

4K HDR SUMMIT

MÁLAGA 7-9 NOV 2018

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AGENDA DAY 0
NOVEMBER 6
OPEN DOORS
(Sessions in Spanish)

Day 0
November 6
Tuesday

INTRODUCTION TO DAY 0

4KHDR
SUMMIT

16:00 – 16:05

AUDITORIUM



Ricardo MEDINA
CEO



Day 0
November 6
Tuesday

RTVE: 4K HFR 100p PRODUCTION

4KHDR
SUMMIT

16:05 – 16:25

AUDITORIUM



Adolfo MUÑOZ
Director Área
Emisión y Redes

rtve



Miguel Ángel BONA
Jefe de unidad de planificación
TDT y satélites

rtve

Day 0
November 6
Tuesday

4K HDR, nueva vida para los clásicos

4K HDR
SUMMIT

16:25 – 16:35

AUDITORIUM



Alberto DE PRADA
Director
Fondo documental

rtve

Day 0
November 6
Tuesday

EL QUIJOTE 4K PROJECTION

4KHDR
SUMMIT

16:35 – 16:45

AUDITORIUM



Day 0
November 6
Tuesday

INTRODUCTION TO MURILLO IN 4K: Murillo, la alegría del Barroco

4KHDR
SUMMIT

16:45 – 16:50

AUDITORIUM



Marcos HERNÁNDEZ
Co-autor
del documental
Murillo en 4K

rtve

Day 0
November 6
Tuesday

MURILLO IN 4K PROJECTION

4KHDR
SUMMIT

16:50 – 17:00

AUDITORIUM



rtve

Day 0
November 6
Tuesday

NETWORKING BREAK

4KHDR
SUMMIT

17:00 – 17:30

DEMO AREA

BREAK

Day 0
November 6
Tuesday

KEYNOTE BRANDED CONTENT

4KHDR
SUMMIT

17:30 – 17:50

AUDITORIUM



Pablo MUÑOZ
VicePresidente Ejecutivo



Day 0
November 6
Tuesday

PANEL SESSION BRANDED CONTENT

**4KHDR
SUMMIT**

17:50 – 18:25

AUDITORIUM

Moderated by:



Pablo MUÑOZ
VicePresidente
Ejecutivo



**Eduardo
BASARTE**
Director of
SECUOYA NEXUS



Anastasia LLORENS
Head of
Advertising &
Branded Content



Tino DA SILVA
Director de Producción
Audiovisual



Day 0
November 6
Tuesday

PRESENTATION
**MEDINA MEDIA EVENTS
& MEDIA PLATFORM**

4KHDR
SUMMIT

18:25 – 18:30

AUDITORIUM



Ricardo MEDINA
CEO



Day 0
November 6
Tuesday

WELCOME PARTY

4KHDR
SUMMIT

18:30 – 20:00

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