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# REVIEW

# 2019

## TECH & CONTENTS

The 4K Summit is the international meeting point of the Ultra High Definition industry, within the technical and creative sectors.

Video-Review:

<https://vimeo.com/372870346>



## 4KHDR SUMMIT IN NUMBERS:

In this edition 16 countries were represented by **companies, professionals, and attendees**, among them American, Indian, Spanish, British, French, German, and much more.

**28 SPONSORS**

**300 DAILY ATTENDEES**

**100 PARTICIPATING COMPANIES**



MAIN SPONSOR

**S A M S U N G**

## GOLD SPONSORS

**Panasonic**



eutelsat

**DOLBY.**

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**ROSS**  
LIVING LIVE!

**Appear**

**CanalSur**  
RADIO Y TELEVISION

## SILVER SPONSORS

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**Canon**

**ROHDE & SCHWARZ**  
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YOUR SPACE

**SONY**



**cellnex**  
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**tedial**  
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**Ultra**  
FORUM

**BRAINSTORM**

**sono**  
CONFERENCIA MUNDIAL ALICIA

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**M**  
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**salon**  
**málaga**  
El sabor que nos une

**extenda**  
AGENCIA ANDALUZA DE  
PROMOCIÓN EXTERIOR

**JUNTA DE ANDALUCÍA**  
CONSEJO DE LA PRESIDENCIA  
ADMINISTRACIÓN PÚBLICA

**Europa Creativa**  
**MEDIA**  
Europe Creative Desk - Andalucía

**VICTORIA**  
MÁLAGA 1928

IN COLLABORATION WITH



## MEDIA PARTNERS





## REPORT - UHD TV MARKET UPDATE

**MARÍA RUA**

Executive Director, Technology Fellow,  
Media & Entertainment

**IHS MARKIT**



## KEYNOTE – SAMSUNG: A VISION TO THE FUTURE

**NACHO MONGE**

TV & AV Marketing Director Iberia

**SAMSUNG**



## Exclusive Report – ASSESSING 4K UHD: CONSUMERS, DEVICES AND CONTENT

**MOHAMMED HAMZA**

Principal Analyst

**S&P GLOBAL**



## EXCLUSIVE REPORT – 4K AND 8K ULTRA HD, THE SATELLITE IS READY

**MICHEL CHABROL**

Senior Vice President New TV Formats  
**EUTELSAT**



## KEYNOTE – PRAGMATIC INFRASTRUCTURES: PUTTING BOTH 12G-SDI AND IP TO WORK FOR YOUR 4K UHD PRODUCTION

**NESTOR AMAYA**

VP of Infrastructure  
**ROSS VIDEO**



## KEYNOTE – NEXT GENERATION AUDIO: ELEVATING THE EXPERIENCE AND ENGAGING AUDIENCES

**OLIVIER WATZKE**

Product Manager of Product  
Management Group  
**DOLBY**



**PRESENTATION &  
CONVERSATION : LA PESTE –  
SEASON 2**

**NICOLÁS LECOCQ**

Senior Manager Video Business

**MOVISTAR +**

**PRESENTATION &  
CONVERSATION: LATEST 4K  
PRODUCTIONS FOR NETFLIX**

**EYMARD CABRALES**

Technical Director

**CARACOL TV**

**PRESENTATION & CONVERSATION : WILD 4K  
CONTENT**

**PABLO ALEMÁN**

Managing Director

**WILD STORIES**

**JUAN LUÍS SANTOS**

Post-Production Manager

**WILD STORIES**

**PRESENTATION &  
CONVERSATION: 4K HDR & 8K  
HDR THE NEW EDGE FOR  
OPERATORS**

**PRASHANT CHOTHANI**

CEO

