

AGENDA 2024

NOVEMBER 11-14 2024

SEVILLA - PCT CARTUJA



AUDITORIO CARTUJA



PATROCINADORES (22)



MEMBER OF BASQUE RESEARCH
& TECHNOLOGY ALLIANCE



COLABORADORES (42)

UHD SPAIN | GOBIERNO DE ESPAÑA | MINISTERIO PARA LA TRANSFORMACIÓN DIGITAL Y DE LA FUNCIÓN PÚBLICA | NO8DO AYUNTAMIENTO DE SEVILLA | FESTIVAL DE SEVILLA | rtve | forta
 france.tv | UWA UHD World Association | SVA | Olympic Broadcasting Services | OMCI | GRUPO MEDIAPRO
 EBU | BBC | NHK | Rai 4K | SWR | UHD ALLIANCE | 8K ASSOCIATION
 NASA | THE EXPLORERS | travelxp | Disney Entertainment & ESPN TECHNOLOGY | Canal Sur Más | 3Cat
 MADE IN VERSE | UNIVERSIDAD DE SEVILLA | POLITÉCNICA | TELEMUNDO | Televisa Univision | GLOBO | CARACOL TELEVISIÓN | KBS
 LAND | adm | huri | PCT CARTUJA | Ce | Deloitte | DATOS MEDIA | Panorama audiovisual.com

PAÍSES PARTICIPANTES (19)



**4KHDR
SUMMIT**

10th EDITION

DAY 1

UHD SPAIN & OPENING DAY

MONDAY, NOVEMBER 11th 2024

SEVILLA - SEVILLA TECH PARK

(MONDAY SESSIONS WILL BE IN SPANISH)

DAY 1 Monday, 11th November

10:00 - 10:15

**PRESENTACIÓN DE
LA 3ª EDICIÓN DEL
LIBRO BLANCO DE
UHD SPAIN**



POLITÉCNICA

**JOSÉ MANUEL
MENÉNDEZ**

**UHD SPAIN
UNIV. POLITÉCNICA DE MADRID**



DAY 1 Monday, 11th November

10:20 - 11:00

**PANEL UHD SPAIN:
PRESENTACIÓN
PILOTO IA & UHD**

UHD SPAIN
IMPULSANDO JUNTOS LA TELEVISIÓN DEL FUTURO



**EMILI
PLANAS**



**IVÁN
LÓPEZ**



**SONIA
VALLADARES**



**XAVIER
BONET**



DAY 1 Monday, 11th November

11:00 - 11:05

**INTELIGENCIA
ARTIFICIAL APLICADA
A LA CAPTACIÓN DE
IMÁGENES EN
TELEVISIÓN**

**“TILANO”
F. J. ESPINOSA**

CANAL SUR

UHD SPAIN
IMPULSANDO JUNTOS LA TELEVISIÓN DEL FUTURO



DAY 1 Monday, 11th November

11:05 - 11:15

SALUTATION

AXIÓN Y LINEOX

ARACELI
G^a CUARTANGO

AXION & LINEOX
CEO



DAY 1 Monday, 11th November

11:15 - 11:30

UHD HDR
PRESENTATIONS
LIVE DEMOS

VICOMTECH VholoStudio

AJA

REALTIME IN-LINE
HDR/SDR
ALGORITHMIC

AEQ

TBC

RTVA

CANAL SUR MÁS

SAPEC

4K WORKFLOW: FROM
CAPTIONING TO
YOUR TV

HURÍ

UNIDAD MÓVIL
4K

DOLBY

TBC

MADE IN VERSE

El potencial de las XR
en ambientes virtuales
colaborativosNASA & THE EXPLORES &
TRAVELXP

BEST 4K IMAGES

FRAUNHOFER

IMMERSIVE AUDIO

QUANTUM

ENFRENTANDO AL
RANSOMWARE

AMPLIFY

TBC

ATEME

IMMERSIVE VIDEO
EXPERIENCE: 2 X 4K

UHD SPAIN

IA PILOT

GSERTEL

Medida y
monitorización
"UHD Ready"

