

Pressemeldung

Experience What's Possible: MediaMarktSaturn expands engagement at OMR 2025

MediaMarktSaturn, Europe's leading retailer for consumer electronics, will be represented with its own booth at OMR 2025 in Hamburg and will also play a significant role in shaping the supporting program. Following last year's successful appearance, the company will additionally host the official OMR Gaming Culture Pre-Event as a partner at Xperion in Hamburg.



Ingolstadt, 30 April 2025

The exhibition presence focuses on the strategic growth areas Retail Media, Marketplace, and Space-as-a-Service. For the company, OMR offers the ideal platform to connect with relevant industry players and present innovative solutions. As one of Europe's largest omnichannel retailers, MediaMarktSaturn provides unique opportunities for partners and customers to position themselves in these forward-looking business areas.

OMR is considered one of the most important events in the digital marketing industry in Europe, bringing together thousands of experts, companies, and interested parties annually. MediaMarktSaturn uses this opportunity not only to present the latest developments in digital retail but also to provide valuable insights into current industry trends.

Visitors to the MediaMarktSaturn booth can look forward to high-profile expert presentations, interactive demonstrations, and individual consultation sessions. Additionally, company representatives will participate in various events within the supporting program.

Gaming Culture Pre-Event as a Special Highlight

A special highlight leading up to OMR 2025 will be the official Gaming Culture Pre-Event, hosted by MediaMarktSaturn as a partner at Xperion in Hamburg. With this event, MediaMarktSaturn specifically addresses the growing gaming community and connects the worlds of digital marketing and gaming culture. The focus is on exciting panels, best cases from the industry, and targeted networking – all in a relaxed (retro) gaming atmosphere that brings your inner child back to life. Anything but "business-serious"!

The Program in Detail

May 5, from 6 PM, Xperion Hamburg

LEVEL UP! The official OMR Gaming Culture Event (Admission with ticket only)

May 6, 1:25 – 1:45 PM, OMR Blue Stage:

Jannika Bock (Managing Director Retail, Google Germany) in conversation with Michael Schuld (Chief Marketing Officer, MediaMarktSaturn Retail Group):
"Predictably Unpredictable: Reaching Consumers with Google AI"

May 7, from 8 AM:

Retail Media Breakfast at Café Publicis

10 AM: Talk with Torsten Ahlers, Managing Director Retail Media, MediaMarktSaturn, about the future of data-based advertising in retail

Über MediaMarktSaturn Retail Group

Die MediaMarktSaturn Retail Group ist Europas führendes Handelsunternehmen für Consumer Electronics sowie die dazugehörigen Services und Dienstleistungen. Im Rahmen seiner strategischen Neuausrichtung entwickelt sich das Unternehmen vom reinen Produkthändler zu



einer lösungsorientierten Omnichannelplattform, die die Themen Kunde und Nachhaltigkeit in alle Geschäftsaspekte miteinbezieht. Mit dem Begriff „Experience Electronics“ beschreibt MediaMarktSaturn seine Neupositionierung und zugleich das Leistungsspektrum für seine Kundinnen und Kunden, indem der Elektronikhändler mit seinem Portfolio an Formaten und Marken das Kundenerlebnis und die persönliche Beratung in den Mittelpunkt stellt. Zum Unternehmen zählen die Kernmarken MediaMarkt und Saturn, die ihre rund 1.030 stationären Märkte in 11 europäischen Ländern umfassend mit Online-Vertriebsplattformen vernetzen und dabei in neun europäischen Ländern die Marktposition 1 oder 2 besetzen. Die Eigenmarken PEAQ, KOENIC, ISY und ok. runden das Portfolio ab. MediaMarktSaturn beschäftigt rund 48.000 Mitarbeitende und gehört mehrheitlich zur CECONOMY AG. Der Umsatz des Unternehmens betrug im Geschäftsjahr 2023/24 rund 22,4 Milliarden Euro, 24 Prozent machte dabei der Online-Vertrieb inklusive Drittanbieter aus. Mit rund 2 Milliarden Kundenkontakten pro Jahr über alle Kanäle hinweg verfügt der Elektronikhändler über eine enorme Reichweite. Mehr Informationen unter www.mediamarktsaturn.com. (Daten Stand per 30.09.2024)

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