

**IV EDITION**

# **4KHDR** **SUMMIT**

**MÁLAGA 7-9 NOV 2018**

// REVIEW 2017 //

**ALL ABOUT 4K HDR**  
**TECH & CONTENT**

**NEXT EDITION:**  
**NOVEMBER 7, 8 & 9**  
**2018**

## TECH & CONTENTS

The 4K Summit is the main international meeting of professionals from the Ultra High Definition industry, both in the technology and audiovisual content sectors.

Videoreview:

<https://vimeo.com/244809778>



## THE 4K SUMMIT 2017 IN NUMBERS

**Up to 22 countries were represented by companies, professionals and attendees:**

United States, Japan, Korea, Great Britain, Germany, France, Italy, Switzerland, Sweden, Norway, Finland, Denmark, Belgium, Brazil, Canada, India, Turkey, Australia, Poland, Portugal, Andorra and Spain.

**29 SPONSORS**

**300 ATTENDEES**

**100 COMPANIES PARTICIPATING**



## MAIN SPONSORS



**S A M S U N G**

## GOLD SPONSORS

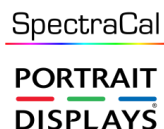


eutelsat

# 4KHDR SUMMIT

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## SILVER SPONSORS





# 4K HDR SUMMIT

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The 4K Summit 2017 featured the best international speakers from 4K, who provided insights on the industry's hot topics:

UHD ALLIANCE  
MICHAEL ZINK  
**WARNER BROS**

ROADMAP TO 8K  
HIDENOBU MIYAZAKI  
**NHK**

UHD TV MARKET  
PAUL GRAY  
**IHS MARKIT**

NASA'S 4K EXPERIENCES  
CARLOS FONTANOT  
**NASA**



# 4K HDR SUMMIT

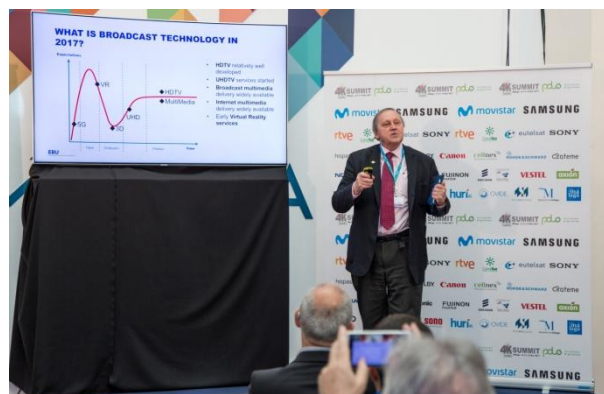
MÁLAGA 7-9 NOV 2018

## WHAT'S NEXT? DAVID WOOD EBU

## UHD FORUM'S GOALS BEJAMIN SCHWARZ UHD FORUM

## OLYMPICS IN 4K PETTER HUTTON EUROSPORT

## FORUM FOR ADVANCED MEDIA STEPHAN HEIMBECHER SKY





## AUDITORIUM, DEMO AND WORKSHOP AREAS

The 4K Summit integrates several areas in which there is also continuous activity. In addition to the Auditorium, where the conferences, panel sessions and screenings are held, the 4K Summit has a demo and workshop area, where the sponsors present their best solutions and strengthen networking and B2B relations.



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## MEDIA IMPACT

Months before the 4K Summit our Media Partners and Community Management team are beginning to echo the celebration of this international meeting.

### International Media Partners:

- RAPID TV NEWS
- TELEVISION HISPANA
- COLORIZE MEDIA
- DIGITAL TV EUROPA

### National Media Partners:

- PANORAMA AUDIOVISUAL
- DIGITAL AV MAGAZINE
- AUDIOVISUAL451
  - TVE
- CANAL SUR

### Other outstanding media that have echoed the 4K Summit are:

- EUROPA PRESS
- AGENCIA EFE
- ONDA CERO
- COPE
- LA VANGUARDIA
- EXPANSIÓN
- CINCO DÍAS
- EL ECONOMISTA
- EL PERÓDICO
- TELECINCO.ES
- CUATRO.COM
- INTERECONOMÍA
- BOLSAMANÍA
- MÁLAGA HOY
- DIARIO DE CÁDIZ
- DIARIO DE SEVILLA





# 4K HDR SUMMIT

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## TV NEWS

**Noticias 1**  
**TVE Andalucía**  
08/11  
Opening  
& TV Report

**Noticias 2**  
**TVE Andalucía**  
08/11  
Opening  
& TV Report

**Noticias 1**  
**TVE Andalucía**  
09/11  
Opening  
& TV Report

**Canal Sur**  
10/11  
Opening  
& TV Report

**Canal Sur**  
11/11  
Opening  
& TV Report

**Andalucía Televisión**  
10/11  
Opening  
& TV Report

**Andalucía Televisión**  
11/11  
Opening  
& TV Report



# MEDIA IMPACT

KANTAR MEDIA

informe | 4K SUMMIT

## Medios

### Total general

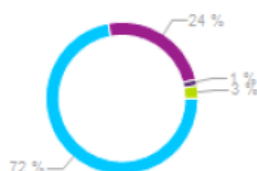
Noticias	226
Referencias	226
Audiencia	42.248.800
Valoración	536.909€



### Total por medios

	Referencias	Audiencia	Valoración
Internet	163	39.123.800	391.238€
Prensa	54	2.078.000	84.617€
Radio	3	0	5.394€
Televisión	6	1.047.000	55.660€
<b>Total</b>	<b>226</b>	<b>42.248.800</b>	<b>536.909€</b>

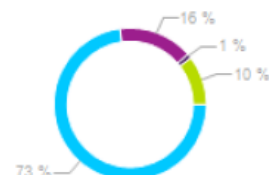
Referencias (226)



Audiencia (42.248.800)



Valoración (536.909€)



## SOCIAL DIGITAL MEDIA

Throughout the year  
we feed the official  
website  
[www.4ksummit.com](http://www.4ksummit.com)  
and update social  
profiles:

- ✓ Twitter
- ✓ Facebook
- ✓ LinkedIn
- ✓ YouTube
- ✓ Vimeo

4K-UHD Summit @4KSummit · 8 nov.



#ISS has a Red Epic Dragon on-board since 2015 and with a REDCAST module they could use the camera as a source for a live UHD downlink



Comunidad 4KSpain @4KSpain · 10 nov.



Showrooms en la #4ksummit ¿Los has aprovechado?



David Jiménez Bermej @DJimenez77 · 9 nov.

Muy animada la zona demo del @4KSummit Parada obligatoria para discutir las últimas tendencias del audiovisual @Gatv\_ETSI



Comunidad 4KSpain @4KSpain · 10 nov.



La evolución de la Ultra Alta Definición es imparable [ow.ly/KTc030gu6ja](https://ow.ly/KTc030gu6ja)  
#4KSummit





## FIRST LIVE 4K HDR TRANSMISSION OF A SUMMIT

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The 4K Summit 2017 was broadcast LIVE in 4K HDR via satellite and was received by all HISPASAT channel customers worldwide, something unique in this kind of event.

In addition, the sessions were streamed in English and Spanish via the official website [www.4ksummit.com](http://www.4ksummit.com)



# ALL ABOUT 4K TECH & CONTENTS

*Next edition*

**IV EDITION**



[www.4ksummit.com](http://www.4ksummit.com)

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