

VIII EDITION

NOVEMBER 14-18, 2022

**WHERE TECH & CONTENTS
HAVE TIME TO TALK.**

**4KHDR
SUMMIT**

REVIEW

POWERED BY





GOLD

SILVER

COLLABORATORS

			
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MEDIA PARTNERS



PARTICIPANTS

460

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



180

REGISTERED
COMPANIES

Multinationals, ICTs, operators, technology consultants, mainly.



VISITORS



3. 400 users

from **58** countries visited the virtual platform

Algeria, Andorra, Argentina, Australia, Austria, Bangladesh, Belarus, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Czechia, Ecuador, Egypt, Ethiopia, Finland, France, Germany, Greece, Guatemala, Hong Kong, India, Iraq, Ireland, Italy, Japan, Jordan, Kazakhstan, Kosovo, Lebanon, Malaysia, Maldives, Mexico, Netherlands, ,New Caledonia, New Zealand, Norway, Panama, Peru, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia, Singapore, South Korea, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States 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



83K

SOCIAL MEDIA REACH #4KSUMMIT

+372 MENTIONS #4KSUMMIT

+1753 QUALITY FOLLOWERS IN SOCIAL MEDIA

+644 PUBLICATIONS IN SOCIAL MEDIA DURING THE
EVENT DAYS



MASS MEDIA IMPACT

Audience Reached

24.965.753

Advertising value

490,373 €



**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

**HYBRID
2022**

460

PARTICIPANTS

180

COMPANIES

3.400

VISITS

58

COUNTRIES



Headlines **DAY 1**

→ **144** onsite attendees.

→ **276** users followed the live sessions and VOD.



Headlines **DAY 2**

→ **130** onsite attendees.

→ **279** users followed the live sessions and VOD.



Headlines **DAY 3**

→ **328**

users followed the live sessions and VOD.

Headlines **DAY 4**

→ **258**

users followed the live sessions and VOD.

Headlines **DAY 5**

→ **320**

users followed the live sessions and VOD.





















Demos

→ **25** demos available

Exclusive demos with the **metaverse** as
special guest

Features

→ Immediate access to the VOD of each session

MONDAY, 14TH NOVEMBER			
09:30 - 09:35		INTRODUCTION TO 8TH EDITION RICARDO MEDINA CEO - MEDINA MEDIA	
09:35 - 10:00		2ND EDITION OF THE WHITE BOOK OF UHD SPAIN JOSÉ MANUEL MENÉNDEZ PROFESSOR - UNIVERSIDAD POLITÉCNICA MADRID	
10:00 - 11:15		REPORTS OF THE WORKING GROUPS	
11:15 - 11:25		PRESENTACIÓN LIBRO TEORÍA BÁSICA PARA EL OPERADOR DE CONTROL DE CÁMARAS UHD-4K Y HDR FRANCISCO J ESPINOSA AUTOR & FORMADOR AUDIOVISUAL - RTVA	
12:00 - 12:05		WELCOME TO MÁLAGA CITY FRANCISCO DE LA TORRE MAYOR - AYUNTAMIENTO DE MALAGA	
12:10 - 12:15		SALUTATION FROM RADIO AND TELEVISION OF ANDALUCÍA JUANE MELLADO Director General - RTVA	
12:15 - 12:20		SALUTATION FROM UHD SPAIN PERE VILA PRESIDENTE - UHD SPAIN	
14:30 - 14:50		EXCLUSIVE REPORT: TRENDS, 4K, HDR & 8K PAUL GRAY SENIOR RESEARCH DIRECTOR - OMDIA	
14:50 - 15:00		INTRODUCTION TO METAVERSE ALVARO VILLEGAS Head of e/xtended Reality Lab - Nokia	



Features

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











A screenshot of the 4K HDR Summit website interface. The top navigation bar includes a search bar, a dropdown menu for "All Events", and buttons for "Search", "Register", and "Sign in". The main content area displays two video session thumbnails. The first session, titled "UHD AT NASA", features Carlos Fontanot, a NASA expert, and includes a "View video" button. The second session, titled "EVOLUTION OF 8K BROADCASTING AT TOKYO 2020 GAMES", features Atsuhiko Hirao, a NHK expert, and also includes a "View video" button. Both thumbnails show a video player interface with a title, description, and social media links.