DAY 1 Monday, 11th November

11:30 - 12:00

DEMOS, NETWORKING,
Authorities Reception
& PHOTOCALLS



DAY 1 Monday, 11th November

12:00 - 12:10

**INTRODUCTION TO LAND
LAND CLUSTER NEW
PARTNERS**



GUSTAVO
FUENTES

LAND CLUSTER
PRESIDENT

LAND



DAY 1 Monday, 11th November

12:10 - 12:15

**SALUTATION FROM THE
SEVILLA FILM FESTIVAL**



MANUEL
CRISTÓBAL

**DIRECTOR
FESTIVAL DE SEVILLA**

**FESTIVAL
DE SEVILLA**



DAY 1 Monday, 11th November

12:15 - 12:20

**INTRODUCTION TO
4K HDR SUMMIT &
MEDINA MEDIA EVENTS**

MARÍA
MEDINA

**DIRECTORA
GENERAL**



DAY 1 Monday, 11th November

12:20 - 12:45

SESIÓN
INAUGURAL

DAY 1 Monday, 11th November

12:20 - 12:25

**WELCOME TO
SEVILLA CITY**

JOSÉ LUIS
SANZ

CITY OF SEVILLA
MAYOR

NO8DO

AYUNTAMIENTO DE SEVILLA



DAY 1 Monday, 11th November

12:25 - 12:30

**SALUTATION FROM
CANAL SUR RTVA**

JUANDE
MELLADO

RTVA
GENERAL MANAGER



DAY 1 Monday, 11th November

12:30 - 12:35

**SALUTATION FROM
UHD SPAIN**

PERE
VILA

UHD SPAIN
PRESIDENT

UHD  **SPAIN**
IMPULSANDO JUNTOS LA TELEVISIÓN DEL FUTURO



DAY 1 Monday, 11th November

12:35 - 12:45

SALUTATION FROM
THE DIGITAL
TRANSFORMATION &
PUBLIC FUNCTION MINISTRY

MATÍAS
GONZÁLEZ

SECRETARÍA DE ESTADO
DE TELECOMUNICACIONES
E INFRAESTRUCTURAS DIGITALES



DAY 1 Monday, 11th November

12:45 - 13:00

**OFFICIAL OPENING
4K-HDR SUMMIT
2024**

ANTONIO
SANZ

CONSEJERO DE PRESIDENCIA
JUNTA DE ANDALUCÍA



DAY 1 Monday, 11th November

13:00 - 15:00

COCKTAIL
NETWORKING
DEMO AREA



DAY 1 Monday, 11th November

15:00 - 15:20

**IMPULSO A LA
EVOLUCIÓN
TECNOLÓGICA DE LA
TELEVISIÓN DIGITAL
TERRESTRE**

**JULIA
CRIADO**

**SECRETARÍA ESTADO DE
TELECOMUNICACIONES**



DAY 1 Monday, 11th November

15:25 - 15:40

**LA APUESTA DE RTVE
POR LA UHD, EL HDR
Y EL AUDIO
INMERSIVO**

JOSÉ LUIS
MUÑIZ

DIRECTOR DE PRODUCCIÓN Y
MEDIOS

rtve



DAY 1 Monday, 11th November

15:45 - 16:05

KEYNOTE:
PARIS 2024 IN UHD
HDR IN TVE

VÍCTOR
SÁNCHEZ



DIRECTOR DE MEDIOS Y
OPERACIONES DE TVE

rtve

JESÚS
GARCÍA
ROMERO



DIRECTOR ÁREA TÉCNICA
TVE

rtve

DAY 1 Monday, 11th November

16:00 - 16:20

**DE LA ESTRATEGIA
A LA ACCIÓN:
CÓMO CONVERTIRSE EN
UNA EMPRESA DE
BROADCAST Y MEDIA
"CHANGE-READY"**

JAIME
HERBADA



OPERATIONS
MANAGER



JAVIER
MARTÍNEZ



BROADCAST ENGINEERING LEAD
TECHNOLOGY & TRANSFORMATION

Deloitte.

DAY 1 Monday, 11th November

16:25 - 16:45

**VIDEO VOLUMÉTRICO:
RETOS Y APLICACIONES EN
PRODUCCIÓN AUDIOVISUAL**

ANA
DOMÍNGUEZ

Senior
Researcher

vicomtech

MEMBER OF BASQUE RESEARCH
& TECHNOLOGY ALLIANCE



DAY 1 Monday, 11th November

16:45 - 17:00

KEYNOTE

IA EN LA NUEVA
TELEVISIÓN INTERACTIVA

JUANMA
BLANCO
POLEY



DIRECTOR
CANAL SUR MEDIA



MANU
QUERO



RESPONSABLE DE ALIANZAS
ESTRATÉGICAS PARA EL SECTOR
AUDIOVISUAL EUROPEO



DAY 1 Monday, 11th November

17:00 - 18:00

UHD SPAIN
IMPULSANDO JUNTOS LA TELEVISIÓN DEL FUTURO

UHD SPAIN GENERAL ASSEMBLY



DAY 1 Monday, 11th November

17:00 - 20:00

NETWORKING
BEER TIME
& HAPPY HOUR



EL  BSERVATORIO



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

UWA
UHD World Association



DAY 2 Tuesday, 12th November

10:20 - 10:30

SALUTATION

CAO
JU



EXECUTIVE SECRETARY
GENERAL

DAVID
LIU



DIRECTOR OF INTERNATIONAL
COOPERATION



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**Synamedia****JAIME
HERBADA****OPERATIONS MANAGER****MoMe**

