



4K [UHD] SUMMIT

AGENDA

Sevilla, Nov 10&11 2016

Hotel Ribera de Triana

SES[▲]
your satellite company

rtve


Canal Sur
RADIO Y TELEVISION

 **grass valley**
A BELDEN BRAND

 **eutelsat**

SAMSUNG

SONY

NOKIA

 **DOLBY**

 **SGO**

 **SONO**

 **FUJIFILM**
Video Production

 **ROHDE & SCHWARZ**

hispasat 


cellnex
doing things differently


cateme


Akamai

Panasonic


ERICSSON  **MiMe**


huri


axion


OVIDE

ORGANIZED BY


mm 4K
MEDINAMEDIA

www.4ksummit.com

08:00 - 08:30 REGISTRATION, NETWORKING & DEMOS

Note: All the sessions are in English. No simultaneous translation service
WORKSHOPS OPEN FROM 9:00H TO 18:00H (Free Access)

08:30 - 09:00 OPENING REMARKS

Introduction to Agenda and Workshops | Experimental Test: UHD VS HD
Neurological-Emotional Response By Daniel RAMOS- **SOCIOGRAPH**

09:00 - 09:05 GREETINGS

Juan ESPADAS - **MAYOR OF SEVILLA**

09:05- 09:10 KEYNOTE 1 / TELECOMS & UHD

M^a. Jesús ALMAZOR – **MOVISTAR**

09:30 - 10:30 ROUND TABLE DEBATE (RTD-1) / CABLE VS SAT VS DTT VS 5G

Fernando SOTO - **MOVISTAR**

Luis SAHÚN – **SES ASTRA**

Michel CHABROL – **EUTELSAT**

José Antonio GUERRA – **HISPASAT**

Xavi REDÓN - **CELLNEX**

10:30 - 11:00 NETWORKING & COFFEE BREAK

Offered by: Jorge Alberto JIMÉNEZ - **AXIÓN**

WORKSHOPS & DEMOS OPEN

11:00 - 11:15 SPEAKER OF HONOR: MANOLO ROMERO

Founder and former managing director of OBS

President of International Sports Broadcasting (ISB)

11:15 - 11:45 KEYNOTE 2: HIGHLIGHTS OF THE RIO 4K-UHD EXPERIENCE

Paulo RABELLO - **TV GLOBO**

11:45 - 12:45 ROUND TABLE DEBATE (RTD-2) / UHD LIVE

Emili PLANAS - **MEDIAPRO**

Cristiano BENZI – **EUTELSAT**

Klaus WEBER – **GRASS VALLEY**

Gustavo MARRA – **ATEME**

Mark HORTON – **ERICSSON**

12:45 - 12:50 GREETINGS FROM

Diego GARCÍA - **HURI 4K**

12:50 - 14:50 LIGHT LUNCH Offered by HURI 4K (Only by invitation)

15:00 - 15:30 KEYNOTE 3: VR & UHD

Massimo BERLOTTI - **SKY**

Miguel A. DONCEL - **SGO**

Jorge RUANO - **NOKIA**

16:15 - 16:45 NETWORKING COFFEE BREAK

Offered by: Andrea MICHELOZZI - **COMUNICARE DIGITALE**
NETWORKING, WORKSHOPS & DEMOS OPEN

16:45 - 17:00 KEYNOTE 4: 4K CHANNELS

Prashant CHOTHANI - **TRAVEL XP**

17:00 - 18:00 ROUND TABLE DEBATE (RTD-3) / UHD CONTENTS

Rob OVERMAN - **STINGRAY**

Iñaki EZPELETA - **DISCOVERY**

Paulo RABELLO - **TV GLOBO**

Ricardo MEDINA - **MEDINA MEDIA 4K**

Alejandro VEGA - **RTVE DIGITAL**

18:00 - 18:05 INVITATION TO SCREENING (5')

Edith MARTÍNEZ ODRIÓZOLA - **RTVE**

18:05 - 18:30 NETWORKING-BREAK TIME (25')

18:30 - 18:50 SCREENING OF 4K-UHD DOCUMENTARY "MUSEO REINA SOFÍA"

18:50 - 19:10 REMARKS OF THE LATEST 4K-UHD DOCUMENTARY OF RTVE

19:30 - 21:30 VIP COCKTAIL Offered by RTVE (Only by invitation)

