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.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 9:30</td>
<td>Welcome and opening</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 – 10:00</td>
<td>Figures on the European Publishers Ecosystem</td>
<td>Enrico Turrin</td>
<td></td>
</tr>
<tr>
<td>10:00 – 10:15</td>
<td>A toolkit for the future</td>
<td>Porter Anderson</td>
<td></td>
</tr>
<tr>
<td>10:45 – 11:20</td>
<td>The audio landscape</td>
<td>Lory Martinez, Michele Cobb, Kurt Thielen, Javier Celaya</td>
<td></td>
</tr>
<tr>
<td>11:20</td>
<td>Coffee break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:40 – 12:15</td>
<td>Accessibility</td>
<td>Hadrien Gardeur, Paolo Casarini, Cristina Mussinelli</td>
<td></td>
</tr>
<tr>
<td>12:15 – 13:00</td>
<td>Al in our industry</td>
<td>Christoph Bläsi</td>
<td></td>
</tr>
<tr>
<td>13:00 – 13:40</td>
<td>How attract talent to the book sector?</td>
<td>María José Gálvez, Christoph Bläsi, Porter Anderson, Luis González</td>
<td></td>
</tr>
<tr>
<td>13:40</td>
<td>Cocktail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00 – 15:45</td>
<td>The Direct-to-consumer (D2C) Revolution.</td>
<td>Nicolas Parola (COO)</td>
<td>publica.la</td>
</tr>
<tr>
<td>15:45 – 16:30</td>
<td>How print and digital can mutually benefit.</td>
<td>Njål Hansen (Founder and CEO) / Nathan Hull (Chief Strategy Officer)</td>
<td>Beat Technology</td>
</tr>
<tr>
<td>16:30 – 17:15</td>
<td>Maximizing your Social Media presence on Instagram and TikTok.</td>
<td>Aurora Payá (Campaign Manager) / Lucy Jones (Project Manager) / Laura Di Giuseppe (Project Manager)</td>
<td>Tandem Collective</td>
</tr>
<tr>
<td>17:15 – 18:00</td>
<td>The Prosumer Intelligence Toolkit: A tool to understand how readers interact with books</td>
<td>Elias Blanckaert / Enrico Turrin</td>
<td>Möbius project</td>
</tr>
</tbody>
</table>
THURSDAY 8

MORNING SCHEDULE

9:30 – 9:40
Presentation of the #1IDDMM

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, Arantz 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)
FRIDAY 9

SPEAKERS

Just click on each picture to see their profiles

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 (Libranda / 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 Libranda

NEXT GEN BOOK

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
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 the 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

[Logos of the Organisers]

Collaborators

[Logos of the Collaborators]