

**4KHDR
SUMMIT**

AGENDA

NOVEMBER 14-18, 2022

MÁLAGA

15th NOVEMBER / TUES/DAY 2

Times in CET

09:00 - 10:00 Registration & Networking Breakfast

10:00 - 11:00 Demos & Authorities

11:00 - 12:30 Prime Keynotes

12:30 - 13:00 Demos & Networking

13:00 - 14:00 Prime Keynotes

14:00 - 15:30 Networking Cocktail

15:30 - 18:30 Prime Keynotes

18:30 - 20:00 Networking Beer - Happy Hour

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

ONLINE - under registration through virtual.4ksummit.com

UHD
LEADERS'
DAY

DAY 2 Tuesday, 15th November

09:00 - 09:30

REGISTRATION &
WELCOME
COFFEE

.....
POLO DE CONTENIDOS DIGITALES
NETWORKING AREA



DAY 2 Tuesday, 15th November

09:30 - 10:30

DEMOS & NETWORKING

.....

POLO DE CONTENIDOS DIGITALES
DEMO AREA



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

10:30 - 10:50

KEYNOTE:

MASIFICACIÓN 4K:
DESAFÍOS REGULATORIOS
Y TECNOLÓGICOS EN
AMÉRICA LATINA

.....



DIANA
CELIS

CONSULTORA PROYECTOS TIC EUROPA
Y LATINOAMÉRICA



In collaboration with



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

10:50 - 11:10

KEYNOTE

Streaming Wars: Consumer,
Content, Technology and Data

This session will be in Spanish



In collaboration with

ICEX

BORJA
PÉREZ

Diversia Corp.
Founder & CEO



DAY 2 Tuesday, 15th November

11:15 - 11:35

PRESENTATION
SPAIN AV HUB

FRANCISCO
ASENSI

SPAIN AVS HUB
ADVISOR



DAY 2 Tuesday, 15th November

11:40 - 12:30

DEMOS & NETWORKING Authorities Reception

.....
POLO DE CONTENIDOS DIGITALES
DEMO AREA



DAY 2 Tuesday, 15th November

12:30 - 12:40

**ANDALUSIAN
AUDIOVISUAL HUB
OFFICIAL PRESENTATION**

This session will be in Spanish

POLO DE CONTENIDOS DIGITALES
AUDITORIUM

**ANTONIO
SANZ**

CONSEJERO DE PRESIDENCIA
JUNTA DE ANDALUCÍA


Presidencia,
Interior, Diálogo Social
y Simplificación
Administrativa



DAY 2 Tuesday, 15th November

12:40 - 13:00

DEMOS &
NETWORKING
Authorities Reception

.....
POLO DE CONTENIDOS DIGITALES
DEMO AREA



DAY 2 Tuesday, 15th November

13:00 - 13:30

PANEL SESSION
AUDIOVISUAL HUBS
IN SPAIN

This session will be in Spanish

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POLO DE CONTENIDOS DIGITALES
AUDITORIUMEMILI
PLANAS

MEDIAPRO

RAÚL
JIMÉNEZAGENCIA
DIGITAL DE
ANDALUCÍAMIQUEL
RUTLLANT

LAVINIA

JAVIER
VALEROGRUPO
SECUOYA

DAY 2 Tuesday, 15th November

13:30 - 15:00

NETWORKING COCKTAIL & METAVERSE EXPERIENCES

.....
POLO DE CONTENIDOS DIGITALES
NETWORKING AREA



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM**15:00 - 15:25**

PANEL SESSION

CanalSur Más, una
plataforma pionera en el
pujante entorno del VOD

This session will be in Spanish

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JUANMA
BLANCO POLEY

CANAL SUR
MEDIA CHIEF

**DOS
30'**



ALEJANDRO
RINCÓN

STRATEGY
DIRECTOR &
DATA ANALYST
DOS30'



INTERACTVTVY



DAVID
ESPLA

MANAGING
PARTNER
INTERACTVTVY

DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

15:30 - 15:50

KEYNOTE

OBS Transition to
UHD



GUILLERMO
JIMÉNEZ

OBS

BROADCAST ENGINEERING DIRECTOR



Olympic
Broadcasting
Services



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

15:55 - 16:15

KEYNOTE

Experience the Video
Revolution at the
French Open



MICKAËL
RAULET

ATEME
CTO

ATEME
Captive your audience



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

16:20 - 16:40

KEYNOTE

MPEG-H Audio – Personalized
and Immersive Audio for
Broadcast & Streaming



JOHANNES SCHMIDL

FRAUNHOFER
BUSINESS DEVELOPMENT & STREAMING
APPLICATIONS



Fraunhofer
IIS



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

16:45 - 16:55

KEYNOTE

Nuevos formatos de
contenido: VR y más



VALIA
MERINO

OPTIVA MEDIA

Chairman & Co-Founder



OPTIVA
MEDIA
AN EPAM COMPANY



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

17:00 - 17:15

KEYNOTE

CLOUD IN MEDIA- THE
JOURNEY TO UHD
BROADCASTING IN THE
CLOUD

.....

XAVIER POUYAT

**MICROSOFT**

Partner Technology
Strategist



JAIME HERBADA

**MOME**

Chief Operating
Officer



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

17:20 - 17:35

PANEL SESSION

The power of Machine Learning - High-quality and affordable UHD

.....

**MediaKind****PAUL
O'DONOVAN****DIRECTOR
OF MARKET
DEV.
MEDIKIND** **Microsoft****MICHAEL
JOHNSON****DIRECTOR
GLOBAL ISV
SERVICES
MICROSOFT****EMILI
PLANAS****CTO**
MEDIAPRO

DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

17:40 - 17:50

SPEECH

REAL-TIME 8K
DELIVERY: READY
FOR PRODUCTION



JAN DE
COCK

SYNAMEDIA

Director Codec Development



Synamedia



DAY 2 Tuesday, 15th November

 POLO DE CONTENIDOS DIGITALES, AUDITORIUM

17:55 - 18:10

**EXCLUSIVE REPORT
HIGHLIGHTS**

PAUL
GRAY

OMDIA
SENIOR RESEARCH DIRECTOR



OMDIA



DAY 2 Tuesday, 15th November

18:10 - 20:00

NETWORKING
BEER



4KHDR SUMMIT

Contact

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MÁLAGA