



## Final Activity Report – 1th Edition



## CONTENTS

---

Festival Facts	3
Advertising	5
Media	8
Impact Media Report: conclusions	11
Award Ceremony	23



## FESTIVAL FACTS

---

- **517 short** films were submitted to the Festival through the FESTHOME website, **a figure that quadruples that of the last edition**, with 127 short films submitted.
- The short films presented came from **47 different countries, 30 more than in the 2017** edition: Spain (321 shorts), France (34), Argentina (29), Brazil (19), Mexico, Colombia and South Korea (the three with 11), Iran (8), Chile, USA, India and Italy (with 6), United Kingdom (4), Netherlands, Peru, Czech Republic and Switzerland (3), Germany, China, Egypt, Greece, Nepal, Russia, Sweden and Turkey (2), Belgium, Bosnia Herzegovina, Canada, Cuba, Denmark, Arab Emirates, Hungary, Lebanon, Malaysia, Morocco, Poland, Serbia, Singapore, Syria, Uruguay, Venezuela and Vietnam (all with 1). Other co-producing countries are Ecuador, Japan, Nicaragua, Qatar and Romania.
- The festival was sponsored by Atreseries (Atresmedia), Fujinon, Dolby, RTVE, SGO, Ad Hoc, Ultra HD Forum, Medina Media 4K, Ayuntamiento de Málaga, ProMálaga and EXTENDA (Andalusian Agency for Foreign Promotion).
- The companies in charge of the Festival are: **Medina Media Events** (organizer) and **Festival de Málaga** (technical direction).
- The jury was composed of: **Cristina Pérez Cantó** (Hispasat Communications Director), **Samuel Martín Mateos** (RTVE La2 Director), **Elena Ceballos** (Dolby Laboratories Southern Europe Marketing and PR Director), **Salvador Luna** (Fujifilm Spain Photo Imaging and Optical Devices Manager), **Luis León Luri** (Atresmedia thematic channel coordinator), **Javier Valdés** (founder and owner of Ad Hoc Studios), **María Medina** (commercial director of Medina Media), **Noemí Ruiz** (actress), **Javier Pereira** (actor), **Benjamin Schwarz** (Ultra HD Forum Communications Chairman), **Juan Antonio Vigar** (Málaga Festival director) and **Miguel Ángel Doncel** (SGO CEO).
- The Festival had the following categories and awards:



**HISPASAT AWARD TO THE BEST SHORT FILM**, prize of 3,000 euros, to the best short film: **Gümüş (Deniz Telek, Turkey)**

**ULTRA HIGH DEFINITION FORUM AWARD (UHD FORUM)**, prize of 2,160 euros, for the short film that has made the best use of UHD technology : **Mamá (Eduardo Vieitez, Spain)**

**MEDIA MEDIA 4K AWARD TO THE BEST DIRECTOR**, prize of 2,000 euros, to the best director: **Cosy for Two at Kuleshov St. (Sousa Haz, Hungary)**

**DOLBY/ADHOC AWARD TO THE BEST SOUND**, prize of 1,000 euros, plus sound mastering Dolby Atmos, to the short film with the best sound: **Tshweesh (Feyrouz Serhal, Qatar, Germany, Spain)**

**FUJIFILM/SGO AWARD TO THE BEST PHOTOGRAPHY**, prize of 1,000 euros, plus a professional camera, to the short film with the best photography: **Pendant que les champs brûlent (Dubuc-Babinet Louve, France)**

**RTVE AWARD TO THE BEST SHORT FILM OF A FILM SCHOOL**, prize of 1.000 euros, plus broadcast of the short in the program 'Versión española': **Por mí y por todas (Manuela Burr Tapia, Chile)**

**ATRESERIES AWARD TO THE BEST SHORT FILM FOR TV**, prize of 1,000 euros, plus broadcast and promotion of the short in Atreseries, including an interview with its director, to the best adaptable short film for television: **Background (Toni Bestard. Spain).**



# ADVERTISING

## ADVERTISING

A [promotional video](#) of the Festival was produced and shared on the Festival's website and social networks.



In addition, videos were created promoting the finalists. These videos have been shared with the sponsors and disseminated on the social networks of the Málaga 4K Fest.





## SOCIAL NETWORK

The Facebook, Twitter and LinkedIn profiles dedicated to the Festival experienced an outstanding increase in followers compared to the previous edition.

