

AGENDA

NOVEMBER 11-14 2025

SEVILLA - SEVILLA TECHPARK



November 11 & 12 - ONSITE/Presencial
November 13 & 14 - VIRTUAL

XI EDITION HIGHLIGHTS

Visit www.4ksummit.com

11th EDITION

SPAIN ON FIRE!

NEW NATIONAL TECHNICAL
PLAN

NEW UHD CHANNELS

CONTENT FIRST

OTT PLATFORMS - ARE USERS
INTO UHD?

PRODUCING UHD WORLD
ARCHIVE

WOMEN IN TECH:
LEADING AND INSPIRING
NEW GENERATIONS

IS 8K NEXT STEP?

LIVE SPORTS

SPORTS TO BOOST UHD HDR?

WHAT'S ON RTVE, BBC & RAI?

CHALLENGES FOR BROADCASTERS &
UHD ASSOCIATIONS

AI : HOW DOES IT HELP (OR NOT)
THE MEDIA INDUSTRY?

WHAT'S NEW IN IMMERSIVE AUDIO?

AND MORE ABOUT CLOUD, IP,
QUALITY MEASUREMENT,
INTEROPERABILITY,
VIRTUAL PRODUCTION,
SUSTAINABILITY, SECURITY, 5G...

HIGH PROFILE NETWORKING

Access to VIP Networking Breakfasts, Cocktails & Beer Time!

EXCLUSIVE EXHIBITION AREA

Get to know the leading products & brands face-to-face

PARTICIPATING COUNTRIES (20)

