

HDFI • 2022 INNOVATION DAY

Verso un ecosistema audiovisivo 5.0

Infrastrutture, servizi e tecnologie

ROMA 25 NOVEMBRE 2022

Benito Manlio Mari

Segretario Generale HDFI

ULTRAHD
FORUM ITALIA
Beyond Definition



HDFI, keep straight course and always look forward



Consistency

- **The Forum:** represents an open ground for Operators and Industry Community in the audiovisual value chain
- **UHD Book:** define and maintain Italian baseline requirements, to profile TV receivers and keep them aligned with progress of technology
- **OTT Observatory:** a channel for monitoring technological developments in international scenarios
- **Events:** promoting and assuring Forum's credibility with respect to the TV ecosystem

Commitment to growth

- **Wider perspectives:** Inclusion of new players: content owners and producers, integrators, manufacturers, global operators. Inclusion of all emerging and converging TV and telco technologies
- **Look forward:** Prospecting new ways of media distribution and user experience