

MEDIA FACTORY

MEDIA PRODUCTION & CO-WORKING



Since September 2020, the MEDIA FACTORY has been located at the heart of the Hannover Exhibition Center.

Deutsche Messe took over NDR's former broadcasting studio occupying more than 10,000 square meters of space.

Online and hybrid events as well as video and audio clips can be produced there.

Functional zones such as offices, meeting rooms and lounges are

also available, all located directly adjacent to the production areas.

Several of the studios and rooms at the MEDIA FACTORY are available for long-term rental and can be used, for example, as co-working spaces.



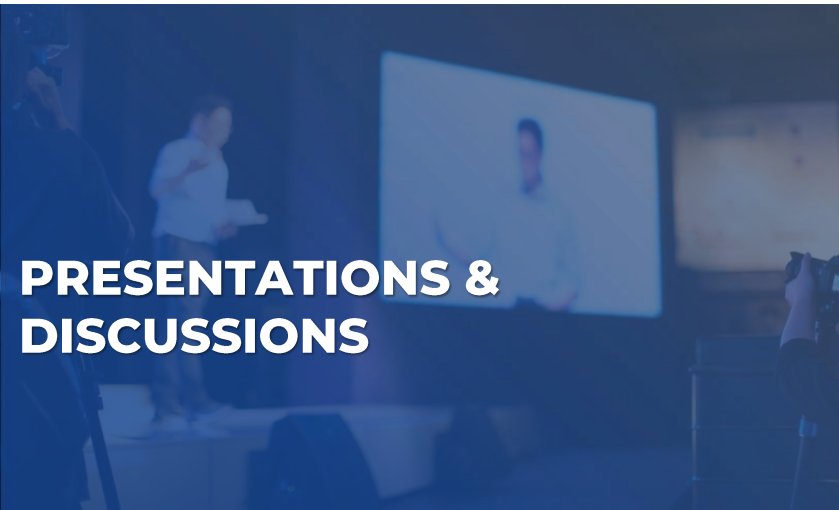


FLEXIBLE WORKSPACES

The MEDIA FACTORY premises will also house a creative hub that focuses on digital B2B communication in industry. It will serve as a center for companies, institutions and creative people who work either individually or in groups on client-funded jobs.



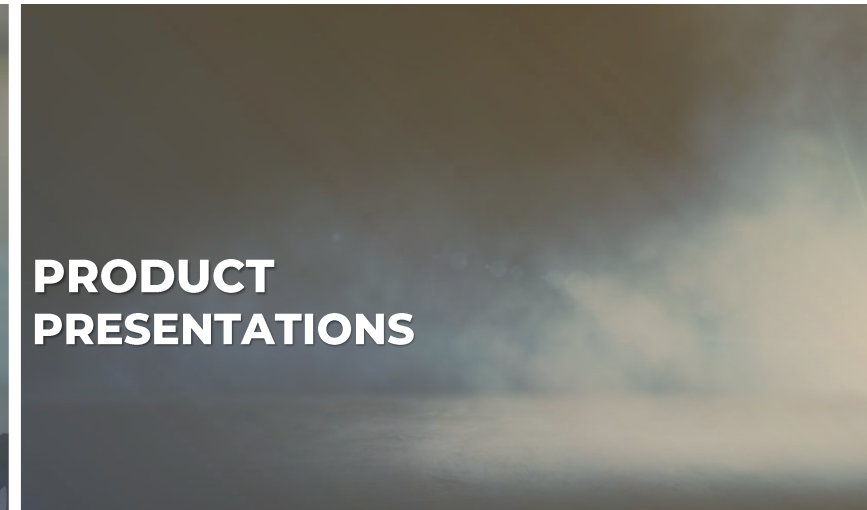
FORMATS



**PRESENTATIONS &
DISCUSSIONS**



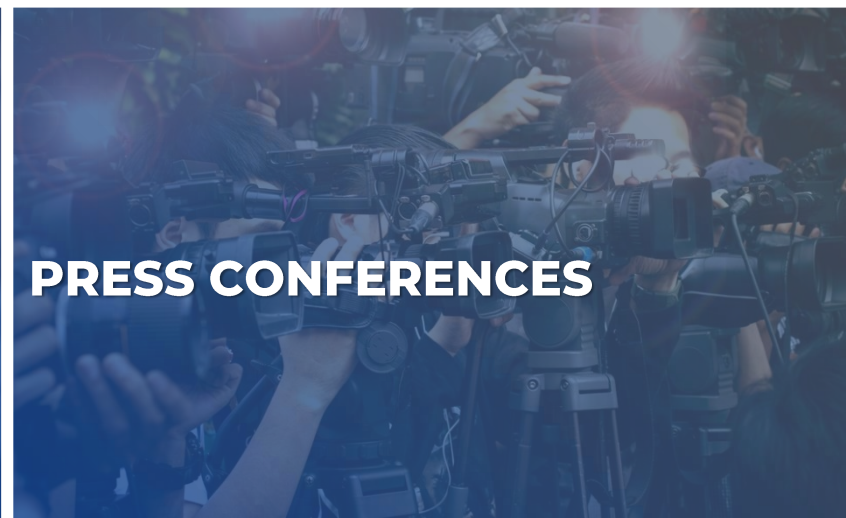
PODCASTS



**PRODUCT
PRESENTATIONS**



**SEMINARS &
TRAINING**



PRESS CONFERENCES



**(HYBRID) MEETINGS &
CONFERENCES**



PODCASTS

Podcasts are hugely popular and today's media landscape would be unthinkable without them.