11th EDITION



SEVILLA, 11-14 NOVEMBER 2025





INTERNATIONAL ENTITIES



UHD
ALLIANCE



EBU

NHK



france•tv

Rai 4K



EUROVISION
SERVICES
AN EBU COMPANY



travelxp

Google

CARACOL
TELEVISIÓN

media
dhx

resolute
consulting ***

OMDIA

Telefónica





POLITÉCNICA



UNIVERSIDAD
DE MÁLAGA



Colegio Oficial
Ingenieros de
Telecomunicación
Asociación Occidental y Central



LA VOZ DE LA INDUSTRIA DIGITAL



DAY 1

UHD IN SPAIN & OPENING SESSIONS

TUESDAY, NOVEMBER 11th 2025

AUDITORIO CARTUJA

DAY 1 Tuesday, 11th November

10:00 - 10:05



OBSERVE • INSPIRE • CONNECT



**Bienvenida y Avance de Agenda de
la 11ª 4K HDR SUMMIT 2025**

**MARÍA
MEDINA**

EXECUTIVE DIRECTOR

DAY 1 Tuesday, 11th November

DEMO PRESENTATIONS

10:05 - 10:20

rtve

CanalSurMás

alfalite

smallpixels | AICOX

ses

GSERTEL

Synamedia

elecCard
VIDEO COMPRESSION GURU

LAWO

NETGEAR AV

AJA
VIDEO SYSTEMS

AEQ

VESTEL

MoMe

DATOS MEDIA

hurí

UWA
UHD World Association

sapec

UHD SPAIN
IMPULSANDO JUNTOS LA TELEVISIÓN DEL FUTURO

4K HDR
SUMMIT

SEVILLA, 11-14 NOVEMBER 2025

DAY 1 Tuesday, 11th November

10:15 - 10:35

TELEVISIÓN DIGITAL TERRESTRE - EVOLUCIÓN

**JULIA
CRIADO**

**SUBDIRECTORA GENERAL DE
PLANIFICACIÓN Y GESTIÓN DEL
ESPECTRO RADIOELÉCTRICO**



DAY 1 Tuesday, 11th November

10:35 - 10:55



TBC

TBC

TBC

ASOCIACIÓN UHD SPAIN

DAY 1 Tuesday, 11th November

10:55 - 11:30

MODERA

*La UHD llega a las televisiones
autonómicas españolas*



TBC
TBC
TBC
UHD Spain

PEDRO
ESPINA
Director Técnico
Canal Sur RTVA

AMAYA
REMÓN
Subdirectora de
ingeniería
EITB

SARA
GONZÁLEZ
Directora Técnica
TVG

JOSÉ MARÍA
CASAOS
Director Técnico
TELEMATRÍD



11th EDITION

NOVEMBER 11-14 2025
Sevilla TechPark

DAY 1 Tuesday, 11th November

11:30 - 11:45



TBC

TBC

DAY 1 Tuesday, 11th November

11:45 - 11:55

Saludo de AXIÓN



TBC

TBC

TBC
AXIÓN

DAY 1 Tuesday, 11th November

12:00 - 12:45

NETWORKING COFFEE OPENING TOUR DEMO AREA & PHOTOCALL



DAY 1 Tuesday, 11th November

12:00 - 13:00

OPENING SESSION IN AUDITORIUM

DAY 1 Tuesday, 11th November

12:45 - 12:50

Bienvenida de Sevilla
a la 11ª 4KHDR SUMMIT 2025



AYUNTAMIENTO DE SEVILLA



TBC

AYUNTAMIENTO DE SEVILLA

DAY 1 Tuesday, 11th November

12:50 - 12:55



Saludo de Canal Sur y de la Radio
Televisión de Andalucía (RTVA)

JUANDE
MELLADO

DIRECTOR GENERAL
RTVA

DAY 1 Tuesday, 11th November

12:55 - 13:00



VÍCTOR
SÁNCHEZ

PRESIDENTE
ASOCIACIÓN UHD SPAIN

Saludo de la Asociación
UHD SPAIN

DAY 1 Tuesday, 11th November

13:00 - 13:15



**Saludo del Ministerio para la Transformación
Digital y de la Función Pública**

**MATÍAS
GONZÁLEZ**

**SECRETARIO GENERAL DE
TELECOMUNICACIONES E
INFRAESTRUCTURAS DIGITALES**

DAY 1 Tuesday, 11th November

HOMENAJE

DAY 1 Tuesday, 11th November

13:15 - 13:30

HOMENAJE



RICARDO
MEDINA



JOSÉ MANUEL
MENÉNDEZ

DAY 1 Tuesday, 11th November

13:30- 14:30

VIP NETWORKING COCKTAIL

DAY 1 Tuesday, 11th November

14:30 - 14:45



JAVIER
SÁNCHEZ

DIRECTOR DE ÁREA DE
POLÍTICA AUDIOVISUAL Y
SERVICIO PÚBLICO RTVE

DAY 1 Tuesday, 11th November

14:45 - 15:00

rtve



VÍCTOR
SÁNCHEZ

DIRECTOR DE MEDIOS Y
OPERACIONES DE TVE

DAY 1 Tuesday, 11th November

15:00 - 15:20



FAST Y SERVICIO PÚBLICO: LA APUESTA DE CANALSUR MÁS POR LA TELEVISIÓN SEGMENTADA

JUANMA
BLANCO POLEY

DIRECTOR
CANAL SUR MEDIA

DAY 1 Tuesday, 11th November

15:20 - 15:40

CASO DE USO



**PABLO
RODRÍGUEZ DE TEMBLEQUE**
Sales Director
APPEAR



**JOSÉ LUIS
GARCÍA CABRERA**
Broadcast & Media Manager
Telefónica Servicios Audiovisuales

DAY 1 Tuesday, 11th November

15:40 - 15:50

WOMEN IN TECH
by

EMPOWERING WOMEN IN THE TECH INDUSTRY:

A dedicated space for women in networking, cybersecurity, IT, and STEM to support each other and help close the gender gap in tech. Connect. Share. Celebrate. Advocate.



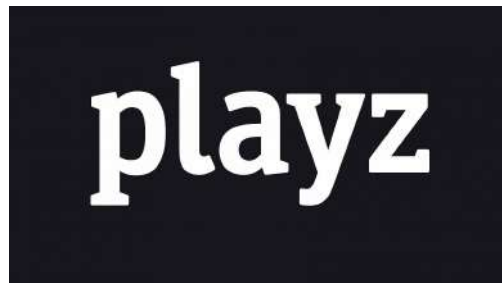
**MARÍA
MARTÍN JÓDAR**
Account Manager -
Telecom & Media



**MARÍA ISABEL
ARIAS**
Iberia Cybersecurity Sales Leader -
Service Providers & Media

DAY 1 Tuesday, 11th November

15:50 - 16:00



LAS PLATAFORMAS: NUEVAS AUDIENCIAS,
NUEVOS CONSUMOS

ALBERTO
FERNÁNDEZ

DIRECTOR
RTVE Play

DAY 1 Tuesday, 11th November

16:00 - 16:30

¿HACIA DÓNDE SE DIRIGE LA INDUSTRIA TELEVISIVA?

