

## Countdown to the Hamburg Open 2025!

### Kick-Off the Year with the World first of Open AI Sora and Pioneering Technologies

Hamburg, 8 January 2025 - HAMBURG OPEN 2025 marks the start of the new year in the media technology, broadcast and streaming industry. On 15 and 16 January, Hall B6 of the exhibition grounds of Hamburg Messe und Congress will become a centre for innovation and exchange. With more than 200 exhibitors, a varied programme of lectures and visionary approaches to artificial intelligence, the event will bring the future of the media world within reach. "HAMBURG OPEN 2025 impressively demonstrates why it has established itself as an indispensable event for the industry. Almost all the major players are represented at the expo," **emphasises Daniel Schmitt, Business Unit Director at Hamburg Messe und Congress**. And **Max Below, Managing Director of Studio Hamburg MCI**, adds: "The event serves as a source of inspiration, a platform for dialogue and a think tank all in one. This is where forward-looking concepts and collaborations emerge that will have a lasting impact on the media landscape."

### Open AI Sora: revolutionary technology for the media industry

The spotlight will be on Open AI Sora, Microsoft's latest AI solution that is changing media production forever. Sora, presented for the first time in December 2024, automates complex workflows and enables creative freedom for media professionals. Users benefit from Sora's ability to efficiently perform routine tasks such as data management, editing optimisation and subtitle generation. The AI also supports the production of high-quality content with precise analysis tools and personalised recommendations. On **16 January at 12:30 pm**, experts on the **HAMBURG OPEN Forum** will demonstrate how this technology is transforming processes and opening up new perspectives for the media industry.

### Artificial intelligence as a driver of innovation

HAMBURG OPEN will impressively demonstrate how AI technologies such as machine learning and automated processes are redefining media production. Will the world of tomorrow be produced and moderated by sci-fi robots, or where do we actually stand today? And more importantly, what's next and how do I prepare for it? Innovative applications and trends that are shaping the broadcast and streaming landscape will be presented in numerous panels and presentations.

### Hybrid media landscape and networked solutions

The trade fair emphasises the growing importance of networked technologies that provide hybrid solutions for modern requirements. At the new Media Tec Stage, trends in unified communications and collaboration (UCC), corporate video, conference technology and education will be presented in a practical way. The HAMBURG OPEN lecture programme is being developed in close

cooperation with leading industry associations such as FK TG, VDT and AES Germany. [Click here for the HAMBURG OPEN programme.](#)

**Meeting place for visionaries: HAMBURG OPEN 2025**

HAMBURG OPEN 2025 opens the year for the German-speaking media technology, broadcast and streaming industry. Under the motto “Media. Technology. Community”, the focus is on networking and the exchange of information on the latest technologies - from innovative streaming solutions to advanced conference and collaboration systems. With practical presentations, networking formats such as the big get-together on the first evening of the trade fair and new products, the event provides important impetus at the start of the year. The trade fair is organised by Hamburg Messe und Congress in close cooperation with Studio Hamburg MCI.

Tickets and further information at [www.hamburg-open.de](http://www.hamburg-open.de) or on [LinkedIn](#).

**Date and journey:**

15 and 16 January 2025

Location: Hamburg Messe und Congress, Hall B6

Directions: U-Bahn Messehallen (South Entrance)

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