

4K [UHD] SUMMIT

AGENDA

Sevilla, Nov 5&6 2015

Hotel Ribera de Triana

rtve

SES[▲]
your satellite company

hispasat



cellnex
driving telecom connectivity

RTVA
Radio y Televisión de Andalucía

cluster



sono
CONFERENCIA TELECOMUNICACIONES

ORGANIZED BY

mm 4K
MEDINAMEDIA



www.4ksummit.com

09:00 - 10:00 REGISTRATION & NETWORKING**10:00 - 10:10 WELCOME***Joaquín DURÁN - RTVA***10:10 - 10:30 EVOLUTION OF 4K PRODUCTION***Moderator: Ricardo MEDINA - MEDINA MEDIA**Juan Carlos GONZÁLEZ - TVE**4K Production from 2013 to 2015***10:30 - 10:45 KEY WORDS OF 4K***Xavier BONET - ESCAC***10:45 - 11:25 ROUND TABLE DEBATE (RTD-1) / 4K-UHD CONTENTS AND PLATFORMS***Moderator: Victoria CABRERA - CLÚSTER A**Alejandro VEGA - RTVE.ES**Samuel MARTÍN MATEOS - TVE**Luis SAHÚN - SES ASTRA**Rafael BRAZA - MOVISTAR +**Yolando VICENTE - SAMSUNG**Carlos ROSADO - ANDALUCÍA FILM COMMISSION***11:25 - 12:00 ROUND TABLE DEBATE (RTD-2) / 4K-UHD DISTRIBUTION***Moderator: César DÍAZ - 7AMEDIA**Rodolfo DOMÍNGUEZ - TVE**Eva ZALVE - ZONEVISUAL**José MESAS - TEDIAL***12:00 - 12:30 NETWORKING & COFFEE BREAK****12:30 - 14:00 4K DEMOS & 4K WORKSHOPS (IN PARALLEL)****UHD DEMOS (Auditorium)***Documentaries, Travel, Sports, Factual, etc.**International Selection.**Special Projection.***SEE DETAILED SHEET
FOR MORE INFO ABOUT
UHD DEMOS
AND WORKSHOPS****WORKSHOPS 4K - Open all day****RTVE**, *Suite 401**FILMLIGHT**, *Suite 402**DOLBY/CELLNEX**, *Suite 404**SGO**, *Suite 406**CANON**, *Suite 408**INDOOR DEMO AREA****RTVE, SES ASTRA, HISPASAT****SAMSUNG, LG, SONY****OUTDOOR DEMO AREA****HURÍ:** 4K Mobile Van Unit**MEDINA MEDIA:** Visit our 4K facilities

14:00 - 15:30 LIGHT LUNCH *(Only by invitation for speakers and sponsors)*
Location: Restaurant Lola Cazerola (Calle Castilla, 36)

15:30 - 15:35 SPEECH

Vicente FERNÁNDEZ - Secretario General de Innovación, Industria y Energía - **JUNTA DE ANDALUCÍA**

15:35 - 16:15 ROUND TABLE DEBATE (RTD-3) / 4K EVOLUTION WORLDWIDE

Moderator: Fernando ALCARAZ - **CineyTele**

Manuel PAREDES – **GRASS VALLEY**

Víctor CERUELO – **TANGRAM**

Miguel Ángel DONCEL – **SGO**

Carlos CASTÁN – **CANON**

Luc AMIOT - **AVID**

Henry ALEXANDER - **EVS**

16:15 - 16:55 ROUND TABLE DEBATE (RTD-4) / 4K R-EVOLUTION

Moderator: Pere VILA - **RTVE**

Xavi REDÓN – **CELLNEX**

Ester FERNÁNDEZ - **HISPASAT**

Guillermo NIÑO – **DOLBY**

José Manuel MENÉNDEZ – **UPM**

Juan José ANAYA – **SAPEC**

16:55 - 17:15 KEYNOTE

Giuliano BERRETTA - **DBW COMMUNICATIONS**

Discover HDR (High Dinamic Range) - Focus

17:15 - 17:30 KEYNOTE

Mohammed HAMZA - **SNL KAGAN**

Consumer and Industry trends for UHD TV

17:30 - 17:45 SPECIAL 4K TOAST NETWORKING

17:45 - 19:00 4K DEMOS & 4K WORKSHOPS (IN PARALLEL)

20:30 SPECIAL 4K COCKTAIL *(Only by invitation)*

Shuttle bus at 20:00

Location: CASINO DE LA EXPOSICIÓN

Networking with SEVILLA FILM FESTIVAL

**SEE DETAILED SHEET
FOR MORE INFO ABOUT
UHD DEMOS
AND WORKSHOPS**

END FIRST DAY

09:30 - 10:00 NETWORKING**10:00 - 10:15 KEYNOTE**

Thierry FAUTIER - **UHD FORUM**

Current State of the UHD Worldwide

UHD Ecosystem & UHD Roadmap

10:15 - 10:30 KEYNOTE

Andrew KING - **BBC ACADEMY**

The future for UHD TV

10:30 - 10:45 KEYNOTE

Jorge RODRÍGUEZ - **HISPASAT**

Beyond Pixels: New perspectives about UHDTV commercial deployment

10:45 - 11:45 ROUND TABLE DEBATE (RTD-5)/ INDUSTRY SNAPSHOTS & DISCUSSION

Current state of the UHD eco-chain from the technical perspective to how users implement various 4K solutions to their content creation

