



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**PRESS RELEASE | FOR IMMEDIATE RELEASE**

## **2024 MARCHÉ DU FILM ON TRACK TO MAKE HISTORY: ANTICIPATING RECORD-BREAKING 15,000 PARTICIPANTS IN CANNES**

*Cannes – 14 May 2024*

As the **Marché du Film – Festival de Cannes** opened its doors in Cannes today, the Marché du Film organizers anticipate setting a new historic record this year. With onsite registration is still ongoing, the 2024 market edition is expected to welcome over **15,000 accredited participants from more than 140 countries**, surpassing last year's record high of 14,000 onsite participants.

This year's market promises to be a dynamic hub of activity and opportunity, featuring over **1,500 screenings**, of which 1,200 are market screenings, and more than **500 exhibitors**, including **300 film sales companies** and **60 pavilions**. Participants will have access to over **250 industry events**, a notable increase from last year's 200 offerings. Among these, **80 conferences** will be presented, marking the largest conference lineup to date and reaffirming the Marché's commitment to showcasing the latest industry trends and cutting-edge strategies.

The 2024 edition also marks an unprecedented expansion of activities across the Marché's tailored programs. Their most recent initiatives, such as **Spotlight Asia** and **Investors Circle**, have expanded their events, while the **Streamers Forum** boasts its most extensive lineup to date, welcoming representatives from renowned platforms such as Disney+, Max, MUBI, PlutoTV, Filmin, and Cinebo.

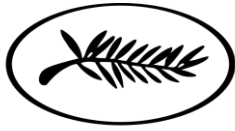
The Marché's efforts to expand its IP market will be evident with its introduction of the new **Cannes Remakes** program, offering buyers access to 11 original film IPs and an additional 50 IPs in Cinando's online Industry Video Library. Furthermore, **Shoot the Book!** has widened its IP selection to 18 literary works this year, while **Spotlight Asia** will debut its first-ever Asian IP Showcase, featuring 7 original IPs primed for film adaptation.

**Artificial Intelligence (AI)** will be a key highlight in Cannes this year with panel discussions, interactive demos and hands-on experiences exploring AI technology taking place at the all-new **Microsoft Café** at the Majestic Beach. Additionally, **Cannes Next** will present a robust program of innovative events, including the **Virtual Production Summit**, **Next Tech on the Beach**, and dedicated spaces, such as the new **Cannes Next Innovation Studio** at the Village International – Pantiero, and the **Swiss Hub** and **CONNECT – The Entertainment Tech Hub** inside the Palais des Festivals.

Other expanded programs include **Goes to Cannes**, featuring 7 works-in-progress showcases, and the **Producers Network**, which has extended its traditional series of Breakfast Meetings to include an additional brunch, catering to over 400 producers. Furthermore, the 2024 edition will benefit from the prominent presence of the Swiss delegation, as **Switzerland, the 2024 Country of Honour**, will play a significant and active role in the Marché's programs and activities, alongside both new and returning Marché partners.

"We are pleasantly surprised and thrilled by the number of participants this year," said **Guillaume Esmiol**, Executive Director of the Marché du Film. "The impressive increase in attendance highlights the global film industry's enthusiasm and trust in what we offer here at Cannes. The positive reception of our programs and initiatives has spurred their growth and inspired us to expand to better serve this year's participants. We are very eager to see the opportunities and advancements that will emerge from this 2024 edition."

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*The Marché du Film – Festival de Cannes opened its doors on 14 May 2024. The film market will run until 22 May, while the Festival will conclude 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 film professionals spanning more than 140 countries. This includes buyers, sales agents, producers, distributors, festival representatives, financiers and more. With a variety of tailored programs, 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)