

III Forum on Digital Content to be held in Madrid **from November 17th to 19th**

The American actor and producer Kevin Spacey chooses FICOD09 to present his new cinematography project on social networks

- The American actor, who is producing the biographical film on the three founders of Facebook, will be the star speaker at the FICOD09 opening plenary session.
- Some of the other big name plenary speakers include Daniel Ek, Co-Founder of Spotify; James Boyle, Professor of Law at Duke University (USA); Christian Lindholm, Partner/Director of Fjord and Bernardo Hernández, Worldwide Director of Marketing for Consumer Products at Google.
- There are a total of 133 sessions on the FICOD 2009 technical program including 9 plenary sessions that will feature 14 high-profile speakers.

Madrid - October 22, 2009. FICOD 2009 takes off in style. Besides featuring actor Kevin Spacey as the opening ceremony speaker, the forum has invited well-known names in the digital industry - Ek, Boyle, Lindholm and Hernández- and for its third edition, it is offering an ambitious technical program comprised of 133 sessions: 9 plenary sessions, 22 round tables and 102 workshops.

The III International Forum on Digital Content (FICOD) opens on November 17th with an all-star speaker, the American actor Kevin Spacey. The Hollywood star is the protagonist of the first plenary session on the forum's technical program where he will present his next project as executive producer. The film, entitled *The Social Network* which gets inside the worldwide phenomenon of social networks, will be released in the United States in 2010. It is based on the 2009 novel *The Accidental Billionaires*, written by Ben Mezrich.

The New Jersey actor, winner of two Oscars for *American Beauty* and *Usual Suspects*, demonstrates - with his project and attendance at FICOD09 - the generalized and growing interest throughout the world in the new digital industry tools. In this biopic, Spacey tells the story of the two creators of the social network *par excellence*, Facebook - the American Harvard University students Mark Zuckerberg and Eduardo Saverin and a third person, Sean Parker, the founder of

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Napster who joined the social network in 2004 as President. The film, which is directed by David Fincher and written by Aaron Sorkin, is right in the middle of the pre-production phase and will be filmed this fall in the United States - in Boston and Los Angeles.

The online advertising and media boom, healthcare 2.0 and O-gov are some of this year's most original presentations

FICOD 2009 has created a technical program that is more extensive and varied than ever covering all the sectors and trends in the international digital industry. Topics like intellectual property, social networks, net games, online advertising, O-gov, healthcare 2.0, e-commerce, animation, videogames and net music will be debated in the halls of Madrid's Municipal Convention Center over the course of the three days of this international forum.

There are a total of 133 presentations on the FICOD 2009 technical program including 9 plenary sessions, 22 round tables and 102 workshops. It is an ambitious program for a forum with an objective to *"promote the digital content industry so that it is more efficient, profitable and sustainable,"* assures the Director of Planning and External Relations of red.es, Gonzalo Die. *"FICOD is the largest debate forum in the audiovisual, digital animation and online media sectors, among others. The idea is to exchange experiences and do business,"* he adds.

14 high-profile speakers will be the focus of the 9 plenary sessions, including figures who have already confirmed their presence like the young businessman Daniel Ek, Co-Founder of Spotify, the Internet music streaming service, who founded his first company at 14 years old and was Technology Director at Stardoll. Other outstanding key speakers include James Boyle, Professor of Law at Duke University and founder of the Center for the Study of the Public Domain, who is coming to FICOD to discuss cultural agoraphobia; Christian Lindholm, Partner/Director of Fjord and known in Finland as "the godfather of mobile telephone users"; and Bernardo Hernández, Worldwide Director of Marketing for Consumer Products at Google, who received the Prince of Asturias Prize for Communication and the Humanities in 2008 along with the famous online search engine's entire team.

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About FICOD

The third edition of the International Forum on Digital Content will take place on November 17th, 18th and 19th at the Juan Carlos I Convention Center in Madrid. It was established in 2007 as part of the series of measures approved by the Secretary of State for Telecommunications and the Information Society of the Spanish Ministry of Industry, Tourism and Commerce under the Avanza Plan to develop the Information Society and to bring Spain in line with Europe and provide the Autonomous Regions with common direction. Its primary objective is to promote the products and services of the digital content industry, seek synergies and exchange experiences, with a special focus on the Spanish language markets. It is a meeting point for training and knowledge for all those who are interested in the world of digital content. The digital content sector in Spain saw turnover of 4.982 million Euros in 2008, which is 15.8% more than in 2007. This means 82% growth for the 2003-2008 period. It is made up of companies that do business in digital audiovisual services, music, film and digital video, interactive entertainment software, websites and digital publications. Digital content is included in the Global Content Sector, which invoiced a total of 15.858 million Euros in 2008. The importance of the digital content sector is reflected in the percentage this sector occupies within the content sector; in 2003, Digital Content turnover amounted to 20% of the total turnover of the Content Sector, and this figure was 31% in 2008, meaning an increase of 11 percentage points during this period. It is an industry that includes more than 455 million Spanish speakers and around 104 million Internet users throughout the world.

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