END FIRST DAY

08:00 - 08:30 REGISTRATION, NETWORKING & DEMOS

Note: All the sessions are in English. No simultaneous translation service
WORKSHOPS OPEN FROM 9:00H TO 18:00H (Free Access)

08:30 - 08:55 OPENING REMARKS

Introduction to Agenda and Workshops | Experimental Test: UHD VS HD
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08:55 - 09:00 GREETINGS

Joaquín DURÁN - **RTVA**

09:00- 09:30 KEYNOTE 5 / UHD STANDARDS

Hans Hoffmann - **EBU**

09:30 - 10:00 KEYNOTE 6 / LIVE HDR WORKFLOW

Jason Power - **DOLBY**

10:00 - 11:00 ROUND TABLE DEBATE (RTD-4)/ HDR

Peter SYKES - **SONY**

Klaus WEBER - **GRASS VALLEY**

David SMITH - **ROHDE&SCHWARZ**

Jaume MIRÓ - **PANASONIC**

Miguel A. RUIZ - **SAMSUNG**

11:00 - 11:05 RESULTS OF EXPERIMENTAL TEST:

UHD VS HD: Neurological-Emotional Response

Daniel RAMOS - **SOCIOGRAPH**

11:05 - 11:30 NETWORKING COFFEE BREAK

Offered by **PROMÁLAGA**: Mario CORTÉS - VICE MAYOR OF **MÁLAGA**

NETWORKING, WORKSHOPS & DEMOS OPEN

11:30 - 12:00 KEYNOTE 7 / UHD BUSINESS

Josh STINEHOUR - **DEVONCROFT**

12:00 - 13:00 ROUND TABLE DEBATE (RTD-5) / UHD INNOVATION & FUTURE

Rubén MELLADO - **MOVISTAR**
Miguel PINGARRÓN - **SES ASTRA**
Pere Vila - **RTVE**
Salvador LUNA - **FUJIFILM**
Virgilio SANZ - **AKAMAI**

13:00 - 13:15 KEYNOTE 8 / UHD FORUM'S GOALS

Mark HORTON - **UHD FORUM**

13:15 - 13:30 CLOSING SPEECH

Pere VILA - **RTVE**

13:30 - 13:35 THANKS & SEE YOU NEXT EDITION 9 & 10 NOV 2017

María MEDINA - **MEDINA MEDIA 4K**

14:00 - SEE YOU NEXT EDITION ! COCKTAIL Offered by OVIDE (Only by invitation)

IN COLLABORATION WITH



AGENCIA ANDALUZA DE
PROMOCIÓN EXTERIOR



Agencia Andaluza de Instituciones Culturales
CONSEJERÍA DE CULTURA



Europa Creativa
MEDIA
Andalucía



PROVIDEO



renfe

TECH PARTNERS



SAMSUNG



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MEDIA PARTNERS



AUDIOVISUAL



TVB Europe

S&P Global

tve rne



OFFICIAL TRAVEL AGENCY

VIAJES El Corte Inglés

IN LIAISON WITH



DEMOS AND WORKSHOPS NOV 10&11

FLOOR 3 & 4, AUDITORIUM, INDOOR DEMO AREA, OUTDOOR DEMO AREA

4K WORKSHOPS - NOV 10 & 11 - OPEN ALL DAY

FLOOR 4

 &  SGC 4K Workflow and New Colour Grading Tools for HDR.


 &  4K DVB-T2 Live Transmission and Bitrate Study.

SONY Discover HDR technology and what means to you.


FilmLight Base Grade: A sea change in grading tools.

Canon Current needs for 4K HDR production for TV and Cinema.

FLOOR 3

 **ROHDE & SCHWARZ** Efficient transmission of 4K Contents: R&S and Cellnex carry out the first public transmission of three simultaneous 4K contents in a DVB-T2 multiplex.

Panasonic Professional 4K & 360° Solutions to Meet Your Needs.

 **DOLBY** HDR Comparison - Production side: HLG vs PQ & HDR Comparison - Consumer side: HDR10 vs Dolby Vision.

FUJIFILM Zoom versus Prime to work in 4K.

 **MEDIA MEDIA** 4K Contents & Services

FLOOR 3 / DIGITAL HUB



INDOOR DEMO AREA



OUTDOOR DEMO AREA

 **huri** 4K OB Van (Entrance)

 **CROATEL** UHD OB TRUCK (River Side)

4KS16 LIVE!

4K LIVE SATELLITE TRANSMISSION & STREAMING OF THE SESSIONS

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SEE YOU NEXT EDITION!

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