

AGENDA 2021

VII EDITION

4KHDR
SUMMIT

16th NOVEMBER 2021

CONFERENCES DAY 2

Tuesday 16th
November

10:00 - 14:30



Format/Formato:
ONLINE / VIRTUAL

(Access under
registration/ Acceso
previo registro)

Language/Idioma:
ENGLISH/ INGLÉS

DAY 2 Tuesday 16th November

10:00 - 10:30

REPORT

Media trends 2025:
Analysis of key
trends in Media
and
Entertainment
landscape

María
RUA AGUETE

Senior Research Director
Media and Entertainment



DAY 2 Tuesday 16th November

10:35 - 10:55

INTERVIEW

José Manuel
GONZÁLEZ PACHECO

Director General

Secuoya
studios



DAY 2 Tuesday 16th November

10:55 - 11:15

KEYNOTE
Creative
sustainable
value through
leadership

Domingo
NIETO

COO



DAY 2 Tuesday 16th November

11:20 - 11:40

KEYNOTE:
UHD
management

Julián
FERNÁNDEZ - CAMPÓN

CTO



DAY 2 Tuesday 16th November

11:45 - 12:05

KEYNOTE

Better sound for
UHD

Jason
POWER

Senior director for commercial
partnerships and standard at Dolby
Europe



Dolby

DAY 2 Tuesday 16th November

12:10 - 12:30

KEYNOTE
Efficient and
low latency
distribution of
4K HDR

Nick
FIELIBERT

CTO



Synamedia



DAY 2 Tuesday 16th November

12:35 - 12:55

KEYNOTE

Preserving the
artistic intent while
enhancing the
quality of
experience

Mickaël
RAULET

CTO



Eatme
Transforming Video Delivery

DAY 2 Tuesday 16h November

13:00 - 13:20

KEYNOTE

Latest
developments on
NGA in broadcast
and straming



Adrian
MURTAZA

Senior Manager, Technology
and Standards



Elena
BURDIEL

Research Associate



Fraunhofer

IIS

DAY 2 Tuesday 16h November

13:25 - 13:35

KEYNOTE
An Overview
of Vestel UHD
Business

Baris
ALTINKAYA

Marketing Deputy
Director
VESTEL INTERNATIONAL



VESTEL
TOSHIBA

JVC

HITACHI
Inspire the Next

DAY 2 Tuesday 17th November

13:40 - 14:00

KEYNOTE

New
productions in
NHU - BBC

Colin
JACKSON

Senior Innovation
Producer



DAY 2 Tuesday 16th November

15:00 - 18:00

VIRTUAL NETWORKING & ONLINE DEMOS

Rebroadcast of the sessions at
15:00 CET
20:00 CET

