



MARCHÉ DU FILM
FESTIVAL DE CANNES

THE MARCHÉ DU FILM ONLINE HAS OPENED TODAY WITH A LINEUP OF 200+ EVENTS

THE MARCHÉ DU FILM ONLINE TO RUN FOR FIVE FULL DAYS FROM 22 TO 26 JUNE

Paris – Monday, June 22, 2020 – The Marché du Film – Festival de Cannes announces the official opening of the [Marché du Film Online](#), a virtual market designed for film industry professionals and recreating the Cannes effervescence with screenings, one-to-one meetings, virtual get-togethers and a series of panels, workshops and conferences.

On the morning of day one, the Marché du Film Online has opened its virtual doors to more than 9,700 participants as of today. More than 200 keynotes, panels and workshops will give rhythm to the Marché du Film Online from 22 to 26 June.

Notable inclusions in the Marché du Film Online conferences lineup include:

Meet the Streamers: Independent Streamers reply to a crisis

Monday 22 June at 16:00 (Cannes Time, UTC+2)

The COVID Pandemic has impacted all aspects of the film and media industry. However, independent digital initiatives have rapidly bloomed across the world not only to deliver precious films to a stranded audience, but also to support local cinemas, distributors and producers through a range of innovative ideas. With Filmin (Spain), Kino Now / Kino Marquee (USA) and Draken Film (Sweden), we will discuss the projects they launched to reply to this emergency, how these initiatives affected their business and relationship with the rest of the industry and what's next for them.

Speakers: Richard Lorber, President & CEO, KINO LORBER (Kino Marquee); Jaume Ripoll, Co-Founder and Editorial Director, Filmin; Olle Agebro, Head of Acquisitions, Draken Film

Moderator: Tom Grater, Deadline

Watch the replay [here](#).

Creating the new normal: intersectionality in the film industry

Monday 22 June from 17:00 to 18:00 (Cannes Time, UTC+2)

The panel will discuss paths toward an inclusive future for the film industry, where the creativity and business acumen of all its stakeholders is fully realized, without prejudice and bias. Panelists will weigh in on the state of the industry, talk about creative ways to move forward in the rapidly changing cultural and entrepreneurial landscape, and follow up on the progress of the 50/50 by 2020 movement. Hosted by the Marché du Film, co-hosted by the Swedish Film Institute.



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Speakers: Anna Serner, CEO, Swedish Film Institute ; Dr. Emilia Roig, Founder and Executive Director, Center for Intersectional Justice (CIJ); Franklin Leonard, CEO and founder, The Black List

Moderator: Kaleem Aftab, Film critic, Programmer & Producer

Watch the replay [here](#).

Meet with: NEON - Tom Quinn & Elissa Federoff

Monday 22 June at 18:00 (Cannes Time, UTC+2)

CEO/Founder Tom Quinn and President of Distribution Elissa Federoff will discuss growing the business, lessons learned, building out a diverse team and slate of films while running a progressive company in a time of political upheaval and a global pandemic.

Speakers: Tom Quinn, Founder and Chief Executive Officer, NEON; Elissa Federoff, President of Theatrical Distribution, NEON

Moderator: Quentin Carbonell, Market Consultant, Marché du Film - Festival de Cannes

Watch the replay [here](#).

Revisiting the definition of online platform in actual context

Tuesday 23 June at 15:00 (Cannes Times, UTC+2)

Can we revisit together the definition of a digital platform during and after the health crisis? With the cancellation of "physical" festivals and the closure of cinemas during several months, what role have the platforms played in terms of deal making and exhibition/circulation of independent films internationally?

Speakers: Jakob Abrahamsson, CEO, Nonstop Entertainment; Fabien Westerhoff, CEO - Partner, Film Constellation; Nathanaël KARMITZ, CEO, MK2; Quentin DELEAU, Head of Digital Development & MyFrenchFilmFestival, UniFrance

Moderator: Elsa Keslassy, International reporter (Paris), Variety

Meet the Streamers: Meet with HBO Max - Sandra Dewey

Tuesday 23 June at 18:00 (Cannes Times, UTC+2)

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.



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Speaker: Sandra Dewey, President of Productions and Business Operations for WarnerMedia Entertainment, HBO Max

Moderator: Wendy Mitchell, Industry Events Curator, UK Film

Watch the live on the Facebook page of the Festival de Cannes website [here](#).

