AGENDA 2020

VI EDITION

4K HDR SUMMIT

VIRTUAL

NOVEMBER 17-18-19 - 2020

DAY 1

Tuesday 17th November

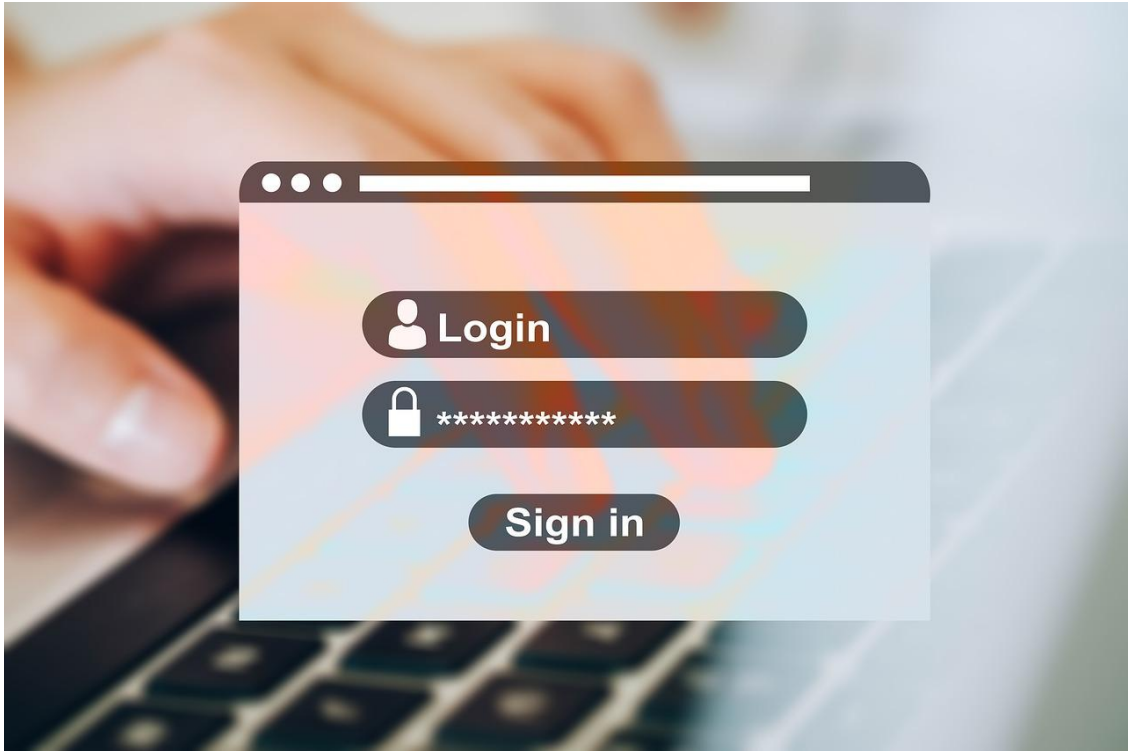
09:00h - 14:10h

DAY 1 Tuesday 17th November

08:30h - 09:00h

REGISTRATION, NETWORKING & DEMOS

ONLINE PLATFORM



DAY 1 Tuesday 17th November

09:00h - 09:05h

INTRODUCTION TO
4K HDR SUMMIT

Ricardo
MEDINA

CEO

MEDINAMEDIA EVENTS

ENGLISH

DAY 1 Tuesday 17th November

09:05h - 09:25h

KEYNOTE SPEAKER OF HONOR

Marcos SANTANA

President

TELEMUNDO GLOBAL STUDIOS

ENGLISH

DAY 1 Tuesday 17th November

09:30h - 09:55h

REPORT
4K MARKET UPDATE

Maria
RUA AGUETE

Senior Research Director
Media and Entertainment

OMDIA

ENGLISH

DAY 1 Tuesday 17th November

10:00h - 10:20h

KEYNOTE

UHD? HDR?
HFR? 4K? 8K?

