



MARCHÉ DU FILM
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Cannes Film Market and Consumer Technology Assn. Launch CES Innovation Award

The Cannes Film Market and the Consumer Technology Assn., the owner of technology event [CES](#), have teamed to launch a new CES Innovation Award category: Filmmaking and Distribution. The award is in partnership with Cannes Next, the innovation-focused program that runs as part of the Cannes Film Market.

The award will “celebrate companies, startups, entrepreneurs and filmmakers developing transformative technologies that empower creative talent and industry professionals across filmmaking, production, and distribution.”

Eligible innovations include 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.

A jury, selected by the Cannes Market and CTA, will honor “the most innovative and impactful solutions, elevating this award to become the premier global accolade recognizing excellence in filmmaking and distribution technology.”

“We are committed to showcasing innovations that empower creatives, storytellers and industry professionals, shaping the future of cinema,” said Guillaume Esmiol, executive director of Cannes Market. “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,” said 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.”

Product submissions for CES 2026 open in June, along with submissions to compete for the awards program.

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