

readmagine

Human-centric digital innovation for the Book Industry

MADRID
JUNE 7,8,9, 2023

AS IT HAS BEEN FOR
THE LAST TEN
YEARS...

It is a face to face meeting
(we never do streaming).

It is always free of charge.

Attendees and speakers from all
over the world.

CASA DEL LECTOR
JUNE 7,8,9, 2023

WEDNESDAY 7

MORNING SCHEDULE

9:00 – 9:30

Welcome and opening

9:30 – 10:00

Figures on the European Publishers Ecosystem

Enrico Turrin

10:00 – 10:15

A toolkit for the future

Porter Anderson

10:15 – 10:45

What and How Gen Z?

Shauna Moran, Matt Locke

10:45 – 11:20

The audio landscape

Lory Martinez, Michele Cobb, Kurt Thielen, Javier Celaya

11:20 Coffee break

11:40 – 12:15

Accessibility

Hadrien Gardeur, Paolo Casarini, Cristina Mussinelli

12:15 – 13:00

AI in our industry

Christoph Bläsi

13:00 – 13:40

How attract talent to the book sector?

María José Gálvez, Christoph Bläsi, Porter Anderson, Luis González

13:40 Cocktail

SPEAKERS

Just click on each picture to see their profiles



AFTERNOON SAND-BOX

15:00 – 15:45

The Direct-to-consumer (D2C) Revolution.

Company: **publica.la**

Nicolas Parola (COO)

15:45 – 16:30

How print and digital can mutually benefit.

Company: **Beat Technology**

Njål Hansen (Founder and CEO) / Nathan Hull (Chief Strategy Officer)

16:30 – 17:15

Maximizing your Social Media presence on Instagram and TikTok.

Company: **Tandem Collective**

Aurora Payá (Campaign Manager) Lucy Jones (Project Manager) / Laura Di Giuseppe (Project Manager)

17:15 – 18:00

The Prosumer Intelligence Toolkit: A tool to understand how readers interact with books

Company: **Möbius project**

Speaker: Elias Blanckaert / Enrico Turrin

THURSDAY 8

MORNING SCHEDULE

9:30 – 9:40

Presentation of the #10IDDM

9:40 – 10:10

The Book Market in 2023: Publishing beyond Publishers

Rüdiger Wischenbart

10:10 – 10:40

Focus Market: Korea, More than Webtoons

Beatrice YongIn Lin

10:40 Coffee Break

11:00 – 11:45

The Publishers View: 5 years ahead

Chantal Restivo-Alessi, Marie-Pierre Sangouard,
Santos Palazzi

11:45 – 12:30

The media sector: A benchmark

Hugo Montero, María Álvarez, Ricardo Fdez. de Molina,
Arantza Larrauri

12:30 – 13:15

About Innovation

Alyna Wnukowsky, Santiago Rosillo, Carlo Carrenho

13:30 Cocktail

SPEAKERS

Just click on each picture to see their profiles



AFTERNOON SAND-BOX

15:00 – 15:45

The new PressReader SDK: A new reading experience in the digital press sector

Company: **PressReader**

Speaker: Hugo Merino Montero (Director of the Branded Editions)

15:45 – 16:30

Artificial intelligence applied to books: Opportunities for authors and publishers

Company: **Quantic Brains Technologies**

Speaker: Manuel Lucania / Roy Alonso / Julio Covacho (Founders)

16:30 – 17:15

Audio Entertainment Upfront: Facing the challenges in production.

Company: **A.R.S** (audio entertainment recording system)

Speaker: Juliana Rueda (CEO)

17:15 – 18:00

Empower each one and everyone to read: Accessibility tools

Company: **Mobidys**

Speaker: Emmanuel Paul (Business Development)

NEXT GEN BOOK

FRIDAY 9

SPEAKERS

Just click on each picture to see their profiles

English & Spanish (translation service)

9:30 – 9:45

Welcome

Laura Clavero (Commercial Printing & Imaging Supplies Head
Canon Iberia)

9:45 – 10:15

A transmedia perspective: Orange

Daniel Morales Gutiérrez (Dir. of Orange Foundation and RSC)

10:15 – 11:15

The weight of the editorial carbon footprint

Manuel Gil , Jordi Panyella, Rachel Martin

11:15 - 11:35 Coffee Break

11:35 – 12:00

Eco-publishing: readers' assessment

Pepe Verdes

12:00 – 13:15

The issues in the book supply chain

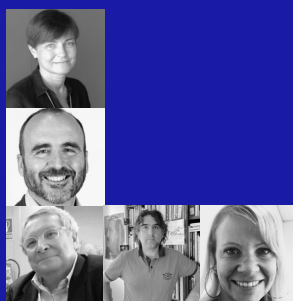
Eric del Arco, Arturo Álvaro, Carlota del Amo, A. Mellado

13:15 – 13:30

Accelerator 2030

Jörg Engelstadter, Rachel Martin

13:30 Closing / cocktail



ACCESSIBILITY CAMP BY FONDAZIONE LIA WITH LIBRANDA

English & Spanish (translation service)

9:00 – 9:30 Arrival

9:30 – 9:45 Greetings and introduction

9:45 – 10:15 Accessible reading experience

Antonino Cotroneo (Technology Expert F. LIA)

10:15 – 10:45 Mirror mirror on the wall: what's going to happen in the accessibility world?

Cristina Mussinelli (Secretary General Fondazione LIA)

10:45 – 11:15 Coffee break

11:15 – 11:45 European publishers and their roadmap towards accessibility

Which are the most interesting initiatives at EU level?

Kristina Kramer (Börsenverein DB) , Gautier Chomel (EDRLab), Stacy Scott (Taylor&Francis), Mod: Gregorio Pellegrino (F. LIA)

11:45 – 12:15 Towards an accessible digital publishing ecosystem

How the different actors in the value chain are getting ready for the European Accessibility Act in 2025?

Arantza Larrauri (Librandia / De Marque), Silvia Clemares (Rakuten Kobo) Ted van der Togt (N. Library Netherlands), Mod: Luis González (FGSR)

12:15 – 13:00 Working groups

How to kick-start your accessibility roadmap

How to assure the quality of your production and distribution flows

How to evaluate the impact of accessibility

13:00 – 14:30 Lunch

14:30 – 16:30 Working groups

16:30 – 17:00 Ask the Expert

17:00 Wrap-up

The Accessibility Camp is organized in the framework of Aldus UP, the European Book Fairs network promoting the internationalization of the book sector and the innovation of book fairs format, with the collaboration of Librandia

FGSR

The Fundación Germán Sánchez Ruipérez (GSR Foundation) is an NGO created in 1981 by the Spanish publisher whose name holds the institution, devoted to promotion of reading and the Book Industry, using its own resources in a fully professional way and within a non profit framework. GSR Foundation programmes provide data from the research and the experimental projects for the dissemination of the experience across the Public Administrations and the Book Industry and also through training courses for professionals; in this field has launched PARIX, A School for the Spanish Book Industry.

CL

Casa del Lector (Reader's House) is an international, multidisciplinary project conceived by the GSR Foundation in Madrid. This 6.000 m2 centre wants to be ahead in this thrilling challenge that is the future of the reading and book industry and is a humanist project which focuses on the reader of any age and condition, not on the tool that is used to make reading possible. People, not tools, are what we care for.

Location and transport

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)

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

Organisers



Collaborators



Casa del Lector
Matadero Madrid
Paseo de la Chopera, 14

