



IX EDITION

NOVEMBER 13-16, 2023

WHERE TECH & CONTENTS

HAVE TIME TO TALK

**4KHDR
SUMMIT**

REVIEW



4K HDR SUMMIT 2023

WHERE TECH & CONTENTS HAVE TIME TO TALK

The 4K-HDR SUMMIT is the first international event that joins CONTENTS and TECHNOLOGY.

Since 2015, it brings together top engineers and top content producers from the world's most important audiovisual corporations and associations.

Video Review: [4K HDR SUMMIT 2023](#)

The event brings together high-level professionals, international and national to discuss Ultra High Definition (4K). It is the only forum where the world's most prestigious manufacturers, engineers and audiovisual content producers meet and share their latest projects in UHD, 4K, 8K, etc.

A total of 425 professionals from 61 countries, were represented at 4K HDR Summit 2023 by speakers, companies and institutions.





AUDITORIUM





DEMO AREA





DEMO AREA





NETWORKING TIME





COCKTAIL TIME



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MEDIA PARTNERS





PARTICIPANTS

450

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

200

REGISTERED
COMPANIES

Multinationals, ICTs, operators, technology consultants, mainly.



VISITORS



1.036 users

from **61 countries** visited the virtual platform

Spain, United States, Canada, France, United Kingdom, China, India, Germany, Netherlands, Finland, South Korea, Ireland, Austria, Italy, Norway, Mexico, Poland, Portugal, Türkiye, Brazil, Iran, Israel, Japan, Belgium, Switzerland, Hong Kong, Ukraine, Hungary, Latvia, Peru, Romania, Argentina, Egypt, Algeria, Andorra, Bangladesh, Philippines, Singapore, South Africa, Croatia, Czechia, Denmark, Greece, Iraq, Malaysia, Nepal, Russia, Serbia, Vietnam, Australia, Bulgaria, Cambodia, Chile, Colombia, Dominican Republic, Honduras, Mongolia, Panama, Saudi Arabia, Slovakia, Sri Lanka, Sweden, Taiwan, United Arab Emirates



MASS MEDIA IMPACT -

Audience Reached

169.141.533

Advertising value

1.344.453 €

[Check report](#)



**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**

450

PARTICIPANTS

180

COMPANIES

3.400

VISITS

58

COUNTRIES

**HYBRID
2023**

450

PARTICIPANTS

200

COMPANIES

1.036

VISITS

61

COUNTRIES



Features

→ Immediate
access to the
VOD of each
session

The screenshot shows the 'EL OBSERVATORIO' website interface. At the top, there's a navigation bar with links for HOME, NETWORKING, DEMOS, **Agenda**, and LIBRARY. Below the navigation bar, the 'Agenda' section is highlighted with a calendar icon. The main heading is 'Todo el 4K al detalle', followed by a subtext: 'Consulta la agenda de todas las ediciones del 4K HDR Summit. ① Los contenidos estarán disponibles después de su realización'. There are year selection buttons for 2023, 2022, 2021, and 2020. The date 'Monday, November 13, 2023' is displayed. A list of sessions follows, each with a time slot, a speaker's photo, name, and title, and a play button icon for VOD access. The sessions are:

- 10:00** **WELCOME & INTRODUCTION TO THE 9TH EDITION**
RICARDO MEDINA
MEDINAMEDIA GLOBAL
CEO
- 10:05** **LA TDT EN LA CONFERENCIA MUNDIAL DE RADIOCOMUNICACIONES**
JOSÉ LUÍS FERNÁNDEZ CARNERO
TELEVES
DIRECTOR GENERAL DE ESTRATEGIA
- 10:15** **PRESENTACIONES GRUPOS DE TRABAJO UHD Spain**
XAVIER BONET
UHD SPAIN
POST PRODUCCIÓN
- 10:35** **VIDEO BROADCAST IP**
ASIER ANITUA
TELEFONICA SERVICIOS AUDIOVISUALES
GERENTE DE DESARROLLO DE NEGOCIO
- 10:55** **SALUTATION AXIÓN & LINEOX**
ARACELI GARCÍA CUARTANGO
CEO
AXIÓN Y LINEOX
- 11:15** **LIVE DEMOS PRESENTATIONS**
MICKAEL RAULET
ATEME
CTO - LIVE DEMO PRESENTATIONS



Features

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

The screenshot displays the 'Library' section of the 4K Summit website. At the top, a navigation bar includes links for HOME, NETWORKING, DEMOS, AGENDA, and LIBRARY. Below this, a search bar with the placeholder 'Search 61' and filters for 'Destacados', 'Últimos', and '4K Summit' is visible. The main content area, titled '4K INFORMES', features a grid of video thumbnails. Each thumbnail includes a title, a speaker's name, and a timestamp. The sessions listed are:

- Exclusive Report 2022** by Paul Gray - OMNIA (21:23)
- EXCLUSIVE REPORT TRENDS, 4K, HDR & 8K** by PAUL GRAY - OMNIA (21:23)
- EXCLUSIVE REPORT HIGHLIGHTS** by PAUL GRAY - OMNIA (21:23)
- THE EBU AND UHDTV** by JONATHAN BROUGHTON - EBU (24:05)
- UHD y TDT en España** by ANTONIO FERNÁNDEZ-PANIAGUA - MINISTERIO DE ASUNTOS ECONÓMICOS Y TRANSFORMACIÓN (28:37)
- ULTRA HD STATE OF THE UNION 2022** by THIERRY FAUTIER - ULTRA HD FORUM (22:56)
- PRESERVING CREATIVE INTENT WITH...** by MICHAEL HOOGE - UHD ALLIANCE (31:57)
- AN BK ASSOCIATION UPDATE** by CHRIS CHINNOCK - BK ASSOCIATION (21:54)
- Q&A SESSION** by CHRIS CHINNOCK - BK ASSOCIATION (17:47)



