HAMBURG OPEN
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HAMBURG OPEN 2026: Ticket sales have started

Two days full of industry trends, technology highlights and networking for the media world

Hamburg, 23 September 2025 - Ticket sales for HAMBURG OPEN 2026 are now open. On 14 and 15 January 2026, Hall B6 of Hamburg Messe und Congress will be transformed into the central meeting place for broadcast, streaming and media technology. Under the motto 'Media. Technology. Community.', trade visitors can look forward to an inspiring start to the year with forward-looking solutions, personal encounters and intensive knowledge exchange.

Experience technologies, discover developments, make contacts

Around 200 exhibitors – including industry giants such as **Adobe, Blackmagic Design, Cisco, Panasonic, Riedel, Ross** and **Sony** – will present practical solutions along the entire production chain. This ranges from recording and post-production to storage, transmission and playback of image and sound material. The programme is complemented by current topics such as content studios, corporate brand content, streaming, producing, sound mixing and the latest trends in event and conference technology.

Deepening knowledge, broadening horizons

Visitors to the stages can expect a curated programme of specialist presentations, best practices and masterclasses. Whether new production standards, sustainable strategies or innovative tools – HAMBURG OPEN offers practical knowledge transfer and further training at the highest level.

Exchange, encounters, new ideas

In addition to the content-related impulses, HAMBURG OPEN focuses on personal dialogue. In a relaxed atmosphere, new contacts can be made, partnerships deepened and creative ideas developed. A highlight is the get-together on the first evening, which offers the ideal setting for encounters and conversations. The trade fair is organised by Hamburg Messe und Congress in close cooperation with Studio Hamburg MCI.

Early bird rate until 30 November 2025

Only until **30 November 2025** does the ticket cost **€30**; after that, the regular price of **€45** applies. The ticket is valid for both days of the fair. The price includes the get-together, free drinks and snacks, and access to all stages and masterclasses. Click here to go to the ticket shop.

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Further information is available at www.hamburg-open.de or on LinkedIn.

About HAMBURG OPEN:

HAMBURG OPEN is Germany's annual kick-off for the media, streaming and broadcast technology industry. On 14–15 January 2026, the networking event opens under the motto "Media. Technology. Community.", inviting professionals to explore new technologies, current developments and future challenges. Around 200 exhibitors will showcase innovations from broadcast equipment, intercom systems and video/audio mixers to cameras, displays, converters and post-production technology. This year's special focus is on corporate video solutions. Masterclasses, expert talks and best-practice sessions across several stages complete the program.

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