

DAY 2

LEADER'S DAY

TUESDAY, NOVEMBER 12th 2024

SEVILLA - SEVILLA TECH PARK

DAY 2 Tuesday, 12th November

10:00 - 10:05

WELCOME TO
PCT CARTUJA

LUIS
PÉREZ

GENERAL MANAGER
PCT CARTUJA

| **PCT** CARTUJA |



DAY 2 Tuesday, 12th November

10:05 - 10:10

**WELCOME TO
SEVILLA**

ÁLVARO PIMENTEL

DEPUTY MAYOR CITY OF SEVILLE

NO8DO

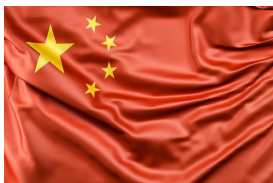
AYUNTAMIENTO DE SEVILLA



DAY 2 Tuesday, 12th November

10:10 - 10:20

**SALUTATION
UWA
INTRODUCTION**



LIQIANG
ZHAO

GLOBAL MEDIA PARTNERSHIP



DAY 2 Tuesday, 12th November

10:20 - 10:30

SALUTATION

CAO
JU

EXECUTIVE SECRETARY GENERAL



四川省超高清视频产业联盟
Sichuan UHD Video Association



DAY 2 Tuesday, 12th November

10:35 - 10:50

LAUNCH OF
TERRESTRIAL 4K FOR
PARIS OLYMPIC GAMES



JACQUES
DONAT-BOUILLUD

DIRECTOR
FRANCE TÉLÉVISIONS

france•tv



DAY 2 Tuesday, 12th November

10:55 - 11:05

UHD.

**TODAY AND WHAT COMES
NEXT?**



ROBIN
HÉRIN

SENIOR INNOVATION
& TECH

ATEME



DAY 2 Tuesday, 12th November

11:10 - 11:30

**ELEVATING THE
GAME:**
DOLBY IN LIVE SPORTS



ANAÏS
LIBOLT

**DIRECTOR BROADCAST & CONTENT
EUROPE**

Dolby



DAY 2 Tuesday, 12th November

11:30 - 12:00

COFFEE BREAK

DEMOS & NETWORKING

SPONSORED BY EVS



DAY 2 Tuesday, 12th November

12:00 - 12:15

THE AMERICA'S CUP
UHD HDR EXPERIENCE



MIGUEL
MUR

Operations Manager
GRUP MEDIAPRO



DAY 2 Tuesday, 12th November

12:20 - 12:35

OLYMPICS.COM:
CONTENT CREATION,
PUBLISHING AND
DISTRIBUTION

JORGE
DE LA NUEZ

HEAD OF TECHNOLOGY &
OPERATIONS



Olympic
Channel
Services



DAY 2 Tuesday, 12th November

12:40 - 13:00

KEYNOTE

MPEG-H AUDIO: DTV+
AND LIVE SPORTS



ELENA
BURDIEL

FRAUNHOFER
SENIOR ENGINEER



DAY 2 Tuesday, 12th November

13:05 - 13:30

PRESENTATION

LEADING THE DIGITAL
BROADCAST
REVOLUTION: TVE'S
TRANSITION TO IP
AND 4K UHD



JEROEN
VAN DER
VOORT



HEAD OF PROFESSIONAL
SERVICES MI



TOMAS
NIELSEN



MANAGING
DIRECTOR



DAY 2 Tuesday, 12th November

13:30 - 15:00

COCKTAIL

DEMOS & NETWORKING

SPONSORED BY EVS



DAY 2 Tuesday, 12th November

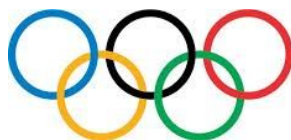
15:00 - 15:15

**OLYMPIC VIDEO PLAYER:
HELPING RIGHT-HOLDERS TO
MANAGE THE SCALE AND
DIVERSITY OF OLYMPIC CONTENT
DISTRIBUTION IN OTT DOMAIN**



SERGEY
PODLESSKII

NEW MEDIA
TECHNICAL MANAGER



Olympic
Broadcasting
Services



DAY 2 Tuesday, 12th November

15:20 - 15:40

KEYNOTE

FROM PSNR TO PVMAF:
PREDICTING VMAF FOR
EFFICIENT LIVE VIDEO
QUALITY MEASUREMENT



AXEL
DE DECKER

SYNAMEDIA

SOFTWARE ENGINEER R&D VIDEO NETWORK



Synamedia



DAY 2 Tuesday, 12th November

15:45 - 16:05

**UNLOCKING CONTROL
AND QUALITY: MOME AND
SYNAMEDIA'S SCALABLE
CDN SOLUTION FOR UHD 4K
STREAMING**



ROBIN
OAKLEY



SENIOR DIRECTOR
Edge CDN Solutions



JAIME
HERBADA



OPERATIONS MANAGER



DAY 2 Tuesday, 12th November

16:10 - 16:25

KEYNOTE
EMPOWERING THE
FUTURE OF LIVE
BROADCAST



LLUÍS
RIBES

MEDIAKIND
SALES ENGINEERING DIRECTOR

MediaKind



DAY 2 Tuesday, 12th November

16:30 - 16:40

KEYNOTE

COLORBOX - THE NEXT
GENERATION IN COLOR FOR
BROADCAST, LIVE EVENTS
AND ON-SET APPLICATIONS



JORDI
JOAQUIM

DISTRIBUTION MANAGER SPAIN &
PORTUGAL



DAY 2 Tuesday, 12th November

16:45 - 17:00

DO ULTRA HD
TECHNOLOGIES
HAVE A SUSTAINABILITY
IMPACT?



BENJAMIN
SCHWARZ

COO
GREENING OF STREAMING



DAY 2 Tuesday, 12th November

17:05 - 17:25

EXCLUSIVE REPORT

TRENDS, 4K, HDR & 8K



PAUL
GRAY

OMDIA
SENIOR RESEARCH DIRECTOR

OMDIA



DAY 2 Tuesday, 12th November

17:30 - 19:00

SEE YOU NEXT YEAR
HAPPY HOURS

EL  BSERVATORIO



4KHDR SUMMIT

NOVEMBER 11-14, 2024

SEVILLA