

PRESS RELEASE

HAMBURG OPEN 2026: Kick-start to the year for broadcast & media production – featuring Guided Tours and the LIVE LAB premiere

Hamburg, 7 January 2026 – Kicking off the year for the broadcast and media production industry, **HAMBURG OPEN** brings innovations, market trends and networking to the Hamburg Messe und Congress site on **14 and 15 January**. With around 200 exhibitors and a high-calibre stage programme, the event provides fresh momentum – spanning broadcast, streaming and film.

The focus is on practical solutions and workflows across the entire production chain – from acquisition and post-production to storage, transmission and delivery. The exhibition is complemented by a compact stage programme featuring panels, talks, workshops and masterclasses. New for 2026: Guided Tours for Corporate Video and the interactive LIVE LAB.

Three stages, one goal: guidance on the key topics of 2026

The programme is spread across three stages: **Vision Stage presented by Microsoft**, **OPEN Stage** and **Media Tec Stage**. While the Vision Stage highlights current technology and future-facing topics, the OPEN Stage provides hands-on insights – from workflows and production trends to challenges in broadcast, streaming and content creation. The Media Tec Stage focuses on Corporate Video, UCC and professional media technology.

On the Vision Stage presented by Microsoft, **Alexander Heidler** (Microsoft Deutschland GmbH) will speak, among others, about the role of Artificial Intelligence in the media industry – from new applications to emerging business models. **Oliver Mack** (macom GmbH – Part of Drees & Sommer) will put developments in professional AV and media technology into context and outline which trends are placing particular demands on the industry.

The panel “From dependency to sovereignty: the European cloud in the media sector”, presented by **FKTG**, will explore perspectives for sovereign cloud infrastructures and their relevance for media production and distribution. In addition, **Joanna Eberhardt** (x-dream-distribution GmbH) will show in a talk presented by the **IABM DACH Member Council** how AI can make cross-media publishing more efficient – and where editorial control remains indispensable.

Corporate Video is growing – and now includes Guided Tours

At the Media Tec Stage, everything centres on Corporate Video and Unified Communications and Collaboration (UCC) – with discussions on workflows and solutions for hybrid working environments. In the talk “How to create Corporate Content (fast)”, **Marc Jonas** (Nachtblau) demonstrates how AI-powered analysis and automated workflows can accelerate video production.

New to the programme are the Guided Tours for Corporate Video: Led by partner Studio Hamburg MCI, trade visitors will gain insights into Corporate Video solutions and their use in corporate contexts. The tour visits selected providers and showcases components and application scenarios for modern setups.

Dates: Wednesday and Thursday, 12:30 pm each day. Registration is available [here](#).

Premiere: LIVE LAB – hands-on content creation with the Budibros

The LIVE LAB launches as a new interactive format: content creators **Ian and Daniel Budiman** (Budibros) create an environment where the latest camera and live broadcast technology can be tested and discussed together with trade visitors, C-PRO users and ambassadors. The LIVE LAB focuses on personal conversations, product testing and challenges – produced live and closely connected to the community. It will stream on both exhibition days on the Budibros Twitch channel and uses restreams to further extend reach.

Deepen knowledge through masterclasses and workshops

Highlights include “Quo Vadis Broadcast?” by **Daniel Martini** (Cisco Systems GmbH) as well as insights into AI projects and start-ups from **Filmuniversität Babelsberg KONRAD WOLF**. Audinate will also offer a **Dante training workshop**: participants will receive a hands-on introduction to planning, setting up and operating Dante networks, learn about common pitfalls and best practices, and discuss questions directly with Dante experts – including live demonstrations of current solutions and application scenarios. Registration is available [here](#).

About HAMBURG OPEN

Organised by Hamburg Messe und Congress and Studio Hamburg MCI, HAMBURG OPEN is the annual kick-off event for Germany's broadcast, streaming and media technology industry. It brings together trade visitors and exhibitors to exchange ideas on technologies, workflows and trends. Around 200 exhibitors present innovations ranging from broadcast technology to post-production. A comprehensive stage programme and masterclasses complement the exhibition. Further information and tickets at www.hamburg-open.de/en/

At a glance

HAMBURG OPEN 2026

Hamburg Messe, Hall B6 (Messehallen underground station)

14 January: 10:00 am–6:00 pm + 15 January: 10:00 am–4:00 pm

Two-day ticket: includes free HVV public transport on the event day

Ticket shop: www.hamburg-open.de/en/exhibit-visit/visit/tickets-invitations

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