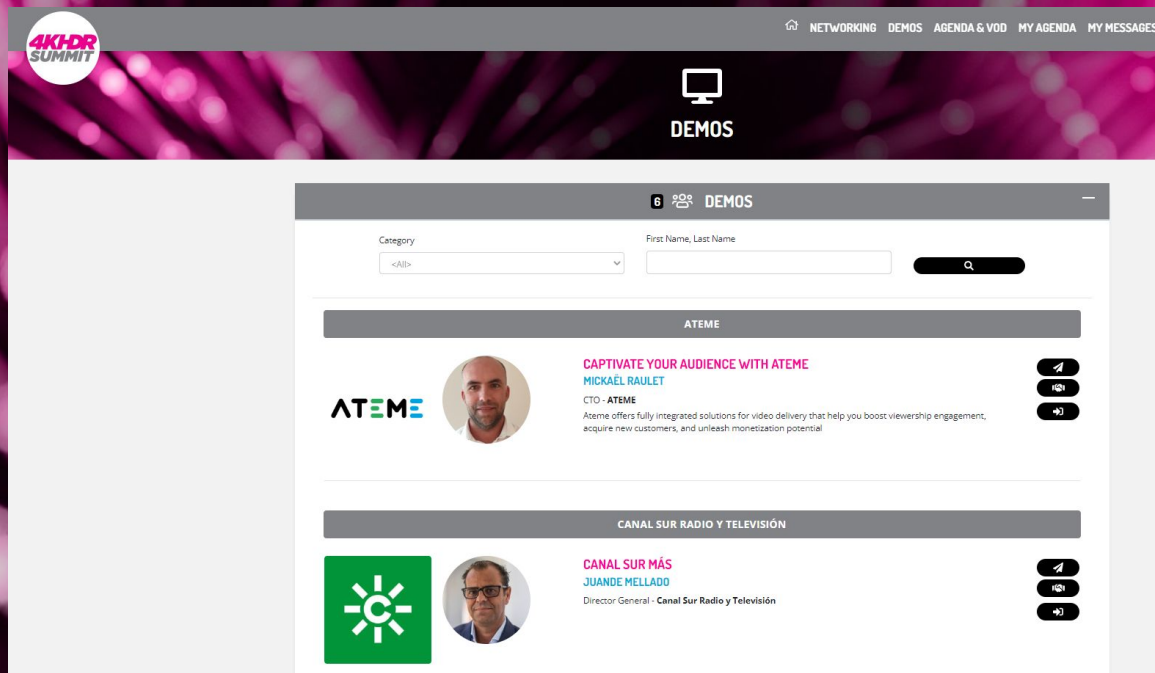
Features

→ Participants' profile and easy connection

The screenshot displays the 'NETWORKING' section of the 4KHDR SUMMIT website. At the top, a navigation bar includes links for 'NETWORKING', 'DEMOS', and 'AGENDA & VOD'. Below this, a header area features the '4KHDR SUMMIT' logo and the word 'NETWORKING'. The main content area is titled '458 NETWORKING' and includes a search bar with filters for 'Category' (set to 'All'), 'Company' (set to 'Todos'), and 'First name, Last name'. A search button is located to the right of the search bar. Below the search bar, 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 list of participants is organized into two columns under the heading 'SPEAKERS'. Each participant's entry includes a circular profile picture, their name, title, and company, followed by two buttons: a 'Request Meeting' button (indicated by a speech bubble icon) and a 'Video Meeting' button (indicated by a video camera icon).

