



MARCHÉ DU FILM
FESTIVAL DE CANNES

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THE MARCHÉ DU FILM, IN PARTNERSHIP WITH THE CNC, LAUNCHES NEW “CANNES REMAKES” PROGRAM

THE NEW INITIATIVE AIMS TO FOSTER THE INTERNATIONAL CIRCULATION OF
EUROPEAN IPS FOR NEW FILM ADAPTATIONS

Paris – 27 March 2024

The **Marché du Film – Festival de Cannes**, in partnership with the **CNC – French National Center of Cinema and Moving Images**, is excited to announce the launch of **Cannes Remakes**, set to debut at the upcoming film market edition from 14 to 22 May.

Together with the CNC, and with the support and collaboration of the **Institute of Cinematography & Audiovisual Arts (ICAA)** and the **Directorate General for Cinema and Audiovisual-Italian Ministry of Culture (DGCA-MiC) and Cinecittà**, Cannes Remakes will spotlight a handpicked selection of the finest European intellectual property (IP) titles, ready to be remade into new film adaptations.

The program is designed to tap into the thriving IP market, which has seen tremendous growth, largely driven by the increased investment from global streaming services. Film remakes, in particular, have established themselves as a lucrative venture in the marketplace as they offer lower risk and proven marketability.

Cannes Remakes aims to foster this rising trend in remakes by showcasing pre-existing IPs, which have already proven successful in their initial territories, and by facilitating connections between international buyers and producers.

“Remakes are injecting a fresh dynamism into the film industry, hinting at a notable shift. We are excited to support this evolution through Cannes Remakes,” states **Guillaume Esmiol**, Executive Director of the Marché du Film. “It’s not just about English-language remakes; there’s a rising trend of adaptations across various languages. Audiences are drawn to narratives that resonate with their distinct cultural nuances, paving the way for diverse, global storytelling. We aim to expand the IP market in Cannes and create a platform where IP holders can engage with producers and IP buyers, unlocking potential business opportunities.”

Jérémie Kessler, Director of European & International Affairs at the CNC, adds, “The international trend towards IP, which is particularly evident with American studios and buyers from Asia, now appears to be a structuring factor. It is thus important for the CNC to launch this programme with the Marché du Film. This programme fits in with our massive support for exports but also our strategic priority of defending strategic cultural assets and promoting European IP. For it is these IPs that create value for producers, international sellers and companies, and make it possible to support truly free and independent European creation.”

Cannes Remakes is part of the Marché du Film’s new initiatives, supported by **Creative Europe MEDIA**. The inaugural program will include a pitching session, presenting a curated selection of IP titles sourced from France, Spain and Italy with the most potential for film adaptation. This will be followed by a pre-arranged series of one-to-one meetings and culminate with a networking cocktail event for invited guests.

The half-day event will take place during the Marché du Film on **Monday, 20 May** on the **CNC Beach**.



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The Marché du Film – Festival de Cannes opens its doors on 14 May 2024, with the film market running until 22 May and the Festival concluding its activities on 25 May.

About Marché du Film – Festival de Cannes

The Marché du Film, the business wing of the Festival de Cannes, is the industry's largest international gathering of film professionals, bringing together an impressive network of 14,000 film professionals spanning more than 140 countries. This includes buyers, sales agents, producers, distributors, festival representatives, financiers and more. Each year, the film market hosts over 1,200 screenings and introduces 4,000 new film projects from the industry's most vibrant talents. Additionally, it shines a spotlight on film institutions and commissions from nearly 90 countries, represented across 60 pavilions. With a variety of tailored programs and over 200 industry events & conferences, the Marché du Film is dedicated to strengthening the global film community by fostering strategic partnerships, facilitating project financing, showcasing the latest innovations and providing insights into the industry's latest challenges and trends — all within the illustrious and iconic setting of Cannes.

Website: www.marchedufilm.com

About the CNC – French National Center of Cinema and Moving Image

The CNC (the French National Center of Cinema and Moving Images), created by the act of 25 October 1946, is a public administrative organization with a legal entity status and financial autonomy. It operates under the authority of the Ministry of Culture and Communication. The CNC's principal responsibilities are: regulation; support for the economy of the film, television, video, multimedia and technical industries; the promotion of films and television productions and their broadcasting to all audiences; and the preservation and enhancement of cinema heritage.

Website: <https://www.cnc.fr/>

About the Institute of Cinematography & Audiovisual Arts (ICAA)

The Institute of Cinematography and Audiovisual Arts [Instituto de la Cinematografía y de las Artes Audiovisuales] (ICAA) is an independent body under the Ministry of Culture of the Government of Spain, which programs policies to support the film industry and audiovisual production. ICAA is also responsible for overseeing films and the audiovisual sector in Spain, including their management, operations, awards, legislation, agreements, grants and subsidies, etc.

Website: <https://www.culturaydeporte.gob.es/cultura/areas/cine/inicio.html>

About the Directorate General for Cinema and Audiovisual & Cinecittà

DGCA-MiC supports the creation, production, distribution, and circulation of audiovisual works, as well as the modernization of cinemas and technical industries. It manages the Italian film fund and bilateral funds for co-production; and it hosts the Film Commissions' coordination office. Cinecittà's main activities include managing Studios, Archivio Luce, and labs, as well as promoting Italian Classical and Contemporary Cinema and facilitating the worldwide distribution of Italian works.

Website: <https://cinema.cultura.gov.it/> | <https://cinecitta.com/en/>