



# STREAMERS FORUM

MARCHÉ DU FILM

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## 2024 STREAMERS FORUM RETURNS TO CANNES, WELCOMING DISNEY+, MAX, MUBI, PLUTO TV & MORE!

Paris – 18 April 2024

The 2024 **Streamers Forum**, a captivating series of conferences designed to provide the latest insights on the ever-evolving streaming landscape, is set to return to Cannes at the upcoming **Marché du Film – Festival de Cannes**, taking place from 14 to 22 May 2024.

For the first time, **Disney+**, **Max** (formerly HBO Max), **Mubi**, **Pluto TV**, **Filmin** and **Cinobo** will join the forum following last year's guests which included Netflix, Prime Video and SkyShowtime. Professionals and expert streamers from around the world will converge to exchange insights and tactics, charting the course for the future of streaming entertainment.

Pluto TV will kick off the program on **16 May** at the Palais des Festivals with **Oliver Jollet**, Executive Vice President & International General Manager at Pluto TV. Jollet will give audiences an overview of the 10-year journey of Pluto TV, pioneer of the Free Ad-Supported Television (FAST) model, and how the streamer has quickly become a billion-dollar business. During the session, Jollet will also go over the evolution of the FAST industry over the past decade, as well as future predictions for the FAST and streaming business.

On the morning of **19 May**, Disney+ will headline with a panel at the Plage des Palmes, the Festival de Cannes and Marché du Film's prestigious venue on the Croisette. **Kévin Deysson**, Director of Original Productions, will take the stage to unveil Disney's ambitions in the French market.

Two exclusive keynotes will follow, with the first one led by **Clément Schwebig**, President of Western Europe & Africa at Warner Bros. Discovery, sharing his vision as the new Max is about to launch in Europe. This will be succeeded by insights shared by **Efe Cakarel**, CEO of Mubi, the global platform of independent cinema.

The morning session will conclude with an insightful panel on theatrical vs. platform release for European independent films, featuring first-time guest streamers: Filmin, the Spanish subscription VOD streaming service primarily dedicated to independent films, and Cinobo, the first Greek platform purely dedicated to streaming that launched in 2020. Filmin's Co-Head of Acquisitions **Joan Sala** and Cinobo's Founder & Managing Director **Dafni Bechti** will be joined on stage by Alphapanda's Film Marketing Strategist **Mathias Noschis** to explore strategies for balancing theatrical releases with digital platforms, as well as maximizing box-office potential through strategic marketing on both traditional and digital fronts.

The Streamers Forum (the program formerly known as "Meet the Streamers") has solidified its position as a premier gathering of unparalleled expertise and innovation in the streaming industry, offering festival and market participants cutting-edge discussions on streaming trends and strategies with global and local streamers.

**Guillaume Esmiol**, Executive Director of the Marché du Film, emphasizes, "As the streaming landscape evolves, our agenda for Streamers Forum will explore the different models and strategies in content creation, acquisition and distribution for streamers, including the balance between traditional distribution



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and direct streaming. We take pride in being a high-level forum for these crucial dialogues at the heart of the Marché du Film.”

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