



XI EDITION

NOVEMBER 11-14, 2025

WHERE TECH & CONTENTS

HAVE TIME TO TALK

**4KHDR
SUMMIT**

REVIEW



4K HDR SUMMIT 2025

***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.

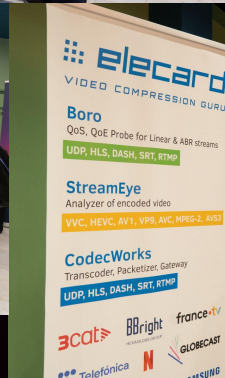
A total of more than 500 professionals from 22 countries, were represented at 4K HDR Summit 2023 by speakers, companies and institutions.







DEMO AREA







COCKTAIL TIME





31 SPONSORS



SPONSORS 2025

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SECTOR

SECTOR



PARTICIPANTS

+ 700

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



+300

REGISTERED
COMPANIES

Multinationals, ICTs, operators, technology consultants, mainly.



VISITORS



9.300 users

from **77 countries** visited the virtual platform

China, Singapore, United States, Spain, Netherlands, Ireland, France, United Kingdom, Algeria, Canada, Germany, Japan, Hong Kong, Australia, Norway, Switzerland, Brazil, India, Côte d'Ivoire, Russia, Sweden, United Arab Emirates, Italy, Poland, Portugal, Indonesia, Türkiye, Mexico, Qatar, South Korea, Belgium, Philippines, Vietnam, Argentina, Bangladesh, Colombia, Finland, Iraq, Nigeria, Thailand, Andorra, Cambodia, Luxembourg, Azerbaijan, Ecuador, Guatemala, Macao, Malaysia, Morocco, Peru, Saudi Arabia, South Africa, Tunisia, Uzbekistan, Venezuela, Afghanistan, Albania, Austria, Bahrain, Botswana, Chile, Croatia, Denmark, Estonia, Georgia, Greece, Iran, Jordan, Kenya, Moldova, Myanmar (Burma), New Zealand, Oman, Paraguay, Slovakia, Slovenia, Syria and Ukraine



VIRTUAL 2020	HYBRID 2021	HYBRID 2022	HYBRID 2023	HYBRID 2024	HYBRID 2025
410 PARTICIPANTS	343 PARTICIPANTS	450 PARTICIPANTS	450 PARTICIPANTS	506 PARTICIPANTS	767 PARTICIPANTS
120 COMPANIES	140 COMPANIES	180 COMPANIES	200 COMPANIES	243 COMPANIES	301 COMPANIES
2.037 VISITS	2.272 VISITS	3.400 VISITS	2.000 VISITS	3.300 VISITS	51.000 VISITS
44 COUNTRIES	48 COUNTRIES	58 COUNTRIES	61 COUNTRIES	67 COUNTRIES	77 COUNTRIES



Features

→ Immediate
access to the
VOD of each
session

The screenshot displays the 'EL OBSERVATORIO' website interface. At the top, there is a navigation bar with a hamburger menu icon on the left and an 'AYUDA' link on the right. Below this is a secondary navigation bar with buttons for 'HOME', 'NETWORKING', 'DEMOS', 'AGENDA' (which is highlighted), and 'LIBRARY'. The main content area is titled 'Agenda' with a calendar icon. It features a section 'Todo el 4K al detalle' with a sub-header 'Consulta la agenda de todas las ediciones del 4K HDR Summit.' and a note 'Los contenidos estarán disponibles después de su realización'. Below this is a timeline of years from 2020 to 2025, with 2025 selected. The date 'martes, 11 de noviembre de 2025' is displayed. The agenda lists three sessions for this date: 10:00 'Sesiones mañana I - 11/11/2025' by Sara González (Directora de Soporte Tecnológico), 12:15 'Sesiones mañana II - 11/11/2025' by Juande Mellado (Director General), and 14:30 'Sesión de tarde - 11/11/2025' by Víctor Sánchez (Director de Medios y Operaciones). Each session entry includes a profile picture, a play button icon, and a series of dots indicating a sequence of sessions.

EL OBSERVATORIO

AYUDA

HOME NETWORKING DEMOS AGENDA LIBRARY

Agenda

Todo el 4K al detalle

Consulta la agenda de todas las ediciones del 4K HDR Summit.

