



Press release

MediaMarktSaturn showcases the future of retail at IFA Berlin

Berlin, 20 August 2025 – IFA Berlin, the world's largest event for home and consumer tech, and MediaMarktSaturn, Europe's largest retailer of consumer electronics, share a common passion: bringing technology to life for a global audience. MediaMarktSaturn will kick off the event on **5 September at the Dream Stage in the IFA Next show area – from 10:00 to 17:30** with a varied programme on innovative retail concepts of the future.

Retail in transition – MediaMarktSaturn at IFA

How will tomorrow's shopping experience change? What role does a leading retail group play in this development? These questions are the focus of the programme that MediaMarktSaturn has developed for IFA. Both internal experts and invited guests will speak.

The programme at a glance

The central theme of the programme is a consistent focus on an exceptional customer experience. MediaMarktSaturn will demonstrate how cooperation with industry partners and the development of pioneering store and service concepts are helping to fundamentally transform the shopping experience. Linked retail media and marketplace strategies merge seamlessly with adaptive space concepts and personal advice. The aim is always to fascinate end consumers, optimise the customer experience and make cooperation with industry partners sustainable and successful.

Highlight presentations

Panel with Marcus Tengler (Vice President Real Estate & Store Concepts, MediaMarktSaturn) and **Susanne Harring** (Managing Director, De'Longhi Deutschland GmbH), 11:00. A room full of possibilities – 'Space-as-a-Service'. Sales areas are becoming flexibly designed experience spaces that showcase brands and technologies and invite customers to try them out. Instead of traditional sales areas, experience zones, entrance statements and versatile boutiques are emerging, bringing changing themes, products and services to life. The in-store shopping experience is being enhanced and new presentation opportunities are opening up for brand partners.

Keynote speech with Alexander Rauchut (CEO MediaMarktSaturn Germany), 13:00
Concepts that are special. With a nationwide network of almost 400 stores, MediaMarktSaturn creates the basis for customer proximity – and for services that set the company apart from the competition: For example, products ordered online are currently delivered to customers within 90 minutes from around 300 stores thanks to a partnership with Uber. MediaMarktSaturn also scores points over pure online retailers with its personalised all-round support for shopping. The stores also consistently adapt to different customer needs thanks to the various store formats.

Presentation by Julian Norberg (Head of Operational Excellence, MediaMarktSaturn Germany), 14:00. Personalised service just like in the shop around the corner – 'Personalised Service'. MediaMarktSaturn is setting new standards in brick-and-mortar retail with this concept. Customers benefit from shorter waiting times, individual advice and dedicated contact persons. The close integration of online and offline offerings ensures a seamless shopping experience across all channels. The aim is to build personal relationships, accompany the entire customer journey and thus strengthen customer loyalty.

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: www.ifa-berlin.com

Contact:

IFA Berlin PR team
press@ifa-management.com

Sonja May
Director PR & Corporate Communications
s.may@ifa-management.com
+49 1515 1577525

Gioia Zoli
Head of International PR
g.zoli@ifa-management.com
+49 (0) 30 3983099-501

About MediaMarktSaturn Germany

With around 400 Media Markt and Saturn stores and over 20,000 employees, MediaMarktSaturn Germany is the number one electronics retailer in Germany. As the founder of the consumer electronics category, the company is now redefining itself and its environment: the term 'Experience Electronics' describes its repositioning and, at the same time, the range of services it offers its customers. With its two strong brands, MediaMarkt and Saturn, the company focuses on the customer experience and personal advice. As a successful omnichannel provider, MediaMarktSaturn Germany closely integrates its brick-and-mortar stores with online shops and mobile shopping apps. Customers thus benefit from the advantages of online shopping as well as personal advice and comprehensive services in local stores. MediaMarktSaturn Germany is part of the MediaMarktSaturn Retail Group, which in turn is majority-owned by CECONOMY AG. For more information, visit www.mediamarktsaturn.com, www.mediamarkt.de and www.saturn.de (data as of 30 September 2024).

Contact

Alexandra Dick and Manuela Schulze
Corporate Communications
MediaMarktSaturn Deutschland
presse@mediamarktsaturn.com
Tel. +49 151 58223466 oder +49 151 58720592
www.mediamarktsaturn.com
www.mediamarkt.de
www.saturn.de