

MEDIATECH HUB POTSDAM



Federal Ministry
for Economic Affairs
and Climate Action

de:hub
digital ecosystems

Potsdam enjoys worldwide renown as a location for the media and film industry. Here, film studios, radio and television broadcasters, media companies, and science are in close physical proximity, while the MediaTech Hub Potsdam supports regional entrepreneurship and connects established companies with founders and start-ups. In the Media City of Babelsberg, these players work together to develop new digital systems for

data processing, media production, and business solutions. The focal points of the work such as future media technologies, voice and image recognition, XR, and 3D human body reconstruction show that these innovations are not only of great importance to the classic media and entertainment industry but also to other industries and branches.

Address

MediaTech Hub Potsdam
Management GmbH
Marlene-Dietrich-Allee 12a
14482 Potsdam
Germany

Supporters

medianet berlinbrandenburg e.V.,
Virtual Reality Berlin Brandenburg
e.V., Ministry for Economic Affairs,
Labour and Energy Brandenburg,
Landeshauptstadt Potsdam

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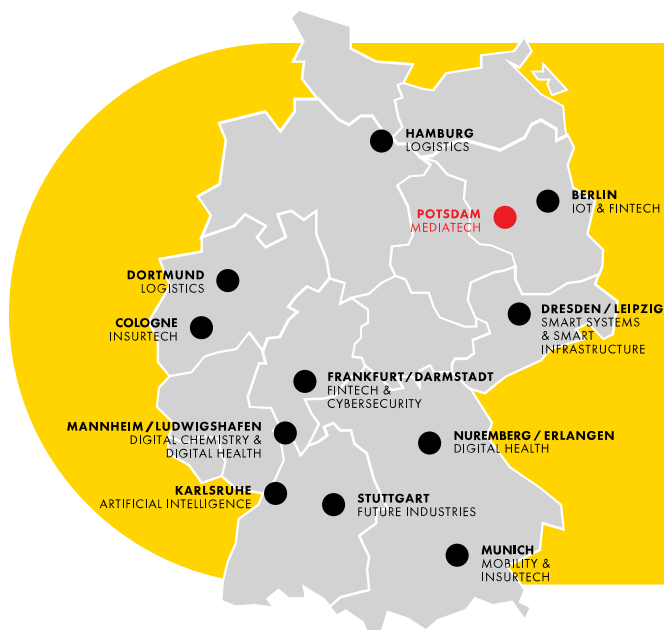
www.mth-potsdam.de

Social Media

- MediaTech Hub Potsdam
- @mediatech-hub-potsdam
- @MediaTech_Hub
- @MediaTechHubPotsdam
- @mthpotsdam

Focus

Be it through sound, speech, or images, media technologies such as XR, animation, streaming, volumetry, voice assistance, AI, and many more, play the starring role – regardless of vertical or industry.



MediaTech Hub Potsdam in Numbers

Partners of the Hub

Key figures of the Hub



60

Start-ups



5

Corporates



> 60

SMEs



20

Research
Facilities &
Universities



25

Active
Cooperations
with Partners



10

Thereof
International
Cooperations



€10 mil.

Funding in
Start-ups of the
Hub in 2021



9

Employees of
the Hub

Top Programs & Opportunities

1. MTH Accelerator

The MTH Accelerator is the sparring partner for early-stage start-up teams whose ideas and solutions are based on media technologies such as virtual reality, immersive technologies, artificial intelligence, and voice, cloud, blockchain, or general digital technologies. The goal is to offer young start-up teams an individually tailored program.

Target group: Start-ups

2. MTH Conference

The MTH Conference is the only B2B event on media technologies referring to every video- or audio-related technology and business in a digital world. The goal is to explore the potential, practices, and challenges of MediaTech in the context of business and entertainment.

Target group: Start-ups, corporates, research institutions, educational institutions

3. MTH Space

The MediaTech Hub Space offers affordable office space for media technology start-ups at Potsdam-Babelsberg. Selected start-ups are given a space, will become part of the MediaTech Hub, and gain valuable access to networks from the media and digital world, research and teaching, and the start-up scene.

Target group: Start-ups