



MARCHÉ DU FILM
FESTIVAL DE CANNES

**THE MARCHÉ DU FILM – FESTIVAL DE CANNES REVEALS NUMBERS AS IT WRAPS UP ITS
FIRST EVER ONLINE EDITION**

Paris – Thursday, July 2, 2020 – As the [Marché du Film Online](#) comes to a close, the Marché du Film – Festival de Cannes announces the numbers of its first virtual edition.

Over the course of five days, the Marché du Film Online welcomed 10,002 participants from all around the world. The most important delegation came from the USA (1,500 participants), followed by France (1,400 participants) and the UK (950 participants). More than half of the participants were coming from Europe with 5,900 participants.

The Marché du Film Online recreated the Cannes experience with conferences, one-to-one meetings, screenings and informal get-togethers and gathered attendees from 122 countries (compared to 121 countries at the physical Marché du Film in 2019).

The Marché du Film Online welcomed 61 virtual pavilions, home to institutions from around the world and 262 virtual sales agents booths.

There were 1,235 screenings with a total of 42,000 admissions in 59 virtual cinemas. 3,500 films and projects were on the market. More than 200 networking events and conferences - about topics as diverse as inclusion, virtual reality, new technologies or co-production - were held.

“We received lots of messages from professionals telling us that it felt just like being in Cannes,” said Jérôme Paillard, Executive Director of the Marché du Film. “This proves that even virtual events are capable of creating moments where we can come and be together. Professionals were able to see the films, but they were also given the sense that they had seen them in good company!”

Pierre Lescure, President of the Festival de Cannes, agreed: “The quantity and quality of exchanges made it feel as if we were there, mingling around the Marché’s stands. Jérôme Paillard’s teams and their innovative spirit and ability to adapt truly impressed me. I was delighted by the hard work and care they poured into ensuring their sites looked good and were user-friendly.”

Thierry Frémaux, the Festival de Cannes General Delegate added: “With this online version of the Marché du Film, Cannes 2020 demonstrated the Festival’s underlying dimension: its role as an organization dedicated to industry professionals. The agility with which the Marché reinvented itself to adapt to this year’s special circumstances was applauded by everyone from sales teams to buyers, whether in the office, at their villa, on the beach or on the other side of the world. This was a magnificent



MARCHÉ DU FILM
FESTIVAL DE CANNES

way of reuniting. It was also a first test run for the 2020 Official Selection films and for what the future might hold for Cannes 2021!"

Cannes Docs brought together documentary professionals worldwide around a strong line-up

Cannes Docs ended with a Closing Get-together where the winners of the Docs-in-Progress Awards were unveiled - 32 feature creative docs were presented as part of eight Docs-in-Progress Showcases.

The **Docs-in-Progress Award** went to HOLY CRAFT directed by Joseph Mangat and produced by Alemberg ANG (vy/ac Productions, Philippines). The project presented in the Showcase PHILIPPINES wins a €10,000 cash prize and professional project follow-up, supported by IEFTA - The International Emerging Film Talent Association.

The **Impact Award**, in partnership with Nordisk Panorama, went to BEAUTY OF THE BEAST directed by Anna Nemes and produced by Ágnes Horváth-Szabó & András Pires Muhi (ELF Pictures, Hungary). The project presented in the Showcase CIRCLE Women Doc Accelerator will benefit from a 2 hour consultation on the film's impact and outreach strategy provided by Nordisk Panorama.

The **Cineli Digital Award** went to THE FREE ONES (LES LIBRES) directed by Nicolas Levesque and produced by Jean-Philippe Archibald, Nicolas Levesque (Canopée, Canada). The project presented in the Showcase CANADA wins a professional DCP offered by Cineli Digital, Paris, France.

The **VOSTAO Award** went to ANHELL69 directed by Theo Montoya and produced by Juan Pablo Castrillon (Desvío Visual, Colombia), Mario Durrieu & Walter Tiepelmann (996 films, Argentina) & Bianca Oana (Monogram Film, Rumania). The project present in the Showcase FIDBA wins French / English subtitles offered by VOSTAO, Paris, France.

