

4K HDR SUMMIT

MÁLAGA 7-9 NOV 2018

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DAY 1
NOVEMBER 7

Day 1
November 7
Wednesday

REGISTRATION Demo Tour & Welcome Breakfast

**4KHDR
SUMMIT**

09:00 – 10:00

**NETWORKING &
DEMO AREA**

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Day 1
November 7
Wednesday

MEDIA & VIP DEMO TOUR

**4KHDR
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



**Ayuntamiento
de Málaga**

Day 1

November 7

Wednesday

INAUGURAL KEYNOTE

SAY HELLO TO THE NEW TV

4KHDR
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 **NASA 4K Experiences on the International Space Station**

**4KHDR
SUMMIT**

11:20 – 11:50

AUDITORIUM

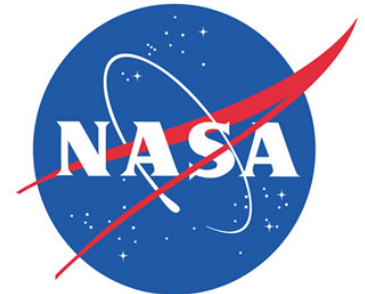
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PROMOCIÓN EXTERIOR



Carlos FONTANOT
Imagery Manager of ISS



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



Luisa PENABAZ
Programming
Manager

rtve

Day 1

November 7
Wednesday

SALUTATION & INVITATION

**4KHDR
SUMMIT**

13:55 – 14:00

AUDITORIUM



Esther MESAS
CS&MO

tedialTM 
Media **IT**

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

NATURAL HISTORY – WHY 4K AND HDR MATTERS

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

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Hiroyasu MASUDA
Senior Manager
8K SHV Technical
production
Development



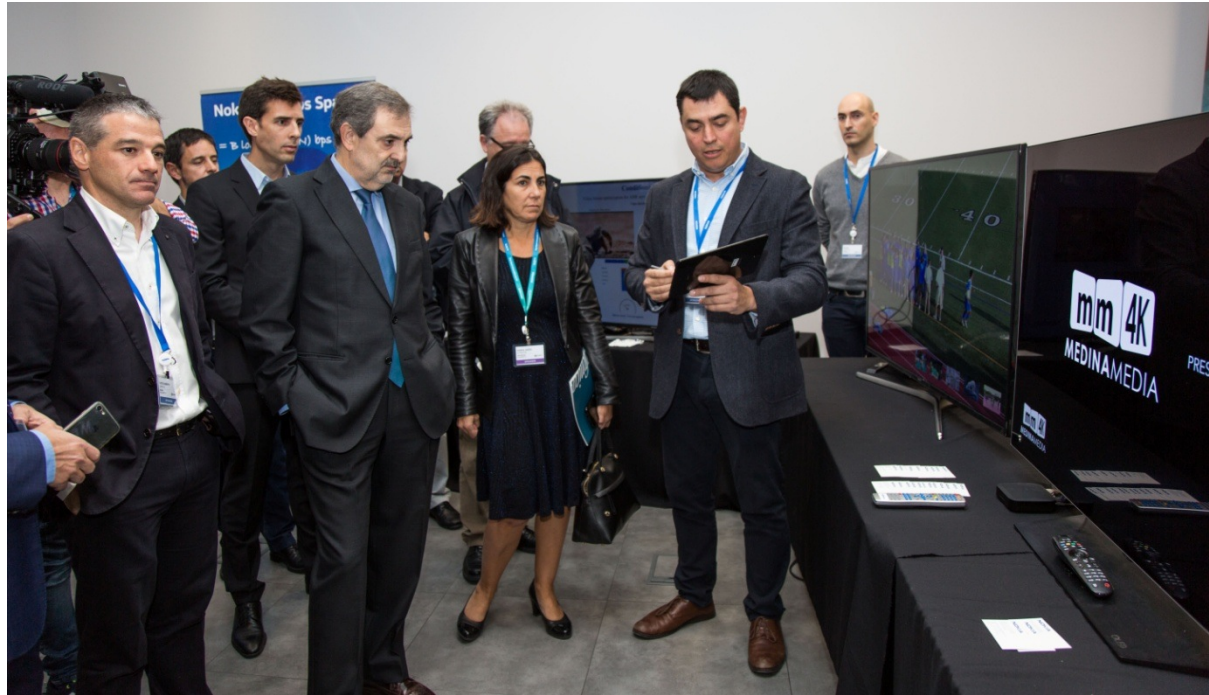
Day 1
November 7
Wednesday

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 – 18:05

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**

18:05 – 18:25

AUDITORIUM



Alfonso CARRERA
Business Development
Director

 **Fraunhofer**

Day 1

November 7

Wednesday

KEYNOTE

MUSIC & JAZZ EXPERIENCE

4KHDR
SUMMIT

18:25 – 18:45

AUDITORIUM



Yannick
DUMARTINEIX

Head of OB & Studio



Radio Télévision
Suisse

Day 1
November 7
Wednesday

OPENING PARTY

**4KHDR
SUMMIT**

19:00 – 20:30

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