

**4KHDR
SUMMIT**

AGENDA

NOVEMBER 14-18, 2022

MÁLAGA

14th NOVEMBER / MON/DAY 1

Times in CET

09:00 - 09:30 Registration & Welcome Coffee

09:30 - 11:30 UHD Spain Sessions

11:30 - 12:00 Demo & Networking Break

12:00 - 13:00 Opening Sessions

13:00 - 14:30 Networking Cocktail

14:30 - 16:00 Metaverse Sessions

16:00 - 18:30 Meetings **B2B** & UHD Spain General Assembly

18:30 - 20:00 Networking Beer Time & Metaverse Happy Hour

OPENING DAY

Access: ONSITE - only by invitation, Polo de Contenidos Digitales (Av. Sor Teresa Prat, 15)

ONLINE - under registration through virtual.4ksummit.com

DAY 1 Monday, 14th November

09:00 - 09:30

REGISTRATION &
WELCOME COFFEE

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POLO DE CONTENIDOS DIGITALES
ENTRANCE



DAY 1 Monday, 14th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

09:30 - 09:35

INTRODUCTION TO
8TH EDITION



RICARDO
MEDINA

MEDINA MEDIA EVENTS
CEO



DAY 1 Monday, 14th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

09:35 - 10:00

PRESENTATION

UHD SPAIN

White Book: 2nd edition

JOSÉ MANUEL
MENÉNDEZ

POLYTECHNIC UNIVERSITY OF MADRID
PROFESSOR



UNIVERSIDAD
POLITÉCNICA
DE MADRID

DAY 1 Monday, 14th November

10:00 - 11:15

REPORTS

UHD SPAIN

WORKING GROUPS

.....
POLO DE CONTENIDOS DIGITALES
AUDITORIUM**PRODUCTION**YERAY ALFAGEME,
WG COORDINATOR**POST PRODUCTION**XAVIER BONET,
WG COORDINATOR**ENCODING**ELENA BURDIEL,
WG COORDINATOR**BROADCAST**XAVI REDÓN,
WG COORDINATOR**RECEPTION**SONIA VALLADARES,
WG COORDINATOR**AUDIO**SONIA V. & ELENA B.,
WG COORDINATORS**TRIALS**M.. A. CRISTÓBAL,
WG COORDINATOR

DAY 1 Monday, 14th November

POLO DE CONTENIDOS DIGITALES, AUDITORIUM

11:15 - 11:25

PRESENTACIÓN

TEORÍA BÁSICA PARA EL
OPERADOR DE CONTROL
DE CÁMARAS UHD-4K Y
HDR



“TILANO” Fco. J. ESPINOSA

AUTOR

UHD SPAIN
IMPULSANDO JUNTOS LA TELEVISIÓN DEL FUTURO

CanalSur
RADIO Y TELEVISIÓN



DAY 1 Monday, 14th November

11:30 - 13:00

COMISIÓN TÉCNICA
Only FORTA members

COMISIÓN TÉCNICA
DIRECTORES TÉCNICOS
FORTA

.....
POLO DE CONTENIDOS DIGITALES
SALA REUNIONES



DAY 1 Monday, 14th November

11:30 - 12:00

DEMOS &
NETWORKING
Authorities Reception

.....
POLO DE CONTENIDOS DIGITALES
DEMO AREA



DAY 1 Monday, 14th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

12:00 - 12:10

**WELCOME TO
MALAGA CITY**

This session will be in Spanish

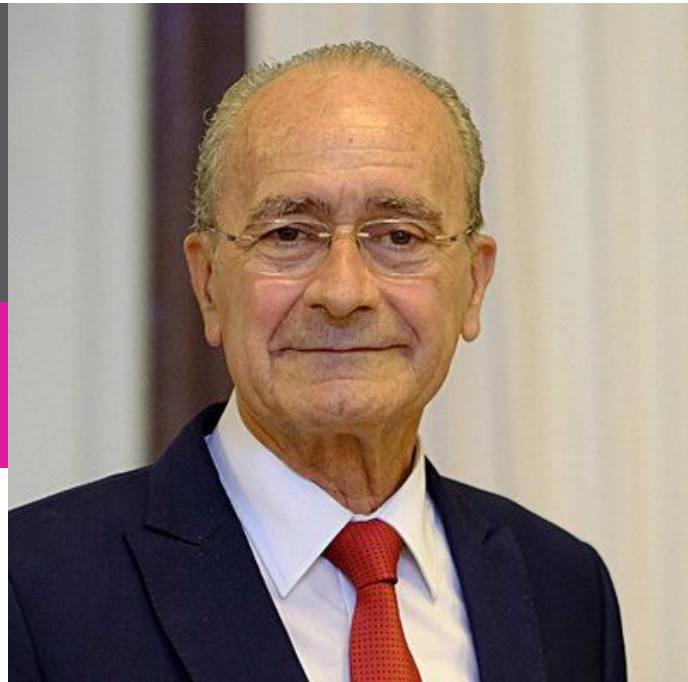
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**Ayuntamiento
de Málaga**