Cannes Docs reached far beyond the documentary community usually present in Cannes: this online edition gathered 100+ professionals for each of the eight Docs-in-Progress Showcases; between 100 and 260 people were present at each Doc Talk and at the Doc Day; dozens of appointments were organized via the Cannes Docs Co-Pro Speed Meetings; and finally workshops and hangouts were a great success with participants connected from all around the world.

Cannes Docs 2020 was organized in partnership with Festival Partners CPH:DOX, DMZ Docs, DOK Leipzig, IDFA, It's All True - É Tudo Verdade, Ji.hlava IDFF & Visions du Réel; Media Partners Screen International, Business Doc Europe, Modern Times Review; and Programming Partners IEFTA, CNC, Œil d'or - Documentary Award in Cannes, Eurodoc, DAE - Documentary Association of Europe, Emerging Producers, DPA - Documentary Producers Alliance, Documentary Campus, Tënk and UniversCiné.



MARCHÉ DU FILM
FESTIVAL DE CANNES

Cannes XR Virtual celebrated XR creation at the Cannes XR Award Ceremony

The winner of the **Positron Visionary Award** was THE GREAT C, from Secret Location and Electric Shepherd Productions. THE GREAT C, set in the aftermath of an apocalyptic event, is a 35-minute cinematic VR film based on the short story by American sci-fi author Philip K. Dick. The award was announced by Viola Davis, President of the Jury, and Jeffrey Travis, CEO of Positron during the Cannes XR Award Ceremony held on Friday 26 June at the Museum of Other Realities. The filmmakers will receive a Positron Voyager® VR chair and a worldwide distribution deal.

The winner of the **VeeR Future Award 2020** was also announced during the Cannes XR Award Ceremony. After the 9 jury members screened the 13 official selections in VR, an online deliberation was held where they discussed each selection from immersive, storytelling, and creative aspects to select the winner. The VeeR Future Award 2020 went to 1st STEP, created by Faber Courtial. It is equal parts documentary and fairy tale, and tells the story of the Apollo missions.

Cannes XR 2020 was organized in association with Kaleidoscope and Museum of Other Realities; featuring Tribeca Film Festival presented by AT&T, VeeR, Positron and Winston Baker; and media partners VRTL and AIXR The Academy of International Extended Reality.

The 3rd edition of the Pavilion Design Awards to highlight the work of three institutions

The Pavilion Design Awards were held in the Marché du Film Paris offices on Wednesday 24 June. The jury was composed of Pierre Lescure, President, Festival de Cannes, Xavier Cailly, CTO, Bronx agency, and Ben Croll, journalist. After an online walkthrough of the pavilions, the jury awarded the following prizes:

Best Pavilion Design Award 2020: Cinema from Spain

The jury was impressed by the double challenge fulfilled in terms of content and technology. Cinema from Spain offered the visitor dense and precise information covering an impressive variety of topics in a clear and structured way, while including them in a real concentrated Cannes 2020 market experience with an omnipresent bright and colorful design all along the journey, from the welcome desk entrance to the chill out end of the day friendly tradition.

Coup de coeur mention: New Zealand Film Commission

The jury was seduced by the bright and very mastered way the New Zealand Film Commission used technologies at its disposal to offer a modern and unique experience to the visitor while promoting the country's various advantages as a shooting destination.



MARCHÉ DU FILM
FESTIVAL DE CANNES

Jury special mention: SEE NL

The SEE NL pavilion won the Best Pavilion Design Award in 2019 in Cannes for its outstanding creativity which had included Rembrandt references - after having done the same with Mondrian in 2017. This year, in a completely new context with different challenges, SEE NL succeeds in offering a perfect overview of its national industry together with a strong identity.

Panels, conferences and concerts are available for replay for Marché du Film Online participants throughout the summer. The Marché du Film will be held from 11 to 20 May 2021.

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/>



MARCHÉ DU FILM
FESTIVAL DE CANNES

For more information:

Anne Pampin
Press & Online Communications Leader
Marché du Film – Festival de Cannes
apampin@festival-cannes.fr