



PROGRAMME

IV UCAM INTERNATIONAL DTT FORUM

May 19, Monday

MORNING SESSION (VENUE: UCAM, Temple of San Pedro de los Jerónimos)

10:30 Inaugural Act IV UCAM International DTT Forum

His Excellency, Mr. José Luis Mendoza Pérez, President of UCAM.

His Excellency, Mr. Antonio Montoro Fraguas, Magnificent Rector of UCAM.

Most Illust. Mr. José María Salinas Leandro, Secretary of Audiovisual and Digital Contents of CARM¹.

Most Illust. Mr. Rafael Melendreras Ruiz, Director of the Telecommunications Engineering Degree at the UCAM.

11:00 Opening Conference “Digital Terrestrial Television in Spain: Present and Future”

Mr. Ángel García Castillejo, Consultant of the Telecommunications Market Commission.

Introduced by Most Illust. Mr. Manuel Escudero Sánchez, Regional Secretary of Innovation and Development of the Ministry for the Economy, Business and Innovation of CARM.

11:45 Coffee Break

12:15 “Analogue switch-off: lessons being learned”

Ms. Natalie Mouyal, Communication Manager of DigiTAG.

Introduced by Prof. Mr. Rafael Berenguer Vidal, deputy director of the Telecommunications Engineering Degree at the UCAM.

13:00 “An evaluation of T-Government after extensive on-field trials”

Mr. Sebastiano Trigila, Director of the T-Government Project at the Ugo Bordoni Foundation.

Introduced by Mr. Pablo Cano Gómez, Prof. of Audiovisual Communication at the UCAM.

¹ CARM stands for “Comunidad Autónoma de la Región de Murcia” (Autonomous Region of Murcia)

May 19, Monday

AFTERNOON SESSION (VENUE: UCAM, Temple of San Pedro de los Jerónimos)

16:00 "Experience of Alcázar de San Juan"

Most Illust. Mr. José Fernando Sánchez Bódalo, Mayor of Alcázar de San Juan.

Introduced by Mr. Félix Galindo Marín, Prof. of Audiovisual Communication at the UCAM.

16:30 Discussion Pannel: "Experiences of public and local DTT in Spain"

- Mr. Jordi Marín Puigpelat, Managing Director of the Maresme Digital TV Association.
- Mr. Nicolás Ramos Pintado, Director of the Public Television from Valencia.
- Mr. José María Rubio Hernández, Managing Director of Thader TV.
- Mr. José Luis Pérez Cañete, Director of Aljarafe TV.

Chaired by Most Illust. Ms. Isabel Sarabia Andúgar. Vice-dean of the Audiovisual Communication Degree.

17:30 Coffee Break

18:00 Discussion Pannel: "Solutions for the feasibility of public and local DTT"

- Ms. Victoria Majadas Morales, Director of COTA.
- Mr. Nicolás García García, Director of "Catorce" Communication.
- Mr. Fulgencio Sánchez Torres, Manager of the TDT CenTIC line.
- Mr. Eduardo Loyola Paternina, Director of Maat Gknowledge.
- Mr. Tomás Cid Ballarín, General Director of SDIdigital Media Solutions.

Chaired by Mr. Iñaki Ferreras, Chief Editor of Tele Digital.

May 20, Tuesday

MORNING SESSION (VENUE: UCAM, Temple of San Pedro de los Jerónimos)

9:30 “Mediaset: Company introduction and DTT case study”

Mr. Manlio Cruciatti, Technology Director of Mediaset.

Introduced by Most Illust. Mr. Rafael Melendreras Ruiz, Director of the Telecommunications Engineering Degree at the UCAM.

10:15 “Successful cases of Interactivity in DTT”

T-Trade

Prof. Mr. Miquel Mascaró Portells, Technical Project Director of the Multimedia Information Technologies Laboratory. University of the Balearic Islands.

T-Leisure/T-Education

Mr. José Juan Gutiérrez Sobrino, Director of Interactive Applications of RTVE.

T-Senior

Most Illust. Mr. Juan Carlos Paúl Hernández, Deputy Minister of Modernization and New Technologies of Getafe Town Council.

T- Marketing/T-Banking

Mr. José Luis Vázquez Antolínez, Chief Executive Officer of Mirada.

T- Administration

Mr. Jesús Damián Jiménez Re, Head of Innovation Projects at BahíaIT.

Chaired by Mr. Santiago Sánchez Ruiz, Director of Popular TV Murcia.

11:45 Coffee Break

12:15 “Ubiquitous and multi-platform digital television: from HD to television in progress”

Prof. Mr. José Manuel Menéndez García, Application Group of Visual Telecommunications. Universidad Politécnica de Madrid.

Introduced by Mr. Miguel Ángel Martínez Díaz, Prof. of the Audiovisual Communication Degree.

12:45 “ImplanTDT Region of Murcia: research projects”

Prof. Ms. Isabel Sarabia Andúgar, Vice-dean of the Audiovisual Communication Degree at the UCAM.

Prof. Ms. Josefina Sánchez Martínez, Deputy Director of Audiovisual Communication at the UCAM.

AFTERNOON SESSION (VENUE: MURCIA –Assembly Hall, Moneo Building, Belluga Square [Next to the Cathedral])

16:30 “DTT Policies in a European context. Cases of France, United Kingdom, Germany and Italy

Prof. Ms. Isabel Fernández Alonso. Communication Institute, Universidad Autónoma de Barcelona.

Introduced by Ms. María Dolores Lorán Herreros, Prof. of the Audiovisual Communication Degree at the UCAM.

17:00 “The role of *Impulsa TDT* in Spain”

Mr. Eladio Gutiérrez Montes, President of “Impulsa TDT”.

Introduced by Prof. Ms. Isabel Fernández Alonso, Communication Institute, Universidad Autónoma de Barcelona.

17:30 “Transitional Plan of the DTT in Spain: Pilot Scheme in Soria”

Mr. José Antonio Quintela Gonçalves, Director of Transition to the DTT Office of SETSI.

Introduced by Ms. Concepción Sanchís Borrás, Prof. of the Telecommunications Engineering Degree, UCAM.

18:00 Coffee Break

18:30 Closing Act IV UCAM Forum and Regional Innovation DTT Awards Ceremony

His Excellency, Mr. José Luis Mendoza Pérez, President of UCAM.

Most Illust. Mr. Diego Pedro García García, General Director of the Information Society of CARM;

Mr. Rafael Gómez Carrasco, Town Councillor of Management Modernization in the city of Murcia.

Mr. Ángel Martínez Martínez, Director of Territorial Council of Caja Mediterraneo.