



MARCHÉ DU FILM
FESTIVAL DE CANNES

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Marche du Film launches inaugural Creator Economy Summit

The Cannes market is launching a half-day summit on the creator economy to help bring the traditional film industry closer to the ever-expanding ecosystem of digital content creation at the Cannes Film Festival on May 17.

Today's creator economy is "rapidly reshaping how stories are developed, financed and distributed, as these creators expand into long-form storytelling and film production," said market organisers today, citing platforms such as YouTube, TikTok and Instagram.

Marché du Film executive director Guillaume Esmiol told *Screen* the move comes as the creator economy "has demonstrated a strong ability to reach large audiences, develop new formats, and create value. It is also increasingly building meaningful bridges with cinema and the film industry, from digital IP being adapted into cinematic projects to talent scouting, audience engagement that drives communities into theatres, and innovative marketing strategies.

"These case studies have become more compelling in recent years, making this the right moment to dedicate a full summit to the intersection between the creator economy and cinema."

Participating companies have not been announced, but the event will bring together industry leaders, content creators, and other innovators.

"Together, they will explore the collaborations already emerging between these worlds, the challenges that remain, and the opportunities ahead for the future of storytelling," the Marche added.

The summit is being developed with the support of ABEL Studios.

Source : <https://www.screendaily.com/news/marche-du-film-launches-inaugural-creator-economy-summit/5215008.article>