

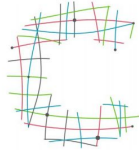
**CULTURA  
EN RED**  
MOTOR DE OPORTUNIDADES,  
MOTOR DE CRECIMIENTO

## CULTURA EN RED 2017

6th March | Espacio Bertelsmann

European Commission | Bertelsmann | Grupo Planeta | Grupo Prisa | NBC Universal

<i>Presenters: Mónica Carrillo, TV hostess from Atresmedia group</i>		
09.30	<i>Delivery of accreditations</i>	
10.00	Welcome to Espacio Bertelsmann	Fernando Carro, President of Bertelsmann España
10.03	Institutional welcome	Fernando Benzo, Secretary of State for Culture Jose María Lassalle, Secretary of State for Information Society and the Digital Agenda Andrus Ansip, Vice President for the Digital Single Market in the European Commission
10.30	First table	<b><i>Round table: Will the Digital Single Market proposals foster the development of the cultural industries?</i></b> <ul style="list-style-type: none"><li>• Linda Corugedo Steneberg, Director for Policy Strategy and Outreach at DG Connect at the European Commission</li><li>• Óscar Sáenz de Santa María, General Director for Cultural and Book Industries. Ministry of Education, Culture and Sport</li><li>• Jose Manuel Gómez Bravo, Head of IP at Grupo Prisa</li><li>• Luis Elías, General Counsel at Grupo Planeta</li><li>• Andrew Hall, Head of Government and Regulatory Affairs at NBC Universal</li></ul>
12.00	Coffee	



12.3 0	Second table	<p><b>Round table: Who said media is dead? The digital reinvention of media</b></p> <ul style="list-style-type: none"> <li>● Rhis Nölke, Senior Vice President Strategy at RTL Group</li> <li>● José Luis Hervías, General Director at Universal Pictures Spain</li> <li>● Patricia Pérez, General Corporative Director at Atresmedia.</li> </ul>
14.0 0	Cocktail	
15.3 0	Third table	<p><b>How to make a cultural project profitable in the digital era: the experience of young entrepreneurs</b></p> <p><u>Javier Andrés</u>, founder and CEO of Ticketea.</p> <p><u>Urban Rooster</u>. Main platform in the creation of rap in Spanish offered in streaming. It has the support of Lanzadera and Cambridge University. It has been awarded with an Emprendedor XII award by La Caixa.</p> <p><u>Elvira Sastre</u>. Poet appeared in Twitter with several books published: <i>Ya nadie baila</i>, <i>Baluarte</i>, <i>Cuarenta y tres maneras de soltarse el pelo</i>, and <i>Tú la acuarela/ Yo la lírica</i>.</p> <p><u>Tamara Kreisler</u>. She is the third generation of a family of art dealers. She has founded the online gallery Kreislerart.com</p> <p><u>Jordi Solé</u>, <u>OBS Business School</u>. General director of online university training at Grupo Planeta.</p>
17.0 0	Fourth table	<p><b>New employment fields: where are they and which competences are needed to find one</b></p> <ul style="list-style-type: none"> <li>● Ventura Pobre, Vicepresident of Digital Europe</li> <li>● Montserrat Gomendio, Director at the Directorate of Education and Skills at the OECD</li> <li>● Hays Steilberg, Group EVP – Talent &amp; Corporate HR at Bertelsmann.</li> <li>● Jessica Cecil, Responsible of “Make it Digital” at BBC</li> </ul>