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

AJA®
VIDEO SYSTEMS



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



DAY 3

SOLUTION'S DAY (VIRTUAL)

WEDNESDAY, NOVEMBER 13th 2024

SEVILLA - SEVILLA TECH PARK

DAY 3 Wednesday, 13th November

10:00 - 10:15

RTVE:

EL PRIMER RADIODIFUSOR EN EL MUNDO QUE EMITE EN UHD A NIVEL NACIONAL

24/365

ÁNGEL
G^a CASTILLEJO

DIRECTOR DE POLÍTICAS
AUDIOVISUALES RTVE

rtve



DAY 3 Wednesday, 13th November

 VIRTUAL SESSION FROM GENEVA, SWITZERLAND

10:20 - 10:40

INTERVIEW:
UHD & HDR IN EBU



FRANS
DE JONG

Unit on Media Fundamentals &
Production Technology

EBU 



DAY 3 Wednesday, 13th November

10:45 - 11:05

INTERVIEW

IMMERSIVE AUDIO IN
THE PARIS 2024
OLYMPIC GAMES



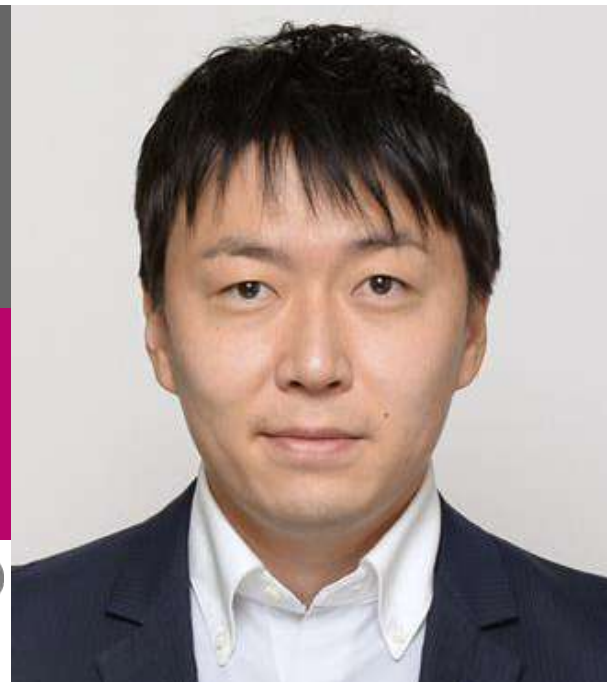
NUNO
DUARTE

SOUND DESIGNER AND AUDIO
MANAGER AT OBS



Olympic
Broadcasting
Services



DAY 3 Wednesday, 13th November VIRTUAL SESSION FROM TOKYO, JAPAN**11:05 - 11:25****KEYNOTE****8K*8K****SQUARE SENSOR CAMERA:
EXPANDING VISTAS IN UHD
PRODUCTION****KODAI
KIKUCHI****RESEARCH ENGINEER
NHK SCIENCE & TECHNOLOGY
RESEARCH LABORATORIES****NHK**

DAY 3 Wednesday, 13th November

 VIRTUAL SESSION FROM LONDON, ENGLAND, UK

11:30 - 11:50

KEYNOTE

UHD AT THE BBC



ANDREW
DUNNE

BBC TV PRODUCTION AND
DELIVERY EXPERT



DAY 3 Wednesday, 13th November  VIRTUAL SESSION FROM MUNICH, GERMANY**11:55 - 12:10****INTERVIEW**STATUS OF UHD/HDR AT
ARD**STEPHAN
HEIMBECHER**HEAD OF ARD COMPETENCE CENTER
PRODUCTION & INFRASTRUCTURE,
CHAIR OF EBU STRATEGIC PROGRAMME
SMART MEDIA PRODUCTION**SWR**  

DAY 3 Wednesday, 13th November VIRTUAL SESSION FROM PARIS, FRANCE

12:15 - 12:30

KEYNOTE

THE RELEVANCE OF SATELLITE
FOR ULTRAHD BROADCASTING:
DTH AND PROFESSIONAL
DISTRIBUTION

**CRISTIANO
BENZI****EUTELSAT**
SVP GLOBAL - PROFESSIONAL

DAY 3 Wednesday, 13th November VIRTUAL SESSION FROM MADRID

12:35 - 12:50

KEYNOTEPRESENT AND FUTURE
OF THE UHD IN SPAINJORGE
RODRÍGUEZHISPASAT
HEAD OF PRODUCT AND MARKETING**hispasat**
A Redeia company

