

Save the Date | 29–30 September 2026 - The MediaTech Hub Conference Brings Europe's Media Industry to Babelsberg

Potsdam, 13 July 2026 - As US and Chinese companies continue to dominate streaming infrastructure, AI models and screen technologies, Europe's media industry faces an increasingly urgent question: **What is Europe's own path forward?**



*The MediaTech Hub Conference is Europe's leading meeting place for film, streaming, AI and media technologies.
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On **29–30 September 2026**, leading experts from film, television, streaming and media will gather at the **MediaTech Hub Conference (#MTHCON26)** at **Studio Babelsberg** to discuss Europe's response to global platform power and what this means for production, distribution and journalism.

We warmly invite you to join **Germany's leading conference for media technologies**.

 **MediaTech Hub Conference**
 **Tuesday, 29 September & Wednesday, 30 September 2026**
 **Studio Babelsberg, Potsdam, Germany**

First Highlights of #MTHCON26

Opening Keynote: Marion Ranchet

Marion Ranchet, founder of *Streaming Made Easy* and one of Europe's leading streaming analysts, will open #MTHCON26 with a keynote on the future of the European streaming market. Her session will provide a fact-based picture of Europe's streaming landscape, from audience reach and platform strategies to infrastructure and the creator economy.

Creativity & Tech in 2026

How is technology changing creative processes? International experts from VFX, animation, AI and leading production companies will explore where the relationship between creativity and technology stands in 2026 and how each is increasingly shaping the other.

AI in Action: Latest Use Cases

From theory to practice: #MTHCON26 showcases the latest real-world AI applications in German film and streaming production. Industry experts will discuss successful use cases, current challenges and the growing importance of regulation and digital sovereignty.

Streaming Update: The European Picture

What would an open European ecosystem for content, monetisation and audience engagement look like? This session explores content discovery, microdrama, European streaming infrastructure and the future of value creation in Europe.

Guest of Honour: United Kingdom

Europe's largest screen market is undergoing fundamental change. Leading voices from the UK's film, broadcasting and streaming industries will share what is working, what isn't – and what the rest of Europe can learn from the UK's transformation.

Journalism & Tech

Platforms have changed the rules of journalism. Generative AI is changing them once again. Together with the *Media Innovation Center Babelsberg* and the *GenKI4Media* research project, #MTHCON26 examines how journalism can remain independent, operational and trustworthy as algorithms and AI agents increasingly control the information space.

First Confirmed Speakers

- **Marion Ranchet**, Founder, *Streaming Made Easy* – one of Europe's leading analysts covering streaming and digital media markets.
- **Kai Fischer**, Head of *Constantin Creators* – expert in creator-led business models, platform distribution and AI.
- **Franziska Scholz**, Director of Product Management, *Gracenote* – responsible for content intelligence solutions for global platforms and European broadcasters.
- **Laura Coover**, R&D Lead, Emerging Filmmaking Technologies, *Orbital Studios* – filmmaker and specialist in next-generation production technologies.
- **Ole Reissmann**, Director of AI, *SPIEGEL Group* – leading the implementation of AI across strategy, transformation and product development at one of Germany's leading news organisations.
- **Meriem Rebai**, Director and Founder of *reelistiq* - Germany's first agency dedicated to vertical drama.

Additional speakers and programme highlights will be announced in the coming weeks.

Current programme:

<https://mth-conference.de/>

More Than a Conference

Alongside keynotes, panels and showcases, #MTHCON26 offers interactive workshops and new hands-on formats. Your conference ticket includes all networking events, Open Doors at Studio Babelsberg and the exclusive evening programme.

New in 2026: Day passes are available for both conference days.

 Tickets are now available:

<https://mth-conference.de/ticketshop/>

Press Accreditation

Journalists are invited to apply for complimentary press accreditation. Simply reply to this email and we will be happy to arrange your accreditation.

At **Studio Babelsberg**, more than 100 years of film history meet the media technologies of tomorrow. #MTHCON26 combines a high-level conference programme with outstanding networking opportunities for the international film, streaming and media technology community.

About MTHCON

Where Creativity Meets Technology: The MediaTech Hub Conference is Germany's leading conference for media technologies. It showcases international technology trends and best practices for film, television and streaming while providing new perspectives on the future of the media industry. As an exclusive boutique conference for media professionals, #MTHCON takes place at the legendary **Studio Babelsberg**—Europe's oldest large-scale film studio and a leading innovation hub for media technologies for more than 100 years. Every September, decision-makers, creatives and technology leaders gather here for the industry's annual MediaTech update. Hosted by **MediaTech Hub Potsdam**, Germany's only Digital Hub dedicated exclusively to media technologies and the official startup centre of the State of Brandenburg.

More information: Website: mth-conference.de LinkedIn: **MediaTech Hub Conference**

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