Dagmar DRIESNACK

Senior Engineer,
Chairwoman EBU Video Systems group

IRT EBU

ENGLISH

DAY 1 Tuesday 17th November

10:25h - 10:45h

KEYNOTE

4K CHANNELS ON AIR & RAI 4K SUCCESSFUL CASE

Cristiano BENZI

SVP Global - Professional Video

eutelsat

ENGLISH

DAY 1 Tuesday 17th November

10:50h - 11:10h

KEYNOTE
IMMERSIVE AND PERSONALIZED SOUND

Adrian MURTAZA

Senior Manager, Technology and Standards

Fraunhofer IIS

ENGLISH

DAY 1 Tuesday 17th November

11:15h - 12:00h

VIRTUAL NETWORKING
&
ONLINE DEMOS BREAK

DAY 1 Tuesday 17th November

12:00h - 12:20h

KEYNOTE

REMOTE PRODUCTION IN A VIRTUAL ENVIRONMENT

ENGLISH

Gideon FERBER

Director, Marketing Product Manager & Business Development – Ross Virtual

ROSS® LIVING LIVE!

David ESTRUCH

Solutions Architect Iberia & Italy

ROSS® LIVING LIVE!

DAY 1 Tuesday 17th November

12:25h - 12:45h

KEYNOTE

8K: CONTENT, APPLICATIONS, OPTIMISATION

Richard MORETON

Business Development & Industrial Affairs, Samsung Electronics Research Institute UK

