

# HAMBURG OPEN



## MEDIA. TECHNOLOGY. COMMUNITY.

INNOVATION AND NETWORKING FOR EVERYONE IN MEDIA  
PRODUCTION, STREAMING, BROADCASTING AND FILM.

14 – 15  
January 2026  
[hamburg-open.de/en](http://hamburg-open.de/en)

ORGANISER



IN COOPERATION WITH



## JOIN the leading EVENT

On January 14–15, 2026, you will meet industry professionals of the media, streaming and broadcast technology markets from the DACH region at HAMBURG OPEN. Take advantage of this unique opportunity to present your range of products and services in a relaxed atmosphere – at the exhibition stand, in expert lectures, presentations and, of course, while networking with decision makers and professionals from the industry.

## OPEN for TRENDS

Which innovations are making their mark? What moves the industry? And where is it heading? Since 2009, HAMBURG OPEN has developed into an indispensable meeting spot for an increasing number of players. Combining a networking event, expo, and lecture programme, it offers visitors and exhibitors a unique platform to discover technology trends and discuss projects for the upcoming production year. Here are the most important figures from the record year 2025:

**207**  
exhibitors

**80**  
Speaker

**2.700**  
visitors

**90%**  
recommendation  
rating by exhibitors

**ALL**  
broadcasters from  
DACH in attendance

## ARE you IN?

HAMBURG OPEN is the home of the **community** and the stage for the key players in media, streaming and broadcast technology. Instead of a hectic, stressful environment, there is time for focused yet relaxed discussions about products and services. Exhibitors from the following sectors will be present:

Recording technology  
 Live production & postproduction – hardware  
 Live production & postproduction – software  
 Audio  
 Playout & distribution  
 Quality control & services  
 Event technology  
 Services  
 Pro AV  
 Corporate TV  
 Streaming

## MEET the PROS

You work with **industry professionals** who need state-of-the-art studio and live production equipment and services? You will find them at HAMBURG OPEN. Attendees include employees from private and public broadcasters as well as other technicians and decision makers from the production and event sector:



Camera operators  
 Image engineers  
 Equipment and systems technicians  
 Production technicians and engineers  
 Media technology engineers  
 Event engineers  
 Media designers (image and sound)  
 Sound technicians, masters, and engineers  
 Film and video editors (cutters)  
 Lighting technicians / lighting masters  
 Production and recording managers  
 VFX specialists  
 2D- und 3D-Artists  
 Vloggers and podcasters  
 Editors  
 Directors  
 Producers  
 Broadcasting and other media organisations

→ **exhibitors and target groups**

## ENTER the STAGE

Generate maximum attention for your company and become part of our conference programme, which we develop together with partners from industry associations, educational institutions, and the media. Present your company on one of our two stages – **Media Tec Stage** or **OPEN Stage**.



## EXPAND your NETWORK



Business can also be done casually: With a large, central **Networking Area**, HAMBURG OPEN 2026 creates additional opportunities to make new contacts. This is where you can meet technicians, planners and creative types, as well as production and purchasing managers or potential partners for your upcoming projects. The hotspot for shop talk, meeting up with old and new acquaintances or simply taking a breath.

## COME TOGETHER

All those who have not had enough of networking during the day can look forward to THE highlight on Wednesday evening! In keeping with tradition, the popular **Get-Together** will take place in the central Networking Area. Here, all participants will come together with cool drinks and delicious food. There is no better way to round off the first HAMBURG OPEN day.



## ACHIEVE greater AWARENESS



Take advantage of our diverse **sponsorship options** to make a lasting impression during HAMBURG OPEN. Whether in the supporting programme, on sponsoring or logo placements, or in digital media – feel free to contact us to find out more about our attractive offers.

→ **Sponsoring options**

## CREATE additional INSIGHT

Present your products and expertise in a HAMBURG OPEN **Masterclass or workshop**. We provide the location, promote your content, and ensure you receive the contact details of the participants for valuable leads. Take the opportunity to showcase your knowledge to an interested audience and exchange ideas with like-minded people. Feel free to contact us with your ideas!



## ENJOY the ATMOSPHERE

Professional interest at the exhibition stands, top presentations in the forum, industry talks on the sidelines and, finally, the pleasure of seeing colleagues again: For the majority of participants, HAMBURG OPEN has become a great, communicative family reunion. Here are a few voices from 2025:

**“HAMBURG OPEN has been a solid feature in our event calendar for years. Every year we meet most of our German-speaking customers and partners there in a relaxed and very pleasant atmosphere. For us, HAMBURG OPEN is the perfect way to kick off the new year!”**

STEFFEN BUSCHMANN –  
ROSS VIDEO

**“As the annual kick-off highlight of the year, HAMBURG OPEN is an indispensable meeting point for the industry and an ideal opportunity for good discussions about the future of video.”**

SVEN FELDMANN – NEW MEDIA AV

**“HAMBURG OPEN has impressively demonstrated why it is an indispensable meeting place for technology and creative professionals. With customised content and the strong presence of leading players, it provides exactly the answers that users need today.”**

MAXIMILIAN BELOW – MCI STUDIO HAMBURG

***“With its professional yet informal, relaxed atmosphere, HAMBURG OPEN offers a perfect annual meeting place for the industry.”***

MELITA HALILOVIC -  
SONY PROFESSIONAL EUROPE

***“This is the first time that Huawei Germany has taken part in a media event like HAMBURG OPEN – this was completely new territory for us. By presenting our Huawei cloud and storage products, we were able to establish numerous new relationships in the German media industry. Our first participation was a complete success.”***

HUIYANG LI - HUAWEI TECHNOLOGIES  
DEUTSCHLAND

→ **More impressions in  
our recap video.**



# BOOK your STAND

As an exhibitor at HAMBURG OPEN, you benefit from our all-inclusive package including many services that enables you to tailor your presentation to your individual needs.

## Included services:

- + stand construction
- + all-inclusive catering
- + participation in the “Get-Together”
- + Free invitations for your customers, business partners and friends
- + lead-tracking
- + Speakerslot on the OPEN Stage or Media Tec Stage (first come, first serve)

→ **stand registration**  
→ **strand prices**

## Option:

In addition to the attractive all-inclusive offer, we offer a limited contingent of premium services and the possibility of individual booking of space.

**REGISTER  
NOW!**

## **HAMBURG OPEN 2026 – SEE you SOON**

We would be delighted to welcome you as an exhibitor at HAMBURG OPEN. Look forward to ideal conditions for the best possible presentation of your products, brands and services. That is our mission and that is the focus of our high-performance offering, which we would like to continue to impress you with in the coming year.

### **THE DATE**

Wednesday, 14.01. – Thursday, 15.01.2026

### **THE OPENING HOURS**

Wednesday: 10:00–18:00

18:00–22:00 Get-Together

Thursday: 10:00–16:00

### **THE LOCATION**

Hall B6, Hamburg Messe + Congress



→ **Contact**

→ **LinkedIn**

## MEDIA PARTNERS 2025



## SPONSOR 2025



**Danny Enwerem**  
Director  
+49 40 3569-2155  
danny.enwerem@hamburg-messe.de



**Tim Grevenitz**  
Head of Sales and Marketing  
+49 40 6688-3612  
t.grevenitz@mci.de