SPEAKERS	
 CHRIS CHINNOCK BK ASSOCIATION EXECUTIVE DIRECTOR	 MICKAËL RAULET ATEME CTO
 CRISTINA PEÑAS AXIÓN COMMERCIAL DIRECTOR	 FRANCISCO DE LA TORRE AYUNTAMIENTO DE MÁLAGA MAYOR
 SUSANA CARILLO AYUNTAMIENTO DE MÁLAGA DELEGADA DE INNOVACIÓN Y DIGITALIZACIÓN URBANA	 JOSÉ MANUEL SANZ CELLNEX HEAD OF TECH AND LAB
 DIANA CELIS DCM CONSULTING CONSULTORA PROYECTOS TIC EUROPA Y LATINOAMÉRICA	 ALEJANDRO RINCÓN DOSS30 STRATEGY DIRECTOR & DATA ANALYST
 JONATHAN BROUGHTON EBU HEAD OF STRATEGY	 CRISTIANO BENZI EUTELSAT SVP GLOBAL - PROFESSIONAL VIDEO

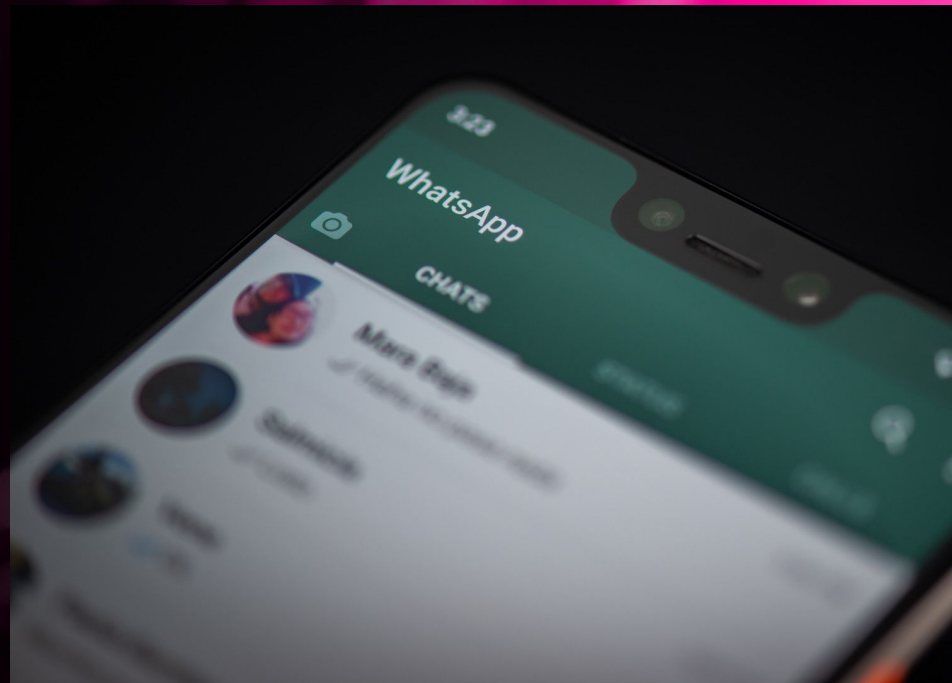
→ Open demo access



The screenshot displays the 'DEMONS' section of the 4KHDR SUMMIT website. At the top, a navigation bar includes links for NETWORKING, DEMOS, AGENDA & VOD, MY AGENDA, and MY MESSAGES. Below this, a header area features the 4KHDR SUMMIT logo and a 'DEMONS' title with a monitor icon. The main content area is titled '6 DEMOS' and contains a search filter with a 'Category' dropdown set to '<All>' and a 'First Name, Last Name' search bar. Two demo entries are listed: 1. 'ATEME' featuring a profile picture of Mickaël Raulet, CTO of ATEME, with the title 'CAPTIVATE YOUR AUDIENCE WITH ATEME' and a description of their video delivery solutions. 2. 'CANAL SUR RADIO Y TELEVISIÓN' featuring a profile picture of Juande Mellado, Director General, with the title 'CANAL SUR MÁS' and a description of their radio and television services. Each entry includes a logo, a profile picture, a title, a subtitle, a description, and three interactive buttons (play, share, and a third icon).

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.



**4KHDR
SUMMIT**

8TH EDITION

**4KHDR
SUMMIT**

**HYBRID
FORMAT**

**SAVE
THE
DATE**

NOV.
13-17
2023

Contact

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