

New business growth models in the European audiovisual sector



Beyond the known paths, there are always new things to discover. For example, ways of financing, innovation and growth for companies and projects in the audiovisual sector. At a time of constant change, technological irruption and mass audiovisual consumption, it seems important to invent new ways of sustaining productions, new business models, and to move towards a solid and innovative European audiovisual sector. The speakers at this round table will explain their experiences and proposals through the success stories of internationally renowned Spanish companies to consolidate the audiovisual sector in Europe as a key and strategic sector, both culturally and industrially.



Javier Valero | Director of Strategic Development and Transformation at Secuoya Content Group

Javier Valero has been a member of the company's management team since its foundation, is responsible for strategic projects for the company and is a professor of Audiovisual Industry at UNIE - The Core School. He has worked and held positions of responsibility in different activities of the audiovisual value chain with a clear business orientation. He has extensive experience and knowledge of the audiovisual industry, financing of works, development and implementation of projects, audiovisual hubs, etc. He participates in working groups of the sector together with the main agents (platforms, TVs, production companies...) and administrations (regional, national, European...) in this moment of powerful change and transformation that our industry is going through.



Francisco Javier Ponce | CEO of SETT (Spanish Society for Technological Transformation)

Industrial Engineer by the Polytechnic University of Madrid, he holds a Diploma in European Communities from the Diplomatic School and has a Master in Business Administration (MBA) from the Instituto de Empresa (IE) in Madrid. He began his career at CSIC (Consejo Superior de Investigaciones Científicas), and later worked as a design engineer and head of the microelectronics laboratory of the telecommunications group AMPER. In 1992, he joined the CDTI where he held various technical and managerial positions, such as Director of Operational Management and Secretary of the Board of Directors, Economic-Financial Director and, from 2018 to 2024, CEO and Executive Vice-President at CDTI, as well as Director at the public investment company INNVIERTE Economía Sostenible SICCC SME. He held the position of Deputy Director General of the Sociedad Estatal de Microelectrónica y Semiconductores (SEMyS SA - SME) and, as of July 2024, has been appointed as CEO of the Spanish Society for Technological Transformation (SETT).

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Alexandra Le Bret | Managing Director European Producers Club

After graduating with a master's degree in Macroeconomics at Dauphine University, and an MSc in International Economics at ESSEC and at the Università di Bocconi, Alexandra has dedicated her career to the cinema industry.

In 2002, she was named Managing Director of the EPC and has driven since then the association into a new era, working at transforming the association into the renowned actor it has become.

She was decorated in 2013 Chevalier des Arts et des Lettres by the French government for her work and dedication in favor of the European cinema. In 2014, she became a producer herself, founding the production companies Mare Nostrum Productions and Halley Production, and produced 8 films in 2 years which received 16 awards. Her most recent film is Iciar Bollain's latest work called "La Boda de Rosa" which was presented at the 2020 San Sebastian International Film Festival. In 2020, Alexandra also participated in the APPLE FILM production of Oleg Sentsov's film "Numbers" as a coproducer which premiered at the Berlinale.



María Coronado | Culture Sector Manager at Triodos Bank Spain

She is cultural sector manager at Triodos Bank since 2012. She has specific training in the cultural sector and in cultural business management and audiovisual production. Since joining the bank, she has developed an innovative and scalable financing model for the different disciplines of the cultural sector. She is a leading professional in the sector, working in collaboration with the main reference institutions in the field of culture. As a result of these relationships, Triodos Bank has various agreements with key organisations in the sector for the financing of cultural industries. In addition, Maria is an accredited voice in numerous professional forums in the field of culture, as well as in the media.

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Jaime Gutiérrez-Colomer | General Manager of Management and Transformation at Atresmedia

He holds a degree in Economics and Business Studies by the Colegio Universitario de Estudios Financieros (CUNEF-Universidad Complutense de Madrid), specialising in Auditing. In 1995 he joined Grupo Unidad Editorial, the publishing company of El Mundo, where he first worked as Director of Planning, Director of Magazine Development and Deputy Managing Director. In 2000, he became responsible for the administrative and business management of the group's companies dedicated to non-print media, assuming the position of CEO of El Mundo TV, the Group's audiovisual content production company; Mundointeractivos, the publishing company of elmundo.es; and El Mundo Radio, which operated 11 FM radio stations. In 2007 he was appointed General Manager of the Audiovisual Area of the Unidad Editorial Group, as head of all the group's audiovisual companies, both in the Television and Radio areas, as well as CEO of VEO TV. He has been a member of the Board of Directors since its foundation, representing Unidad Editorial and, as of May 2008, its chief executive. He also served as CEO of Aprende Inglés TV, founding together with Richard Vaughan a theme television dedicated to English lessons 24 hours a day. He was appointed CEO of Unedisa Telecomunicaciones, a Group company in charge of operating television studios, and CEO of Radio Marca. In 2012, he was appointed Managing Director of Vértice 360. Subsequently, he has worked as a digital media consultant for large media publishing groups.



Moderator

Alberto Sanz | Director of Finance and Investor Relations at ICEX

He is an economist and works at ICEX- Invest in Spain promoting foreign direct investment in Spain. As Director of Finance and Investor Relations he guides international financial investors in search of investment opportunities, particularly in fast-growing technology sectors. As a civil servant, he has a 25-year track record in promoting foreign trade and international investment in various capacities. Invest in Spain, at ICEX.es is a public agency. It acts as a one-stop shop with a full range of services to promote foreign investment in Spain.