



MARCHÉ DU FILM
FESTIVAL DE CANNES

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Cannes' Marché du Film Launches its Creator Economy Summit and Spotlight Screenings

The new initiatives aim to bridge digital creators with the film industry and provide fresh visibility opportunities for public institutions

Cannes' [Marché du Film](#) is set to expand its industry offering with two new initiatives for its upcoming edition, scheduled to run from 12-20 May: the [Creator Economy Summit](#) and Spotlight Screenings. Both programmes reflect the market's ongoing efforts to adapt to shifting industry dynamics, from the rise of digital creators to the evolving role of public film institutions within the international marketplace.

A key addition is the Creator Economy Summit, a half-day event scheduled for 17 May at the Plage des Palmes. Designed as a forum connecting traditional cinema with the rapidly growing creator economy, the summit will bring together industry professionals, digital content creators and innovators to examine how new forms of storytelling are reshaping development, financing and distribution models.

The programme will open with an overview of the evolving landscape, followed by case studies and success stories illustrating collaborations between filmmakers and creators operating on platforms such as YouTube, TikTok and Instagram. Discussions will focus on the opportunities emerging from these intersections, as well as the structural and creative challenges that remain as creators increasingly move into long-form storytelling and film production.

Developed by the Marché du Film with the support of [ABEL Studios](#), the initiative highlights the growing influence of creator-led ecosystems and their potential to intersect with established film-industry practices.

Complementing this new forum, the Marché du Film will also introduce Spotlight Screenings, a curated series of screenings designed to showcase specific segments of the global film landscape. The first edition, Spotlight Screenings: Institutions, will provide national film agencies and public bodies with a dedicated platform to present their latest productions to international buyers and festival programmers.

Set to take place during the second week of the market in the Palais and Riviera screening rooms, the programme aims to increase the visibility of national line-ups while facilitating direct connections with key industry professionals. Participating institutions will benefit from reduced screening fees and the possibility to maintain premiere status through confidentiality options.

These initiatives underline the Marché du Film's continued strategy to diversify its industry offerings, fostering new connections across sectors while reinforcing its role as a central hub for both innovation and international film circulation.

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