Facebook: **387 followers** (an increase of 71 followers over the last edition), 41 publications and peaks reaching 1,400 people.

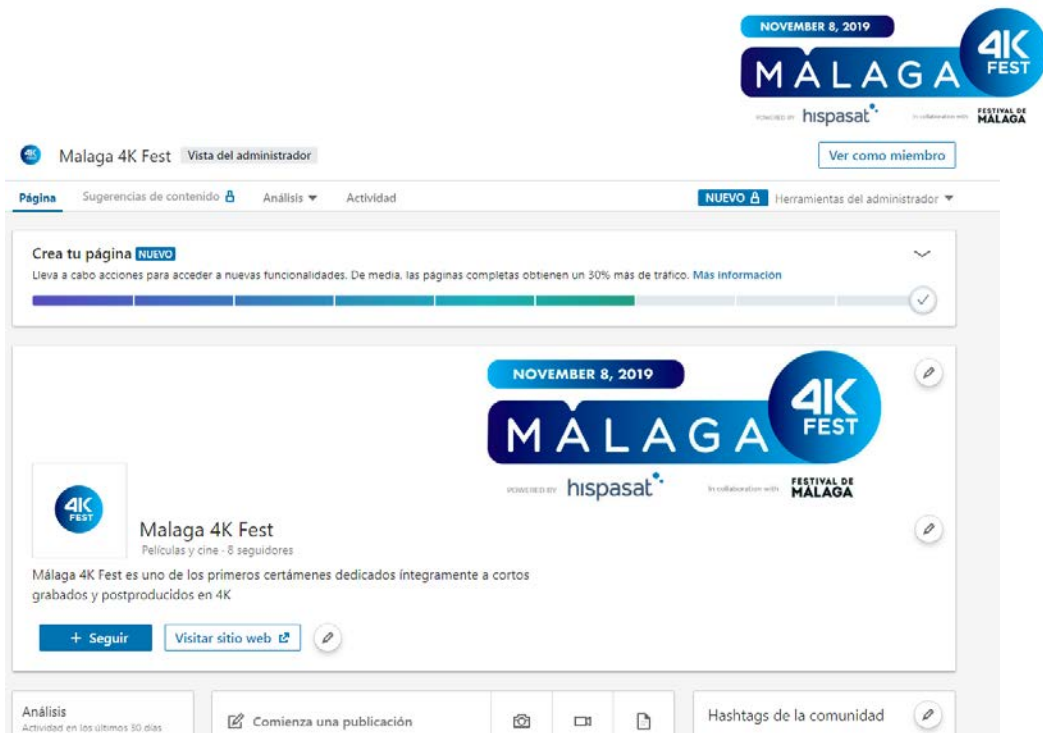


Twitter: **516 followers** (83 more followers than last year) and 53 tweets with a range of up to 4,467 impressions.



LinkedIn: a company profile was created on LinkedIn for the Málaga 4K Fest 2019 in which a total of 41 publications have been made.





## WEBSITE

The Festival had its own [website](#) where all the information related to the Festival was published: sponsors, rules of the call, organization, jury, finalists, winners and contact.





# MEDIA

---

## PRESS RELEASES

**Nine press releases** related to the Malaga 4K Fest were sent to national and international media and professionals related to 4K technology. They were published in the following media:

**TELEPRENSA** - The Malaga 4K Fest delivers its awards and announces a new edition for 2020 - 09/11/2019

<https://www.teleprensa.com/malaga/el-malaga-4k-fest-entrega-sus-premios-y-abre-una-nueva-edicion-para-2020.html.html>

**GENTE DIGITAL (IN MALAGA)** - The Málaga 4K Fest awards its prizes and announces a new edition for 2020 – 09/11/2019

<http://www.gentedigital.es/malaga/noticia/2748837/el-malaga-4k-fest-entrega-sus-premios-y-abre-una-nueva-edicion-para-2020/>

**EUROPA PRESS** - The Málaga 4K Fest awards its prizes and announces a new edition for 2020 – 09/11/2019

<https://www.europapress.es/andalucia/malaga-00356/noticia-malaga-malaga-4k-fest-entrega-premios-abre-nueva-edicion-2020-20191109142957.html>