For podcasters and their interview partners, the MEDIA FACTORY offers a professionally equipped recording studio

that is waiting to help you produce exciting content.

The excellent acoustics and studio technology provide you with the perfect setting for a wide range of audio productions.

STUDIOS

15 studios – “Ready to Perform”





WE OFFER MORE

The MEDIA FACTORY has 15 ready-for-industry studios, each of them ready to use, equipped with high-quality video, sound and lighting equipment.

The largest studio has 266 square meters of floor space.

A special feature is the heavy-duty floor on which heavy machines and vehicles can be placed.

Larger machines and equipment can also be placed in a neighboring exhibition hall or on an outdoor area equipped with connection points for cameras and lighting.

In addition to the technical equipment, basic furniture is also on offer and can be customized as required.





OUR SERVICES



SUGGESTION NO. 1**

1 Speaker

Ad hoc news, fast and direct,
low-effort but professional

- Studio 50 sm
- Up to 8 hours (incl. preparation and wrap-up)
- 1 speaker in front of 1 camera

- Use of the studio
- 1 frontal camera (unmanned)
- 1 microphone
- Stage rear wall (grey) or stage rear wall green)
- Rear stage wall (grey or green) for digital projection purposes (to be provided by the customer)
- Preview monitor
- Livestreaming*
- Standard lighting
- 1 counter
- 1 media professional
- 1 project management

**Price on request

SUGGESTION NO. 2**

2 Speakers

Statements, small discussion rounds, product presentations,
2 camera angles

- Studio 266 sm
- Up to 8 hours (incl. preparation and wrap-up)
- 2 speakers in front of 2 cameras

- Use of the studio
- 2 cameras (1 manned, 1 unmanned)
- 2 microphones
- Stage rear wall (grey or green)
- Rear stage wall (grey or green) for digital projection purposes (to be provided by the customer)
- Preview monitor
- Livestreaming*
- Standard lighting
- 2 high tables
- 2 media professionals
- 1 project management

**Price on request

SUGGESTION NO. 3**

2-6 Speakers

Statements or small discussion rounds with design advice and support,
3 camera angles

- Studio 266 sm
- Up to 8 hours (incl. preparation and wrap-up)
- 3-6 speakers in front of 3 cameras

- Use of the studio
- 3 cameras (2 manned, 1 unmanned)
- 3-6 microphones
- Stage rear wall (grey or green)
- Rear stage wall (grey or green) for digital projection purposes (to be provided by the customer)
- Preview monitor
- Livestreaming*
- Expanded lighting
- 3-6 high tables
- 3 media professionals
- 1 project management

**Price on request

ON REQUEST

- Studio 266 sm
- Individual formats

- Large discussion rounds
- Shows
- Image videos
- Product advertising
- Live switching from your exhibition stand to the studio
- Live switching between your company and the exhibition

LIVE STREAMING

- * Live streaming included in package:
 - The packages include transmission to a streaming portal such as Vimeo, YouTube and social networks like Facebook Live. Or transmission to a video conferencing system such as Zoom, Teams, Skype and Webex. Please note that we can only use streaming portals for which Deutsche Messe has an account. The project-related access data must be made available to the service provider.
 - For each additional, parallel transmission to a streaming portal or video conferencing system, we charge an additional fee.





Additional streaming services not included in the packages:

If streaming services via the above-mentioned streaming portals or video conferencing systems are not possible for technical reasons or in certain countries, you will require the following additional services:

- Live encoding and a scaled live video server network (Wowza Cloud – AKAMAI)
- Multi-rate technology: H 2.64 / HTTP streaming / HTML 5 / HLS
- Programming of a microsite, incl. synchronous PPT recording and indexing of speaker(s)
- Streaming of one channel / one language
- incl. 500 GB of data transfer

Fee on request

- Each additional language: € 400 net
- Individual streams via Facebook, YouTube, etc. – we charge an additional fee per stream



IN-HOUSE SERVICES

- Concept
- Project management
- Guest management
- Catering
- Content planning
- Staffing
- Studios
- IT service
- Hybrid meeting rooms
- Graphic production
- Logistics
- Furniture
- Studio stage

YOUR CONTACTS



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THANKS!

We look forward to serving your needs!

