



19TH 
**INTERNATIONAL
REGULATION**
WORKSHOP
**DIGITAL
MARKETS**

OVERVIEW, CHALLENGES,
AND OPPORTUNITIES

2-3 SEP 2024

CARTAGENA

#TALLERCRC2024

DAY 1
AGENDA
(SEP 2)



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DAY 1 AGENDA

8:45 - 9:00 **Welcome Remarks**
Lina María Duque Del Vecchio, Executive Director, CRC

9:00 - 9:40 **Keynote Speaker: “New Business Models and Trends in the Context of the Digital Economy”**
Konstantinos Komaitis. Senior Resident Fellow, DFRLab

9:40 - 10:10 **Introduction: “Interdependence between Telecommunications Infrastructure and Digital Services”**
Ezequiel Domínguez. Director of Global Business Development, Cullen

10:10 **Coffee Break**

10:40 - 12:10 **Panel: “Struggle for Profitable Business Models for Content Consumption in Europe”**
European Telecommunications Network Operators’ Association
Orange
Netflix
META

12:10 **Lunch Break**

14:00 - 14:40

Keynote Speaker: “Navigating Digital Disruption: Roles and Responsibilities of Market Players”
Internet Society

14:40 - 15:10

Introduction: “Emerging Technologies: Weaving an Agreement for Digital Progress”
Jorge Fernando Negrete. President, DPL Group

15:10

Coffee Break

15:40 - 17:10

Panel: “Emerging Technologies and the ICT Ecosystem: A Vision of Joint Development”
Karim Lesina. EVP-Chief External Affairs Officer, Millicom
Federico Boccardi. Head of Connectivity Policy Europe, AWS
Ola Bergström. Director for International Affairs, PTS
Sebastián Cabello. CEO SmC+ Consulting

DAY 2
AGENDA
(SEP 3)



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DAY 2 AGENDA

| | | |
|---------------|--|---------------|
| 9:00 - 9:40 | Keynote Speaker: "Risks in Digital Services, Audiovisual Contents and AI: Ethics, disinformation and Protection of Human Rights" Claudia Florez Saviaga . Researcher, Northeastern University | 14:00 - 14:40 |
| 9:40 - 10:10 | Introduction: "From Traditional Television to the Provision of Audiovisual Content on the Internet" Jorge Alberto Fontevecchia. CEO, Perfil Group | 14:40 - 15:10 |
| 10:10 | Coffee Break | 15:10 |
| 10:40 - 12:10 | Panel: "Challenges of Digital Services in Light of Informational Pluralism and Freedom of Expression" Ireland's Media Commission Stanford Internet Observatory TAP Latin America Molly Leshner. Head, Digital Economics, Measurement and Analysis, OECD | 15:40 - 17:10 |
| 12:10 | Lunch Break | 17:10 - 17:20 |

Keynote Speaker: "Implications of the interaction between Telecommunications Operators and OTT: Balance between investment, fees and benefits for society"
Janet Hernández. President, TMG

Introduction: "Digital Transformation in America: Promoting a Multi-Player Market"
Paula Bertolini. ICT Specialized Journalist

Coffee Break

Panel: "Sustainability of the Digital Ecosystem, Telecommunications, and Content Distribution in America"
FCC
Carlos Baigorri, Chairman and CEO, Anatel
Raúl Echeberría. Executive Director, ALAI
Maryleana Méndez. General Secretary, ASIET

Closing Remarks
Lina María Duque Del Vecchio, Executive Director, CRC



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