

## Cinando reinvents its platform for the film industry, and expands into TV and immersive content

***The leading platform for industry professionals undergoes a full rebrand, enhancing its tools and services to help users connect and do business more efficiently***

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In 2026, **Cinando** enters a new chapter with a complete rebrand and a fully redesigned platform, marking a significant step forward in how industry professionals connect, discover projects, and do business across the global content ecosystem.

Created by the **Marché du Film – Festival de Cannes** in 2003, Cinando has established itself as a key resource for film and audiovisual professionals. Serving almost **100,000 users** worldwide, the platform provides trusted and relevant business data year-round, along with tailored B2B solutions for major international markets and events, including the European Film Market (Berlinale EFM), the American Film Market (AFM), Ventana Sur and the Marché du Film.

Rebuilt from the ground up with the support of **Creative Europe MEDIA**, the new Cinando combines a modernized user experience with strengthened technology and expanded services — all designed to make professional connections faster, more precise, and more effective.

### **A modernized interface and technological upgrade**

The redesigned platform is built around a simple principle: helping professionals access what matters most, faster. Contacts, companies, projects, content, and professional events are now easier to find and navigate within a cleaner, more intuitive interface. Powered by a high-performance technical architecture, the platform delivers improved reliability, speed, and scalability, and is fully optimized for mobile and tablet use to support year-round, on-the-go industry activity.

### **Expanding to TV and immersive content professionals**

As the content industry evolves, with film, television, streaming, and immersive media increasingly intersecting, Cinando now serves a broader range of content professionals. The platform offers greater precision in identifying relevant contacts, while enabling companies to present their projects, activities, and slates in a clearer, more structured way — making it easier than ever to connect and do business across formats.

### **Enhanced discovery through editorial curation**

With the introduction of its new *Discover* feature, Cinando strengthens its editorial dimension. Continuous curation by the Cinando team highlights selected profiles, companies and projects that might otherwise go unnoticed, creating new opportunities for visibility and connection. Integrated across the homepage and search pages, these curated selections bring fresh perspectives to the platform and encourage more organic discovery and networking.

# Cinando<sup>™</sup>

Trusted data. Smarter connections.

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### Upgraded flagship services

Cinando's core services have also been significantly enhanced as part of the redesign:

- **Market Environment by Cinando:** Digital hubs dedicated to major markets and festivals (including Cannes, EFM and AFM) now function as standalone, customizable digital spaces with dedicated URLs. Designed to complement physical events, these environments offer greater clarity, structure and functionality for professionals navigating each market.
- **Screeners by Cinando:** The secure video-sharing service now features smoother performance, a more powerful file manager, an improved invitation system, enriched analytics, and a new ultra-secure video player powered by Shift72.

**Guillaume Esmiol**, Executive Director of the Marché du Film, states:

"For over 20 years, Cinando has been the essential platform for film and audiovisual professionals. This transformation, two years in the making, isn't just about new features — it's about evolving alongside a changing industry and giving professionals intuitive tools to find the right opportunities and build stronger business relationships. This vision is reflected in our new tagline: *Trusted data. Smarter connections.*"

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### **About Cinando**

Cinando is available to all professional companies in the film, audiovisual, and immersive content industries. Subscriptions are priced at €149 per year per company. Through partnership agreements with major professional festivals and markets, complimentary subscriptions may be offered to participants of those events, providing full access to the platform's tools and services.

For more information → [cinando.com](http://cinando.com)