



MARCHÉ DU FILM
FESTIVAL DE CANNES

**THE MARCHÉ DU FILM – FESTIVAL DE CANNES ANNOUNCES PARAMOUNT+, DISCOVERY+ AS
EXCLUSIVE GUESTS OF MEET THE STREAMERS 2021**

MEET THE STREAMERS EXPANDING FURTHER ITS PROGRAM WITH BRITBOX, NENT AND
STUDIOCANAL LEADERS, WATCHA, INC CEO, LATAM FOCUS

Paris – Thursday, June 17th, 2021 – The Marché du Film – Festival de Cannes is pleased to announce the third edition of its event dedicated to streaming platforms, strategy and innovation, *Meet the Streamers*. The growing program will notably welcome ViacomCBS' Paramount+, Discovery's discovery+ for two major keynotes, and will be part of the Marché du Film which will run from the 6th to the 15th of July 2021.

Jérôme Paillard, Executive Director of the Marché du Film said :*“The Covid era has been a unique opportunity for streaming platforms to blossom and for many films to reach their audience in a new way, during the cinemas closure. The love-hate relationship between cinema and streamers has come of age and we can more than ever find common winning strategies. This is the light that the Meet the Streamers team aims to cast with an even richer event this year.”*

Meet the Streamers is thrilled to host ViacomCBS' Paramount+ as its exclusive guest following the service's March 2021 launch. The Marché du Film audience will be able to join Kelly Day, President of Streaming and Chief Operating Officer for ViacomCBS Networks International (VCNI) for a keynote and conversation focused on the international rollout of Paramount+ within an ever-changing landscape.

“With an unrivalled global footprint and powerful content ecosystem, ViacomCBS is uniquely positioned to take advantage of the massive global streaming opportunity as we continue to bring Paramount+ to audiences around the world. I look forward to sharing more insight on our strategy during the Marché du Film in July,” said Kelly Day, President of Streaming and Chief Operating Officer, ViacomCBS Networks International.

The program is also excited to welcome Discovery and its recently launched service discovery+. At the heart of one of the most talked-about and industry game-changing mergers of 2021, Discovery has been relentlessly active with their international launches, partnerships and content production. *Meet the Streamers* will welcome Lydia Fairfax, SVP Commercial Partnerships, and Myriam Lopez-Otazu, Group VP Content & Acquisitions EMEA and APAC, for an exclusive keynote.



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FESTIVAL DE CANNES

“I’m delighted to join this year’s edition of Marché du Film’s Meet the Streamers, a fantastic event celebrating innovations that have shaped the streaming landscape in recent years.” says Lydia Fairfax. “It’s a wonderful opportunity to discuss the key trends in the market and reflect on the power of strategic partnerships that are so valuable to discovery+.”

“I look forward to this year’s Marché du Film Online, with the incredible line-up and industry speakers. Together with Lydia, we’ll deliver a Meet the Streamers keynote about all the exciting partnerships and content on discovery+” says Myriam Lopez-Otazu. “We’ve seen streaming rapidly growing in popularity with more and more viewers appreciating the flexibility of unscripted on-demand. It is exciting to live through this golden era for creativity where there’s so much exciting content for consumers to choose from!”

Meet the Streamers will offer a further thrilling slate of leaders at the core of the global streaming market evolutions for unique and insightful conversations:

- A fireside chat between Reemah Sakaan (CEO, Britbox International), Filippa Wallestam (EVP and CCO, NENT Group) and Anna Marsh (CEO, StudioCanal) to dive into each of their unique strategies to conquer the local and international markets with strong identified content propositions.
- A keynote led by Watcha, Inc’s CEO Taehoon Park focusing on the booming South Korean streamer’s international ambitions, their production debut and unique approach through tech and data.
- A panel between three distinctive Latin American initiatives addressing numerous local and strategic challenges, from crossing regional and global borders to creating a strong sense of community around local cinema. Santiago Zapata (Co-Founder and Head of Creators, Mowies), Gema Juárez Allen (Co-Founder, Películas Nobles) and Felipe Lopes (Director, Vitrine Filmes) will join this conversation.

“Digital distribution and Direct-to-Consumer propositions have been growing all around the world, faster than ever. From new global players to powerful and inventive local initiatives, 2021 has seen exciting developments, which we want to put at the very front of the Marché du Film. The Marché du Film audience has an immense desire to know more about a world rapidly changing, also positively reflected in the striking majority of female leaders at the heart of this program.” said Head of Programs and Training, Aleksandra Zakharchenko and Quentin Carbonell, *Meet the Streamers* Curator, leads of the event.

Meet the Streamers will be accessible to industry professionals registered with the Marché du Film.



MARCHÉ DU FILM
FESTIVAL DE CANNES

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

About Paramount+

Paramount+ is a global digital subscription video streaming service from ViacomCBS that features a mountain of premium entertainment for audiences of all ages. Internationally, the streaming service features an expansive library of original series, hit shows and popular movies across every genre from world-renowned brands and production studios, including SHOWTIME, BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel, in addition to a robust offering of premier local content. For more information about Paramount+, please visit www.paramountplus.com and follow @ParamountPlus on social platforms.

Website: www.paramountplus.com

About ViacomCBS Networks International (VCNI)

ViacomCBS Networks International (VCNI), a unit of ViacomCBS Inc. (NASDAQ: VIAC), is comprised of many of the world's most iconic consumer brands. Its portfolio includes Channel 5, Telefe, Network 10, Nickelodeon, MTV, Comedy Central, BET, Paramount Network, as well as streaming services Paramount+ and PlutoTV, and ViacomCBS International Studios, among others.



MARCHÉ DU FILM
FESTIVAL DE CANNES

In addition to offering innovative streaming services and digital video products, ViacomCBS Networks International provides powerful capabilities in production, distribution and advertising solutions for partners on five continents and across more than 180 countries.

Website: www.viacomcbs.com



About discovery+

[discovery+](#) is the definitive non-fiction, real life subscription streaming service with the largest-ever content offering of any new streaming service at launch. The platform features a wide range of exclusive, original series across popular, passion verticals, including true crime, feature documentaries (including sport), love, dating & relationships, reality entertainment and paranormal.

Website: <https://www.discoveryplus.co.uk>

About Discovery

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and nearly 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps; direct-to-consumer streaming services such as discovery+, Food Network Kitchen and MotorTrend OnDemand; digital-first and social content from Group Nine Media; a landmark natural history and factual content partnership with the BBC; and a strategic alliance with PGA TOUR to create the international home of golf.



MARCHÉ DU FILM
FESTIVAL DE CANNES

Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the forthcoming multi-platform JV with Chip and Joanna Gaines, Magnolia Network, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit corporate.discovery.com and follow @DiscoveryIncTV across social platforms.

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



discovery+



MARCHÉ DU FILM
FESTIVAL DE CANNES

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