Entrevista con
Eric Ellenbogen



ERIC
ELLENBOGEN
CEO & VP
DHX MEDIA



IVAN
GLASOVAC
GENERAL MANAGER
RESOLUTE CONSULTING

DAY 1 Tuesday, 11th November

16:30 - 16:40



AI: HOW DOES IT HELP (OR NOT) THE MEDIA INDUSTRY

**FERNANDO
GARCÍA CALVO**

**CEO
THE CHANNEL STORE**

DAY 1 Tuesday, 11th November

16:40 - 16:45

**FESTIVAL
DE SEVILLA**



Saludo
Festival de Cine Europeo de Sevilla

MANUEL
CRISTÓBAL

DIRECTOR
FESTIVAL DE CINE EUROPEO DE SEVILLA

DAY 1 Tuesday, 11th November

NETWORKING BEER TIME 17:00 - 18:00

**4KHDR
SUMMIT**

DAY 1 Tuesday, 11th November

17:30 - 18:30

UHD SPAIN ASSEMBLY (Members only)



DAY 2

LEADERS' DAY

WEDNESDAY, NOVEMBER 12th 2025

AUDITORIO CARTUJA

DAY 2 Wednesday, 12th November

10:00 - 10:05

DEMO & SPEAKERS PRESENTATIONS

DAY 2 Wednesday, 12th November

10:05 - 10:10



ÁNGEL
Gª CASTILLEJO

Vicepresidente
COMISIÓN NACIONAL MERCADO DE
LA COMPETENCIA (CNMC)