SAMSUNG

ENGLISH

DAY 1 Tuesday 17th November

12:50h - 13:10h

KEYNOTE

4K HDR & 8K HDR: THE NEW EDGE FOR OPERATORS

ENGLISH

Prashant CHOTHANI

CEO

travelxp

DAY 1 Tuesday 17th November

13:15h - 13:35h

KEYNOTE
EARTH INVENTORY

Olivier CHIABODO

CEO

THE EXPLORERS

ENGLISH

DAY 1 Tuesday 17th November

13:40h - 14:00h

KEYNOTE

Historic Space X launch & Launch of the Mars 2020 rover in UHD

ENGLISH

Carlos FONTANOT

Imagery Manager of ISS

DAY 1 Tuesday 17th November

14:05h - 14:10h

SALUTATION

Juan Carlos MALDONADO

First Vice President
Diputación de Málaga

Málaga DE MODA Talento Original

diputación de málaga

SPANISH

DAY 1 Tuesday 17th November

Q&A,
VIRTUAL NETWORKING &
ONLINE DEMOS

DAY 2

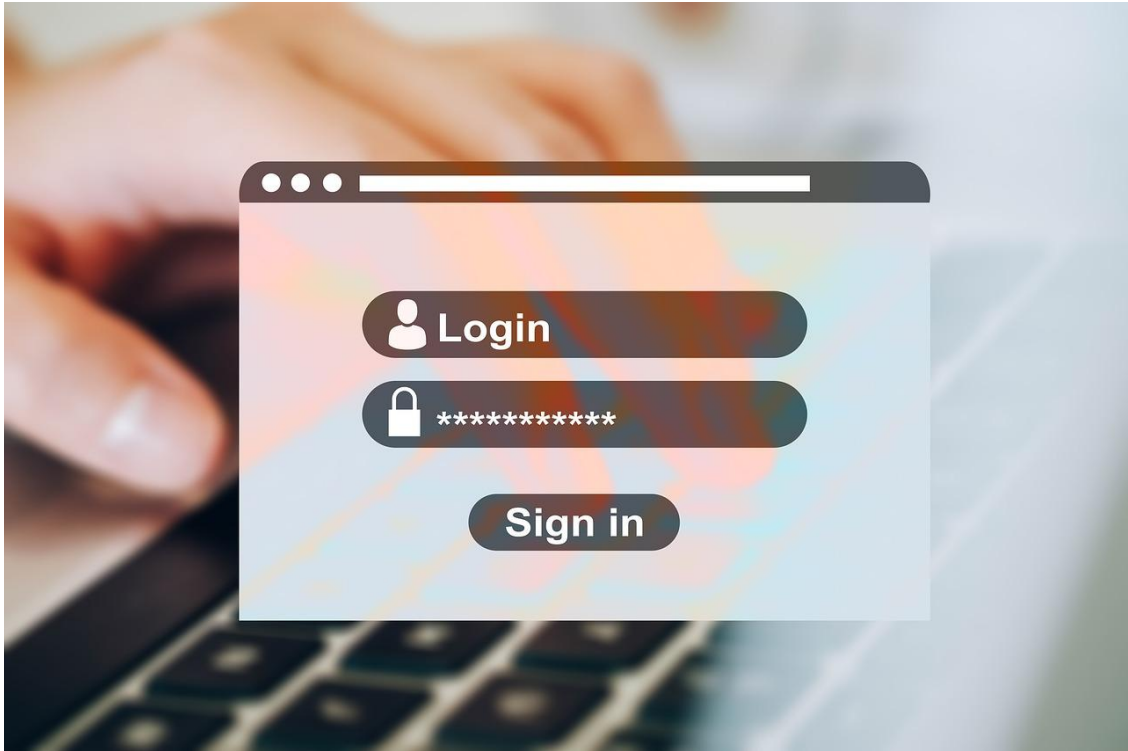
Wednesday 18th November

09:00h - 13:30h

DAY 2 Wednesday 18th November

08:30h - 09:00h

REGISTRATION,
NETWORKING
& DEMOS



DAY 2 Wednesday 18th November

09:00h - 09:25h

KEYNOTE

VENICE, TOKYO AND MARS: THE FUTURE OF 8K BROADCASTING

Atsushi MURAYAMA

Head of 8K Production and Senior Producer

NHK

ENGLISH

DAY 2 Wednesday 18th November

09:30h - 09:50h INTERVIEW

Isidoro MORENO

Director of Engineering

OBS

Guillermo JIMÉNEZ

Director of Broadcast Engineering

OBS

ENGLISH

DAY 2 Wednesday 18th November

09:55h - 10:15h

KEYNOTE

WHAT ABOUT RAFA AND IMMERSIVE AUDIO/VIDEO EXPERIENCE?

Mickaël RAULET

Director of Research and Innovation

Ateme
Transforming Video Delivery

ENGLISH

DAY 2 Wednesday 18th November

10:20h - 10:40h

KEYNOTE

NEXT GEN AUDIO: PROGRESS IN EUROPE

Jason POWER

Senior director for commercial partnerships and standard at Dolby Europe

Dolby

ENGLISH

DAY 2 Wednesday 18th November

10:45h - 11:10h

KEYNOTE

ULTRA HD AND HDR: LATEST DEVELOPMENTS & CASE STUDIES

Peter SYKES

Strategic Technology Development Manager

SONY

ENGLISH

DAY 2 Wednesday 18th November

11:15h - 11:40h

KEYNOTE
CANON 8K LENS TECHNOLOGY

Carlos CASTÁN

Industrial Products Manager
Broadcast and Cinema Dept.

