

The logo for the 4KHDR Summit is centered in the upper half of the image. It consists of a large magenta circle containing the text '4KHDR' in a bold, white, sans-serif font, with 'SUMMIT' in a bold, grey, sans-serif font below it. Below the circle, the dates '15-19 NOVEMBER, 2021' and the edition 'VII EDITION' are displayed in white text on dark grey rectangular backgrounds. The background of the entire image is a dark space with vibrant blue and magenta nebulae and star trails.

# **4KHDR SUMMIT**

**15-19 NOVEMBER, 2021**

**VII EDITION**

# **REVIEW**



# 24 SPONSORS

mme  
MEDINAMEDIA  
EVENTS







# PARTICIPANTS



# 343

## 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



140

REGISTERED  
COMPANIES

Multinationals, ICTs, operators, technology consultants, mainly.





# VISITORS



# 2. 272 users

from **48 countries** visited the virtual platform

Australia, Austria, Andorra, Argentina, Bahrain, Bangladesh, Belgium, Brazil, Canada, Chile, China, Colombia, Croatia, Denmark, Finland, France, Germany, Greece, Holland, India, Indonesia, Iran, Ireland, Italy, Japan, South Korea, Lithuania, Malaysia, Mexico, Nepal, New Zealand, Norway, Portugal, Poland, Qatar, Russia, Saudi Arabia, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States, United Kingdom, and Vietnam.



VISITORS



**778** users were from Spain

from **15** different communities

Galicia, Asturias, Cantabria, Basque Country, Castilla y León, Castilla La Mancha, Navarra, Canary Islands, Murcia, Balearic Islands, Valencia, Aragón, as well as Catalonia, Andalusia, and Madrid, for the most part.





# SOCIAL MEDIA: REPORT

# 307K

SOCIAL MEDIA REACH #4KSUMMIT

+120 MENTIONS #4KSUMMIT

+1300 QUALITY FOLLOWERS IN SOCIAL MEDIA

+390 PUBLICATIONS IN SOCIAL MEDIA DURING THE  
EVENT DAYS

+1500 CONTENT INTERACTIONS IN SOCIAL MEDIA



## ON-SITE 2019

300

PARTICIPANTS

100

COMPANIES

50

VISITS

## VIRTUAL 2020

410

PARTICIPANTS

120

COMPANIES

2.037

VISITS

44

COUNTRIES

## HYBRID 2021

343

PARTICIPANTS

140

COMPANIES

2.272

VISITS

48

COUNTRIES

778

NATIONALS

15

COMUNITIES





# Headlines **DAY 1**

→ **100** onsite attendees.

→ **481** users followed the live sessions and VOD.

Average of 48 attendees followed the sessions



## Headlines **DAY 2**

→ **682** users followed the live sessions and VOD.  
Average of 68 attendees followed the sessions

## Headlines **DAY 3**

→ **573** users followed the live sessions and VOD.  
Average of 52 attendees followed the sessions





## Headlines **DAY 4**

→ **376** users followed the live sessions and VOD.  
Average of 38 attendees followed the sessions

## Headlines **DAY 5**

→ **597** users followed the live sessions and VOD.  
Average of 54 attendees followed the sessions



Virtual demos

→ **18** demos available

→ **157** demo visits





# Features

→ Immediate access to the VOD of each session


The screenshot shows the 'AGENDA & VOD' section of the 4K Summit Virtual website. The page features a navigation bar with links for NETWORKING, DEMOS, AGENDA & VOD, HELP, REGISTRATION, and a Login button. Below the navigation bar, the 'AGENDA & VOD' title is prominently displayed. A link to 'Download the complete agenda in PDF' is available on the right. The main content area lists four sessions for Monday, 15th November:

| Time                                | Session Title  | Speaker               | Speaker Title                                  | Actions           |
|-------------------------------------|--|-----------------------|--|-------------------|
| 10:30 - 11:15<br>Timings are in CET | <b>PRESENTACIÓN: EL LIBRO BLANCO DE LA UHD EN ESPAÑA</b> | JOSÉ MANUEL MENÉNDEZ  | Researcher - Universidad Politécnica de Madrid | Heart, Play, Info |
| 12:05 - 12:10<br>Timings are in CET | <b>BIENVENID@S A MÁLAGA</b>                              | FRANCISCO DE LA TORRE | Mayor of Malaga - Council of Malaga            | Heart, Play, Info |
| 12:15 - 12:20<br>Timings are in CET | <b>SALUDO INSTITUCIONAL</b>                              | JUANDE MELLADO        | Director General - RTVA                        | Heart, Play, Info |
| 12:20 - 12:25<br>Timings are in CET | <b>SALUDO INSTITUCIONAL</b>                              | PERE VILA             | President - UHD Spain                          | Heart, Play, Info |



# Features

→ 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](#)













# Features

→ Participants' profile and easy connection

The screenshot displays the '4K SUMMIT VIRTUAL' website interface. At the top, there is a navigation bar with links for NETWORKING, DEMOS, AGENDA & VOD, MY AGENDA, and HELP. A user profile for 'Gloria Martínez Liébana' is visible in the top right corner. Below the navigation bar, there is a search section with a 'Company' dropdown menu (currently set to '<Todos>') and a 'First Name, Last Name' search field. A magnifying glass icon is next to the search field. Below the search section, a message states: 'In the list below, click on the corresponding button to request video meetings with the participants you are most interested in.' The main content area is titled 'SPEAKERS' and lists eight speakers in a two-column grid. Each speaker's entry includes a circular profile picture, their name, company, and title, and a pink button with a gift icon for requesting a video meeting.







