

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

**MÁLAGA 7-9 NOV 2018**

**WHERE TECH *MEETS* CONTENTS.  
AND CONTENTS *MEET* TECH.**

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## **REVIEW** **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/300752402>



## 4K SUMMIT 2018 IN FIGURES

Up to 20 countries were represented by companies, professionals and attendees, including the United States, Japan, Great Britain, Germany, France, Italy, Switzerland, and Turkey.

**29 SPEAKERS**  
**300 ATTENDEES**  
**120 COMPANIES PARTICIPATING**



MAIN SPONSORS



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IIS

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PROVIDEO

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## MEDIA PARTNERS





## SAY HELLO TO THE NEW TV

**SERGIO OSLÉ**

President

**MOVISTAR +**

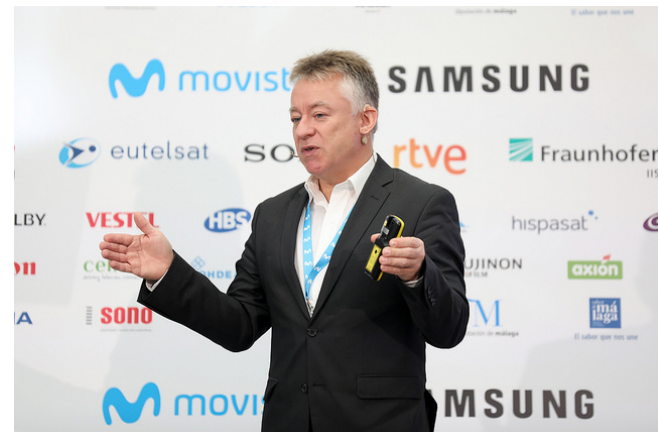


## 4K HDR 2018 NEWS

**HANS HOFFMANN**

Head Unit Media Fundamentals  
& Production Technology

**EBU**



## NASA 4K EXPERIENCES ON THE INTERNATIONAL SPACE STATION

**CARLOS FONTANOT**

Imagery Manager of ISS

**NASA**



### PERFECT REALITY QLED 8K

**NACHO MONGE**

TV & AV Marketing Manager

**SAMSUNG**



### 4K SATELLITE REPORT

**MICHEL CHABROL**

Senior Vice President New TV Formats

**EUTELSAT**



### 4K WORLDWIDE REPORT

**MOHAMMED HAMZA**

Senior Analyst

**KAGAN**



### FIVE YEARS IN 4K & MORE

**LUISA PENABAZ**

Programming Manager

**RTVE**





### NATURAL HISTORY – WHY 4K AND HDR MATTERS

**COLIN JACKSON**

Series Producer Natural History Unit

**BBC**

### ROAD TO 8K

**HIROYASU MASUDA**

Senior Manager 8K SHV Technical  
Production Development

**NHK**

### TV SCREENS, PLATFORMS & CONTENTS

**NICOLÁS LECOCO**

Content Development, Production &  
Distribution

**MOVISTAR +**

**MANUEL GÓMEZ**

Interactive Technologies Director

**RTVE**

**MOTOSHI BITO**

Business Development Manager

**VESTEL**

### THE IMPORTANCE OF AUDIO

**ALFONSO CARRERA**

Business Development Director

**FRAUNHOFER**



## MUSIC & JAZZ EXPERIENCE

**YANNICK DUMARTINEIX**

Head of OB & Studio

**RTS**

## THE FIRST BIG 4K HDR LIVE EVENT: FIFA WORLD CUP 2018

**FRANCIS TELLIER**

CEO

**HBS**

## HDR LIVE FOR SPORTS

**NORBERT PAQUET**

Business Development Director

Head of Product Management Europe Media Solutions

