

Fundación Telefónica | International

In Venezuela we launched three publications at the 8th Reading Festival of Chacao

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Fundación Telefónica Venezuela launched its latest digital publications at the **8th Reading Festival of Chacao** which will take place from 21 April to 1 May in Plaza Altamira, Caracas.

During this important cultural event, which was attended by the country's leading publishers, visitors had the chance to download the new app, *On Spot Me*, to their smartphones or tablets. While walking through the square, reminders of the times and dates of upcoming talks arranged by Fundación Telefónica Venezuela on the main stage were sent directly to their phones, as well as the most essential and detailed information regarding the 14 Venezuelan publications which form part of the publishing output and which can be downloaded directly to smartphones for free.

During the 11 days of the Festival, Telefónica | Movistar and their Foundation prepared various surprises which were revealed through their social networks, where attendees won books, records and DVDs in quizzes and competitions which were enlivened by a talented group of Movistar announcers in the La Pergola area of Plaza Altamira.

The Studies and Publications Programme forms part of Fundación Telefónica Movistar's series of Contemporary Culture through which we explore the latest trends in modern society based on research undertaken by experts and institutions along **four editorial lines: *Digital Culture***: An analysis of the impact of Information and Communication technologies (ICT) on different areas of society (Colección FT/Ariel); ***Education***: Research on educational innovation; ***The Economic Value of Spanish***: The value of the Spanish language; and ***Social Projects***: Publications about the social projects run by Fundación Telefónica throughout the world.

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