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## CANNES NEXT & SPROCKIT ANNOUNCE THE LAUNCH OF THEIR FIRST JOINT INVESTMENT SUMMIT: "NEXT TECH ON THE BEACH"

Paris – 16 April 2024

**Cannes Next**, the pioneering platform for the future of entertainment and innovation at the **Marché du Film - Festival de Cannes**, in partnership with **Sprockit - The Global Open Innovation Platform**, is thrilled to unveil the inception of their exclusive investment and deal-making platform, "**Next Tech on the Beach**." This innovative event is set to redefine the landscape of investments, mergers, and acquisitions across the content, technology and corporate sector.

Scheduled for the morning of **16 May** (9:00-12:00) at the Marché du Film's prestigious **Plage des Palmes** venue, "Next Tech on the Beach" promises an unparalleled gathering of deal-makers, investors, M&A executives, start-ups and innovators. This invitation-only summit will offer attendees a first look at a handpicked selection of innovation drivers and investment opportunities, curated to inspire and facilitate groundbreaking partnerships.

The event will feature an exciting program, including the showcase of six specially-selected start-up ventures, insightful discussions on the current state of financing and deal-making within the tech and content industry, and a specially prepared fine dining experience, designed to foster networking and collaboration among participants.

Highlighting the significance of the summit, **Sten Saluveer**, Head of Cannes Next, stated, "Over the years, Cannes Next has evolved into a platform where significant industry deals between leading corporations and innovative creators have materialized. The growing interest and participation from investors and corporate entities, who are passionate about the future of entertainment and technology, prompted our partnership with Sprockit. We are proud to introduce 'Next Tech on the Beach' as a dedicated platform to bridge the worlds of creative vision and technological innovation, driving success across the industry."

**Harry Glazer**, CEO of Sprockit, adds, "For over 10 years, Sprockit has been at the epicenter of innovation in entertainment, media and technology. The industry has repeatedly sought our collaboration to discover and forge partnerships with best-in-class global start-ups to solve their most critical challenges and opportunities. When the possibility arose to partner with Cannes Next during the largest and most prestigious film festival and market in the world, we knew the combination was a perfect match for exploring and navigating the future of innovation in the industry."

The inaugural event will shine a spotlight on cutting-edge innovation drivers such as **Reality Defender**, a cybersecurity firm specializing in the detection of AI-generated fraud and misinformation, and **Deeptune**, an AI-powered dubbing platform designed to revolutionize content localization by making it faster and more cost-effective.

Registration to attend "Next Tech on the Beach" are now open to a select group of investors, corporate entities, and startups. Interested parties are encouraged to submit their attendance requests by 22 April at: [www.marchedufilm.com/nexttechonthebeach/](http://www.marchedufilm.com/nexttechonthebeach/) (Requests will be reviewed on a case-by-case basis, ensuring a curated audience of industry leaders and innovators.)

For further information or media inquiries, please contact: [cannesnext@festival-cannes.fr](mailto:cannesnext@festival-cannes.fr)

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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.*

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#### **About Cannes Next**

Cannes Next, the innovation arm of the Marché du Film - Festival de Cannes, serves as a cutting-edge platform for the exploration and advancement of future entertainment and technological innovations. By facilitating informal dealmaking between industry giants and emerging innovators, Cannes Next has established itself as a critical driver of successful creative and technological projects within the global entertainment industry.

Website: [www.marchedufilm.com/programs/cannes-next/](http://www.marchedufilm.com/programs/cannes-next/)

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#### **About Sprockit**

Sprockit is the Global Open Innovation Platform that connects the world's leading media, entertainment, and technology companies with top emerging tech startups. Through partnerships, investments, and acquisitions, Sprockit accelerates the introduction of innovative products, services, and revenue models to the market, fostering a vibrant ecosystem of collaboration and growth.

Website: [www.sclif.fr](http://www.sclif.fr)

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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 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 600 exhibitors, 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](http://www.marchedufilm.com)