

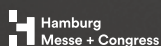
HAMBURG OPEN



MEDIA. TECHNOLOGY. COMMUNITY.
INNOVATION AND NETWORKING FOR EVERYONE IN
MEDIA, STREAMING AND BROADCAST TECHNOLOGY.

**14 – 15
January 2026**
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
Playback & 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. Forus, 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**

➔ **stand 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



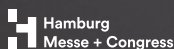
➔ **Contact**

➔ **LinkedIn**

MEDIA PARTNERS 2025



SPONSOR 2025



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