| SPEAKERS   |  |
|--|--|
| <br><b>CHRIS CHINNOCK</b><br>BK Association<br>Executive Director          | <br><b>MICKAËL RAULET</b><br>ATEME<br>CTO   |
| <br><b>FRANCISCO HURTADO</b><br>AXION<br>Technical and operations director | <br><b>YOLANDA AGUILAR</b><br>Ayuntamiento de Málaga<br>D.G. Ferias y Congresos de Málaga |
| <br><b>COLIN JACKSON</b><br>BBC<br>Senior Innovation Producer              | <br><b>ARON RANDHAWA</b><br>Canon<br>European Pro Video Product Specialist                |
| <br><b>JOSÉ MANUEL SANZ PALOMO</b><br>Cellnex<br>Lab and Tech Manager      | <br><b>CHEMA ALBA</b><br>Deluxe Spain - Dolby Vision<br>Senior colourist                  |



# Features

→ Open demo access

A screenshot of the "4K SUMMIT VIRTUAL" website. The header includes navigation links: NETWORKING, DEMOS, AGENDA & VOD, HELP, REGISTRATION, and a Login button. A dark banner below the header reads "FRAUNHOFER IIS". The main content area lists three demo sessions, each with a Fraunhofer IIS logo, a speaker photo, a title, a name, a title, and a description. Each session also has a calendar icon and a speaker icon.

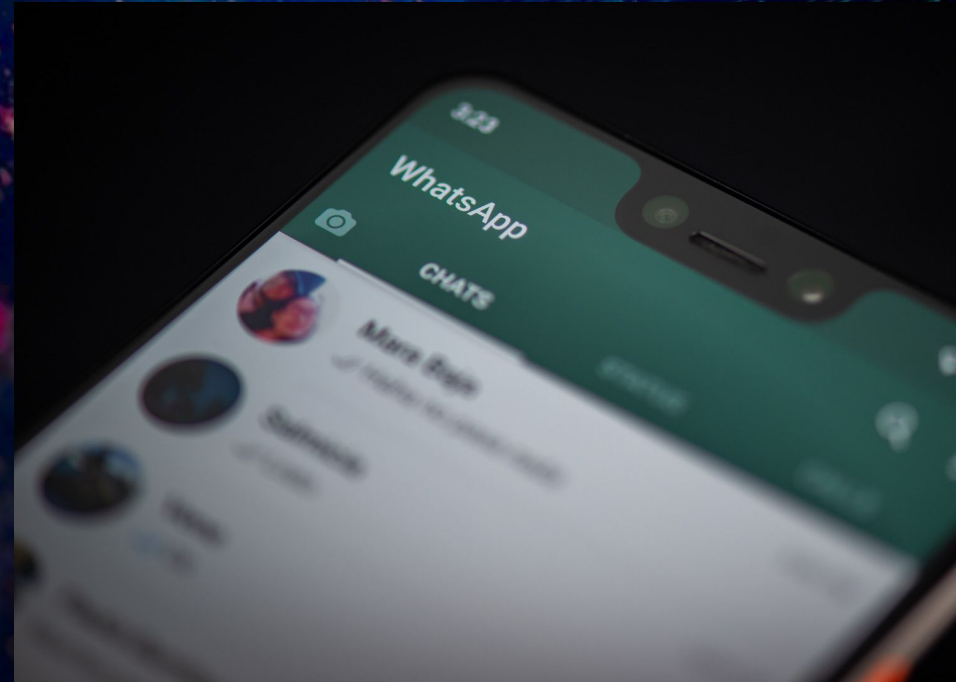
| FRAUNHOFER IIS   |  |
|--|--|
|   | <b>MPEG-H AUDIO FOR LIVE PRODUCTION AND BROADCAST</b><br><b>YANNIK GREWE</b><br>Senior Engineer - Fraunhofer IIS<br>The MPEG-H Audio system is designed to work with today's streaming and broadcast equipment. To learn how to create MPEG-H in live productions for sports events, music shows or any other content, watch our Live Production video series. |
|   | <b>MPEG-H AUDIO STREAMING SOLUTIONS</b><br><b>JOHANNES SCHMIDL</b><br>Business Development Manager - Fraunhofer IIS<br>With more and more services adopting MPEG-H Audio for video streaming or immersive music streaming, Fraunhofer IIS is providing complete solutions for Android and iOS based platforms.   |
|   | <b>MPEG-H LIVE STREAMING TRIAL IN SPAIN</b><br><b>ELENA BURDIEL</b><br>Research associate - Fraunhofer IIS<br>Fraunhofer IIS started during summer a live streaming trial using the MPEG-H Audio technology in a demonstration organized by UHO SPAIN. We will highlight the most important aspects of this trial and show some audio examples.                |





# 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.



8TH EDITION

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

**HYBRID  
FORMAT**

**SAVE  
THE  
DATE**

NOV.  
**14-18**  
2022

**Contact**

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