

4K HDR SUMMIT

MÁLAGA 7-9 NOV 2018

Powered by



de contenidos
digitales

Main Sponsors



movistar

SAMSUNG

AGENDA

4K HDR SUMMIT

MÁLAGA 7-9 NOV 2018

Powered by



de contenidos
digitales

Main Sponsors



movistar

SAMSUNG

DAY 1
NOVEMBER 7

Day 1
November 7
Wednesday

REGISTRATION Demo Tour & Welcome Breakfast

**4KHDR
SUMMIT**

09:00 – 10:00

**NETWORKING &
DEMO AREA**

Offered by



Sponsored by



In collaboration with



Day 1
November 7
Wednesday

MEDIA & VIP DEMO TOUR

**4K HDR
SUMMIT**

10:00 – 10:30

**NETWORKING &
DEMO AREA**



Day 1
November 7
Wednesday

INTRODUCTION TO 4KHDR SUMMIT

**4KHDR
SUMMIT**

10:30 - 10:35

AUDITORIUM



Ricardo MEDINA
CEO



Day 1
November 7
Wednesday

WELCOME SALUTATION

**4KHDR
SUMMIT**

10:35 – 10:40

AUDITORIUM



Francisco DE LA TORRE
Mayor



**Ayuntamiento
de Málaga**

Day 1
November 7
Wednesday

INAUGURAL KEYNOTE **MOVISTAR+ & 4K HDR**

4K HDR
SUMMIT

10:40 – 11:00

AUDITORIUM



Sergio OSLÉ
President



Day 1
November 7
Wednesday

KEYNOTE

4K HDR 2018 NEWS

4KHDR
SUMMIT

11:00 – 11:20

AUDITORIUM



Hans HOFFMANN

Head of the unit on
Media Fundamentals
and Production
technology

EBU

Day 1

November 7

Wednesday

KEYNOTE:

SPEAKER OF HONOR

**4KHDR
SUMMIT**

11:20 – 11:50

AUDITORIUM

Supported by

extenda

AGENCIA ANDALUZA DE
PROMOCIÓN EXTERIOR

4K, 6K and 8K
on the Space

Day 1

November 7
Wednesday

NETWORKING BREAK & DEMO TOUR

**4KHDR
SUMMIT**

12:00 – 12:30

**NETWORKING &
DEMO AREA**



Day 1

November 7

Wednesday

KEYNOTE PERFECT REALITY QLED 8K

**4KHDR
SUMMIT**

12:30 – 12:50

AUDITORIUM



Nacho MONGE
TV & AV
Marketing Manager

SAMSUNG

Day 1

November 7

Wednesday

4K SATELLITE REPORT

By EUTELSAT

4KHDR
SUMMIT

12:50 – 13:10

AUDITORIUM



Michel CHABROL
Senior Vice President
New TV Formats



Day 1

November 7

Wednesday

KEYNOTE

4K WORLDWIDE REPORT

4KHDR
SUMMIT

13:10 – 13:35

AUDITORIUM



Mohammed
HAMZA
Principal Analyst

 **SNL Kagan**

S&P Global

Day 1

November 7

Wednesday

KEYNOTE

FIVE YEARS IN 4K & MORE

**4KHDR
SUMMIT**

13:35 – 13:55

AUDITORIUM



TBA



Day 1
November 7
Wednesday

NETWORKING LUNCH

**4KHDR
SUMMIT**

14:00 – 15:00

**NETWORKING &
DEMO AREA**

Offered by



Day 1

November 7

Wednesday

DEMO TOUR & Visit to Car Museum

**4KHDR
SUMMIT**

15:00 – 16:00

**NETWORKING &
DEMO AREA**



Day 1
November 7
Wednesday

KEYNOTE

BBC & 4K

4KHDR
SUMMIT

16:00 – 16:30

AUDITORIUM



Colin JACKSON
Series Producer
BBC Natural History
Unit



Day 1
November 7
Wednesday

KEYNOTE ROADMAP TO 8K

**4KHDR
SUMMIT**

16:30 – 17:00

AUDITORIUM

Supported by

extenda
AGENCIA ANDALUZA DE
PROMOCIÓN EXTERIOR



Hiroyasu MASUDA
Senior Manager
8K SHV Technical
production
Development



Day 1

November 7

Wednesday

NETWORKING BREAK & DEMO TOUR

**4KHDR
SUMMIT**

17:00 – 17:30

**NETWORKING &
DEMO AREA**



Day 1

November 7

Wednesday

PANEL SESSION

TV SCREENS, PLATFORMS & CONTENTS

4KHDR
SUMMIT

17:30 – 18:10

AUDITORIUM



Nicolás LECOCQ
Content Development,
Production and Distribution



**Manuel GÓMEZ
ZOTANO**
Director Tecnología
Interactivos



Motoshi BITO
Business
Development
Manager



Day 1

November 7

Wednesday

KEYNOTE THE IMPORTANCE OF AUDIO

**4KHDR
SUMMIT**

18:10 – 18:30

AUDITORIUM



Alfonso CARRERA
Business Development
Director

 **Fraunhofer**

Day 1

November 7

Wednesday

KEYNOTE

MUSIC & JAZZ EXPERIENCE

**4KHDR
SUMMIT**

18:30 – 18:50

AUDITORIUM



Yannick

DUMARTINEIX

Head of OB & Studio



Radio Télévision
Suisse

Day 1
November 7
Wednesday

SALUTATION & INVITATION

**4KHDR
SUMMIT**

18:50 – 18:55

AUDITORIUM



Esther MESAS
CS&MO

tedialTM 
Media IT

Day 1
November 7
Wednesday

OPENING PARTY

**4KHDR
SUMMIT**

19:00 – 21:00

Offered by

VICTORIA
MÁLAGA 1928

Sponsored by

tedialTM 
Media **IT**

In liaison with

 **talent
woman**[®]

4K HDR SUMMIT

MÁLAGA 7-9 NOV 2018

Powered by



de contenidos
digitales

Main Sponsors



movistar

SAMSUNG

DAY 2
NOVEMBER 8

Day 2
November 8
Thursday

Demo Tour & Welcome Breakfast

4KHDR
SUMMIT

09:00 – 10:00

NETWORKING &
DEMO AREA

Offered by



Sponsored by



Day 2
November 8
Thursday

INTRODUCTION TO DAY 2

**4KHDR
SUMMIT**

10:00 – 10:05

AUDITORIUM



Ricardo MEDINA
CEO



Day 2
November 8
Thursday

SALUTATION BY AXIÓN

4KHDR
SUMMIT

10:05 – 10:10

AUDITORIUM



**Francisco
HURTADO**
Director of
Operations



Day 2
November 8
Thursday

KEYNOTE

THE FIRST BIG 4K HDR LIVE EVENT: FIFA WORLD CUP 2018

4KHDR
SUMMIT

10:10 – 10:30

AUDITORIUM



**Francis
TELLIER**
CEO



Day 2
November 8
Thursday

KEYNOTE

HDR LIVE FOR SPORT

4KHDR
SUMMIT

10:30 – 10:50

AUDITORIUM



Norbert PAQUET
Head of Product
Management Europe -
Media Solutions

SONY

Day 2
November 8
Thursday

PANEL SESSION

2018: THE YEAR OF LIVE SPORTS IN 4K HDR

**4K HDR
SUMMIT**

10:50 – 11:45

AUDITORIUM



Ian NOCK
Ultra HD Forum's
Intro
working group



Guillermo JIMÉNEZ
Director of Broadcast
Systems Engineering



Mickael RAULET
Director of
Research &
Innovation



Emili PLANAS
CTO



Day 2
November 8
Thursday

NETWORKING BREAK & DEMO TOUR

**4K HDR
SUMMIT**

11:45– 12:15

**NETWORKING &
DEMO AREA**



Day 2
November 8
Thursday

KEYNOTE DOLBY VISION

**4KHDR
SUMMIT**

12:15 – 12:35

AUDITORIUM



Ian LOWE
Senior Sales Manager
EMEA



Day 2
November 8
Thursday

PANEL SESSION CAMERAS & LENS

**4KHDR
SUMMIT**

12:35 – 13:25

AUDITORIUM



Stefan HOFMANN
Manager Sales
Engineering
Live Operation/
Pro-AV & Visual

Panasonic



Klaus WEBER
Senior Product
Marketing Manager

 **grass valley**
A BELDEN BRAND



Salvador LUNA
Optical Devices
Manager

FUJINON
FUJIFILM



Carlos CASTÁN
Industrial Products
Manager
Broadcast and
cinema Dept.