**SONY**

## 2018: THE YEAR OF LIVE SPORTS IN 4K HDR

**IAN NOCK**

Chair of the Interop Working Group

**UDD FORUM**

**GUILLERMO JIMÉNEZ**

Director of Broadcasting System Engineering

**OBS**

**MICKAËL RAULET**

Director of Research & Innovation

**ATEME**

**EMILI PLANAS**

CTO

**MEDIAPRO**





### DOLBY VISION

**IAN LOWE**

Senior Sales Manager EMEA

**DOLBY**

### CAMERAS AND LENSES

**STEPHAN HOFMANN**

Manager Sales Engineering Live Operation/Pro-AV & Visual

**PANASONIC**

**KLAUS WEBER**

Senior Product Marketing Manager

**GRASS VALLEY**

**SALVADOR LUNA**

Optical Devices Manager

**FUJINON**

**CARLOS CASTÁN**

Industrial Products Manager Broadcast & Cinema Dept.

**MEDIAPRO**

### HUAWEI SOLUTIONS 4 ALL

**MIGUEL A. GONZÁLEZ**

Solution Architect

**HUAWEI**

### NEW 4K SOLUTIONS & CONSUMERS

**RUBÉN MELLADO**

Global Video CTO

**MOVISTAR**

**ÁLVARO VILLEGAS**

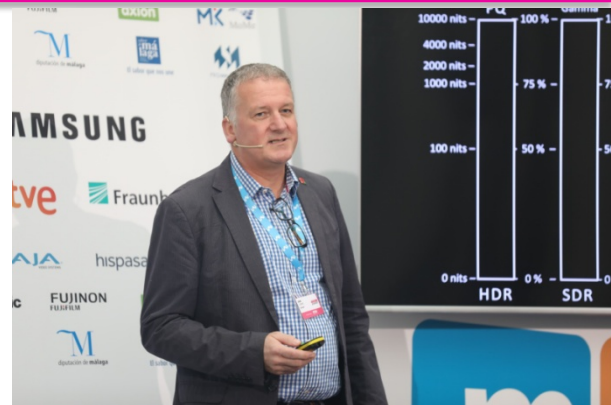
Director of Bell Labs Spain

**NOKIA**

**KEVIN KING**

EMEAR Business Manager

**AJA**



### 4K HDR... AND 5G

**JUAN PACHÓN**

Technical Sales Manager

**ROHDE & SCHWARZ**

**XAVI REDÓN**

Product Manager

**CELLNEX**

**DANIEL CASTRO**

Customer Engineering

**HISPASAT**

### THE EXPLORERS

**OLIVIER CHIABODO**

Team Leader

**THE EXPLORERS ORGANISATION**

### NEW 4K HORIZONS: VR, TOURISM & MORE

**MIRKO MASTROPIETRO**

Distribution Platform Design

**SKY**

**CARLOS DÍEZ**

CEO

**LES ROCHES**

**MARÍA MEDINA**

CCO

**MEDINA MEDIA**

### THE STATE OF UHD DEPLOYMENT IN 2018

**THIERRY FAUTIER**

President

**UHD FORUM**





### 4K HDR ECOSYSTEM

**BENJAMIN SCHWARZ**

Communications Chairman

**UHD FORUM**



### 4KS18 HIGHLIGHTS OVERVIEW

**PAUL GRAY**

Principal Analyst

**IHS MARKIT**



### INTERVIEW WITH JOHANNA RUEDA

**JOHANNA RUEDA**

Broadcast Director

**CARACOL TV**



### CINESPACE NASA

**IMAGERY YOUR VISION**

**CARLOS FONTANOT**

Imagery Manager of ISS

**NASA**



### 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.





### 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
- COLORIZE MEDIA
- IHS MARKIT

#### National Media Partners:

- PANORAMA AUDIOVISUAL
- AUDIOVISUAL451
  - TVE
- CANAL SUR

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

- EUROPA PRESS
- AGENCIA EFE
  - COPE
- LA VANGUARDIA
- EL MUNDO
- EL CONFIDENCIAL
- CINCO DÍAS
- EL PERÓDICO
- MÁLAGA HOY
- DIARIO SUR
- EL INDEPENDIENTE



