

HAMBURG OPEN 2025: A New Year, New Impetus for Broadcast and Media Technology

Hamburg, November 2024 – On January 15-16, the **HAMBURG OPEN 2025** will kick off as the year's premier networking and innovation event for the German-speaking broadcast, streaming, and media technology industry. Under the theme "**Media. Technology. Community.**", the event at the Hamburg Messe and Congress campus will provide a central platform for exploring current developments and trends across the entire media, conference, and broadcast production value chain.

Approximately 200 exhibitors will showcase solutions covering everything from recording, post-production, storage, and transmission to the playback of audio and visual content. The HAMBURG OPEN 2025 is organized by Hamburg Messe and Congress in close collaboration with Studio Hamburg MCI.

New Focus on Integrated Media and Conference Technology

In 2025, the HAMBURG OPEN will add a special focus on the needs of users in media and conference technology. In addition to traditional broadcast technology, this year's event will spotlight innovative solutions in conference and collaboration technology, as well as corporate video, on both the Expo floor and the Stages. This emphasis aligns with the growing demand for flexible and integrated solutions driven by increasing digitalization and the expanded use of AV technology.

Media Tec Stage Offers New Insights

One of the highlights of HAMBURG OPEN 2025 is the new Media Tec Stage – a platform that will showcase the latest advancements in Unified Communications and Collaboration (UCC), corporate video, conference technology, and education. Beyond the technical knowledge exchange, this stage offers an inspiring venue for discussions and best practices for an increasingly hybrid and connected media landscape.

The programme on the Stages and in the Forum is being developed in cooperation with leading industry associations, including the German Television and Cinema Technology Society (FKTG), the Association of German Sound Engineers (VDT), and the Audio Engineering Society (AES) Germany.

A Meeting Point for Technology and Creative Professionals

With a unique combination of expo, networking, masterclasses, and inspiring presentations, the HAMBURG OPEN has become an essential meeting place for the German-speaking broadcast and media technology community. A variety of formats foster exchange and learning at a time when the industry faces challenges such as integrating new production standards, achieving sustainability goals, and navigating change processes brought on by artificial intelligence.

Limited Half-Price Tickets Available Now

Ticket sales for HAMBURG OPEN 2025 are now open. With the limited promo code OP25PROMO, attendees can secure discounted tickets for just €20 (instead of €45). The Expo ticket includes access to all presentations, catering, and the Wednesday evening get-together. For more information, visit www.hamburg-open.de or follow us on [LinkedIn](#).



15.– 16. Januar 2025

+++ Save the date +++

January 15-16, 2025

Location: Hamburg Messe und Congress, Hall B6

Arrival: Subway Messehallen (South Entrance)

About HAMBURG OPEN

HAMBURG OPEN launches the year as a key industry meeting point for the German-speaking broadcast, streaming, and media technology sectors. Under the theme "People. Media. Technology.", the event on January 15-16, 2025, is dedicated to networking and exchanging ideas about the latest technologies—from broadcast and streaming solutions to cutting-edge approaches in conference and collaboration systems. Around 200 exhibitors will present technological innovations across the entire value chain. With inspiring talks, networking opportunities, and exciting new products, HAMBURG OPEN sets the tone for the year ahead.

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