Moderator: Pere VILA - **RTVE**

Miguel PINGARRÓN - **SES ASTRA**

Emili PLANAS - **MEDIAPRO**

Massimo BERTOLOTTI - **SKY**

Michel CHABROL - **EUTELSAT**

Marco PELLEGRINATO - **HDFI**

Peter SYKES - **SONY**

11:45 - 12:15 NETWORKING & COFFEE BREAK

Hosted by: Luis SAHÚN - **SES ASTRA**

12:15 - 12:30 KEYNOTE

Philip LAVEN - **DVB**

When will 4K-UHD definitely happen?

12:30 - 13:15 ROUND TABLE DEBATE (RTD-6) / PRODUCTION SYSTEMS

Panel discussion where content creation representatives will discuss about industry rules.

Moderator: María MEDINA - **MEDINA MEDIA**

Patricio RABUFFETTI - **NON STOP**

Berti KROPAC - **KROPAC MEDIA**

Carlos ANDRADE - **VISOM**

Amos ROZENBERG - **PARAMAX FILMS**

Víctor BLÁZQUEZ - **ARTEMISA**

13:15 - 13:30 SPEECH

Enrique ALEJO - **RTVE**

The innovation in RTVE: The 4K - UHD experience

13:30 - 13:50 CLOSING SPEECH

Antonio FERNÁNDEZ-PANIAGUA - *Secretaría de Estado de las Telecomunicaciones y para la Sociedad de la Información*

MINISTERIO DE INDUSTRIA

13:50 END OF 4K SUMMIT

13:50 - 15:00 4K SUMMIT LIGHT LUNCH (Only by invitation)

SUMMIT B2B NETWORKING



TECH&CONTENTS
Together for the first time

DEMOS AND WORKSHOPS NOV 5&6

4th FLOOR, AUDITORIUM, INDOOR DEMO AREA, OUTDOOR DEMO AREA

4K DEMOS - NOV 5

AUDITORIUM - from 12:30 -14:00

Documentary: Pillars of Hercules
José María GIL, Manuel CASTRO –
PALEARCTIC

Documentaries: Birds
Álex GUTIÉRREZ - **AVIS PRODUCCIONES**

Travel: Video Selection
Nacho GARCÍA - **THE BEAGLE**

Documentaries: Into The Cave of Wonders
Manuel BENITO DE VALLE – **LOVETHEFRAME**

Sports: Video Selection
Patrick JUÁREZ - **SOLENIUM GANG**

Factual: The Sea Chef and Flamenco
Passion - **MEDINA MEDIA**

AUDITORIUM - from 17:45 -19:00

International Selection:

4K CONTENT HUB: Nature
PARAMAX FILMS: Opera
VISOM: Series
DBW: Video Selection
NON STOP: Video Selection
KROPAC MEDIA: Video Selection
ARTEMISA: Videoclip

Special Projection: **RTVE - 4K**
La Pasión del Prado (52')

4K WORKSHOPS - NOV 5 & 6 - OPEN ALL DAY

4th FLOOR

 Learn 4K in the IRTVE ***Suite 401**

FilmLight Latest equipment. Right from IBC Amsterdam 2015 ***Suite 402**

 **cellnex** (Demo): DVB-T2 transmission of UHD content in HDR, WCG and AC-4 ***Suite 404**

 Latest 4K equipment. Right from IBC Amsterdam 2015 ***Suite 406**

 Latest 4K equipment. Right from IBC Amsterdam 2015 ***Suite 408**

INDOOR DEMO AREA



4K HBBTV LIVE Transmission
4K DTT LIVE Transmission
4K SATELLITE LIVE Transmission

SES New SES UHD Demo Channel
hispasat  Hispasat 4K Channel and
Hispasat International 4K Festival

OUTDOOR DEMO AREA

 4K Mobile Van Unit

 Visit our 4K facilities

EXTRA SESSIONS NOV 6

AUDITORIUM

17:00h - 17:20h **SPEECH: Eva ZALVE - ZONEVISUAL**
"Ideas don't sell themselves"

17:20h - 19:00h **"SPEED PITCHING"** (Only by invitation)
Sponsored by: **CLÚSTER A**

19:00h - 19:30h **NETWORKING**

MEDINA MEDIA: DO YOU WANT TO COPRODUCE IN 4K?

Visit our facilities (Shuttle from the hotel)



www.medinamedia.es



4K SUMMIT

[UHD]

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ORGANIZED BY



SPONSORS



WORKSHOPS



IN COLLABORATION WITH



Agencia Andaluza de Instituciones Culturales
CONSEJO DE CULTURA



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SEE YOU NEXT YEAR!

NOV 3&4 2016

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