



MARCHÉ DU FILM
FESTIVAL DE CANNES

PRESS REVIEW
Deadline

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Cannes Market & CES Launch New Filmmaker & Distribution Innovation Award

Cannes' Marché du Film and the Consumer Technology Association are launching a new innovation award for filmmakers that will be presented at the Consumer Electronics Show, the huge tech event held each January in Las Vegas.

The accolade will sit within the [CES](#) Innovation Award program in a new category that will be badged: 'Filmmaking & Distribution –in partnership with Cannes Next'.

Cannes Next is the Marché du Film's own long running innovation strand. It forms part of the wider Cannes market and focuses on new tech and how it impacts the entertainment biz. This year the Marché organizers have leaned even more heavily into tech and with a new 1,000 meter-square space called Village Innovation.

CES and the Marché said the new award is for companies, startups, entrepreneurs and filmmakers developing transformative tech in filmmaking, production, and distribution.

The organizers gave examples of eligible innovations, which included "advanced solutions for film producers, sales agents, distributors, financiers, cutting-edge generative AI technologies for screenwriting, video production, voice synthesis and state-of-the-art pre- and post-production tools as well as next generation streaming and distribution platforms."

Guillaume Esmiol, Executive Director, Marché du Film said: "The global reputation of CES Innovation Awards makes it the perfect platform to showcase new technologies that enhance artistic expression and unlock new business opportunities for the film industry."

"This award showcases how creators in film can use tech to unlock new worlds," added Gary Shapiro, CTA CEO and Vice Chair. "We're thrilled to partner with Cannes Next and recognize the community of innovators who are transforming the film industry as we know it."

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