## TV NEWS

Noticias 1  
TVE Andalucía  
07/11

TV Report

Noticias 2  
TVE Andalucía  
07/11

TV Report

Canal Sur  
07/11  
Opening and  
TV Report

Canal Sur  
07/11  
Opening and  
TV Report





## TV NEWS

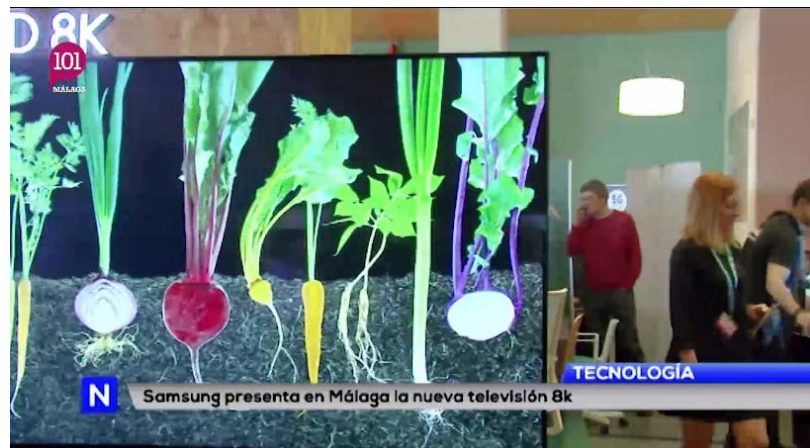
Canal Málaga  
Televisión  
31/10  
TV Report



Canal Málaga  
Televisión  
7/11  
TV Report



101 TV  
07/11  
TV Report



# DIGITAL SOCIAL MEDIA

During the whole year we feed the official website [ww.4ksummit.com](http://ww.4ksummit.com) and develop a complete strategy in Social Networks:

4KSummit has profiles on the following social networks:

- ✓ Twitter
- ✓ Facebook
- ✓ LinkedIn

In which we have a publication frequency of **4 daily publications per profile**.

We also use our two Medina Media profiles: Medina Media and Medina Media Consulting (Twitter, Facebook and LinkedIn) to support our 4Ksummit publications.

With a publication **frequency of 1 day for each profile**.

In addition, we manage a professional community in two distinct LinkedIn groups:


- ✓ 4KSpain: 214 members
- ✓ 4K-HDR Summit: 125 members




# DIGITAL SOCIAL MEDIA

**Tweet activity**

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 <p><b>4K-HDR Summit</b> @4KSummit Tino Da Silva, from @Movistar_Riders and Eduardo Barrios, from @SwaynosReas, tell us about how brands take advantage of #VRandOContent. #4KSummit18 pic.twitter.com/PoQGGTw</p>	<p>Impressions 8,129</p> <p>Total engagements 93</p> <p>Media engagements 62</p> <p>Profile clicks 11</p> <p>Link clicks 9</p> <p>Likes 5</p> <p>Retweets 3</p> <p>Hashtag clicks 2</p> <p>Detail clicks 1</p>
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 **Reach a bigger audience**  
Get more engagements by promoting this Tweet.

[Get started](#)

### Detalles de la publicación

**4K UHD Smartest Málaga**

Publicado por Equipo Multimedia el 5 de noviembre de las 17:00 :45

Todavía estamos en el Párrafo de Contrastes Digitales? ¿A quienes tener un retorno de la inversión tenemos que hablar en clave digital? ¡Olvide! Olvide desde aquí es como el proceso de trabajo más rápido en las producciones de "The Explorer". The EXPLORERS #4 Internet!

