



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**PRESS REVIEW**  
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## **Cannes Film Market, CES Join Forces for Film Innovation Award**

***The award will honor companies, startups, entrepreneurs, and filmmakers using tech, including AI, to reshape how films are produced, financed, and distributed.***

The [Cannes](#) film market, the Marché du Film, is joining forces with the Consumer Technology Association (CTA), producer of tech trade show [CES](#), for a new award to honor groundbreaking developments in the technology of filmmaking and distribution. The initiative is presented in partnership with Cannes Next, the innovation-focused program of the Marché.

Titled Filmmaking & Distribution – in partnership with Cannes Next, the award will recognize companies, startups, entrepreneurs, and filmmakers whose technologies are reshaping how films are produced, financed, and distributed. Eligible innovations span a wide range of areas, including generative AI tools for screenwriting and voice synthesis, virtual production, post-production software and equipment, as well as next-generation streaming platforms.

The new category is intended to spotlight tools that support creative talent and industry professionals across the filmmaking value chain. It marks the first time the CES Innovation Awards will specifically honor advancements in cinema and distribution technology.

“At the Marché du Film, we are committed to showcasing innovations that empower creatives, storytellers, and industry professionals, shaping the future of cinema,” said Guillaume Esmiol, executive director of the Marché du Film. “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, CEO of CTA and Vice Chair of CES. “We’re thrilled to partner with Cannes Next and recognize the community of innovators who are transforming the film industry as we know it.”

An [international](#) jury, appointed by both the Marché du Film and the CTA, will select the winning entries. Submissions for CES 2026, including this new award, open in June. The CES, held annually in Las Vegas, is one of the largest and most influential tech events globally. The 2026 edition runs January 6-9. The [Cannes film market](#) runs through May 21.

**Source :** <https://www.hollywoodreporter.com/business/business-news/cannes-market-ces-join-forces-for-innovation-award-1236216559/>