**FRANCISCO
DE LA TORRE**

**CITY OF MÁLAGA
MAYOR**



DAY 1 Monday, 14th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

12:10 - 12:15

SALUTATION FROM CANAL SUR RTVA

This session will be in Spanish



JUANDE
MELLADO

RTVA
GENERAL MANAGER



DAY 1 Monday, 14th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

12:15 - 12:20

SALUTATION FROM UHD SPAIN

This session will be in Spanish

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PERE
VILA

UHD SPAIN
PRESIDENT



DAY 1 Monday, 14th November

12:20 - 12:35

UHD HDR PRESENTATIONS

LIVE DEMOS

POLO DE CONTENIDOS DIGITALES
AUDITORIUM

UHD SPAIN

LIVE
TRANSMISSIONS

NASA

BEST 4K & 8K
IMAGES

RTVA

PLATFORM CANAL
SUR +

ATEME

CAPTIVATE YOUR
AUDIENCE

FRAUNHOFER

IMMERSIVE AUDIO

HURÍ

4K UHD UNIDAD
MÓVIL

& MORE

TO BE CONFIRMED

DAY 1 Monday, 14th November

12:35 - 12:45

METaverse PRESENTATIONS & LIVE DEMOS

LAVINIA & UNIVRSE

"DREAMS" METAVERSE
EXPERIENCE

NOKIA

VOLCANO & OTHERS METAVERSE
EXPERIENCES

OPTIVA MEDIA

VR
EXPERIENCE

POLO DE CONTENIDOS DIGITALES
AUDITORIUM

& MORE

TO BE CONFIRMED

DAY 1 Monday, 14th November

13:00 - 14:30

NETWORKING
COCKTAIL &
METAVERSE EXPERIENCES

.....
POLO DE CONTENIDOS DIGITALES
NETWORKING AREA



DAY 1 Monday, 14th November

POLO DE CONTENIDOS DIGITALES, AUDITORIUM

14:30 - 14:50

EXCLUSIVE REPORT

TRENDS, 4K, HDR & 8K



PAUL
GRAY

OMDIA
SENIOR RESEARCH DIRECTOR

OMDIA



DAY 1 Monday, 14th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

14:50 - 15:00

INTRODUCTION TO METAVERSE

ÁLVARO
VILLEGAS

NOKIA

Head of eXtended Reality Lab



NOKIA



DAY 1 Monday, 14th November

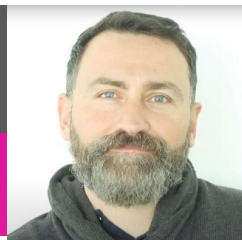
15:00 - 15:30

PANEL SESSION METAVERSE

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POLO DE CONTENIDOS DIGITALES
AUDITORIUM

VALIA
MERINO

OPTIVA
MEDIA



VÍCTOR
SÁNCHEZ

RTVE



IGNASI
MARCET

LAVINIA



JAVIER
JURADO

UT-HUB
FORMACIÓN



DAY 1 Monday, 14th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

15:35 - 15:45

RTVE & 4K

ÁNGEL
G^a CASTILLEJO

RTVE

Director de Políticas Audiovisuales, Servicio
Público e Internacional



rtve

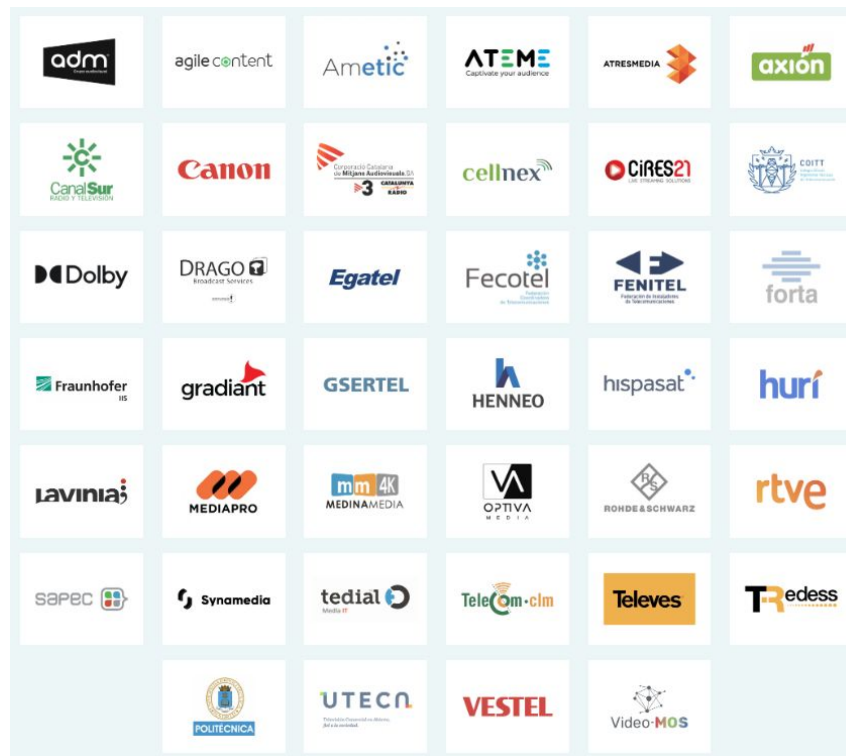


DAY 1 Monday, 14th November

16:00 - 18:30

GENERAL ASSEMBLY
UHD SPAIN
Only members

POLO DE CONTENIDOS DIGITALES
AUDITORIUM



DAY 1 Monday, 14th November

16:00 - 18:30

DEMOS &
METAVERSE
EXPERIENCES



DAY 1 Monday, 14th November

18:30 - 20:00

NETWORKING
BEER TIME
& METAVERSE HAPPY
HOUR