**PANORAMA AUDIOVISUAL** - The Málaga 4K Fest awards its prizes and announces a new edition for 2020– 09/11/2019

<https://www.panoramaaudiovisual.com/2019/11/09/el-malaga-4k-fest-entrega-sus-premios/>

**AUDIOVISUAL 451** - The Turkish short film 'Gümüş', winner of the Málaga 4K Fest 2019 – 08/11/2019

[https://www.audiovisual451.com/el-cortometraje-turco-gumus-se-alza-ganador-del-malaga-4k-fest-%202019/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=el-cortometraje-turco-gumus-se-alza-ganador-del-malaga-4k-fest-2019](https://www.audiovisual451.com/el-cortometraje-turco-gumus-se-alza-ganador-del-malaga-4k-fest-%202019/?utm_source=rss&utm_medium=rss&utm_campaign=el-cortometraje-turco-gumus-se-alza-ganador-del-malaga-4k-fest-2019)

**MUNDO PLUS TV** - The Málaga 4K Fest, supported by RTVE, delivers its awards among more than 500 short films of 50 nationalities – 07/11/2019



[https://www.mundoplus.tv/zonatdt/noticia.php?seccion=tv\\_digital&id=1021712392](https://www.mundoplus.tv/zonatdt/noticia.php?seccion=tv_digital&id=1021712392)

**PANORAMA AUDIOVISUAL** - Gümus', by Turkish director Deniz Telek, best short film at the Málaga 4K Fest – 18/10/2019

<https://www.panoramaaudiovisual.com/2019/10/18/malaga-4k-fest-2019-cortos-ganadores/>

**TERRENO CINE** – The winners of Málaga 4K Fest – 18/10/2019

<https://terrenocine.com/palmares-del-malaga-4k-fest/>

**AUDIOVISUAL 451** - Málaga 4K Fest 2019 distributes more than 11,000 euros in prizes among seven short films – 17/10/2019

[https://www.audiovisual451.com/malaga-4k-fest-2019-reparte-mas-de-11-000-euros-en-premios-entre-siete-cortometrajes/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=malaga-4k-fest-2019-reparte-mas-de-11-000-euros-en-premios-entre-siete-cortometrajes](https://www.audiovisual451.com/malaga-4k-fest-2019-reparte-mas-de-11-000-euros-en-premios-entre-siete-cortometrajes/?utm_source=rss&utm_medium=rss&utm_campaign=malaga-4k-fest-2019-reparte-mas-de-11-000-euros-en-premios-entre-siete-cortometrajes)

## TV

In addition, the Málaga 4K Fest was mentioned on the following TV broadcasters:

[ANTENA 3 \(NOTICIAS FIN DE SEMANA MEDIODÍA\)](#)





[CANAL SUR \(ANDALUCÍA DIRECTO 8/11/2019\)](#)





# MEDIA IMPACT REPORT BY KANTAR

## MEDIA: CONCLUSIONS

**KANTAR**

informe | 4K SUMMIT

### Notas aclaratorias

#### Ficha técnica












##### → Ámbito de análisis:

■ Península, Baleares y Canarias.

##### → Target:

■ En televisión, individuos de 4 y más años. En prensa, individuos de 14 y más años. En internet, usuarios válidos.

#### Variables de análisis

-  **Nº de noticias:** recuento de noticias relacionadas con la marca, entidad o evento analizados.
-  **Nº de referencias:** recuento de apariciones de la marca, entidad o evento analizados.
-  **Nº de titulares en prensa:** noticias que citan en título, subtítulo o antetítulo al objeto del análisis.
-  **Nº de fotos en prensa:** recuento de fotografías publicadas en relación al objeto del análisis.
-  **Impacto de Difusión en prensa:** acumulado del nº de ejemplares difundidos de cada referencia (fuente OJD).
-  **Impacto de Audiencia en prensa y radio:** acumulado del nº de lectores u oyentes de cada referencia (fuente EGM).
-  **Impacto de Audiencia en televisión:** acumulado del nº de espectadores de cada referencia (fuente Kantar Media).
-  **Espacio en prensa:** superficie en páginas dedicado al objeto del análisis.
-  **Impacto de Audiencia en internet:** acumulado del total de visitas diarias (fuente COMSCORE).
-  **Duración:** tiempo de emisión dedicado al objeto del análisis.
-  **Valoración económica:** estimación en euros del espacio o duración, según las tarifas de publicidad de los medios.