Features

→ Participants' profile and easy connection

EL OBSERVATORIO

HOME NETWORKING DEMOS AGENDA LIBRARY

Ponentes

<p>ADRIAN MURTAZA FRAUNHOFER IIS SENIOR BUSINESS DEVELOPMENT MANAGER</p> <p>Mensaje Reunión</p>	<p>ALEJANDRO RINCÓN DOS30 STRATEGY DIRECTOR & DATA ANALYST</p> <p>Mensaje Reunión</p>	<p>ALESSANDRO CAPITANI HOR MILANO SUMMIT SENIOR MARKETING CONSULTANT</p> <p>Mensaje Reunión</p>
<p>ALICIA IZQUIERDO AYUNTAMIENTO DE MÁLAGA DELEGADA DE INNOVACIÓN Y DIGITALIZACIÓN URBANA</p> <p>Mensaje Reunión</p>	<p>ÁLVARO VILLEGAS NODIA HEAD OF EXTENDED REALITY LAB</p> <p>Mensaje Reunión</p>	<p>AMOS ROZENBERG BARAJAX FILMS CEO</p> <p>Mensaje Reunión</p>
<p>ÁNGEL GARCÍA CASTILLEJO RTVE DIRECTOR DEL ÁREA DE POLÍTICAS AUDIOVISUALES, SERVICIO PÚBLICO E INTERNACIONAL</p> <p>Mensaje Reunión</p>	<p>ANTONIO QUIRÓS AYUNTAMIENTO-BOLO-PYCOMA DIRECTOR</p> <p>Mensaje Reunión</p>	<p>ANTONIO SANZ CONSEJERÍA DE PRESIDENCIA JUNTA DE ANDALUCÍA</p> <p>Mensaje Reunión</p>
<p>ANTONIO FERNÁNDEZ- PANIAGUA MINISTERIO DE ASUNTOS ECONÓMICOS Y TRANSFORMACIÓN SUBDIRECTOR GENERAL</p> <p>Mensaje Reunión</p>	<p>ANTONIO GREPPI OWO GAMES CMO</p> <p>Mensaje Reunión</p>	<p>ARACELI GARCÍA CUARTANGO AXION CEO</p> <p>Mensaje Reunión</p>
<p>ARON RANDHAWA CANON EUROPEAN PRO VIDEO PRODUCT SPECIALIST</p> <p>Mensaje Reunión</p>	<p>ASIER ANITUA TELEFONICA SERVICIOS AUDIOVISUALES GERENTE DE DESARROLLO DE NEGOCIO</p> <p>Mensaje Reunión</p>	<p>ATSUSHI HIRAO NHK SENIOR PRODUCER, BK PRODUCTIONS PROGRAM PRODUCTION DPT.</p> <p>Mensaje Reunión</p>
<p>ATSUSHI MURAYAMA NHK HEAD OF BK PRODUCTION</p> <p>Mensaje Reunión</p>	<p>BARIS ALTINKAYA VESTEL CHIEF MARKETING OFFICER</p> <p>Mensaje Reunión</p>	<p>BEN SCHWARZ CTOIC OWNER</p> <p>Mensaje Reunión</p>



Features

→ Open demo access

The screenshot displays the 'EL OBSERVATORIO' website interface. At the top, there is a navigation bar with a hamburger menu icon, a '4K' logo, and tabs for 'HOME', 'NETWORKING', 'DEMOS', 'AGENDA', and 'LIBRARY'. Below the navigation bar, a filter section shows 'Filters 58' and options for 'ALL COMPANIES', 'ALL EDITIONS', a search bar, and 'Filter'/'Reset' buttons. The main content area is a grid of user profiles, each featuring a profile picture, name, title, company, and a 'Demo' button. The profiles are as follows:

- Europa Creativa Site**: VICTORIA FERNÁNDEZ, RESPONSABLE - EUROPA CREATIVA. Buttons: Mensaje, Reunión, Demo.
- Promotional Spot - Polo Contenidos Digitales**: ANTONIO QUIRÓS, DIRECTOR - POLO-AYUNTAMIENTO. Buttons: Mensaje, Reunión, Demo.
- Clúster Audiovisual Andaluz**: RAÚL JIMÉNEZ JIMÉNEZ, DIRECTOR GERENTE - JUNTA DE ANDALUCÍA+ADA. Buttons: Mensaje, Reunión, Demo.
- Audiovisual content generation in metaverse**: ISAAC JIMÉNEZ GALVÁN, PROJECT MANAGER - XR&C. Buttons: Mensaje, Reunión, Demo.
- adm - Promotional spot**: GUSTAVO FUENTES, DIRECTOR GENERAL - ADM. Buttons: Mensaje, Reunión, Demo.
- Trailer - LOS 4 REYES, EL SANTUARIO DEL MAR DE HALMAHERA**: KARLOS SIMÓN, CEO & FOUNDER - KARLOS SIMÓN - VIAJES Y EXPEDICIONES. Buttons: Mensaje, Reunión, Demo.
- Travel XP**: PRASHANT CHOTHANI, CEO - TRAVELXP. Buttons: Mensaje, Reunión, Demo.
- This is SONO**: DAVID REDONDO, PROJECT MANAGER - SONO. Buttons: Mensaje, Reunión, Demo.

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.



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DATE

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2024

Contact

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