:</b> Promomusic Platform
18:45 - 19:45	<b>T1Q - ICOMP:</b> Good Practices for Copyright Protection on the Internet	<b>T2Q - Sybase 365:</b> How to Loyalize and Monetize Clients Through Mobile Services	<b>T3Q - Universidad Politécnica de Valencia:</b> 3D POLYMEDIA

 <b>SP = Plenary Session</b>	 <b>OD = Interactive Digital Leisure</b>	 <b>PRE = Press and Publications</b>
 <b>MUS = Music</b>	 <b>GEN = General</b>	 <b>JPI = International Conference on Intellectual Property in the Digital Environment</b>
 <b>AUD = Audiovisual</b>	 <b>CGU = User-Generated Contents</b>	
 <b>PUB = Advertising</b>	 <b>SI = Information Society</b>	

\* Program subject to change

Organizers:



Special collaborations:



Sponsors:



Official Media:

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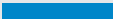
Hour	Workshop 4 / Debate	Workshop 5	Workshop 6
12:00 - 13:00	T4A - ArsGames: User Generated Critics - Part 1	T5A - KEWEGO España: Video Marketing in the Current Audiovisual Ecosystem	T6A - Learning 360 Soluciones, S.L.: Virtual Simulated Learning Environments
13:30 - 14:30	T4B - ArsGames: User Generated Critics - Part 2	T5B - WEBLOGS SL: The New Online Advertising: From Harvesting Customers to Brand Creation	T6B - unoenuno Lab: ESCUCHAMADRID Podcasts
15:00 - 16:00	T4C - Revista Empresa Exterior: For the title, please use: "I Internet Positioning Ranking of Exporting SMEs"	T5C - BT España: BT and the Automation of the Digital Content Value Chain	T6C - UFI: Presentation of a Music Export Platform: Sounds of Spain ( <a href="http://www.sounds-from-spain.com">http://www.sounds-from-spain.com</a> ).
16:00 - 17:00	T4D- RTVE: When Children Get Ahead	T5D - Qapacity (Grupo Intercom): How to Promote Your Small Business Using Social Media	T6D - Level 3 Communications SLU: Next Generation Online Video Services
18:45 - 19:45	T4E - eRepublik Labs: eRupblik, Making an Idea Reality. The Future of the New World: The Next Steps.	T5E - The Mad Pixel Factory, S.C.M.: Innovation in Digital Content	T6E - Apadrina un Artista.com: Activity organized by: Apadrina un Artista.com

**WEDNESDAY NOVEMBER 18, 2009**

Hour	Workshop 4 / Debate	Workshop 5	Workshop 6
10:30 - 11:30	T4F - National Association of Internet Companies (ANEI): Consumer-Customized Advertising: A Revolution	T5F - ONECLICK DISEÑO Y SOFTWARE S.L.: Simulation for Vocational Training	T6F - Fundación Pere Tarrés: TokTok, a Virtual Community for Hospitalized Children
12:00 - 13:00	T4G - ICEX: Learn to Globalize Your Company on the Internet	T5G - SULAKE SPAIN S.L.U. (Habbo): Ingaming Advertising: The Present and Future in Virtual Worlds	T6G - Efectividades Social Ads S.L.: Profiting from Blogs and Taking Advantage of their Influence as an Advertiser
13:30 - 14:30	T4H - Autocontrol: Advertising in Digital Media: Challenges, Opportunities and Risks	T5H - Adobe: Content Creation Tools for Multi-Media	T6H - E-LEARNING3D, S.L.: Virtual Worlds: Three-Dimensional Content and Services
15:00 - 16:00	T4I - HOLA S.A.: The Presence of Women on the Internet	T5I - Telefónica: Pixbox	T6I - FX Interactive: THE NEW ADVERTISING. Virtual Advertising and Advergaming Platforms: Interactive Formats
16:00 - 17:00	T4J - PRICEWATERHOUSECOOPERS ASESORES DE NEGOCIO, S.L.: The Spanish Media, Leisure and Entertainment Market to Grow an Average of 3.8% Annually until 2013futuro	T5J - Twin Docs International Services S.L.: Private Content and Personal Files in the Clouds. Sending, Receiving and Archiving Documents	T6J - EMOTIONAL TRAINING S.L.: Training via Online Simulators
18:45 - 19:45	T4K - Brands&Video: Why do Internet Spectators Sell Cheaper than Television Spectators?	T5K - Bestiario Proyectos SL: Networks and Stories of Complexity	T6K - 10DENCEHISPAHARD, S.L.: Promsite. Supporting the Creative Since 2004

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10:30 - 11:30	T4L - PRISACOM S.L.: Sports Event Advertising	T5L - Fundación CTC (Centro Tecnológico de la Información y la Comunicación): ICTs and Safety in the Educational Community	T6L - DAEMON QUEST: How to Sell on the Internet without Dying in the Attempt
12:00 - 13:00	T4M - AUTORITAS CONSULTING: Active listening and sentiment analysis for public administrations and businesses	T5M - Nvivo Internet S.L.: 5gig.com: Ticket Aggregating and Comparison	T6M - MMA (Mobile Marketing Association Spain): II Study on Investment in Mobile Marketing and Advertising
13:30 - 14:30	T4N - Zinkia: The world of POCOYO. Designing children's virtual communities	T5N - Facilísimo Interactive, S.L.: PeriodistasHoy.es: A New Local Citizen Journalism Project.	T6N - MV CONSULTORIA: Audience Measurement for Electronic Administration Environments
15:00 - 16:00	T4O - DANBA: Danba: A New Parental Information Tool	T5O - Dog Comunicación : Management 2.0: Managing Organizations by Incorporating New Concepts, Mediums and Tools	T6O - ATOS ORIGIN: Interactive TV Solutions in the Olympic Games. (From "Broadcasting" to "ITcasting")
16:00 - 17:00	T4P - BBVA: Bluevista: A New User Experience for Online Publications	T5P - Teleclip TV: Television on the Internet. University and Teleclip TV Experiences	T6P - COMUNICACIONES Y PRODUCCIONES DEL SUR, S.L.: Educational Videos for TV over IP with Cross-Curricular Content
18:45 - 19:45	T4Q - ICDEA: The new audiovisual sector business models	T5Q - Traffic4u: How to Create Web Content that Attracts Users, Positions in Search Engines and Leads to Conversion	T6Q - ASOCIACIÓN DE LAS TELEVISIONES EDUCATIVAS Y CULTURALES IBEROAMERICANAS (ATEI): Internet Educational and Cultural Television Technology Platform. Web TV NCI

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