

6TH EDITION

4KHDR **SUMMIT**

NOVEMBER 17-18-19 - 2020

VIRTUAL

REVIEW

25 SPONSORS





PARTICIPANTS



410

REGISTERED
ATTENDEES

The majority profiles have been CEOs, CIOs, CTOs, and directors of Innovation, Business, Product, Strategy, and Marketing, in addition to consultants and researchers.



COMPANIES



120

REGISTERED
COMPANIES

Multinationals, ICTs, operators, technology consultants, mainly.



VISITORS



2.037 users

from **44 countries** visited the virtual platform

Australia, Austria, Andorra, Germany, Belgium, Bulgaria, Brazil, Canada, Chile, China, Colombia, Croatia, Finland, France, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, Netherlands, Norway, Peru, Pakistan, Portugal, Poland, Romania, Russia, Slovakia, Spain, Singapore, Sweden, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States and Vietnam.



VISITORS



800 users were from Spain
from **15** different communities

Aragón, Asturias, Cantabria, Galicia, Islas Baleares, Islas Canarias, País Vasco, Castilla y León, Castilla La Mancha, Murcia, Navarra, Valencia, as well as Andalucía, Cataluña and Madrid, for the most part.



SOCIAL MEDIA



27.000

impacts in LINKEDIN

22.400

impacts in TWITTER

during the days of the event

ON-SITE 2019

300

PARTICIPANTS

100

EMPRESAS

50

VISITS

VIRTUAL

2020

410

PARTICIPANTS

120

EMPRESAS

2.037

VISITS

44

COUNTRIES

+36%

INCREASE

+20%

CRECIMIENTO

800

NATIONALS

15

COMUNIDADES



Headlines **DAY 1**

- **182** users followed the live sessions.
- The **average follow-up per user** was 171,8 minutes = 2 hours 51', almost **3 hours**
- Of the total, **90** users (50% approx.) stayed for the **full 5 hours of the sessions.**



Headlines **DAY 2**

- **223** users followed the live sessions.
- The **average follow-up per user** was 86 minutes = **1 hour 26'**
- Of the total, **54** users (25% approx.) stayed for the **full 5 hours of the sessions.**



Headlines **DAY 3**

- **148** users followed the live sessions.
- The **average follow-up per user** was 110 minutes = **1 hour 50'**
- Of the total, **43** users (30% approx.) stayed for the **full 5 hours of the sessions.**



Headlines

→ Average users/day: **184**

→ Average follow-up per user:
121 minutes = **2 hours 1'**



Meetings

→ **15** registered meetings

16/11: 1 meeting

17/11: 5 meetings

18/11: 6 meetings

19/11: 2 meetings

20/11: 1 meeting



Live Q&A sessions

→ Average of **10** attendees

→ Number of Q&A:

- ◆ Day 1: **7 sessions**
- ◆ Day 2: **9 sessions**
- ◆ Day 3: **4 sessions**



Demo visits

→ **579** demo visits

→ **133** of them from **registered users**

→ Immediate access to the VOD of each session

The screenshot shows the '4K SUMMIT VIRTUAL' agenda for Tuesday, 17th November. The page features a top navigation bar with links for NETWORKING, DEMOS&WEBINARS, AGENDA, HELP, REGISTRATION, and a Login button. Below the navigation bar is a large pink header with the 4K Summit Virtual logo and the word 'AGENDA'. The main content area lists four sessions for Tuesday, 17th November, each with a clock icon, time slot, speaker photo, session title, speaker name, and company. To the right of each session are three interactive buttons: a heart icon for favorites, a magnifying glass icon for search, and an information icon (i).

4K SUMMIT VIRTUAL


AGENDA

Download link of full agenda in PDF


TUESDAY, 17TH NOVEMBER

Time Slot	Speaker	Session Title	Company
09:00 - 09:20 Timings are in CET	MARCOS SANTANA	KEYNOTE: SPEAKER OF HONOR	President - TELEMUNDO GLOBAL STUDIOS
09:40 - 10:05 Timings are in CET	MARIA RUA AGUETE	4K MARKET UPDATE	Senior Research Director - OMDIA
10:10 - 10:30 Timings are in CET	DAGMAR DRIESNACK	UHD? HDR? HFR? 4K? 8K?	Senior Engineer, IRT, Chairwoman EBU Video Systems group - IRT-EBU
10:35 - 10:55 Timings are in CET	CRISTIANO BENZI	4K CHANNELS ON AIR & RAI 4K SUCCESSFUL CASE	SVP Global - Professional Video - EUTELSAT