\* Península, Baleares y Canarias.



**Medios**

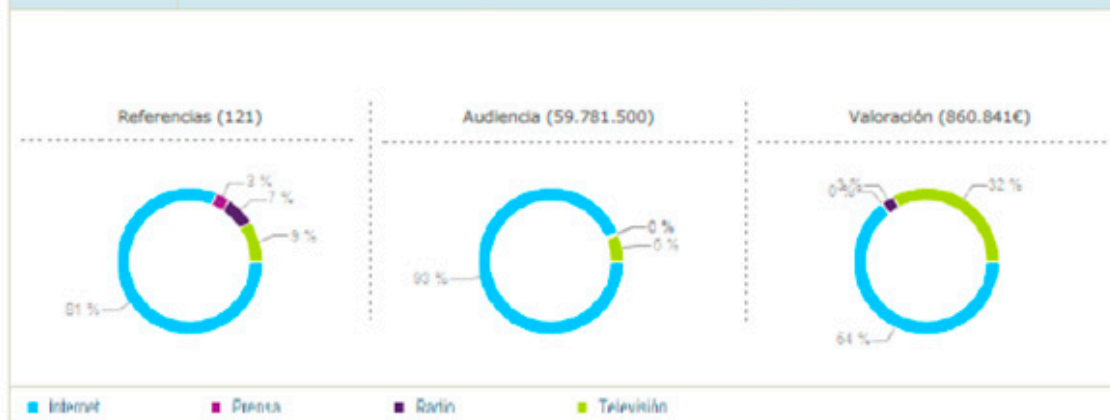
**Total general**

Noticias	121
Referencias	121
Audiencia	59.781.500
Valoración	860.841€



**Total por medios**

	Referencias	Audiencia	Valoración
Internet	98	55.873.500	553.249€
Prensa	4	167.000	2.515€
Radio	8	187.000	25.434€
Televisión	11	3.554.000	279.643€
<b>Total</b>	<b>121</b>	<b>59.781.500</b>	<b>860.841€</b>




**Conclusions:**

- A total of 121 appearances of the brand have been generated in Internet, Press, Radio and Television.
- These 121 appearances have reached a total of 59,781,500 people.
- The reach - that the brand reaches 59,781,500 people - has an economic value of 860,841€, that is to say, according to the advertising tariffs of the media, the brand has achieved a media impact valued at 860,841€