Canon

Day 2
November 8
Thursday

KEYNOTE

HUAWEI SOLUTIONS 4 ALL

4KHDR
SUMMIT

13:25 – 13:45

AUDITORIUM



Miguel Ángel GONZÁLEZ
Solution Architect



Day 2
November 8
Thursday

NETWORKING LUNCH

**4KHDR
SUMMIT**

13:25 – 15:00

**NETWORKING &
DEMO AREA**

Offered by



Day 2

November 8

Thursday

DEMO TOUR & Visit to Russian Museum

**4KHDR
SUMMIT**

15:00 – 16:00

**NETWORKING &
DEMO AREA**



Day 2

November 8

Thursday

PANEL SESSION NEW 4K SOLUTIONS & CONSUMERS

**4KHDR
SUMMIT**

16:00 – 16:45

AUDITORIUM



**Rubén
MELLADO**
Global Video
CTO



**Álvaro
VILLEGAS**
Director of
Bell Labs in
Spain



Kevin KING
EMEAR Business
Manager



Day 2
November 8
Thursday

PANEL SESSION

4K HDR...AND 5G

4KHDR
SUMMIT

16:45 – 17:20

AUDITORIUM

In liaison with



April 24 & 25, 2019



Juan PACHÓN
Technical Sales
Manager



Xavi REDÓN
Product Manager



Daniel CASTRO
Customer
Engineering



Day 2
November 8
Thursday

NETWORKING BREAK & DEMO TOUR

**4KHDR
SUMMIT**

17:20 – 17:50

**NETWORKING &
DEMO AREA**



Day 2

November 8

Thursday

KEYNOTE THE EXPLORERS

**4KHDR
SUMMIT**

17:50 – 18:10

AUDITORIUM

In liaison with



March 20&21, 2019



**Olivier
CHIABODO**
Team Leader



Day 2
November 8
Thursday

PANEL SESSION

NEW 4K HORIZONS: VR, TOURISM & MORE

**4KHDR
SUMMIT**

18:10 – 19:00

AUDITORIUM

Powered by



March 20&21, 2019



Mirko MASTROPIETRO
Distribution Platform
Design



**Carlos DÍEZ DE LA
LASTRA**
CEO



TBA



Day 2

November 8

Thursday

4K HAPPY HOURS



19:00 – 21:00

Offered by

VICTORIA
MÁLAGA 1928

Sponsored by



SUTUS

Space & Underwater Tourism Universal Summit

TOURISM BEYOND NATURAL BORDERS

MARCH 20 & 21, 2019

Organized by



4K HDR SUMMIT

MÁLAGA 7-9 NOV 2018

Powered by



de contenidos
digitales

Main Sponsors



movistar

SAMSUNG

DAY 3
NOVEMBER 9

Day 3

November 9

Friday

REGISTRATION Demo Tour & Welcome Breakfast

**4KHDR
SUMMIT**

9:00 – 10:00

**NETWORKING &
DEMO AREA**

Offered by



Sponsored by



Day 3

November 9

Friday

SALUTATION DAY 3

CANAL SUR RADIO Y TELEVISIÓN

**4KHDR
SUMMIT**

10:00 – 10:05

AUDITORIUM



Joaquín DURÁN
Director of Canal Sur TV and
Canal Sur Radio



Day 3

November 9

Friday

KEYNOTE

**WHERE ARE WE TODAY WITH UHD
AND WHERE ARE WE GOING?**

**4KHDR
SUMMIT**

10:05 – 10:25

AUDITORIUM



Thierry FAUTIER
President



Day 3

November 9

Friday

REPORT

4K HDR ECOSYSTEM

4KHDR
SUMMIT

10:25 – 10:40

AUDITORIUM



Benjamin SCHWARZ
Communications
Chairman



Day 3

November 9

Friday

4KS18 HIGHLIGHTS OVERVIEW

4KHDR
SUMMIT

10:40 – 11:10

AUDITORIUM



Paul GRAY
Principal Analyst



IHS Markit™

Day 3

November 9

Friday

SALUTATION

4KHDR
SUMMIT

11:15 – 11:20

AUDITORIUM



Vanessa BERNAD

CEO



AGENCIA ANDALUZA DE
PROMOCIÓN EXTERIOR

Day 3

November 9

Friday

PANEL SESSION

WOMEN'S POWER, COLOMBIA TVs & 4K AMERICAS

**4KHDR
SUMMIT**

11:20 – 11:55

AUDITORIUM

In liaison with:



Moderated
and powered by:



Vanessa BERNAD
CEO



**María Camila
VILLAMIZAR**
Miembro de la
Junta Nacional
de TV



Johanna RUEDA
Directora de
Emisión



Day 3

November 9

Friday

KEYNOTE

4KHDR
SUMMIT

11:55 – 12:25

AUDITORIUM

Supported by

extenda

AGENCIA ANDALUZA DE
PROMOCIÓN EXTERIOR

**CINE SPACE:
ART & TECH
SHORT FILM FESTIVAL**

Day 3
November 9
Friday

CLOSING SPEECH

**4KHDR
SUMMIT**

12:25 – 12:30

AUDITORIUM



Ricardo MEDINA
CEO



Day 3

November 9

Friday

NETWORKING BREAK & VIP DEMO TOUR

**4KHDR
SUMMIT**

12:00 – 12:30

**NETWORKING &
DEMO AREA**





**PRESENTATION
GALA**

Day 3
November 9
Friday

OFFICIAL CEREMONY MÁLAGA 4K FEST



13:00 – 13:05



Ricardo MEDINA
CEO



Day 3
November 9
Friday

**POWERED BY
HISPASAT**



13:05 – 13:10



Jorge RODRÍGUEZ
Marketing Director

hispasat^{••}

Day 3

November 9

Friday

FROM THE HISPASAT 4K FEST TO THE MÁLAGA 4K FEST



13:10 – 13:15



**Juan Antonio
VIGAR**
Director

**FESTIVAL DE
MÁLAGA**

Day 3

November 9

Friday

SALUTATION



13:15 – 13:19



Thierry FAUTIER
President



TOGETHER WITH

4K SUMMIT SPEAKER OF HONOR

Day 3

November 9

Friday

SALUTATION



13:19 - 13:23

Powered by



**María Camila
VILLAMIZAR**
Miembro de la
Junta Nacional
de TV



Johanna RUEDA
Directora de
Emisión



Day 3
November 9
Friday

MÁLAGA 4K FEST JURY PRESENTATION



13:23 – 13:25



Jorge RODRÍGUEZ
Marketing Director



Samuel MARTÍN MATEOS
Cultural Channel
Director



Luis LEÓN LURI
Coord. Canales
temáticos



Guillermo NIÑO
Senior Manager and
Operators, Commercial
Partnerships, Europe



Salvador LUNA
Optical Devices
Manager



Miguel A. DONCEL
CEO



Javier VALDÉS
Founder & Owner



Benjamin SCHWARZ
Communications
Chairman



Day 3

November 9

Friday

PHOTOCALL



13:25 – 13:30



Day 3

November 9

Friday

COCKTAIL

Sponsored by



13:30 – 14:30

Offered by



FESTIVAL DE
MÁLAGA



4K HDR SUMMIT

MÁLAGA 7-9 NOV 2018

Powered by



de contenidos
digitales

Main Sponsors



movistar

SAMSUNG

VENUE

LOCATION

Polo de Contenidos Digitales
Avenida Sor Teresa Prat, 15
Málaga



LOCATION

Auditorium 141,25 m²
120 people



LOCATION

Auditorium 141,25 m2
120 people



LOCATION

Auditorium 141,25 m2
120 people



LOCATION

Demo Area 180 m2



LOCATION

Cocktail Networking Area 180 m2



LOCATION

Demo Rooms
7 Rooms of 46,48 m²



LOCATION

VR/AR SHOWROOM



FREE ACTIVITIES FOR THE WEEKEND UNDER REGISTRATION

Thanks to



CAMINITO DEL REY



POWERED BY



de contenidos
digitales

MAIN SPONSORS



S A M S U N G

GOLD SPONSORS

rtve



eutelsat

SONY



HUAWEI

SILVER SPONSORS

hispasat

 grass valley
A BELDEN BRAND

 DOLBY

Canon

cellnex
driving telecom connectivity

 ROHDE & SCHWARZ

ateme

NOKIA

Panasonic

FUJINON
FUJIFILM

AJA
VIDEO SYSTEMS

VESTEL

axión

MK
MoMe

HBS

SONO
CREATING TECHNOLOGICAL EXPERIENCES

huri


tedial
Media IT


málaga.es diputación

sabor
a má
laga
El sabor que nos une


PROMÁLAGA

IN COLLABORATION WITH



MEDIA PARTNERS



4K HDR SUMMIT

MÁLAGA 7-9 NOV 2018

Powered by



Main Sponsors



Contact:

María Medina

+34 670 852 706

maria@medinamedia.net

www.4ksummit.com