Meet the Streamers: The evolution of the VoD platform model: A platform for the European market, exploring the possibilities with TUBI's Chief Content Officer, Adam Lewinson Keynote Wednesday 24 June at 18:00 (Cannes Times, UTC+2)

As subscription VoD reaches saturation point other content monetization models are rising to the fore.

What will enable them to stand out in this increasingly crowded market?

Ampere Analysis' Richard Cooper will present the evolution of VoD platform and what will come next to complete with, and complement, the incumbent subscription services. Richard will then host a one-on-one interview with Adam Lewinson, Chief Content Officer of rising ad-supported VoD platform TUBI.

TUBI, acquired by Fox in March 2020, streamed over 200 million hours of content in April 2020 alone.

Speakers: Richard Cooper, Research Director, Ampere Analysis; Adam Lewinson, Chief Content Officer, Tubi

Media Meets Tech 2020: European Film and MediaTech Startups and Investors in Focus Mixer Wednesday 24 June from 12:00 - 15:00 (UTC+2)

Media Meets Tech is a showcase and networking platform that presents and connects selected European media innovators and cutting edge startups with the global film & entertainment business in the framework of Cannes NEXT - the innovation sidebar of Marche Du Film - Festival de Cannes, the number one industry platform for the global film industry. Following its successful launch in 2019, the sophomore edition of Media Meets Tech takes place on Wednesday, 24th of June from 12 - 3.30 CET (Paris time) during the virtual Marche Du Film (marchedufilm.online) The 2020 virtual edition will present ten, go to market stage European #mediatech #filmtech #contenttech #mixedreality and #data#AI startups with cutting edge solutions at the time of the global COVID pandemic as well as features keynotes from selected European mediatech platforms and investors followed by digital networking and speed meetings. The selected startup founders and decision-makers will also enjoy a curated business matching and networking program with film and entertainment industry executives and potential clients during the duration of Marche Du Film Online, from 22nd until 26th of June.

Expect a deep dive into the startups and organizations revolutionizing European media, Film and entertainment technology landscape get ready for Media Meets Tech 2020

Cannes NEXT - Marché du Film organizes the showcase with the support of the Creative Europe Media Program and the European Commission.



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The startup selection and ecosystem partners for the 2020 edition are VRT Sandbox (Belgium), Next Media Accelerator (Germany), Media City Bergen (Norway), and Techstars (Global)

Media Meets Tech 2020 startups are:

Respeecher / <https://www.respeecher.com> / at 12:50 - Respeecher is a high-quality voice cloning system that lets one voice sound exactly like another voice. Respeechers' unique technology is used by Hollywood productions, by filmmakers and video game developers. Thus Respeecher' helps to scale voices and give additional creative tool and required flexibility in creating blockbuster grade voiceovers. Alex Serdiuk, CEO & Andra Postolache, Business Development and Marketing Manager.

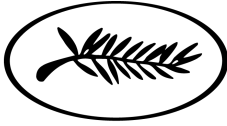
Hashtag Daily / <https://linktr.ee/hashtagdaily> /at 13:05 - Hashtag Daily is a vertical daily series that a young audience can watch on their smartphone. Like a TV channel would produce a show to sell advertisement slots, we are selling product placement on the show typical for influencer marketing. We integrate every message or product in the storyline that is written every month and produced with professional actors. Within the last 60 days we had 15 mio views & over 1 mio likes in Germany, Austria, and Switzerland. Anna Juliana Jaenner, Showrunner & Laila Maria Witt, Creator.

Digifilm / <http://digifilm-corp.com> / at 13:20 - The Digifilm is revolutionizing long term film archival by combining the best of the analog and digital worlds. The Digifilm platform consists of writing on a photochemical film a visual code that will allow, when reading it back, to recover the original data of the film (images, sound, subtitles, etc.) without any degradation, thus bringing together the best of both worlds: the pristine quality of the digital original and the longevity and simplicity of film conservation. Antoine Simkine, CEO

Froomle / <https://www.froomle.ai> / at 13:35 - The Froomle AI guarantees to increase subscriptions for media, news and entertainment providers. Froomle is able to commit to this guarantee by showing every individual consumer extremely relevant content, at the perfect moment, through her preferred channel. The Froomle AI does this based on profile data, past consumer behaviour and input from human editors. This extreme relevance results in consumers coming back more often, staying longer, converting more and churning less. Thomas Steisel & Anton Smet

