



// REVIEW 2016 //

# ALL ABOUT 4K-UHD TECH & CONTENT

*NEXT EDITION:*  
**NOVEMBER 8, 9 & 10**  
2017

WATCH OUR VIDEO REVIEW!  
<https://vimeo.com/192459455>

# REVIEW 2016

**4K SUMMIT**  
[UHD] **Nov 10 & 11**  
**Sevilla 2016**

**The 4K-UHD Summit is the first international event that joins CONTENTS and TECHNOLOGY.**

**It has a Dynamic Format:**

Keynotes, Roundtable  
Debates, Q&A, 4K  
Screenings, Workshops,  
Networking...

It is an **active and alive event celebrated since 2015** in which professionals of 4K technology and 4K contents share their latest experiences and next projects.

**AREAS:**

- 1) Auditorium
- 2) Demo & Networking Area
- 3) Workshop Area



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UP TO **22 COUNTRIES** REPRESENTED BY COMPANIES, PROFESSIONALS AND ATTENDEES :

Australia, USA, Canada, Brazil, Colombia, India, Japan, Korea, Turkey, UK, Belgium, Luxembourg, Croatia, Finland, Sweden, Andorra, Portugal, Switzerland, Netherlands, Italy, France and Spain

**25 SPONSORS**  
**(+312% increase from 2015)**

**30 INDOOR & OUTDOOR EXHIBITORS**  
**(+300%)**

AN AVERAGE OF **350 ATTENDEES PER DAY**  
**(+152%)**

4K-UHD TOP EXPERTS, PRODUCERS AND ENGINEERS SHARED NEEDS AND SOLUTIONS

SESSIONS WERE TRANSMITTED **LIVE IN 4K**  
**THROUGH SATELLITE AND STREAMING**

**NEW EXPERIMENTAL DEMONSTRATIONS** OF UHD TRANSMISSION BY SATELLITE, DTT AND HBBTV

WORKSHOPS AND DEMOS OF LEADER 4K-UHD BRANDS

NEXT EDITION: **NOVEMBER 8, 9 & 10 2017**



**MAIN SPONSOR 2016:**



**movistar**

## GOLD SPONSORS 2016



# SAMSUNG



## SILVER SPONSORS 2016

**SONY** **DOLBY** **NOKIA**

 **ROHDE & SCHWARZ**

hispasat 

**cellnex**  
driving telecom connectivity

**Ateme** **FUJIFILM** **Panasonic**

 **SGO**

  
**ERICSSON**

In collaboration with:  
  
MoMe

 **Akamai**

 **axion**

**huri** 

 **OVIDE**

 **SONO**  
CREATIVIDAD Y TECNOLOGÍA AUDIOVISUAL

  
**tedial**  
Media IT

  
**PROMÁLAGA**

## OTHER EXHIBITORS

**Canon**

**CROATEL**

**SpectraCal**

**FilmLight**



**smArDS**  
Engage Your Audience



**MediaMarkt**



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THE 4K SUMMIT 2016  
HAS GATHERED HOT TOPICS OF THE UHD  
INDUSTRY AND RELEVANT KEYNOTES:

UHD STANDARDS  
HANS HOFFMANN  
**EBU**



HIGHLIGHTS OF THE  
RIO 4K-UHD  
EXPERIENCE  
PAULO RABELLO  
**TV GLOBO**



UHD BUSINESS  
JOSH STINEHOUR  
**DEVONCROFT**





# 4KSUMMIT [UHD]

Nov 10 & 11  
Sevilla 2016

LIVE HDR WORKFLOW  
JASON POWER  
**DOLBY**



UHD FORUM'S GOALS  
MARK HORTON  
**UHD FORUM**



4K CHANNELS  
PRASHANT CHOTHANI  
**TRAVEL XP**



VR & UHD  
MASSIMO BERTOLOTTI  
**SKY**



# REVIEW 2016



## Media Partners

Pre-During-After

### International

- RAPID TV NEWS
- TVB EUROPE
- S&P GLOBAL News
- COLORIZE MEDIA
- TELEVISION HISPANA

### National

- PANORAMA AUDIOVISUAL
- AUDIOVISUAL451
- EUROPA PRESS
- LA VANGUARDIA
- DIGITAL AV MAGAZINE
- DIARIO DE SEVILLA
- SEVILLA WORLD
- TVE
- CANAL SUR

### 4K-UHD Summit 2016: industry unclear on who pays for the 4K fiesta

Editor | 11 November 2016

The second 4K-UHD Summit in Seville has kicked off, showing not only a local TV industry with a strong commitment to Ultra HD but one asking searching questions as to how demand is monetised.



Maria Jesús Almazor director of southern territories for Telefónica and in charge of the area's Movistar TV offering, revealed that the Spanish national telco was driving up its fibre-to-the-home (FTTH) network and that it would pass 16 million homes by the end of the year. This she said would provide a robust and reliable enough base for the most demanding of applications, of which 4KTV was a prime example.

The executive revealed that Movistar would ramp up its Ultra HD offer over the next year, offering not only the required bandwidth within bundles for 4K services but also developing in-house content for millennial users.



SNL BETA

### Conference Chatter

#### 4K: the wait may finally be over [Blog](#)

[Print](#) [PDF](#) [A+](#) [A-](#)

Friday, 11 November 2016 3:49 PM ET

By Michiel Willems

For years, the industry has been talking about the need for more pixels and better images. But so far, 4K has failed to conquer the living room.

That may be about to change, according to panelists and delegates at the 4K-UHD Summit in Seville, Spain.

"Consumers are increasingly buying 4K TVs ... [and] the number of international events [shot] in 4K are now numerous," said Hans Hoffmann, senior manager in the technology and development department at the European Broadcasting Union, an alliance of public service media entities with 73 members in 56 countries.

Hoffman said companies like Sky plc, Amazon.com Inc. and Netflix Inc. are following consumers to 4K.

Higher production costs helped to hold back 4K for a long time. Shooting content in ultra high definition costs more not merely due to the video equipment required, but also because storing large 4K



EBU's Hans Hoffmann addressing the 4K-UHD Summit  
Source: S&P Global Market Intelligence



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**Sevilla 2016**

## Media

Pre-During-After event

### TVE Sevilla

National Channel News

11/11

Opening News &  
Exclusive Video



### Canal Sur

TV reports on the two  
Andalusian Channels (Canal  
Sur and Canal Sur 2) with sign  
language.

10/11

Opening News &  
Exclusive Video



### Andalucía Televisión

TV reports for the News of the  
International Channel  
(Andalucía Televisión, through  
satellite (Movistar+) and  
online)

10/11

Opening News &  
Exclusive Video



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## Social Media

Pre-During-After event

Since the beginning we have been sending **newsletters** and feeding the **official website** ([www.4ksummit.com](http://www.4ksummit.com)) and updating social profiles daily:

- Twitter
- Facebook
- LinkedIn
- YouTube
- Vimeo

**SESSIONS WERE TRANSMITTED LIVE IN 4K THROUGH SATELLITE AND STREAMING!**



José Loro @joseloro · 11 nov.

At the **#4KSummit** in Sevilla, knowing what is true and not and all that stuff of 4K. Excellent speakers and content



← ↻ 3 ❤ 2 ...



Michiel Willems @NewsFromMichiel · 10 nov.

Some pretty cool live **#4K** sports streaming at the **#4KSummit** in Sevilla. **#UltraHD** **#4KWorldSummit** **#HD**



← ↻ 1 ❤ ...



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