DAY 2 Wednesday, 12th November

10:10 - 10:25

france•tv



**JACQUES
DONAT-BOUILLUD**

**DIRECTOR
FRANCE TÉLÉVISIONS**

DAY 2 Wednesday, 12th November

10:25 - 10:40



**TONIO
DI STEFANO**

**PRESIDENT
ULTRA HD FORUM ITALIA**

DAY 2 Wednesday, 12th November

10:40 - 10:55

rtve



VÍCTOR
SÁNCHEZ

DIRECTOR DE MEDIOS Y
OPERACIONES DE TVE

DAY 2 Wednesday, 12th November

10:55 - 11:15

MODERA



france•tv



Rai 4K



rtve

TBC
TBC

**JACQUES
DONAT-BOUILLUD**
DIRECTOR
FRANCE TÉLÉVISIONS

**TONIO
DI STEFANO**
Director of Networks & Platforms
RAI

**VÍCTOR
SÁNCHEZ**
Director De Medios Y Operaciones
TVE

DAY 2 Wednesday, 12th November

11:15 - 11:20



4K, IP, FAST, LEO, HOW SATELLITE IS ADAPTING TO A FAST-CHANGING MEDIA LANDSCAPE

CRISTIANO
BENZI

SVP GLOBAL VIDEO PRODUCT
DEVELOPMENT
EUTELSAT GROUP

DAY 2 Wednesday, 12th November

11:20 - 11:30

STREAMING INTELLIGENCE: USING ANALYTICS TO IMPROVE PERFORMANCE AND VIEWER

**ANASTASIA
SHKABARA**

**ELECARD BUSINESS
DEVELOPMENT DIRECTOR,
EMEA**

eleccard
VIDEO COMPRESSION GURU



DAY 2 Wednesday, 12th November

11:30 - 11:50

THE NEW FRONTIER OF BROADCAST TV DISTRIBUTION



AICOX



**FABIO
CLABOT**
CEO
SMALL PIXELS



**MARTA
PÉREZ**
Broadcast & Media Project Engineer
AICOX

DAY 2 Wednesday, 12th November

11:50 - 12:05

BUILDING THE FUTURE OF UHD TOGETHER: HDR
VIVID & AUDIO VIVID SUCCESS STORIES AND
EUROPEAN OPPORTUNITIES



UHD World
Association



RÉMI
TERESZKIEWICZ

CMO EUROPE

DAY 2 Wednesday, 12th November

12:05 - 12:30

DEMO AREA & NETWORKING COFFEE BREAK



DAY 2 Wednesday, 12th November

12:30 - 12:45

RETOS DE GESTIÓN DOCUMENTAL, TRATAMIENTO, CREACIÓN Y
PUBLICACIÓN DE CONTENIDO UHD PARA UNA PLATAFORMA DIGITAL



Olympic
Channel
Services



JORGE
DE LA NUEZ

OLYMPIC CHANNEL SERVICES
HEAD OF TECHNOLOGY & OPERATIONS

DAY 2 Wednesday, 12th November

12:45 - 12:55



BUILDING A PLAYBOOK FOR MONETIZING PREMIUM LIVE SPORTS FREE TO AIR

JATIN
DEV

SENIOR PARTNERSHIP LEAD, GLOBAL
SELLSIDE
GOOGLE

DAY 2 Wednesday, 12th November

12:55 - 13:20

MODERA

DISTRIBUTING LIVE SPORT EVENTS: MEETING FAN EXPECTATIONS WHILE SECURING VALUE



**MARÍA
MEDINA**
GENERAL MANAGER
MEDINA MEDIA EVENTS



**JATIN
DEV**
SENIOR PARTNERSHIP LEAD,
GLOBAL SELLSIDE



**REMI
BEAUDOUIN**
CSMO



**JAMES
PEARCE**
Senior Vice President of
Broadcast & Streaming



**ALEX
SÁNCHEZ**
COO

DAY 2 Wednesday, 12th November

13:20 - 13:30



JORDI
JOAQUIM

DISTRIBUTION MANAGER SPAIN
& PORTUGAL

DAY 2 Wednesday, 12th November

13:30 - 13:40



DMF, MXL AND ALL THAT BUZZ... – DYNAMIC MEDIA FACILITIES AND UHD WORKFLOWS FOR MAXIMUM ASSET UTILIZATION

AXEL
BACH

PRESALES AND DELIVERY
ENGINEER - MEDIA
INFRASTRUCTURE SOLUTIONS
LAWO AG

DAY 2 Wednesday, 12th November

13:40 - 13:55

MODERA



Google Cloud



AT&T



Telefónica

TBC
TBC

TBC
TBC

TBC
TBC

TBC
TBC

DAY 2 Wednesday, 12th November

NETWORKING BEER TIME 14:00 - 15:00

DAY 3

SOLUTIONS' DAY

(VIRTUAL)

THURSDAY, NOVEMBER 13th 2024
SEVILLA - SEVILLA TECHPARK

DAY 3 Thursday, 13th November

10:00 - 10:15

hispasat



PRESENT AND FUTURE
OF THE UHD IN SPAIN

JORGE
RODRÍGUEZ

HEAD OF PRODUCT AND MARKETING



VIRTUAL SESSION FROM MADRID, SPAIN

DAY 3 Thursday, 13th November

10:15 - 10:30

cellnex[®]



