



Press Release

Live podcasts, Creator Connect, Innovation Awards and more: these are the new IFA Moments 2026

Berlin, 20 July 2026 – Live podcasts in the IFA Summer Garden, new formats for the creator economy, international product launches and an expanded range of accessibility features: with 'IFA Moments', IFA 2026 is creating additional opportunities not just to see technology, but to experience it together. This is where captivating brand stories, product highlights and shared experiences come to life, making innovation tangible and technology accessible to all. In September, Berlin will once again become the meeting place for industry, retail, the media, content creators and tech-savvy visitors.

IFA Innovation Awards to be presented for the first time during IFA

The IFA Innovation Awards recognise outstanding product ideas and technological excellence across several categories. In addition, three main prizes are awarded: Best of IFA, Best Tech Innovation and Best Brand.

A new feature is that the 2026 awards ceremony will take place directly during IFA. The winning products will then be showcased in the Innovation Awards Zone, where trade visitors and the media can experience them up close.

Creator Connect puts the creator economy in the spotlight

With Creator Connect, IFA is dedicating an entire day of the event to the topics that matter most to creators and digital media brands. The programme on the Creator Stage includes talks, workshops and networking opportunities.

Topics covered will include, amongst others, success models in the creator economy, AI-powered creativity and new formats that are transforming the interaction between content and audiences.

Date: Sunday, 6 September 2026, from 11 am

Sunday podcast featuring 'Mord auf Ex' and 'Wine Wednesday'

On the evening of 6 September, the 'Sunday' podcast will be bringing two well-known programmes live to the stage at the IFA Sommergarten.

The programme kicks off with "Mord auf Ex", featuring real-life crime cases and extraordinary stories. Afterwards, Jani and Alina from "Wine Wednesday" will be talking about relationships, growing up and their last wild weekend.

Date: Sunday, 6 September 2026, from 5 pm

Working together for diversity and visibility

Under the guiding principle of 'Innovation For All', IFA is continuing its partnership with House of Pride and will be represented on the House of Pride Truck at Berlin's Christopher Street Day in 2026 for the second year running. The partnership stands for openness, respect and social inclusion, and highlights that technological and social progress go hand in hand. On 25 July, House of Pride will also be celebrating its fifth anniversary as the official Berlin Pride Main Party: more than 3,500 guests, as well as over 65 artists, DJs, performers and hosts, will gather at AQUAHÖFEN Berlin. The charity theme for 2026 is "Stop Violence against Women*".

Date: Saturday, 25 July 2026

A fun tour of Berlin and the IFA

To mark its partnership with GeoGuessr and the GeoGuessr World Championship in Berlin, the IFA has developed its own game that takes players on a virtual journey of discovery through the capital and to selected IFA locations. Anyone who logs in and takes part will receive an exclusive discount on IFA tickets and will automatically be entered into the prize draw, which runs until 12 August 2026. There are three sets of two tickets to be won for the final of the GeoGuessr World Championship, as well as three sets of two tickets for IFA Berlin, including an exclusive IFA merchandise pack. The GeoGuessr World Championship will take place at the Tempodrom from 2 to 5 September 2026. You can play at:

[GeoGuessr | IFA Innovation For All](#)

Technology meets Berlin's club culture

IFA 2026 also made its presence felt at Rave The Planet, linking the world of consumer technology with Berlin's international music and club culture. Together with Metropole Agency, IFA supported the fifth Rave The Planet Parade, which wound its way through the capital on 15 August 2026 as a demonstration for peace, diversity and humanity. The partnership underlines IFA's commitment to bringing innovation to life beyond the exhibition halls and bringing people, creative talent, brands and communities together.

IFA for Everyone: Experiencing Technology Without Barriers

IFA 2026 is further expanding its range of services to make the exhibition as accessible as possible. Plans include guided tours in plain language, as well as special tours for blind and visually impaired visitors. These tours will not only explain technological innovations but also bring them to life through sound and touch. Discover all the tours: [Guided tours | IFA Innovation For All](#)

The programme is complemented by an Accessibility Masterclass organised by Sozialhelden e.V. Using specific examples from the consumer tech sector, Raúl Krauthausen and Holger Dieterich will demonstrate how the requirements of the European Accessibility Act can contribute to better and more inclusive products. An open Q&A session will provide an opportunity for direct discussion. To register for the masterclass: [Masterclass | IFA Innovation For All](#)

Guided tours for trade visitors

For trade visitors, IFA 2026 is offering guided tours on selected industry topics. Five different tours cover areas including smart homes, artificial intelligence and green tech.

Each tour lasts less than 90 minutes, is led by industry experts and takes participants directly to relevant exhibitors, products and innovations. Places are limited. Discover all the tours: [Guided tours | IFA Innovation For All](#)

Discounted travel and accommodation

Exclusive DB event tickets are available from 16.19 euros for travel to the event. Thanks to a partnership with the Lufthansa Group, IFA guests can also benefit from reduced airfares.

EventBeds, the official accommodation partner of IFA 2026, offers up to 30 per cent off hotel rooms, flexible cancellation options and personalised support for group bookings of ten or more people.

Information on travel planning: [Travel & Stay | IFA Innovation For All](#)

About IFA Moments

'IFA Moments' is the platform where technology, creativity and community come together. It is here that compelling brand stories, product highlights and shared experiences are created, bringing innovation to life and making technology accessible to everyone.

Further information: [IFA Moments | IFA Innovation For All](#)