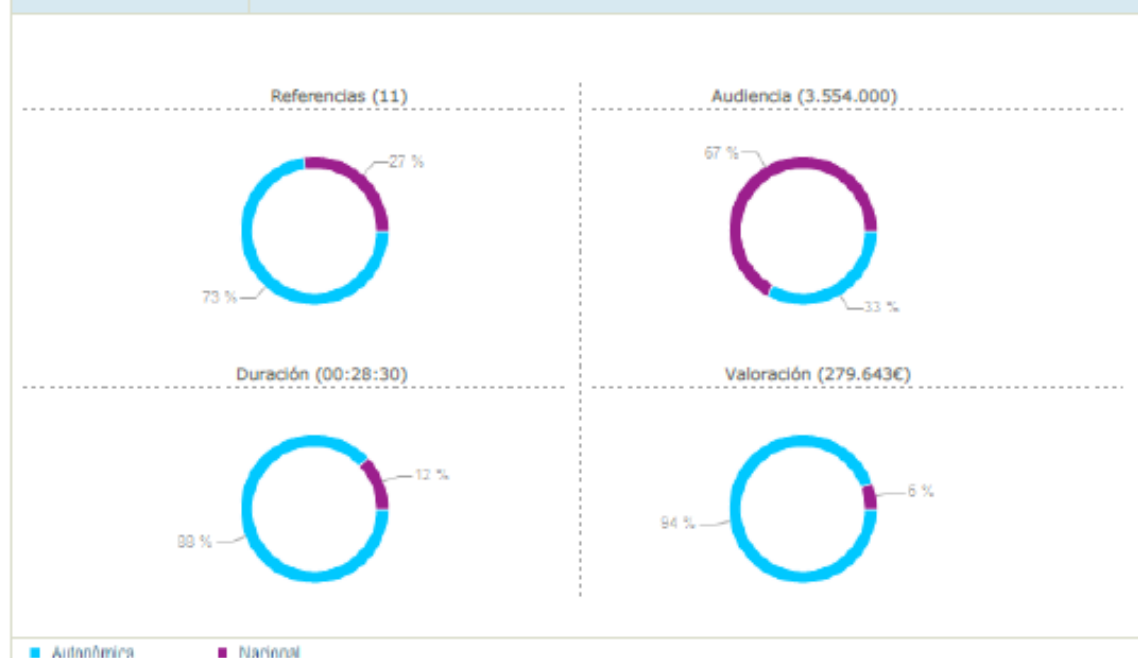
## Televisión

### Total general

Noticias	11	
Referencias	11	
Audiencia	3.554.000	
Duración	00:28:30	
Valoración	279.643€	

### Total por tipo de cadena

	Referencias	Audiencia	Duración	Valoración
Autonómica	8	1.174.000	00:26:55	246.078€
Nacional	3	2.380.000	00:01:35	33.565€
<b>Total</b>	<b>11</b>	<b>3.554.000</b>	<b>00:28:30</b>	<b>279.643€</b>





### Ranking de cadenas según valoración económica

1	CANAL SUR		246.070 €
2	ANTENA 3		26.455 €
3	LA SEXTA		7.110 €

### Desglose por cadenas

		Referencias	Audiencia	Duración	Valoración
Autonómica	CANAL SUR	8	1.174.000	00:26:55	246.078€
	Total	8	1.174.000	00:26:55	246.078€
Nacional	ANTENA 3	2	1.291.000	00:01:17	26.455€
	LA SEXTA	1	1.089.000	00:00:18	7.110€
	Total	3	2.380.000	00:01:35	33.565€
Total		11	3.554.000	00:28:30	279.643€

### Conclusions:


- Of the 121 media appearances generated, 11 have been in Television.
- Through these 11 television appearances, 3,554,000 people have been reached.

The impact achieved - that the brand reaches 3,554,000 people - has an economic value of € 279,643, that is, according to the advertising rates of the media, the brand has achieved a media impact valued at € 279,643



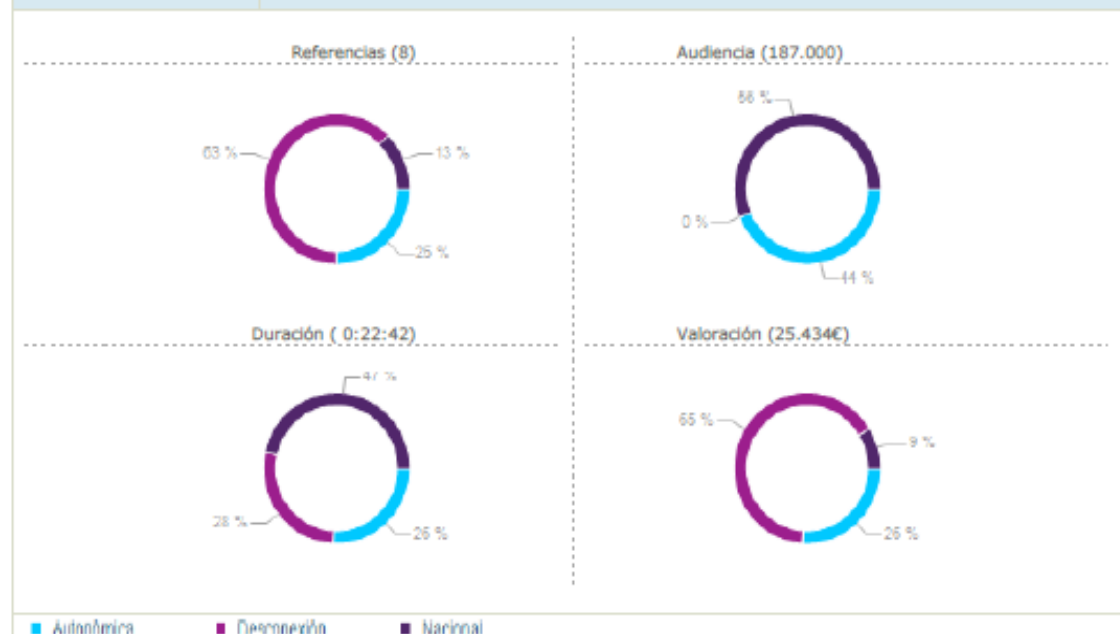
## Radio

### Total general

Noticias	8	
Referencias	8	
Audiencia	187.000	
Duración	0:22:42	
Valoración	25.434€	