[Ver original](#) · [Calificar esta traducción](#)

### Rendimiento de tu publicación

<b>747</b> Personas alcanzadas	<b>3</b> Me gusta, comentarios y contenido compartido	<b>7</b> Me gusta	<b>2</b> En la publicación	<b>5</b> En el contenido compartido
<b>9</b> Comentarios	<b>0</b> En la publicación	<b>0</b> En la publicación	<b>0</b> En el contenido compartido	<b>0</b> En el contenido compartido
<b>3</b> veces compartido	<b>1</b> En la publicación	<b>1</b> En la publicación	<b>1</b> En el contenido compartido	<b>1</b> En el contenido compartido
<b>24</b> clics en publicaciones	<b>0</b> clics en la publicación	<b>17</b> clics en el artículo		

**COMENTARIOS Y RESPUESTAS**

- Oscar Rodríguez: 0
- Daniela: 0
- Denisse: 0

Fuente: Hecho un resumen en los estadísticos del informe con respecto a los datos de las publicaciones.

**Tweet principal** tuvo 9.820 impresiones

Anastasia Llorens de @LaLiga, Tino Da Silva de @Movistar\_Riders y Eduardo Basarte de @SecuoyaNexus explican las ventajas del #BrandedContent para las marcas. #4KSummit18  
pic.twitter.com/TqOPSiXPa9

[illegible]

**4K HDR SUMMIT**  
WHERE TECH MEETS CONTENTS AND CONTENTS MEET TECH  
7-8 FEB.

The 4th edition of #4KSummit ends successfully thanks to the collaboration and work of our sponsors, collaborators and partners. Thank you!

Polo de Contenidos Digitales de Málaga #Movistar Samsung Electronics Huawei Technologies Eutelsat Sony Radiotelevisión Española Paukerhor II CTS Canal Hispanet Grass Valley, a Belden Brand Dolby Laboratories Canari, Inc. Cinelux Telecom Redes & Schwarz ATMedia Nordic Panasonic Fujifilm España AIA Video Systems Votex Páxion #MEDIANE #fomo HBS Sono Telenor Audiovisual Hurl Televisión Telediplo #TudeltvMálaga #SaboraMálaga Promomálaga Extenda Agencia Andaluza de Promoción Exterior #Harmicon #EuropaCreativa #CarveztvEspaña ESCA Catering (ESCA LLC) AMETIC AYUNTAMIENTO DE MÁLAGA RUMA Fundación Audiencia de Andalucía Proveedor Sevilla S.L. #PONTASOLDESIGN RENFE PANAROUND AUDIOVISUAL TV2 REI CanalSur #CanalSurRadio #Antena5.com Rapid TV News #CokeMilano DMS Market



### 5. raccomandazione

📈 158 visualizaciones de tu publicación en el feed

## NEWSLETTER

Our newsletter is sent in English and Spanish to **976 total subscribers** distributed in 5 lists:

- 4K National List: 554 suscribers
- 4k National 2018 List: 36 suscribers
- 4k International List: 251 suscribers
- 4k International 2018 List: 44 suscribers
- Media List: 91 suscribers

Since September 5, 2018 we have **sent 22 Newsletter** in which we have reported on all the news of the 4KSummit, giving special relevance to Sponsors, Speakers and contents of the event.

### FIRST LIVE 4K HDR TRANSMISSION OF A SUMMIT

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.

Hurí Broadcast played an important role with its new mobile production and transmission unit 4K-12G and its Panasonic cameras equipped with Fujinon lenses for 4K.





**SPECIAL ACTION:  
"PRESENTATION MÁLAGA 4K FEST"  
09/11/2018**

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### SPECIAL ACTION: "OPEN DAY" 06/11/2018



*NEXT EDITION*

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

**NOVEMBER 6-7-8 · 2019**

**MÁLAGA**

**WHERE TECH *MEETS CONTENTS.***  
**AND CONTENTS *MEET TECH.***

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

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+34 670 85 27 06



**MEDINAMEDIA**  
EVENTS