



X EDITION

NOVEMBER 11-14, 2024

WHERE TECH & CONTENTS

HAVE TIME TO TALK

**4KHDR
SUMMIT**

REVIEW



4K HDR SUMMIT 2024

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](#)



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 more than 500 professionals from 22 countries, were represented at 4K HDR Summit 2023 by speakers, companies and institutions.





AUDITORIUM





DEMO AREA



DEMO AREA







COCKTAIL TIME





FEATURED



GOLD



SILVER





PARTICIPANTS

+ 500

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



+240

REGISTERED
COMPANIES

Multinationals, ICTs, operators, technology consultants, mainly.



VISITORS



3.300 users

from **67 countries** visited the virtual platform

Spain, United States, Netherlands, Ireland, Finland, France, Austria, Japan, United Kingdom, Canada, Singapore, Germany, Switzerland, China, India, Brazil, South Korea, Belgium, Hong Kong, Denmark, Türkiye, Italy, Norway, Poland, Mexico, Argentina, Malaysia, Saudi Arabia, Israel, Portugal, Sweden, United Arab Emirates, Bangladesh, Russia, Chile, Colombia, Peru, Romania, Algeria, Australia, Indonesia, Iraq, Nigeria, Serbia, Thailand, Ukraine, Andorra, Bolivia, Bulgaria, Czechia, Dominican Republic, Ecuador, Egypt, Greece, Honduras, Hungary, Kuwait, Monaco, Morocco, Myanmar (Burma), New Zealand, Paraguay, Philippines, Qatar, Slovenia, Sri Lanka and Taiwan.



MASS MEDIA IMPACT -

Audience Reached

144.141.989

Advertising value

1.018.144€

[Check report](#)



ON-SITE 2019	VIRTUAL 2020	HYBRID 2021	HYBRID 2022	HYBRID 2023	HYBRID 2024
300 PARTICIPANTS	410 PARTICIPANTS	343 PARTICIPANTS	450 PARTICIPANTS	450 PARTICIPANTS	506 PARTICIPANTS
100 COMPANIES	120 COMPANIES	140 COMPANIES	180 COMPANIES	200 COMPANIES	243 COMPANIES
50 VISITS	2.037 VISITS	2.272 VISITS	3.400 VISITS	2.000 VISITS	3.300 VISITS
	44 COUNTRIES	48 COUNTRIES	58 COUNTRIES	61 COUNTRIES	67 COUNTRIES

→ Immediate access to the VOD of each session

EL OBSERVATORIO

HOME NETWORKING DEMOS **AGENDA** LIBRARY

2024 2023 2022 2021 2020

Lunes, 11 de noviembre de 2024

10:00 **Part I - 11/11/2024**
ARACELI GARCÍA CUARTANGO
AXION
CEO

12:00 **Part II - 11/11/2024**
JOSÉ LUIS SANZ
AYUNTAMIENTO DE SEVILLA
ALCALDE

15:00 **Part III - 11/11/2024**
JOSÉ LUIS MUÑIZ
RTVE
DIRECTOR DE ESTUDIOS Y MEDIOS TÉCNICOS

martes, 12 de noviembre de 2024

10:00 **Part I - 12/11/2024**
DAVID LUCONAT BOUILLLOUD
SUVA
DIRECTOR OF INTERNATIONAL COOPERATION

MI AGENDA
MENSAJES
AYUDA

¿QUÉ ES EL O
Un Twitter
Un 'Linked
Un 'Youtub
selecciona
Una CNN: eventos en
Un Diario O
Tecnología
Un Amazon
Servicios
Un 'Netflix
24/365
4K HDR SUM

Un Twitter
Un 'Linked
Un 'Youtub
selecciona
Una CNN: eventos en
Un Diario O
Tecnología
Un Amazon
Servicios
Un 'Netflix
24/365

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

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. The LIBRARY section is active, displaying a grid of video sessions from previous editions of the 4K HDR Summit. Each session card includes a thumbnail, title, speaker, and duration. The sessions listed are:

- Exclusive Report 2022** by Paul Gray - OMDIA (23:23)
- EXCLUSIVE REPORT TRENDS, 4K, HDR & 8K** by PAUL GRAY - OMDIA (4K Summit - 2022)
- EXCLUSIVE REPORT HIGHLIGHTS** by PAUL GRAY - OMDIA (4K Summit - 2022)
- THE EBU AND UHDTV** by JONATHAN BROUGHTON - EBU (4K Summit - 2022)
- UHD y TDT en España** by Antonio Fdez. Paniagua | Ministerio Asuntos Económicos y TRANSFORMACIÓN (4K Summit - 2022)
- UHD EN ESPAÑA Y MODIFICACION...** by ANTONIO FERNÁNDEZ-PANIAGUA - MINISTERIO DE ASUNTOS ECONÓMICOS Y TRANSFORMACIÓN (4K Summit - 2022)
- ULTRA HD STATE OF THE UNION 2022** by THIERRY FAUTIER - ULTRA HD FORUM (4K Summit - 2022)
- PRESERVING CREATIVE INTENT WITH...** by MICHAEL HOOG - UHD ALLIANCE (4K Summit - 2022)
- AN 8K ASSOCIATION UPDATE** by CHRIS CHINNOCK - 8K ASSOCIATION (4K Summit - 2022)
- Q&A SESSION** by CHRIS CHINNOCK - 8K ASSOCIATION (4K Summit - 2022)



Features


→ Participants' profile and easy connection

The screenshot displays the 'Ponentes' (Speakers) section of the MEDINAMEDIA EVENTS website. The interface features a pink navigation bar with tabs for HOME, NETWORKING, DEMOS, AGENDA, and LIBRARY. Below the navigation bar, the word 'Ponentes' is centered. The main content area is a grid of speaker profiles, each consisting of a circular profile picture, the speaker's name, their affiliation, and two buttons: 'Mensaje' (Message) and 'Reunión' (Meeting).