Klipworks / <https://www.klipworks.com> / at 13:50 - Klipworks enables publishers to request video content from their users and to use the footage in their own productions. It makes it fast an easy to collect smartphone clips in large volume. Asger Rasmussen, CEO & Peter Nikolaj Trnka, CTO

Cinuru / <https://cinuru.com> / at 14:05 - Cinuru is the next generation analytics and data-based customer platform for cinemas helping cinema owner better understand and engage their audiences. Paulo Ruhländer CEO & Jannis Funk, Data scientist



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Mjoll / <https://mjoll.no> / at 14:20 - Mimir by Mjoll is a browser-based media management solution. It's a tool for journalists and video editors, or anyone working with video, for automating the boring and time-consuming tasks, such as video and image metadata logging, speech-to-text transcription, multi-language translation, and more. Find the assets you need in a fast and secure way and create better stories. Mimir makes it possible to shoot content at a remote destination and access to edit or view the content anywhere quickly. Kristian Kim Eikeland, EVP Product and Sales & Steinar Søreide, CTO

Banjo - Robinson / <https://www.banjorobinson.com> / at 14:35 - Banjo Robinson is the globetrotting magical cat, and the next global animation, games, video and toy superhero designed to delight your kids and encourage learning through stories and activities. Banjo was born from wanting to create those special moments for other children – by sending letters, stickers, and surprises all year round that introduce children to the wonders of the world, whilst encouraging them to pick up a pencil and start writing (or drawing) a reply. Kate Boyle, CEO

Cascade 8 / <http://cascade8.com> / at 14:50 - Cascade8 comes straight from the experience of the film production and financing company Logical Pictures. Cascade8 develops a new technological ecosystem for the cinema industry, aiming at solving bottlenecks of each step of the value chain. Yannick Bossenmeyer, CEO

Visualyst / <https://www.visualyst.co> / at 15:05 - The people that make and deliver film and TV services spend a lot of time and money conducting regulatory and legal compliance checks of their videos (movies, series, ads etc) before these can be published for public consumption. Visualyst helps video creators, regulators and distributors manage compliance checks faster than ever before. Miguel Silva, CEO & Founder

Speakers: Yannick Bossenmeyer, COO, Cascade8; Kate Boyle, CEO, Banjo Robinson; Kristian Kim Eikeland, EVP Product and Sales, Mjoll AS; Jannis Funk, Co-Founder, DataScientist, Cinuru Research GmbH; Anna Juliana Jaenner, Showrunner, Hashtag Daily; Andra Postolache, Business Development and Marketing Manager, Respeecher; Asger Rasmussen, CEO & co-founder, Klipworks; Paulo Ruhrländer, Co-Founder & CEO, Cinuru Research GmbH; Alex Serdiuk, CEO, Respeecher; Miguel Silva, Founder & CEO, Visualyst; Antoine Simkine, innovation/communication, Digifilm Corp; Anton Smet, Business Development Representative, Froomle; Steinar Søreide, CTO, Mjoll AS; Thomas Steisel, Account Executive, Froomle; Peter Nikolaj Trnka, CTO & co-founder, Klipworks

Moderators: Eamonn Carey, Managing Director, Techstars; AC Coppens, Marketing strategist, curator, speaker, The Creatives' Catalysts; Sarah Geeroms, Strategic partnerships/Head of Sandbox Hub, VRT; Kristoffer Hammer, EU Advisor, NCE Finance Innovation; Lucia Recalde, Head of Unit, DG Connect European Commission; Sten-Kristian Saluveer, Head of Next, Marché du Film - Festival de Cannes



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Cannes NEXT Summit 2020:

Keynotes from Innovators Changing the World of Film, Media and Tech Keynote

Thursday 25 June from 12:00 - 16:30 (UTC+2)

Cannes NEXT summit is the annual highlight of the innovation track of the Marche du Film- Festival De Cannes focusing on the future of creativity, technology, and content with keynotes, showcases and presentations from visionary speakers to the exhibition of latest technologies, platforms, and business models.

