

TUESDAY NOVEMBER 17, 2009

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

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

THURSDAY NOVEMBER 19, 2009

Hour	Workshop 1	Workshop 2	Workshop 3
10:30 - 11:30	T1L - UNIENCE: Social Network as an investing tool	T2L - Fjord: Fjord Services Design	T3L - SIA: Advanced Virtual Assistants, Bringing Content Closer
12:00 - 13:00	T1M - Instituto Cervantes: Digital Content from the Cervantes Institute	T2M - Arnaiz Consultores S.L.: Online Real Estate	T3M - CSI -HOW TO LAUNCH A WEB 2.0 BUSINESS IN A SECURE AND COMPETITIVE ENVIRONMENT : Security of Citizen Information and Services. Barriers, Opportunities and Challenges for the Development of Digital Services and Content
13:30 - 14:30	T1N - entradas.com: Digital Content and Ticket Sales	T2N - CLÚSTER AUDIOVISUAL DE GALICIA (CLAG): Animation and Innovation: Keys to the Future of the Audiovisual Sector	T3N - The Mad Pixel Factory, S.C.M. - Innovation in Digital Content for Museums and Online Interactive Video: Innovation in digital content for museums and online video
15:00 - 16:00	T1O - Fundación ONCE: Integrating People with Disabilities and Senior Citizens in Social Networks	T2O - Prusland: Prusland, A Place where Advertisers and Video Producers and Distributors Can Meet	T3O - Citilab: Creation of open educational resources from Citilab: ACTIC capsules
16:00 - 17:00	T1P - Instituto de Empresa: The unstoppable digitization of media: challenges and opportunities	T2P - Fundación ORANGE: Technology Applied to Handicaps	T3P - RECOL NETWORKS S.A.: Promomusic Platform
18:45 - 19:45	T1Q - ICOMP: Good Practices for Copyright Protection on the Internet	T2Q - Doctortrade: How to provide security and guarantees in e-commerce: the doctortrade.com case	T3Q - Universidad Politécnica de Valencia: 3D POLYMEDIA

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

* Program subject to change

Organizers:



Special collaborations:



Sponsors:



Official Media:



UNIÓN EUROPEA
ESTE PROYECTO HA SIDO COFINANCIADO POR EL FONDO EUROPEO DE DESARROLLO REGIONAL (FEDER)
Una manera de hacer Europa

TUESDAY NOVEMBER 17, 2009

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: "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 (http://www.sounds-from-spain.com).
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 - Universidad Carlos III de Madrid: How to make audiovisual content accessible in the search for the lost audience	T6E - Cinevideo Online: MundoAV - Online platform for the audiovisual industry and trade

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Hour	Workshop 4 / Debate	Workshop 5	Workshop 6
10:30 - 11:30	T4F - Asociación Nacional de Empresas de Internet (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 - ELEARNING3D, 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 España: 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. (As.com): 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 "Ttcasting")
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 - VENTUS CONSULTING - DIRIGIRENFEMENINO.COM: The virtual community that promotes the management style of women

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