### Total por tipo de cadena

	Referencias	Audiencia	Duración	Valoración
Autonómica	2	82.000	00:05:56	6.584€
Desconexión	5	0	00:14:46	7.016€
Nacional	1	105.000	00:02:00	11.835€
<b>Total</b>	<b>8</b>	<b>187.000</b>	<b>00:22:42</b>	<b>25.434€</b>





### Ranking de cadenas según valoración económica

1	RNE-1		11.035 €
2	Canal Sur Radio		6.584 €
3	Cadena Cope		6.541 €
4	Onda Cero		475 €

### Desglose por cadenas

		Referencias	Audiencia	Duración	Valoración
Autonómica	Canal Sur Radio	2	82.000	00:05:56	6.584€
	<b>Total</b>	<b>2</b>	<b>82.000</b>	<b>00:05:56</b>	<b>6.584€</b>
Desconexión	Cadena Cope	2	.	00:08:45	6.541€
	Onda Cero	1	.	00:03:22	475€
	RNE-1	2	.	00:02:39	€
	<b>Total</b>	<b>5</b>	<b>0</b>	<b>00:14:46</b>	<b>7.016€</b>
Nacional	RNE-1	1	105.000	00:02:00	11.835€
	<b>Total</b>	<b>1</b>	<b>105.000</b>	<b>00:02:00</b>	<b>11.835€</b>
<b>Total</b>		<b>8</b>	<b>187.000</b>	<b>00:22:42</b>	<b>25.434€</b>


## Conclusions:

- Of the 121 media appearances generated, 8 have been on Radio.
  - Through these 8 radio appearances, 187,000 people have been reached
- The impact achieved - that the brand reaches 187,000 people - has an economic value of €25,434, ie, according to the advertising rates of the media, the brand has achieved a media impact valued at €25,434



## Prensa





### Total general

Noticias	4	
Referencias	4	
Titulares	3	
Fotos	.	
Difusión	25.225	
Audiencia	167.000	
Espacio (pág.)	0,67	
Valoración	2.515€	

### Total por tipo de publicación

	Referencias	Difusión	Audiencia	Espacio	Valoración
Diarios	4	25.225	167.000	0,67	2.515€
<b>Total</b>	<b>4</b>	<b>25.225</b>	<b>167.000</b>	<b>0,67</b>	<b>2.515€</b>

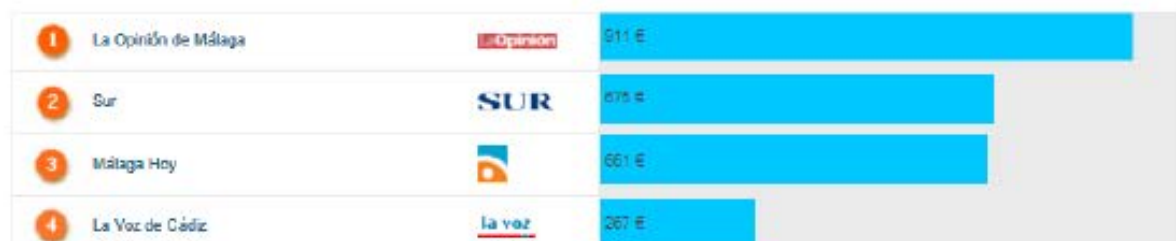
  

<p>Referencias (4)</p> <p>100 %</p> 	<p>Audiencia (167.000)</p> <p>100 %</p> 
<p>Espacio (0,67)</p> <p>100 %</p> 	<p>Valoración (2.515€)</p> <p>100 %</p> 

■ Diarios



### Ranking de publicaciones según valoración económica



### Publicaciones por ámbito

	Referencias	Difusión	Audiencia	Espacio	Valoración
Andalucía	4	25.225	167.000	0,67	2.515€
<b>Total</b>	<b>4</b>	<b>25.225</b>	<b>167.000</b>	<b>0,67</b>	<b>2.515€</b>



