

Final Report

Dynamic, Connected, Sustainable: HAMBURG OPEN 2025 Sets the Media Industry on Course for the Future

Hamburg, January 20, 2025 – The media technology, broadcast, and streaming industries are undergoing a phase of dynamic transformation. Technological advancements and new standards are unlocking immense opportunities while presenting significant challenges. This transformation was palpable at HAMBURG OPEN 2025, held on January 15 and 16 at the Hamburg Messe und Congress venue.

With its largest-ever range of exhibitors, the debut of the Media Tec Stage, and a record number of speakers, HAMBURG OPEN underscored its pivotal role as an innovation platform and networking hub. "The atmosphere was electrifying and filled with excitement," emphasized **Daniel Schmitt, Business Unit Director at Hamburg Messe und Congress**. "The overwhelming response shows that we've created sustainable value for the industry with our balanced mix of expertise and diversity."

From Capture to Playback: Media Production Becomes More Connected, Hybrid, and Flexible

Remote production, AI, and corporate video were among the top themes explored by approximately 2,700 industry professionals. With 207 exhibiting companies and an expanded program lineup, the trade show set the tone for the year's industry innovations. "HAMBURG OPEN has impressively demonstrated why it is an indispensable meeting place for technology and creative professionals. By offering tailored content and showcasing a strong presence of leading players, it provides exactly the answers users need today," said **Maximilian Below, Managing Director of Studio Hamburg MCI**.

AI, Sustainability, and New Standards as Game-Changers

A highlight of this year's program was the diverse showcase of AI-powered technologies, developed in close collaboration with partners such as the Fernseh- und Kinotechnische Gesellschaft (FKTG), the Association of German Sound Engineers (VDT), and the Audio Engineering Society (AES Germany). Among the standout features was the global debut of Open AI Sora, presented by Microsoft on the HAMBURG OPEN Forum. From intelligent streaming solutions to applications in conference technology, the potential and challenges of AI were discussed practically on stage and in masterclasses.

In addition to technological innovations, ecological issues also took center stage. Differentiated approaches to energy-efficient systems and sustainable infrastructures were showcased, such as in the Olympia lecture "Paris 2024 – The Path to Immersive and Barrier-Free Audio". The presentation illustrated how new standards are sustainably shaping the media technology, broadcast, and streaming sectors.

Media Tec Stage and Top-Level Networking

The integration of corporate video and conference technology highlighted the inseparable connection between AV and broadcast technologies. The new Media Tec Stage provided an additional platform for

inspiring presentations and creative concepts. "We are very satisfied: all broadcasters from the German market were present, which makes HAMBURG OPEN truly unique," said **Claus Pfeifer, Head of Connected Content Acquisition at Sony Professional Europe**. This strong industry presence emphasized the significance of the event as a central platform for knowledge exchange. Another highlight was the traditional evening get-together on the first day, which once again proved to be a networking hotspot for enthusiastic attendees.

Heiko M. Stutzinger, CEO of Hamburg Messe und Congress, summarized: "Two days full of learning, valuable connections, and promising business deals – HAMBURG OPEN 2025 scored across the board. We are particularly pleased with the increased proportion of international industry visitors. The early-year timing and the central location in the heart of Hamburg provide ideal conditions for successful interactions."

The two-day industry event is organized by Hamburg Messe und Congress in close collaboration with Studio Hamburg MCI. The next HAMBURG OPEN will take place from January 14 to 15, 2026.

Impressions from HAMBURG OPEN 2025: www.hamburg-open.de/die-hamburg-open/die-messe/impressionen. For more information, visit www.hamburg-open.de or [LinkedIn](#).

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