XAVI
REDÓN

PRODUCT MANAGER



VIRTUAL SESSION FROM **SPAIN**

DAY 3 Thursday, 13th November

10:30 - 10:45

GSERTEL



**DRIVE TEST Y MEDIDAS DE QOS EN
SERVICIOS UHD**

**MANUEL ÁNGEL
ÁLVAREZ**

**Technical Sales Area Manager
LATAM & EUROPE**



VIRTUAL SESSION FROM GALICIA, SPAIN

**4KHDR
SUMMIT**

11th EDITION

**NOVEMBER 11-14 2025
Sevilla TechPark**

DAY 3 Thursday, 13th November

10:45 - 11:00

Canon



ARON
RANDHAWA

SENIOR PRODUCT
MARKETING SPECIALIST



VIRTUAL SESSION FROM LONDON, UK

DAY 3 Thursday, 13th November

11:00 - 11:15



Measuring and Optimizing Video Quality for UHD Delivery

**JAN DE
COCK**

**DIRECTOR, DEVELOPMENT,
VIDEO NETWORK
SYNAMEDIA**



VIRTUAL SESSION

DAY 3 Thursday, 13th November

11:15 - 11:30

VESTEL



MOTOSHI
BITO

Business Development
Manager



VIRTUAL SESSION

DAY 3 Thursday, 13th November

11:30 - 11:45

NHK



HIGH-RESOLUTION 360-DEGREE VIDEO SYSTEM FOR HIGH-QUALITY IMMERSIVE EXPERIENCE

**TETSUYA
HAYASHIDA**

**PRINCIPAL RESEARCH
ENGINEER**



VIRTUAL SESSION FROM JAPAN

DAY 3 Thursday, 13th November

11:45 - 12:00



BRAZIL DTV+ SYSTEM: ROADMAP AND LAST UPDATES

CARLOS
COSME

TECHNOLOGY
INNOVATION SPECIALIST



VIRTUAL SESSION FROM **BRAZIL**

DAY 3 Thursday, 13th November

12:00 - 12:15

INTERVIEW



**DIEGO
CARBAJAL**

**The Walt Disney Company LATAM
MANAGER DE PRODUCCIÓN**



VIRTUAL SESSION FROM ARGENTINA

DAY 3 Thursday, 13th November

12:15 - 12:30

INTERVIEW



Olympic
Broadcasting
Services



NUNO
DUARTE

OLYMPIC BROADCASTING
SERVICES (OBS)
SOUND DESIGNER AND AUDIO
MANAGER



VIRTUAL SESSION FROM MADRID / SERPA (PORTUGAL)

DAY 3 Thursday, 13th November

12:30 - 12:45



IAN
NOCK

INTEROPERABILITY
WORKING GROUP
UHD FORUM
CHAIR



VIRTUAL SESSION FROM LONDON, UK

DAY 3 Thursday, 13th November

12:45 - 13:00



BENJAMIN
SCHWARZ

GREENING OF
STREAMING
COO



VIRTUAL SESSION

DAY 3 Thursday, 13th November

13:00 - 13:15

EBU 



FRANS
DE JONG

UNIT ON MEDIA
FUNDAMENTALS &
PRODUCTION TECHNOLOGY
EBU



VIRTUAL SESSION

DAY 4

PRESIDENTS' & WOMEN'S DAY (VIRTUAL)

FRIDAY, NOVEMBER 14th 2024
SEVILLA - SEVILLA TECHPARK

DAY 4 Friday, 14th November

10:00 - 10:05

SALUTATION



RAFAEL
PORRAS

PRESIDENTE
RADIO TELEVISIÓN ANDALUCÍA



VIRTUAL SESSION FROM SEVILLE, SPAIN

DAY 4 Friday, 14th November

10:05 - 10:20

UHD
ALLIANCE



BILL
BAGGELAAR

PRESIDENT



VIRTUAL SESSION FROM USA

DAY 4 Friday, 14th November

10:20 - 10:35



TBC

TBC



VIRTUAL SESSION

DAY 4 Friday, 14th November

10:35 - 10:50



JUAN
REYES

EXECUTIVE DIRECTOR



VIRTUAL SESSION

DAY 4 Friday, 14th November

11:00 - 11:15



TBC

**ASBU
ARAB STATES
BROADCASTING UNION**



VIRTUAL SESSION

DAY 4 Friday, 14th November

11:15 - 11:30



OLIVIER
CHIABODO

THE EXPLORERS
CEO



VIRTUAL SESSION

DAY 4 Friday, 14th November

11:30 - 11:45



PRASHANT
CHOTHANI

CEO &
FOUNDER



VIRTUAL SESSION FROM MUMBAI, INDIA

DAY 3 Thursday, 13th November

11:45 - 12:00



KARLOS SIMÓN
VIAJES Y EXPEDICIONES



**KARLOS
SIMÓN**

CEO
**KARLOS SIMÓN VIAJES Y
EXPEDICIONES**



VIRTUAL SESSION

WOMEN IN TECH

INTERVIEWS TO EMPOWERED FEMALE PROFESSIONALS

DAY 4 Friday, 14th November

12:00 - 12:15



ÚRSULA
ROMERO

ISB -
International Sports
Broadcasting
CEO



VIRTUAL SESSION FROM BAKU, AZERBAIJAN

DAY 4 Friday, 14th November

12:15 - 12:30

INTERVIEW



IRANTZU
DÍEZ-GAMBOA

Regional CEO, North America
Grup Mediapro



VIRTUAL SESSION

DAY 4 Friday, 14th November

12:30 - 12:45

ENTREVISTA



PILAR
CREPO

Presidenta Junta Directiva
AAMMA
Productora
Magnetika Producciones



VIRTUAL SESSION

NEXT EDITION

9-12 NOVEMBER 2026