Canon

ENGLISH

DAY 2 Wednesday 18th November

11:45h - 12:00h

VIRTUAL NETWORKING
&
ONLINE DEMOS BREAK

DAY 2 Wednesday 18th November

12:00h - 12:20h

KEYNOTE

HIGH VALUE, ULTRA HIGH DEFINITION, SECURE & FLEXIBLE - THE FUTURE OF SOFTWARE DEFINED C&D

ENGLISH

David SYMONS

Head of Sales, Broadcasters, DTH & Channels, EMEA

MediaKind

DAY 2 Wednesday 18th November

12:25h - 12:45h

KEYNOTE

HDR TRENDS IN MEDIA PRODUCTIONS

Erik DOBBERKAU

Product Manager
Media Production Solutions

ROHDE&SCHWARZ
Make ideas real

ENGLISH

DAY 2 Wednesday 18th November

12:50h - 13:10h

KEYNOTE

DTT IN TIMES OF COVID

Xavier REDÓN

Product Manager

cellnex

ENGLISH

DAY 2 Wednesday 18th November

13:15h - 13:35h

KEYNOTE
UHD AND THE TV OF THE FUTURE

Jorge RODRÍGUEZ

Marketing Manager

hispasat

ENGLISH

DAY 2 Wednesday 18th November

13:40h - 14:05h

KEYNOTE

REDISCOVERING UNCOMPRESSED UHD WITH JPEG XS OVER 2110 FOR THE HIGHEST QUALITY REMOTE PRODUCTION

David MITCHINSON

Solutions Manager
Appear TV AS

Appear

ENGLISH

DAY 2 Wednesday 18th November

Q&A,
VIRTUAL NETWORKING &
ONLINE DEMOS

DAY 3

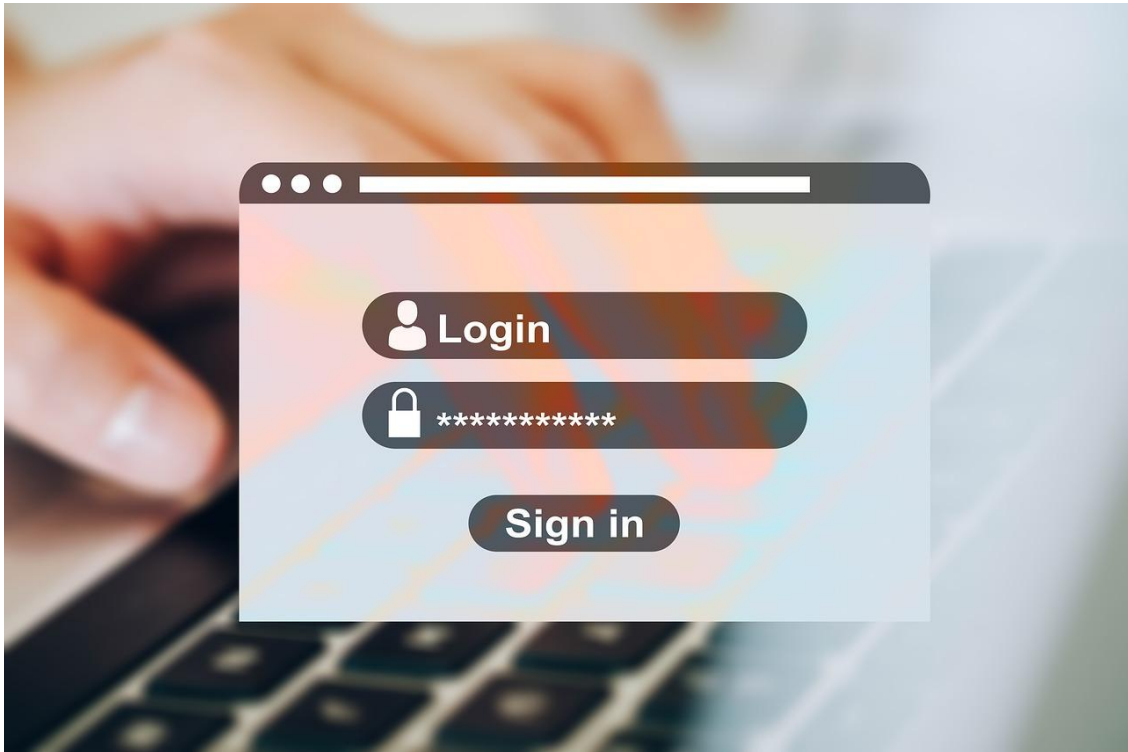
Thursday 19th November

09:00h - 14:30h

DAY 3 Thursday 19th November

08:30h - 09:00h

REGISTRATION,
NETWORKING
& DEMOS



DAY 3 Thursday 19th November

09:00h - 09:05h

SALUTATION

Rafael PORRAS

President

CanalSur RADIO Y TELEVISIÓN

SPANISH

DAY 3 Thursday 19th November

09:05h - 09:25h

KEYNOTE

Michael ZINK

Chairman

UHD ALLIANCE

ENGLISH

DAY 3 Thursday 19th November

09:25h - 09:45h

KEYNOTE

Thierry FAUTIER

President

Ultra HD FORUM

ENGLISH

DAY 3 Thursday 19th November

09:50h - 10:10h

KEYNOTE

Chris CHINNOCK

President

8K ASSOCIATION

ENGLISH

DAY 3 Thursday 19th November

10:10h - 10:40h

8K PANEL SESSION

Michael ZINK
Chairman
UHD ALLIANCE

Thierry FAUTIER
President
Ultra HD FORUM

Chris CHINNOCK
President
8K ASSOCIATION

ENGLISH

DAY 3 Thursday 19th November

10:45 - 11:10h

4K SUMMIT 2020 HIGHLIGHTS OVERVIEW

Paul GRAY

Senior Research Manager

OMDIA

ENGLISH

DAY 3 Thursday 19th November

