

The OMR Festival 2024: Industry meet up for tech, media and brands

Press release

Hamburg, May 8, 2024 – The OMR Festival 2024 drew some 67,000 attendees on May 7 & 8 in Hamburg, Germany. The two-day digital economy event showcased current trends, developments and tech in the marketing, media, technology, economic, pop culture, sports and political sectors. The Finance-Forward Conference provided insights on the future of the financial world on both days with industry leaders and impactful actors. The next OMR Festival will take place on May 6 & 7, 2025.

Across six stages, 205+ Masterclasses, 150+ Guided Tours and countless Side Events, Festival-goers and speakers discussed the future of the digital and marketing sectors. Among the 800 speakers were experts from the technology, media and marketing spaces, as well as decision-makers and impactful individuals from the world of finance, politics, pop culture and sports. On the 5050 stage, the focus was on current developments on equality, equity and diversity. In the Expo halls, 1,000 exhibitors and partners presented innovative tools and Technologies, including global tech behemoths in Google and SAP, as well as numerous SMEs and startups. The program was rounded off by performances by German artists Shirin David, Tokio Hotel and Ski Aggu on the Red Stage, which was presented by Vodafone for the third year running. Celebrating its premiere at the Festival was the new format OMR Screenings, which unveiled its new ARD documentary "Wir Weltmeister." about the triumphant 2014 World Cup squad from Germany and the series "Player of Ibiza."

Artificial intelligence: International experts offered up their takes on the topic du jour

Leading national and international players from the tech industry discussed AI-related topics in general and in detail, providing opinions on the concrete impact they may have on the economy, society and the sector. Speakers included Jonas Andrulis, CEO Aleph Alpha, which has erected a European alternative to US entities like OpenAI and Deepmind, and Jürgen Schmidhuber, director of Swiss AI lab IDSIA and co-founder and ex-president of NNAISENSE. At OMR24, Jonas Andrulis emphasized that there is a difference between short-term and long-term change. "The initial hysteria where people thought that AI would be the end of office jobs never came to fruition. That's not uncommon either. Nevertheless, there is much in the way of transformation currently taking place that has the potential to leave a lasting impact on the way we work," said the Aleph Alpha CEO. Digital experts including Sascha Lobo, Scott Galloway, Miriam Meckel and Léa Steinacker provided context and orientation on the topic from their perspectives.

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The future of eCommerce: How German players are faring against the competition in China

From retail media to D2C, the topic of attracting new customers was omnipresent on every stage. Providing a European perspective on the state of eCommerce were David Schneider, CEO Zalando, Schneider, CEO Zalando, Karsten Wildberger, CEO MediaMarktSaturn, Tarek Müller, CEO About You, Marc Opelt, CEO Otto and Ingo Kretzschmar, CEO Thalia. Alexis Hoopes, Vice President of eCommerce Mattel and representatives from companies such as Shein, presented further global perspectives on the current state of eCommerce.

What chances do German politicians see for digital topics in Germany?

For the first time, two high-ranking government officials, Robert Habeck and Christian Lindner, spoke at the Festival. Robert Habeck addressed the audience directly: “If you are not satisfied with the job we’re doing, then it’s time for you to get involved in the political process. If our country becomes one where people see an issue and then expect someone else to solve it, the issues will never be resolved.” At OMR24, Federal Minister of Finance for Germany spoke about meeting Bill Gates, who made it clear just how much technological change will take place in the coming years. “I am not concerned about the impact of AI—although I am aware of the risk it presents. To me, the real question we should be asking ourselves is: What can AI do for us?” The potential in this country should more than suffice.

Digitization of Sports

Speakers such as Andrea Petković, Felix Neureuther, Philipp Lahm, Celia Šašić, Oliver Bierhoff, Benedikt Höwedes and Bastian Schweinsteiger added some athleticism to the program by discussing sporting matters—especially soccer, the upcoming European Championship and international trends. How can sports continue to evolve on digital platforms and which business models have the potential to disrupt the way in which sports are viewed and consumed?

Finance Forward Conference 2024

For the third time running, leading experts from finance and politics took to the Finance-Forward Conference stage to discuss the current state of upheaval in the financial world. More 2,000 visitors attended the more than 40 speakers on the FFWD stage, which included Mette Hindborg Gade, Head of Product at expense management tool Pleo, Lena Hackelöer, founder of Brite, and Pav Gill, Wirecard Whistleblower. “When I was president of the federal bank, there was no such thing as fintechs,” said former Head of the German Bundesbank and member of the supervisory board at Raisin, Axel Weber, in an interview with Finance Forward and Capital. “The success of many fledgling financial start-ups are dependent on smart phones—and they have only recently become ubiquitous. Today, however, they are a major driver of innovation. As such, every

established financial institute would do well to incorporate these technologies precisely because they are dynamic and agile.”

“Thanks to OMR, Hamburg morphs into the focal point of the global digital economy,” says **Dr. Peter Tschentscher, First Mayor of the Free Hanseatic City of Hamburg**. “As the largest digital trade fair in Europe, OMR provides a space for fruitful exchange and conversation on the latest trends and technologies and thus sets the tone for the entire industry. OMR is an impactful player in the digital start-up and innovation scene—both in Hamburg and beyond. Congratulations to Philipp Westermeyer and the entire team on a successful OMR Festival 2024.”

Marcel de Groot, CEO Vodafone Germany: “OMR and Vodafone: To me, they go together like courage and optimism. And it’s precisely these two things that were on display at OMR24. Across 1,000 square meters of booth space, with tens of thousands of visitors, we put on full display how AI and IOT solutions are driving innovation in Germany forward.”

Philipp Westermeyer, founder of OMR: “The digital economy encompasses a massive swath of industries and players. New technologies, perspectives and innovative marketing approaches can be found all around the globe. As we do every year, we made it our mission to showcase this vast spectrum of topics on our stages and in the Expo. In doing so, we were able to provide Festival-goers with tangible value, a chance to learn, connect and grow. It’s something that we as a team are very proud of.”

For press images, please [click here](#).

Should you have any questions, please do not hesitate to contact us.

Sincerely,

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About OMR

OMR is Europe’s leading platform for the global digital economy, spanning content, events and technology. Its flagship event is the OMR Festival, the largest gathering of digital business, media and marketing executives in Europe. Since its inception in 2011, OMR has transformed into a 360° media company that focuses on everything about

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everything in the digital business space. From daily reports published on [omr.com](https://www.omr.com), to an in-house podcast production company that produces more than 100 podcast formats, Podstars by OMR, a robust range of education products, OMR Education, the leading digital marketing jobs portal in the DACH region, OMR Jobs & HR and a growing software comparison platform with over 50,000 independent reviews on over 5,000 tools in OMR Reviews OMR creates and cultivates original content and events year-round. Currently, OMR employs 400 people in Hamburg via ramp106 GmbH. For more information, visit www.omr.com.

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