

HAMBURG OPEN 2027: Three New Special Areas and Ticket Sales Now Open

AI Zone, Cine & Camera Area and Corporate Video Village expand the programme

Hamburg, 1 October 2026 – Artificial intelligence, new forms of production and the increasing convergence of film, broadcast and corporate content are transforming the way media is produced. HAMBURG OPEN 2027 addresses these developments with three new Special Areas: the AI Zone, Cine & Camera Area and Corporate Video Village. As one of the key industry events for professional media production in the German-speaking market, HAMBURG OPEN will also kick off the new media year on 20 and 21 January 2027. Professionals from broadcast, streaming, film, corporate video and content creation will come together at Hamburg Messe and Congress. Tickets are now on sale.

Those who plan early can benefit from the Early Bird price: until 30 November 2026, a two-day ticket costs €39 instead of the regular price of €59. The ticket is valid on both days of the event and includes access to all exhibition and programme areas, the four stages and Masterclasses, as well as the Get-Together on the first evening, including drinks and snacks.

The entire production chain under one roof

Around 200 exhibitors will showcase solutions spanning the entire media production value chain – from cameras and capture through lighting, audio and post-production to storage, signal transport and delivery. Almost all major industry players will be represented, including **Blackmagic Design**, **EVS**, **Panasonic** and **Sony**. The breadth of the event enables visitors to explore developments across the production process from different perspectives and engage directly with manufacturers and industry experts.

Three new areas focusing on developments shaping the industry

The **AI Zone** gives artificial intelligence its own dedicated area. It will showcase where AI is already being used in media production today and what applications are emerging for production, post-production and content creation.

The new **Cine & Camera Area** is aimed at everyone working with professional camera, lens and lighting technology. Cameras and production equipment will be available for hands-on exploration. At the heart of the area is the Cine Stage, featuring practical presentations, panel discussions and live demonstrations. The area will serve as a hub for film and content production, connecting technology with real-world applications. The new Cine & Camera Area is supported by key industry organisations, including the **Bundesverband der Fernsehkameralleute** (BVFK), the **Berufsverband der Kinematografie** (BVK) and the **Verband Technischer Betriebe für Film & Fernsehen** (VTFF).

With the **Corporate Video Village**, HAMBURG OPEN is taking the Corporate Video segment forward and highlighting its growing importance for corporate communications. Here, suppliers meet companies, communications professionals, production teams and technical decision-makers who are increasingly using moving images for internal and external communications while exploring new approaches to content production.

Knowledge across four stages

The four stages focus on practical questions arising from day-to-day production. Presentations, discussions and best-practice examples will cover topics including AI, new production standards, more sustainable workflows and the use of new tools. The focus is less on technology for its own sake and more on what it actually changes in everyday work: Which workflows become easier? What can be automated? Which production methods are gaining ground? And where is investment worthwhile? Alongside the Special Areas and stage programme, HAMBURG OPEN also provides space for topics that are becoming increasingly important to modern production processes.

Two days of exchange and hands-on experience

HAMBURG OPEN brings together the different areas of media production. Those working in one part of the production chain will also encounter the technologies and topics of neighbouring fields. This creates space for new perspectives and direct exchange – between manufacturers and users, creatives and technical decision-makers, production teams and procurement professionals.

The focus is firmly on practical experience: technologies and solutions can be experienced first-hand, questions can be answered directly by experts, and different approaches can be assessed in the context of individual workflows. This makes it easier to identify which developments are relevant to specific production processes and where new opportunities may emerge.

Tickets now on sale

The two-day ticket is available at the **Early Bird price of €39 until 30 November**. After that, the regular price is €59. The ticket includes access to all exhibition and programme areas, the four stages and Masterclasses, as well as the Get-Together on the first evening. More information at www.hamburg-open.de/en/

Venue and travel

HAMBURG OPEN will take place on 20 and 21 January 2027 in Hall B6 at Hamburg Messe and Congress. The South Entrance is located directly next to Messehallen underground station (U2). A HVV public transport ticket is included in the admission price.

About HAMBURG OPEN

HAMBURG OPEN is the industry event for professional media production and is organised by Hamburg Messe und Congress in cooperation with Studio Hamburg MCI. On 20 and 21 January 2027, professionals from broadcast, streaming, film, corporate video, content creation and media

technology will come together in Hamburg. With around 200 exhibitors, four stages, hands-on formats and the new Special Areas AI Zone, Corporate Video Village and Cine & Camera Area, HAMBURG OPEN brings together technology, knowledge and networking.

Digital Press Kit

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