DAY 3 Wednesday, 13th November VIRTUAL SESSION FROM BARCELONA

12:55 - 13:10

KEYNOTEUHD ROADMAP IN SPAIN
TOWARDS 2040 AND
BEYONDXAVIER
REDÓNCELLNEX
PRODUCT MANAGER cellnex

DAY 3 Wednesday, 13th November VIRTUAL SESSION FROM LONDON, UK

13:15 - 13:30

KEYNOTELARGE FORMAT CINEMA
CAMERAS FOR LIVE
BROADCAST AND VIRTUAL
PRODUCTIONARON
RANDHAWACANON
SENIOR PRODUCT MARKETING
SPECIALIST**Canon**

DAY 3 Wednesday, 13th November

 VIRTUAL SESSION FROM SEOUL, KOREA

13:35 - 13:50

INTERVIEW

SEUNGGUN
LEE

PRODUCING
DIRECTOR



DAY 3 Wednesday, 13th November

 VIRTUAL SESSION FROM MÉXICO CDMX, MÉXICO

13:55 - 14:15

INTERVIEW

LA SEÑAL ULTRA HD EN
MÉXICO: TELEVISA



JOSÉ FRANCISCO
LOZA URIBE

OPERATIONS MANAGER
TELEVISA

**Televisa
Univision**



DAY 3

Wednesday, 13th November



VIRTUAL SESSION FROM SAO PAULO, BRASIL

14:15 - 14:30

KEYNOTE

BRAZIL TV 3.0 - 2024
SUMMER OLYMPICS
SHOWCASE



CARLOS
COSME

TECHNOLOGY
SPECIALIST INNOVATION



DAY 3 Wednesday, 13th November  VIRTUAL SESSION FROM BUENOS AIRES, ARGENTINA

14:30 - 14:45

INTERVIEW



JORGE
NOTARIANNI

Freelance Consultant
Media & Production



DAY 3 Wednesday, 13th November VIRTUAL SESSION FROM LONDON

14:45 - 15:00

**INTEROPERABILITY
- STILL IN FOCUS**IAN
NOCK**CHAIR INTEROPERABILITY
WORKING GROUP UHD FORUM**

DAY 4

PRESIDENTS' DAY (VIRTUAL)

THURSDAY, NOVEMBER 14th 2024

SEVILLA - SEVILLA TECH PARK

DAY 4 Thursday, 14th November

 VIRTUAL SESSION FROM SEVILLA, SPAIN

10:00 - 10:05

WELCOME SALUTATION

THE PRESIDENTS' DAY AT
4K-HDR SUMMIT 2024



RAFAEL
PORRAS

RTVA
PRESIDENT



DAY 4 Thursday, 14th November

 VIRTUAL SESSION FROM LOS ANGELES, USA

10:05 - 10:25

KEYNOTE

UHD ALLIANCE UPDATE



BILL
BAGGELAAR

PRESIDENT

UHD
ALLIANCE



DAY 4 Thursday, 14th November

 VIRTUAL SESSION FROM LOS ANGELES, EEUU

10:55 - 11:15

KEYNOTE

THE SUPER-REALISM OF
8K: HOW THE TECHNOLOGY
IS REDEFINING CONSUMER
ENGAGEMENT



JUAN
REYES

8K ASSOCIATION
DIRECTOR OF OPERATIONS



DAY 4 Thursday, 14th November

 VIRTUAL SESSION FROM PARIS, FRANCE

11:20 - 11:35

**INTERVIEW
PLANET UHD
INVENTORY 2024**



**OLIVIER
CHIABODO**

**THE EXPLORERS
CEO**



DAY 4 Thursday, 14th November

 VIRTUAL SESSION FROM LONDON, UK

11:40 - 11:55

INTERVIEW



SUMANT
BAHL

MANAGING DIRECTOR
EUROPE & AFRICA

travelxp



DAY 4 Thursday, 14th November VIRTUAL SESSION FROM MIAMI, FLORIDA, USA**12:00 - 12:15****INTERVIEW**NBCUniversal
TELEMUNDO Enterprises**WALLY
RODRÍGUEZ****VP POSTPRODUCTION & VFX
NBCUNIVERSAL | TELEMUNDO
ENTERPRISES**NBCUniversal
TELEMUNDO
ENTERPRISES

DAY 4 Thursday, 14th November

 VIRTUAL SESSION FROM ROME, ITALY

12:20 - 12:35

UHD IN ITALY

TONIO
DI STEFANO

PRESIDENT
ULTRA HD FORUM ITALIA



DAY 4 Thursday, 14th November VIRTUAL SESSION FROM HOUSTON, TEXAS, USA**12:40 - 13:00****KEYNOTE:**NASA IN 4K/8K
IN 2024**DYLAN
MATHIS****NASA**
COMMUNICATION MANAGER FOR THE
EXTERNAL RELATIONS OFFICE

4KHDR SUMMIT

Contact

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carlos@medinamediaevents.com

NOVEMBER 11-14, 2024

SEVILLA