➔ Access to sessions from previous editions, as a warm-up



SAMSUNG: A VISION TO THE FUTURE (TRADUCCIÓN EN ESPAÑOL)
4K Summit '2019 NACHO MONGE - SAMSUNG - 12:33
[View video](#)













UHD TV MARKET UPDATE (TRADUCCIÓN EN ESPAÑOL)
4K Summit '2019 MARIA RUA - IHS MARKIT - 14:35
[View video](#)



4K AND 8K ULTRA HD, THE SATELLITE IS READY (TRADUCCIÓN EN ESPAÑOL)
4K Summit '2019 MICHEL CHABROL - EUTELSAT - 18:44
[View video](#)

→ Participants' profile and easy connection

The screenshot displays the '4K HDR SUMMIT VIRTUAL' website interface. At the top, there is a navigation bar with links for NETWORKING, DEMOS&WEBINARS, AGENDA, HELP, REGISTRATION, and a Login button. Below the navigation bar, a search bar for 'Video meetings' is visible. The main section is titled 'SPEAKERS' and lists ten individuals in a two-column grid. Each speaker's entry includes a circular profile picture, their name, company, and title, followed by a small icon representing a video meeting or connection option.

SPEAKERS	
 CHRIS CHINNOCK 8K ASSOCIATION President	 DAVID MITCHINSON APPEAR TV Solutions Manager Appear TV AS
 MICKAËL RAULET ATEME Director of Research	 FRANCISCO HURTADO AXIÓN Operations and Technical Manager
 CARLOS CASTÁN CANON Industrial Products Manager Broadcast and Cinema dept.	 XAVIER REDÓN CELLNEX Product Manager
 JUAN CARLOS MALDONADO DIPUTACIÓN DE MÁLAGA Vice Presidente Primero	 JASON POWER DOLBY Senior Director for Commercial Partnerships and Standards at Dolby Europe
 CRISTIANO BENZI EUTELSAT SVP Global - Professional Video	 ADRIAN MURTAZA FRAUNHOFER Senior Manager, Technology and Standards

→ Open demo access

NETWORKING DEMOS&WEBINARS AGENDA HELP REGISTRATION Login

APPEAR TV

CONTRIBUTION OF 4K/UHD - THE X PLATFORM

JAVIER REYES

Technical Sales Manager - **APPEAR TV**

Javier Reyes presents Appear's proposition to disrupt the market of video contribution. The X platform combines the latest video codecs with multiple distribution alternatives and high density to enable endless possibilities for the transmission of 4k video in different networks.

<#>
[40](#)

DOLBY

DOLBY AC-4: INTRODUCTION TO NEXT GENERATION

JASON POWER

Senior Director for Commercial Partnerships and Standards at Dolby Europe - **DOLBY**

Introduction to Dolby AC-4 and the opportunities it provides to enable a whole new generation of broadcasting and streaming services with an audio that is more personalized and engaging for their audiences.

<#>
[40](#)

DOLBY VISION MASTERCLASS

IAN LOWE

Senior Manager Content Solutions at Dolby Europe - **DOLBY**

A panel with producers and postproduction staff from Netflix's Natural History show Our Planet and Apple TV+ Tiny World. Both mastered in Dolby Vision and Dolby Atmos.

<#>
[40](#)

DOLBY VISION: COLORING THE FUTURE OF FILM&TV

IAN LOWE

Senior Manager Content Solutions at Dolby Europe - **DOLBY**

Introduction to Dolby Vision for Film and TV producers.

<#>
[40](#)

FRAUNHOFER

MPEG-H AUDIO FOR LIVE PRODUCTION AND BROADCAST

NICOLAS FAEDKS

Senior Engineer, FRAUNHOFER - **FRAUNHOFER**

The MPEG H Audio system is designed to work with today's streaming and broadcast equipment. To learn how to create MPEG-H in live productions for sports events, music shows or any other contents, watch our Live Production video series.

<#>
[40](#)

MPEG-H AUDIO STREAMING SOLUTIONS

JOHANNES SCHMID

Business Development Manager, FRAUNHOFER - **FRAUNHOFER**

With more and more services adopting MPEG-H Audio for video streaming or immersive music streaming, Fraunhofer IS is providing complete solutions for Android and iOS based on platforms.

<#>
[40](#)



Features

- Each participant has had direct access, via instant **Whatsapp** chat, to the technical support of Virtual platform. Also through e-mail and phone.
- In this way, we guarantee a good experience for each user.



7TH EDITION

4KHDR **SUMMIT**

VIRTUAL

**SAVE
THE
DATE**

NOV.
15-19
2021

Contact

Maria Medina
+34 670 852 706
maria@medinamedia.net