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MARCHÉ DU FILM 2025: AT THE HEART OF A CHANGING INDUSTRY

This year's market highlights the power of international collaboration and the rise of breakthrough technologies, bringing together a record number of certified buyers, a wave of new countries and companies, and a robust program designed to support creativity and industry growth at every level.

Cannes – 13 May 2025

The **Marché du Film – Festival de Cannes** officially opens today, welcoming **more than 15,000 participants** for an exciting 2025 edition shaped by a rapidly evolving international landscape and the growing impact of new technologies — both of which are set to drive this year's conversations.

An Unmatched International Presence

The Marché du Film continues to draw a global audience, matching last year's record attendance and bringing together professionals from **over 140 countries**. The event will feature approximately **4,000 films and projects**, with **1,500 screenings** scheduled throughout the market.

Despite recent shifts in international policies, the United States remains the top participating country, followed by France and the United Kingdom. The market also boasts **a record of 1,700 certified film buyers** — professionals with recent acquisitions verified by **Cinando**, the industry's leading professional database — ensuring a dynamic and business-driven market environment.

Brazil, designated as the 2025 Country of Honour, is bringing its largest delegation to-date – a **50%** increase from last year – thus reflecting the strength and ambition of the country's creative industries.

With over **600 exhibitors** spread across the Palais des Festivals and the Village International, the Marché is broader than ever. New countries such as **Peru, Nepal, Kurdistan, and Iraq** have joined the market this year, while **Vietnam** amplifies its presence with institutional support and leading companies like Mockingbird Pictures and Skyline Media.

Noteworthy newcomers among the sales companies in the Palais des Festivals include MMM Film Sales, B Rated International, Outplay Films, Celluloid Dreams, and Black Mandala.

An Outstanding Lineup of Industry Leaders & Creative Voices

This year's Marché brings together a stellar roster of celebrated filmmakers and industry leaders, including **Fatih Akin** (*The Edge of Heaven*), **Ari Aster** (*Hereditary*), **Zar Amir Ebrahimi** (Best Actress, Cannes 2022), **Luc Jacquet** (Oscar winner & President of the 2025 Immersive Jury), **Agnieszka Holland** and legendary game designer **Hideo Kojima**.

Leading industry leaders such as **Roeg Sutherland** (CAA), **Alice Laffillé** (FilmNation), **David Levine** (Anonymous Content), **Yvette Zhuang** (Miramax), **Anne-Cécile Rolland** (Pyramide Films), and **Clément Schwebig** (Warner Bros. Discovery) will offer valuable insights on emerging trends and global business strategies.



On the tech side, the Marché welcomes innovators, such as **Gary Shapiro** (CTA-CES), **Albert Wang** (Riot Games), **Matthieu Lorrain** (Google DeepMind), and **Gretchen Libby** (AWS), who will explore how new technologies are reshaping the future of storytelling.

Spotlight on Financing & Emerging Talent

This year's Marché continues to offer a wealth of opportunities for producers seeking partners and investment. Through dedicated programs like the **Producers Network**, **Cannes Docs** and **Spotlight Asia**, professionals can connect with key players across fiction and documentary, explore international co-production prospects, and elevate the visibility of their projects. These initiatives also serve as a launchpad for emerging talents across the globe.

On 18 May, the Marché will unveil 10 auteur-driven projects in development by acclaimed directors such as **Lukas Dhont**, **Kornél Mundruczó**, and **Jessica Hausner**, presented to a select group of private investors as part of the prestigious **Investors Circle** program, now in its third edition.

The *International Film Finance Forum*, in partnership with Winston Baker, will feature a fireside chat with director **Ari Aster** and producer **Lars Knudsen**, whose latest film *Eddington* premieres in the Official Competition. Additionally, the Marché will also host the second *Global Film Commission Network Summit*, organized with the Association of Film Commissioners International (AFCI).

A Reinforced Innovation Platform for the Film Industry

A major highlight of this year's Marché du Film is the debut of the 1,000m² **Village Innovation**, located at the Pantiero. This new hub will focus on exploring AI, immersive storytelling and cutting-edge business tools, with live demonstrations of advanced virtual production technologies on display.

Aboard the **Art Explora catamaran**, the Marché introduces the **Immersive Market**, a new B2B platform connecting immersive creators with over 45 international curators. This initiative complements the Festival's **Immersive Competition**, which will be held at the Carlton Hotel this year.

Meanwhile, **Cannes Next** also expands with the launch of the **AI for Talent Summit**, a private event at the Plage des Palmes where top innovators will explore the responsible use of AI to support creativity and professional talent.

"The 2025 Marché du Film reflects a film industry in transformation — more global, more connected, and more innovative than ever," says **Guillaume Esmiol**, Executive Director of the Marché du Film. "With a rich lineup of programming, vibrant international participation, and bold new initiatives, this year's edition reaffirms Cannes as the place where the future of cinema is not only discussed, but actively shaped."

The Marché du Film – Festival de Cannes opens its doors on 13 May 2025, with the film market running until 21 May and the Festival concluding its activities on 24 May.

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About Marché du Film – Festival de Cannes

The Marché du Film, the business hub of the Festival de Cannes, is the world's largest international gathering of film professionals, bringing together over 15,000 participants from around the world, including sales agents, producers, distributors, festival programmers and film institutions. Each year, the market hosts more than 1,500 exclusive screenings, 4,000 projects in development, 250 industry events, and 80 countries represented across 60 pavilions. Through its vibrant marketplace and key programs such as Producers Network, Cannes Docs, Cannes Next and impACT, the Marché du Film aims to provide an inclusive platform for the global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry — all set against the prestigious and iconic backdrop of Cannes.

Website: www.marchedufilm.com