



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**THE MARCHÉ DU FILM – FESTIVAL DE CANNES ANNOUNCES HBO MAX AND QUIBI AS  
EXCLUSIVE GUESTS OF THE SECOND EDITION OF MEET THE STREAMERS**

**MEET THE STREAMERS TO BE REIMAGINED FOR THE MARCHÉ DU FILM ONLINE ; HBO MAX  
AND QUIBI TO GIVE TWO EXCLUSIVE KEYNOTES**

Paris – Thursday, May 14, 2020 – The Marché du Film – Festival de Cannes is thrilled to announce the second edition of its event dedicated to streaming platforms, Meet the Streamers. The event will be reimagined as a digital only event to be held on the [Marché du Film Online](#). The program will welcome HBO Max and Quibi for two exclusive keynotes, but also host VOD-focused panels and conversations. The Marché du Film Online will run from the 22nd to the 26th of June.

Jérôme Paillard, Executive Director of the Marché du Film said :“the previous edition’s takeaways showed us the need to connect various parts of the industry, tied together by constantly emerging streaming models across the studios and the independent world, through new meeting and keynote events. Today more than ever before, we need to offer film industry professionals platforms to connect, bond and learn from one another. This is what we will offer with Meet the Streamers”.

Meet the Streamers is excited to host HBO Max as its exclusive guest for its first international presentation following the launch, on May 27th, of WarnerMedia’s new streamer. The Marché du Film Online audience will be able to join Sandra Dewey, President of Productions and Business Operations for WarnerMedia Entertainment, for a keynote conversation about launching HBO Max during an unprecedented time, navigating the evolving streaming landscape and the importance of cultivating and nurturing underrepresented talent.

“I am honored to be a part of the first-ever Marché du Film Online, a film market that exemplifies excellence in creativity and filmmaking,” said Sandra Dewey, President of Productions and Business Operations for WarnerMedia Entertainment. “I am looking forward to discussing my insight into launching HBO Max, WarnerMedia’s brand new streaming platform of which I am both tremendously proud and so excited to share, during this unique time. Our industry is facing never before experienced challenges, but also the tremendous opportunity that springs from the well of change.”

The event is also delighted to welcome Quibi, the new mobile-focused independent streaming proposition led by Jeffrey Katzenberg and Meg Whitman, launched in April in the US and Canada and available in more international territories. Quibi is focusing on allowing today’s leading studios and creative talent to



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tell original stories in an entirely new way. Quibi's participants and keynote's topic will be announced at a later date.

Meet the Streamers will also host multiple panels and conversations, including :

- A conversation between Adam Lewinson, Chief Content Officer of rising ad-supported VoD platform Tubi and Richard Cooper, Research Director at Ampere Analysis, on the evolution of Streaming platforms and what will come next to compete with, and complement, the incumbent subscription services.
- A panel focusing on innovative independent streaming platforms across the world regrouping Jaume Ripoll, Filmin's Co-Founder and Editorial Director, Richard Lorber, President and CEO of Kino Marquee and Kino Lorber, and Olle Agebro, Head of Acquisitions for Draken Film.
- A fireside chat on the new and exciting ways to approach global distribution through "traditional" and new streams between emerging talents Jean-Christophe J. Lamontagne and Kyle Greenberg, respectively Presidents of Montreal-based h264 and Brooklyn-based Circle Collective.

"Listening to the industry constantly, particularly during these unique times, we feel the urgent desire from all parties of the film universe to synchronise, and streaming platforms are at the very heart of this wish." shared Head of Programs and Training, Aleksandra Zakharchenko and Digital Strategy Consultant, Quentin Carbonell, leading together Meet the Streamers. "There is a burning curiosity for the new platforms and digital talents coming from the studio and independent worlds, but also a need for a better understanding of how the relationships with the streamers, and the way each model works, can be apprehended to ensure a diverse and exciting growth of the film industry", they added.

Meet the Streamers will be accessible to industry professionals registered with the Marché du Film Online. Accreditations for the Marché du Film Online are opened at an early bird rate of €95 until May 29 and €195 normal rate after that.



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#### **About Marché du Film - Festival de Cannes**

The Marché du Film, the business wing of the Festival de Cannes, is the key stepping stone in the creation, production and distribution of films around the world. The Marché du Film draws its strength from the diversity of the actors it brings together: 12,500 industry professionals including 3,840 producers, 3,300 buyers and distributors and 1,187 festival programmers from 121 countries, all gathered in one unique setting to obtain financing, seize opportunities and take the pulse of international film creation and innovation.

Website: <https://www.marchedufilm.com/>



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#### **About HBO Max**

HBO Max is WarnerMedia's direct-to-consumer offering debuting May 27, 2020. With 10,000 hours of curated premium content anticipated at launch, HBO Max will offer powerhouse programming for everyone in the home, bringing together HBO, a robust slate of new original series, key third-party licensed programs and movies, and fan favorites from Warner Media's rich library including Warner Bros., New Line, DC, CNN, TNT, TBS, truTV, Turner Classic Movies, Cartoon Network, Adult Swim, Crunchyroll, Rooster Teeth, Looney Tunes and more. Sign up for updates at [HBOMax.com](http://www.hbomax.com).

Website: <http://www.hbomax.com/>

**HBOmax**<sup>SM</sup>



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### **About Quibi**

Quibi is a mobile only media technology platform bringing together the best of Silicon Valley and Hollywood. Headquartered in Los Angeles, Quibi is the first entertainment platform built for easy mobile viewing, allowing today's leading studios and creative talent to tell original stories in an entirely new way. For more information visit [www.quibi.com](http://www.quibi.com). Follow Quibi on Facebook @QuibiUS and on Twitter @Quibi.

Website: [www.quibi.com](http://www.quibi.com)



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