Speaker Name	Company/Organization	Buttons
ÁLVARO PIMENTEL	AYUNTAMIENTO DE SEVILLA TENIENTE ALCALDE	Mensaje, Reunión
ANA DOMÍNGUEZ	VICOMTECH SENIOR RESEARCHER	Mensaje, Reunión
ANAÍS LIBOLT	DOLBY DIRECTOR BROADCAST & CONTENT EUROPE	Mensaje, Reunión
ANDREW DUNNE	BBC TELEVISION PRODUCTION AND DELIVERY EXPERT	Mensaje, Reunión
ÁNGEL GARCÍA CASTILLEJO	RTVE DIRECTOR DEL ÁREA DE POLÍTICAS AUDIOVISUALES, SERVICIO PÚBLICO E INTERNACIONAL	Mensaje, Reunión
ANTONIO SANZ	CONSEJERÍA DE PRESIDENCIA, INTERIOR, DIÁLOGO SOCIAL Y SIMPLIFICACIÓN ADMINISTRATIVA DE LA JUNTA DE ANDALUCÍA	Mensaje, Reunión
ARACELI GARCÍA CUARTANGO	AXION CEO	Mensaje, Reunión
ARON RANDHAWA	CANON EUROPEAN PRO VIDEO PRODUCT SPECIALIST	Mensaje, Reunión
AXEL DE DECKER	SYNAMEDIA SOFTWARE ENGINEER R&D VIDEO NETWORK	Mensaje, Reunión
BENJAMIN SCHWARTZ	GREENING OF STREAMING CEO	Mensaje, Reunión
BILL BAGGELAAR	UHD ALLIANCE PRESIDENT	Mensaje, Reunión
CAO JU	SICHUAN UHD VIDEO ALLIANCE EXECUTIVE SECRETARY GENERAL	Mensaje, Reunión
CARLOS COSME	GLOBO RESEARCHER AT MEDIATECH LAB	Mensaje, Reunión
CÉDRIC TROUILHET	SYNAMEDIA PRINCIPAL SOLUTIONS ENGINEER - VIDEO	Mensaje, Reunión
CRISTIANO BENZI	EUTELSAT SVP GLOBAL - PROFESSIONAL VIDEO	Mensaje, Reunión

→ Open demo
access

[HOME](#) [NETWORKING](#) [DEMOS](#) [AGENDA](#) [LIBRARY](#)



Demos


Accede a demos exclusivas y conecta con sus expertos


Te ofrecemos demos de empresas y profesionales de primer nivel.


① Puedes utilizar el filtro para afinar la búsqueda


Filters 15


ALL COMPANIES 2024 Search... Filter Reset


**ADA - LAND**
GUSTAVO FUENTES
DIRECTOR GENERAL - AGENCIA DIGITAL DE ANDALUCÍA


 Mensaje Reunión Demo


**SAPEC UHD and 5G private networks**
FRANCISCO JAVIER PALENCIANO
DIRECTOR COMERCIAL - SAPEC


 Mensaje Reunión Demo


**EVS**
JEROEN VAN DER VOORT
HEAD OF PROFESSIONAL SERVICES MI - EVS


 Mensaje Reunión Demo


**Immersive Video Experience: 2 X 4K**
ESTHER MESAS
HEAD OF SALES&MARKETING - ATEME

 Mensaje Reunión Demo

**4K Video Monitor**
GUSTAVO ROBLES PAREDES
SALES DIRECTOR - AEQ

 Mensaje Reunión Demo

**Next Generation Audio**
ELENA BURDIEL
SENIOR ENGINEER - FRAUNHOFER IIS

 Mensaje Reunión Demo

- 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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SUMMIT



Agencia Digital
de Andalucía



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4K HDR
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OMDIA

A
Junta de Andalucía
Consejería de Presidencia,
Interior, Política Social y
Simplificación Administrativa



ECARTUJA



Rai 4K

travelxp 4K
HDMI

NO8DO
AYUNTAMIENTO DE SEVILLA

LAND

**FESTIVAL
DE SEVILLA**

Deloitte.

CanalSurMás

**ULTRAHD
FORUM ITALIA**
Beyond Definition

UWA
UHD World Association

SVA SUPER-VIDEO
Alliance UHD Video Association

france+tv

GRUP MEDIAPRO



NHK



Listen. Connect. Deliver.

BBC

SWR

**Televisa
Univision**

**UHD
ALLIANCE**

**8K
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TELEMUNDO**

**Ultra
HD
FORUM**

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MEDINAMEDIA
EVENTS

11TH EDITION

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**HYBRID
FORMAT**

**SAVE
THE
DATE**

NOV.
10-13
2025

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