11:15 - 11:25h

SPECIAL TRIBUTE

Michel CHABROL

For his contribution to 4K

ENGLISH

DAY 3 Thursday 19th November

11:25h - 11:30h

VIRTUAL NETWORKING
&
ONLINE DEMOS BREAK

DAY 3 Thursday 19th November

11:30h - 11:35h

SALUTATION

Francisco HURTADO

Operations and Technical Director

axion

SPANISH

DAY 3 Thursday 19th November

11:35h - 12:05h

KEYNOTE
4K MAP AND STATUS IN SPAIN

Antonio FDEZ-PANIAGUA

G. S. for Radio Spectrum Planning and Management

GOBIERNO DE ESPAÑA
MINISTERIO DE ASUNTOS ECONÓMICOS Y TRANSFORMACIÓN DIGITAL
SECRETARÍA DE ESTADO DE TELECOMUNICACIONES E INFRAESTRUCTURAS DIGITALES

SPANISH

DAY 3 Thursday 19th November

12:05h - 12:25h

INTERVIEW

Pere VILA

Director of Technology Strategy and Digital Innovation

rtve

UHD SPAIN

SPANISH

DAY 3 Thursday 19th November

12:25h - 12:35h

INTERVIEW

Xavier REDÓN

Product Manager

UHD SPAIN

cellnex

SPANISH

DAY 3 Thursday 19th November

12:35h - 13:00h

INTERVIEW
LA LIGA
EXPERIENCE

Emili PLANAS

CTO & Operations Manager

UHD SPAIN

MEDIAPRO

SPANISH

DAY 3 Thursday 19th November

13:00h - 13:10h

INTERVIEW

Carlos CASTÁN

Industrial Products Manager
Broadcast and cinema Dept.

UHD SPAIN

Canon

SPANISH

DAY 3 Thursday 19th November

13:10h - 13:30h

INTERVIEW

FIRST 8K PILOT THROUGH DVB-T2

José Manuel MENÉNDEZ

Researcher

UNIVERSIDAD POLITÉCNICA DE MADRID

SPANISH

DAY 3 Thursday 19th November

13:30h - 14:10h

KEYNOTE

A MANUFACTURER'S VISION

Javier MORAGO

Country Product Manager

VESTEL JVC TOSHIBA HITACHI

SPANISH

DAY 3 Thursday 19th November

14:10h - 14:20h

ENTREVISTA

Jorge RODRÍGUEZ

Marketing Manager

UHD SPAIN

hispasat

SPANISH

DAY 3 Thursday 19th November

14:25h - 14:30h

CLOSING SPEECH

Ricardo MEDINA

CEO

MEDINAMEDIA EVENTS

SPANISH

DAY 3 Thursday 19th November

Q&A, VIRTUAL NETWORKING & ONLINE DEMOS

NOVEMBER 20, 2020

MÁLAGA 4K FEST

In collaboration with FESTIVAL DE MÁLAGA

A3S Series · DOLBY · BEST · odm Grupo audiovisual · rtve · mm 4K MEDINAMEDIA

NEXT EDITION: 2021

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MEDINAMEDIA EVENTS