**TRAVELXP**





## PRESENTATION & CONVERSATIONS: JAZZ FESTIVALS IN 4K AND 8K

**AMOS ROZENBERG**  
CEO  
**PARAMAX FILMS**



## KEYNOTE – NASA’S 4K AND 8K EXPERIENCES ON BOARD THE INTERNATIONAL SPACE STATION

**CARLOS FONTANOT**  
Imagery Manager of ISS  
**NASA**



## KEYNOTE – NEXT GENERATION AUDIO – ENHANCING HDR VIDEO SERVICES

**MICKAEL RAULET**  
Director of Research and Innovation  
**ATEME**



## KEYNOTE – 4K CONTRIBUTION & DISTRIBUTION: CHALLENGES AND SOLUTIONS

**SERGIO RENTERIA**  
Sales Director  
**APPEAR**  
**JAVIER REYES**  
Technical Sales Director  
**APPEAR**



## PANEL SESSION – NEW SOLUTIONS

**GUY DUCOS**

HDR Business Development Consultant

**PHILIPS**

**MATTHEW CAUSON**

EMEAR Business Manager

**AJA**

**MIGUEL CHURRUCA**

Marketing and Communications Director

**BRAINSTORM**



## KEYNOTE – THE LATEST DEVELOPMENT IN ULTRA HD AND HDR

**PETER SYKES**

Strategic Technology Development  
Manager

**SONY**



## KEYNOTE – HDR SPORT PRODUCTIONS. THE MEDIAPRO RE-EVOLUTION

**EMILI PLANAS**

CTO and Operations Manager

**HBS**



## KEYNOTE – THE CHOICE OF 4K FOR SPORTS BROADCAST

**PEER SEITZ**

Head of Production

**HBS**





## KEYNOTE – SHARING THE PASSION FOR THE OLYMPIC AND PARALYMPIC GAMES TOKYO 2020

**STEFAN HOFMANN**

Manager Sales Engineering Live Operation/Pro-AV & Visual

**PANASONIC**

## SUCCESSFUL CASES: CANON & FUJINON

**CARLOS CASTÁN**

Industrial Products Manager Broadcast and Cinema Dept.

**CANON**

**SALVADOR LUNA**

Manager Photo Imaging & Optical Devices

**FUJINON**

## PRESENTACIÓN: CÁTEDRA DE UHD

**JOSÉ MANUEL MENÉNDEZ**

Full Professor

**UPM**

**JOSÉ MANUEL SANZ**

Technology and Lab Manager

**CELLNEX**

## PRESENTATION: 4K FOR BEGINNERS

**FRANCISCO JOSÉ ESPINOSA**

Technician and Educator

**TILANO TV**



## INTRODUCTION: MAINTAINING CREATIVE INTENT

**MICHAEL ZINK**  
Chairman  
**UHD Alliance**



## INTRODUCTION: ULTRA HD WITH HDR AND NGA IS COMING

**THIERRY FAUTIER**  
President  
**UHD Forum**



**UHDA & UHDF**  
**MICHAEL ZINK**  
Chairman  
**UHD Alliance**  
**THIERRY FAUTIER**  
President  
**UHD Forum**



## KEYNOTE – 8K ASSOCIATION OVERVIEW

**RICHARD MORETON**

Business Development & Industrial Affairs

**SAMSUNG**



## PANEL SESSION: 4K HDR... AND 5G

**JUAN PACHÓN**

Technical Sales Manager

**ROHDE & SCHWARTZ**

**INÉS SANZ**

Customer Engineering Manager

**HISPASAT**



## 4KS19 HIGHLIGHTS OVERVIEW

**PAUL GRAY**

PRINCIPAL ANALYST

**IHS MARKIT**



## KEYNOTE – FIVE YEARS IN 4K

**JUAN VARGAS**

Director de Innovación y Negocio

**CANAL SUR**





## AUDITORIUM, DEMO, AND WORKSHOP AREA

The 4K Summit incorporates various areas in which there is continuous activity. Besides the Auditorium, where speeches and presentations, panel sessions, and projections are held; the 4K Summit also counts on a demo and workshop area, where sponsors showcase their latest and network.



## MEDIA IMPACT

Months before the 4K Summit kicks off, our media partners and community management team start to make waves for this international encounter.

