WHERE TECH MEETS CONTENTS. AND CONTENTS MEET TECH.
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.

Video review:

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

MOVISTAR

SAMSUNG
GOLD SPONSORS

- Huawei
- Eutelsat
- Sony
- Fraunhofer IIS
- RTVE
- Canal Sur Radio y Televisión
SILVER SPONSORS

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IN COLLABORATION WITH

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213x723
129x547
MEDIA PARTNERS

Panorama audiovisual.com

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Canal Sur Radio y Televisión
Canal Sur Radio Andalucía

AUDIOVISUAL451
RAPID TV News media smart business ready
COLORIZE media
IHS Markit
SAY HELLO TO THE NEW TV

SERGIO OSLE
President
MOVISTAR+

4K HDR 2018 NEWS

HANS HOFFMANN
Head Unit Media Fundamentals & Production Technology
EBU

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 LECOCQ
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
Broadcast Director
CARACOL TV
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 www.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
Our newsletter is sent in English and Spanish to 976 total subscribers distributed in 5 lists:

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

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

Huí 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
NEXT EDITION

4K HDR SUMMIT
NOVEMBER 6-7-8 · 2019
MÁLAGA

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AND CONTENTS MEET TECH.

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MEDINA MEDIA EVENTS