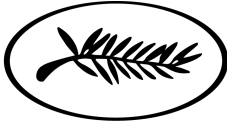
Within the four and half hour keynote marathon of the 2020 edition expect:

- high-intensity insights to cutting edge content, IP and formats
- tech peeks from AI, data, blockchain to financing and rights management
- new horizons of storytelling in film, television, online and games
- and encounters with creatives and experts at the forefront of the industry

The NEXT 2020 summit topics include How to Host a Virtual Event for 1 million people, the role of game engines of enabling the next big creative step for cinema and global content franchises, Data + AI in the indie and studio movie business, the innovations in digital distribution exhibition infrastructure, a deep dive into the Streaming Wars, VOD during COVID and future of live streaming as the next global audiovisual medium, how to create and virtual characters, and how to produce cutting edge digital events and festivals.

Agenda

- 12:45 Conference Opening & Kickoff - Sten-Kristian Saluveer, AC Coppens
- 12:50 How to Host a Virtual Event for 1 million people! Miikka Rosendahl, Laura Olin
- 13:05 Using Game Engines to Build a Global IP. Christian Faber
- 13:20 Data + AI in the Movie Business: Cinelytic. Tobias Queisser
- 13:35 The New Distribution Infrastructure Revolution: Purely Capital. Wayne Godfrey
- 13:50 VOD at the time of Digital Festivals. David Wite
- 14:05 The New Distribution Infrastructure Revolution: Molten. Arjun Mendhi
- 14:20 Epic Games Keynote: Bringing the magic of movie-making back to the set. Marc Petit
- 14:50 Panel: The (New) Festival Reality. Katrine Kilgaard
- 15:05 Panel: The (New) Festival Reality. Tine Fischer, Jarod Neece
- 15:30 Streaming & OTT: Trends, Opportunities & Outlook to 2021. Andrew Rosen, Jack Davis
- 15:55 LiveStreaming as Future of Cinema & TV. Mark Ollila
- 16:10 Creating and monetizing global IP: Shadows. Dylan Flinn
- 16:25 Closing words



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Speakers: Jack Davis, CEO, CryptTV; Christian Faber, CEO, Ex Lego Head of VP; Tine Fischer, CEO / Festival Director, CPH:DOX; Dylan Flinn, CEO, Shadows Interactive; Wayne Godfrey, Producer, Purely Capital; Katrine Kiilgaard, Deputy Director, Industry & Training, CPH:DOX Copenhagen International Documentary Film Festival; Arjun Mendhi, CEO, Molten; Jarod Neece, Senior Film Programmer, South By Southwest (SXSW); Laura Olin, COO & Partner, ZOAN AR; Mark Ollila, CEO, Kast; Marc Petit, General Manager, Unreal Engine, Epic Games; Tobias Queisser, CEO, Cinelytic; Andrew Rosen, CEO, Parqor, Miikka Rosendahl, CEO, ZOAN AR Studios

Moderators: AC Coppens, Marketing strategist, curator, speaker, The Creatives' Catalysts; Uri Levanon, CEO, Haste Media; Sten-Kristian Saluveer, Head of Next, Marché du Film - Festival de Cannes

A conversation on the near future of film distribution across all streams

Friday 26 June at 18:00 (Cannes Times, UTC+2)

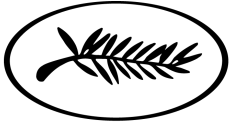
What will be the future of film distribution? Big changes are happening not only because of the pandemic this year but also with the digital world influencing audiences' habits. We talk to experts from sales, distribution, and exhibition about what they are learning from audiences in the unusual year of 2020, and what they think will be the future of film distribution from cinemas to VOD. What will happen to theatrical windows? How are VOD deals changing? What still drives audiences to the cinemas?

Speakers: Neal Block, Head of Theatrical Distribution and Marketing, Magnolia Pictures; Imrun Islam, Senior Manager, Digital Sales, UK and Ireland, StudioCanal (UK); Jan Naszewski, CEO, New Europe Film Sales; Mathieu Robinet, President, Drive-In Festival

Moderator: Wendy Mitchell, Contributing Editor, Screen International

Although most events will be reserved to the Marché du Film Online participants, some conferences will be open to the public on the Festival de Cannes website [here](#) and on the Marché du Film website [here](#).

Full lineup of conferences available [here](#).



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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/>

For more information:

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