### Our international media partners are:

- RAPID TV NEWS
- IHS MARKIT
- PRENSARIO INTERNACIONAL
- TV MAS

### Our national media partners are:

- PANORAMA AUDIOVISUAL
- AUDIOVISUAL451
- TVE
- CANAL SUR

### Other organizations that have covered our 4K Summit:

- EUROPA PRESS
- EL PAÍS
- LA VANGUARDIA
- ABC
- RNE
- COPE
- 20 MINUTOS
- CANAL SUR TV





## TELEVISION COVERAGE

**Hoy en Día  
Canal Sur**  
08/11

Exclusive coverage  
<https://vimeo.com/372847011>



**Noticias 1  
Canal Sur Málaga**  
08/11

Exclusive coverage  
<https://vimeo.com/373090448>



**Noticias 1  
Canal Sur**  
08/11

Exclusive coverage  
<https://vimeo.com/372880024>



## TELEVISION COVERAGE

**Noticias 1**  
**Canal Sur Málaga**  
06/11  
Exclusive  
coverage  
[https://vimeo.com/  
372870512](https://vimeo.com/372870512)

**Andalucía Directo**  
**Canal Sur**  
06/11  
Exclusive  
coverage  
[https://vimeo.com/  
372867983](https://vimeo.com/372867983)

**Noticias 2**  
**Canal Sur Málaga**  
04/11  
Exclusive  
coverage  
[https://vimeo.com/  
373106395](https://vimeo.com/373106395)





## TELEVISION COVERAGE

**Canal Málaga  
Televisión**

06/11

Exclusive coverage

<https://vimeo.com/373122872>

**Málaga Aquí y  
Ahora**

**Canal Málaga**

7/11

Exclusive coverage

<https://vimeo.com/373125982>

**Canal Málaga  
Televisión**

04/11

Exclusive coverage

<https://vimeo.com/373108358>



## SOCIAL MEDIA

We work year-round to maintain our website **www.4ksummit.com** and have developed a complete strategy for social media:

4KSummit can be found on the following social media sites:

- ✓ Twitter
- ✓ Facebook
- ✓ LinkedIn

We post with a frequency of **2-3 posts per day on each profile.**

In addition, we manage professional groups **relating to 4K on LinkedIn:**

- ✓ 4K Spain
- ✓ 4k-HDR Summit
- ✓ HDR Video
- ✓ MIPTV and MIPCOM Global Content Markets
  - ✓ High Dynamic Range (HDR) Imaging
- ✓ Ultra HD (4K, UHDTV, UHD, Super Hi-Vision)
- ✓ Productores de Cine, TV y New Media ESPAÑA
  - ✓ 4K Broadcast Discussion Group
- ✓ DTV Technology: OTT/VOD/IPTV/STB/UHD/Smart TV

## **NEWSLETTER**

Our weekly bulletin is sent to **1,234 subscribers** in total distributed among 9 lists:

- National 4K List: 627 subscribers
- General Media Organizations List: 94 subscribers
  - 4K 2018 National List: 49 subscribers
  - National 4K Media: 8 subscribers
  - Spanish 4K Media: 61 subscribers
- General Media International: 7 subscribers
  - International 4K List: 327 subscribers
- International 4K List 2018: 50 subscribers
  - 4K Media in English: 11 subscribers

Starting on October 3rd, 2019, we've sent **23 newsletters in which we've maintained our audience updated on 4K advances**, giving special mention to our sponsors, speakers, and collaborators.



## LIVE 4K BROADCAST OF THE 4KHDR SUMMIT

This edition the 4K Summit was broadcast LIVE in 4K HDR via satellite to all of HISPASAT's consumers worldwide, a special feat in these type of events.

Hurí Broadcast played an important role with their new 4K-12G Outside Broadcast Truck equipped with Panasonic cameras featuring Fujinon 4K lenses.





*NEXT EDITION*

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

**NOVEMBER 17-18-19 · 2020**

**MALAGA**

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

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

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**MEDINAMEDIA**  
EVENTS