



MARCHÉ DU FILM
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Streamers Forum New Participants

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Disney+, Max and MUBI to Participate in Cannes Film Market's Streamers Forum (EXCLUSIVE)

Disney+, Max and MUBI are among the new participants of Cannes Film Market's Streamers Forum, a series of conferences discussing the evolution of the streaming landscape. Clément Schwebig, Warner Bros. Discovery's president of Western Europe and Africa, and MUBI Founder and CEO Efe Cakarel will deliver exclusive keynotes at the event.

Schwebig will make his debut on the Croisette in the run up to Max's launch across 20 European countries on May 21, while Cakarel will give some insight on MUBI's role in nurturing independent cinema.

This year's roster will also bring together executives from AVOD services such as Pluto TV, as well as Filmin, the Spanish subscription-based streaming service primarily dedicated to independent films, and Greece's Cinobo.

Pluto TV will kick off the program on May 16 at the Palais des Festivals with Oliver Jollet, exec VP and international general manager, who will provide the latest insights on the free ad-supported television (FAST) and AVOD model, its evolution over the past decade and future predictions for the streaming business.

Then, on May 19, Disney+ France's head of original productions, Kévin Deysson, will take the stage to unveil Disney's ambitions in the French market.

The morning session will conclude with a panel discussing how theatrical and digital releases can best showcase European independent films, as well as strategic marketing on both traditional and digital fronts. Panel participants will include Filmin's co-head of acquisitions Joan Sala and Cinobo's founder and managing director Dafni Bechti, along with Alphapanda's film marketing strategist Mathias Noschis.

"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 and direct streaming," said Guillaume Esmiol, executive director of Cannes Marché du Film, who took over from Jerome Paillard in 2023. "We take pride in being a high-level forum for these crucial dialogues at the heart of the Marché du Film."

The Streamers Forum held its first edition last year with guests including Netflix, Prime Video and SkyShowtime. The upcoming edition of the Cannes Film Market will run May 14-22.

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