

Press release

## **IFA presents 2025 live show 'Find Your Next Tech' in cooperation with Webedia**

*Berlin, 10 July 2025* – IFA Berlin is expanding its digital offering this year: Together with Webedia, the media company behind GameStar, FILMSTARTS, GameStar Tech, Tech like Vera and others, IFA will present the live show 'Find Your Next Tech' from 5-9 September 2025. The multi-day live programme will deliver exclusive content directly from the trade show – digitally and on site.

### **35 hours of tech – live from IFA**

From the specially set up 'Find Your Next Tech' studio in Hall 5.2a, Webedia will broadcast a diverse, editorially curated programme with a total of 35 hours of live content over five days. The format will be complemented by a mobile team of reporters who will capture the most important trade fair highlights directly from the IFA halls in real time and make them available to a broad online audience.

The programme is designed for tech enthusiasts and industry professionals equally. Topics range from gaming hardware, smartphones, smart homes, wearables and home entertainment to artificial intelligence, mobility and new technology trends.

### **Live, interactive, entertaining – another step in the digital development of IFA**

*'Together with Webedia, we are focusing on digital reach, entertaining tech storytelling and genuine proximity to the community. Find Your Next Tech shows how trade fairs and digital media can work together – live, emotionally and innovative,'* says Leif Lindner, CEO, IFA Management GmbH.

In addition to classic talk formats and expert panels, 'Find Your Next Tech' focuses on showcases, hands-on experiences, tech tips, purchasing advice and entertainment segments such as quizzes and challenges. The goal is to make innovation tangible – entertaining and easily accessible.

### **Moderation and guests**

The programme will be hosted by well-known YouTuber Vera from *Tech like Vera* and Felix Rick, a long-time presenter and tech expert (including GIGA, GameStar). The audience can expect renowned tech creators, product managers from leading brands, specialist editors and industry experts as guests.

The content will be broadcast via numerous digital platforms, including [GameStar Twitch](#), [GameStar.de](#), [YouTube](#) and the [social media channels](#) of GameStar and [Tech like Vera](#).

## **Contact**

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