Los contenidos estarán disponibles después de su realización

2025 2024 2023 2022 2021 2020

martes, 11 de noviembre de 2025

10:00 Sesiones mañana I - 11/11/2025

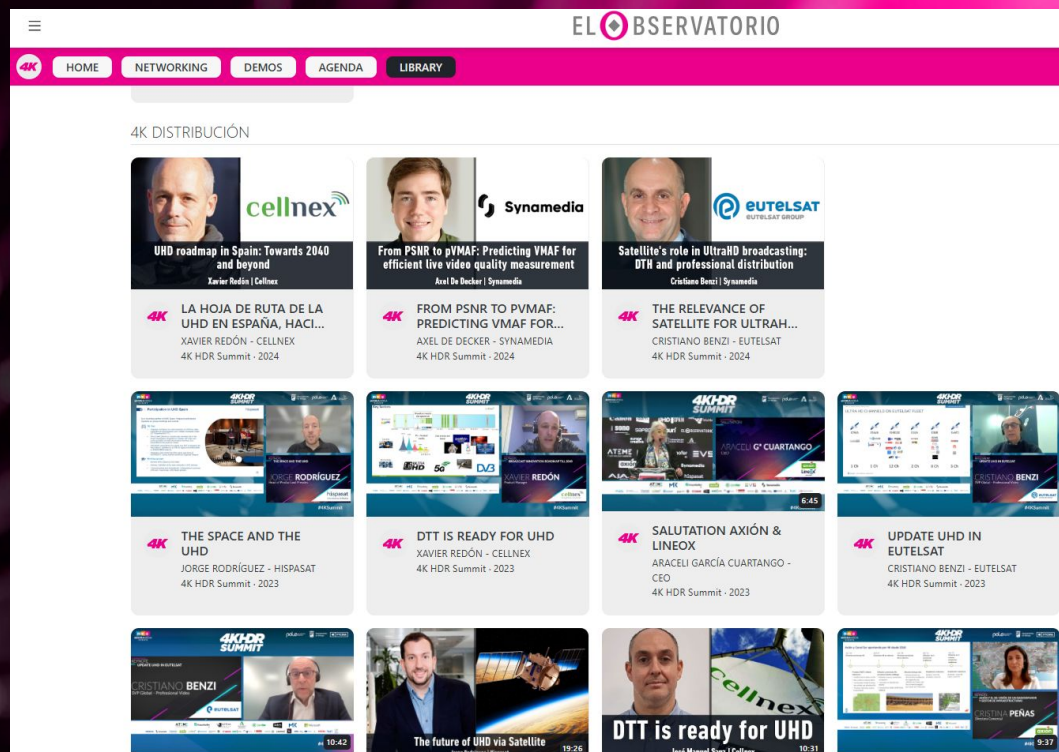
SARA GONZÁLEZ
TELEVISIÓN DE GALICIA
DIRECTORA DE SOPORTE TECNOLÓGICO

12:15 Sesiones mañana II - 11/11/2025

JUANDE MELLADO
CANAL SUR
DIRECTOR GENERAL

14:30 Sesión de tarde - 11/11/2025

VÍCTOR SÁNCHEZ
RTVE
DIRECTOR DE MEDIOS Y OPERACIONES





Features

→ Participants' profile and easy connection

The screenshot shows the 'EL OBSERVATORIO' Networking interface. At the top, there's a navigation bar with 'HOME', 'NETWORKING' (active), 'DEMOS', 'AGENDA', and 'LIBRARY'. Below this, a 'Networking' section explains how to connect with professionals and includes a search bar with filters for 'Destacados', 'Últimos', '4K HDR Summit', and '2025'. The main area, titled 'Ponentes', displays a grid of speaker profiles. Each profile includes a photo, name, title, and buttons for 'Mensaje' and 'Reunión'.

Name	Title	Buttons
ADRIANA VÁZQUEZ	RTVE DIRECTORA DE PRODUCCIÓN Y MEDIOS	Mensaje, Reunión
ALBERTO FERNÁNDEZ	RTVE PLAY DIRECTOR	Mensaje, Reunión
ALBERTO LEÓN GONZÁLEZ	MEDIASET ESPAÑA SUBDIRECTOR DE PRODUCTO Y OPERACIONES	Mensaje, Reunión
ÁLEX SÁNCHEZ	EUROVISIÓN COO	Mensaje, Reunión
ÁLVARO PIMENTEL	AYUNTAMIENTO DE SEVILLA TENIENTE ALCALDE	Mensaje, Reunión
ÁLVARO RAMÍREZ PÉREZ	SEVILLA FC DIRECTOR DE COMUNICACIÓN	Mensaje, Reunión
AMAYA REMON GALLEG0	EITB MEDIA SUBDIRECTORA DE INGENIERIA	Mensaje, Reunión
ANASTASIA SHKABARA	ELECARD DIRECTOR, TECHNICAL SALES EMEA	Mensaje, Reunión
ANDY BELLAMY	AJA VIDEO SYSTEM DIRECTOR, TECHNICAL SALES EMEA	Mensaje, Reunión

→ Open demo
access



EL OBSERVATORIO

4K

HOME

NETWORKING

DEMOS

AGENDA

LIBRARY


4K UHD Mobile Unit
ROSA SÁNCHEZ MUÑOZ
DIRECTORA HURI TV - HURI



 Mensaje

 Reunión

 Demo


UHD SPAIN
VÍCTOR SÁNCHEZ
DIRECTOR DE MEDIOS Y OPERACIONES - UHD SPAIN



 Mensaje

 Reunión

 Demo


RTVA
JUAN MANUEL BLANCO POLEY
DIRECTOR MEDIA - RTVA



 Mensaje

 Reunión

 Demo


The HOME Advantage in Real-World DMF Deployment
AXEL BACH
PRESALES AND DELIVERY ENGINEER - LAWO



 Mensaje

 Reunión

 Demo


Transport and subjective analysis of 4K signals
FRANCISCO JAVIER PALEARIANO
DIRECTOR COMERCIAL - SAPEC



 Mensaje

 Reunión

 Demo


VIVID, the new UHD experience
RÉMI TERESZKIEWICZ
CMO EUROPE - UWA



 Mensaje

 Reunión

 Demo


Optimizing Video Quality for UHD Delivery with the Live VQ Agent
JAN DE COCK
DIRECTOR CODEC DEVELOPMENT - SYNAMEDIA



 Mensaje

 Reunión

 Demo


Eleccard Boro
ANASTASIA SHKABARA
BUSINESS DEVELOPMENT DIRECTOR, EMEA - ELECARD



 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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AICOX

AJA
VIDEO SYSTEMS

UWA
UHD World Association

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mme
MEDINAMEDIA
EVENTS

12TH EDITION

**4KHDR
SUMMIT**

**HYBRID
FORMAT**

**SAVE
THE
DATE**

NOV.
10-13
2026

Contact

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