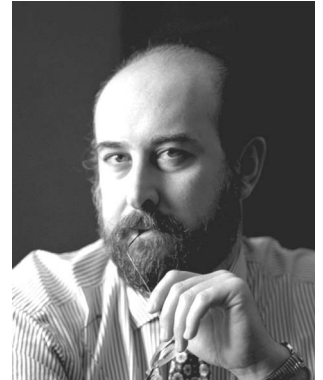


**Carlos Abad Rico** (ES)  
General Manager  
Sogecable, S.A.  
Madrid

Born in 1957. Carlos Abad Rico studied economics at Complutense University of Madrid with a fellowship of the Studies Service of the Madrid Stock Exchange. A Fulbright Scholar, he earned a Master of Business Administration from Columbia University, New York, where he obtained the Wall Street Journal Award for academic achievement.



Carlos Abad Rico started his professional career in 1983 as a consultant with McKinsey & Co. and was elected partner in 1988. During his time at McKinsey, he worked for several corporations and practice groups, mostly in Spain, Portugal and Italy.

In 1994, he joined Canal+ Spain, the only existing pay television channel in Spain at that time. He was later appointed General Manager of Sogecable, S.A., the leading pay television group in Spain.

Theses  
**Television and the  
Development of  
Our Societies.  
A Part of the Problems –  
A Part of the Solutions**

What television will we watch ten years from now?

- What will be the contents offered by state controlled stations, by privately held commercial stations and in pay television?
- Will it be more or less plural, independent or free?
- Which relationships will it hold with the political powers?

How and how much will we watch it?

- Only at home? Where at home?
- Will new media substitute/challenge some of today's roles of television?

Which values and trends will accumulated television viewing foster in our societies?

Which type of dynamics will it help create between the affluent and the depressed regions of the planet?