### Desglose por publicaciones

	Referencias	Difusión	Audiencia	Espacio	Valoración
La Opinión de Málaga	1	1.748	14.000	0,30	911€
La Voz de Cádiz	1	4.445	13.000	0,10	267€
Málaga Hoy	1	4.998	17.000	0,17	661€
Sur	1	14.034	123.000	0,10	675€
<b>Total</b>	<b>4</b>	<b>25.225</b>	<b>167.000</b>	<b>0,67</b>	<b>2.515€</b>


### Conclusions:

- Of the 121 media appearances generated, 4 have been in the Press.
  - Through these 4 press appearances, 167,000 people have been reached.
- The impact achieved - that the brand reaches 167,000 people - has an economic value of €2,515, ie, according to the advertising rates of the media, the brand has achieved a media impact valued at €2,515



## Internet




### Total general

Noticias	98	
Referencias	98	
Titulares	75	
Audiencia	55.873.500	
Valoración	553.249€	

### Total por tipo fuente

	Referencias	Audiencia	Valoración
General	98	55.873.500	553.249€
<b>Total</b>	<b>98</b>	<b>55.873.500</b>	<b>553.249€</b>

Referencias (98)	Audiencia (55.873.500)	Valoración (553.249€)
<p>100 %</p> 	<p>100 %</p> 	<p>100 %</p> 

■ General



### Ranking de fuentes según valoración económica



### Desglose por fuentes

	Referencias	Audiencia	Valoración
@ 20MINUTOS.ES	2	5.234.800	52.348€
@ ABC	2	8.497.000	84.970€
@ AUDIOVISUAL451.COM	4	0	0€
@ CANALSURWEB	2	81.200	812€
@ CINEYMAX.ES	1	0	0€
@ COPE	2	1.175.600	11.756€
@ DIARIO DE CÁDIZ	1	162.700	163€
@ DIARIO DE JEREZ	1	31.500	32€
@ DIARIO DE SEVILLA	1	226.900	227€
@ DIARIODEALMERIA.ES	1	0	0€
@ DIGITALVMAGAZINE.COM	1	0	0€
@ EL DÍA DE CORDOBA	1	24.400	24€
@ EL PAIS	1	6.777.700	67.777€
@ ELECTRO-IMAGEN.COM	1	0	0€
@ ELNOTICIERO.COM	2	0	0€
@ ES.MAKEMEFEEED.COM	1	0	0€
@ EUROPA PRESS	4	1.949.200	19.492€
@ EUROPA SUR	1	36.900	37€
@ EXTRADIGITAL.ES	1	0	0€
@ FUNDACIONAVA.ORG	5	0	0€
@ GENTE DIGITAL	3	0	0€
@ GRANADA HOY	1	47.500	48€
@ HUELVA INFORMACION	1	38.500	39€
@ LA OPINIÓN DE MÁLAGA	2	249.000	2.490€
@ LA VANGUARDIA	7	31.231.200	312.312€
@ MÁLAGA HOY	2	82.400	453€
@ MALAGALDIA.ES	1	0	0€
@ MARRONYBLANCO.COM	1	0	0€



**KANTAR**

informe | 4K SUMMIT

© Mundoplus.tv	3	27.000	2700€
© PANORAMA AUDIOVISUAL.COM	34	0	0€
© SPAINSNEWS.COM	1	0	0€
© TELEPRENSA.ES	5	0	0€
© TERRENO CINE.COM	2	0	0€
<b>Total</b>	<b>98</b>	<b>55.873.500</b>	<b>553.249€</b>

## Conclusions:

- Of the 121 media appearances generated, 98 have been on the Internet.
- Through these 98 appearances on the Internet, 55,873,500 people have been reached
- The impact achieved - that the brand reaches 55,873,500 people - has an economic value of 553,249€, that is to say, according to the advertising tariffs of the media, the brand has achieved a media impact valued at 553,249€.



## AWARD CEREMONY

---

The award ceremony was held at the Cine Albéniz in Málaga at 19:00 hours on Friday 8 November 2019.



Two roll-ups for the 200x306 cm photocall were set up at the entrance of the Albéniz Cinema Hall 1.





The Málaga 4K Fest was presented by **Ricardo Medina**, CEO of Medina Media 4K and organizer of the event, and with the intervention of **Susana Carillo**, delegated councillor of Innovation and Urban Digitalization of the City council of Málaga, who closed the Festival.



The Málaga 4K Fest ended with a 'family photo' and a cocktail at 'Terraza La Aduana' enjoyed by members of the jury, winners and finalists and VIP guests.





