



MARCHÉ DU FILM
FESTIVAL DE CANNES

PRESS REVIEW
The Location Guide

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Author: Kianna Best

Cannes Marché Launches Creator Economy Summit amidst Industry Shift

The Marché du Film in Cannes will introduce a new Creator Economy Summit this year, marking a notable expansion of the market's focus as the global film industry continues to adapt to the rise of digital-first talent and audiences. The summit, which forms part of the Marché's 2026 programme, is set to convene filmmakers, producers, platforms, brands and online creators to examine the growing intersection between the creator economy and traditional film and television. Through a series of panels, case studies and networking events, the initiative will explore how digital creators are influencing development, financing and distribution models across the screen industries.

Its introduction reflects the increasing prominence of the creator economy, which has emerged as a significant force within the wider media landscape. Estimated to be worth more than GBP100bn globally, the sector encompasses upwards of 50 million creators generating revenue through advertising, brand partnerships, subscriptions and direct-to-consumer channels. Platforms such as YouTube, TikTok and Instagram have enabled creators to build large-scale, highly engaged audiences, often without the backing of established studios or broadcasters.

For the Marché du Film, the launch of a dedicated summit signals recognition of the ways in which these audience dynamics are reshaping the economics of content. Independent film producers, in particular, are operating in an increasingly challenging environment characterised by constrained financing, rising production costs and heightened competition for audience attention. In this context, creators, many of whom bring established global followings, are becoming an attractive proposition for producers and financiers seeking to mitigate risk and enhance discoverability.

The Creator Economy Summit is expected to address how such collaborations can be structured. Sessions will focus on the transition of creators into long-form storytelling, as well as the opportunities for producers to integrate digital talent into film and television projects. Financing models are also likely to be a key area of discussion, with creators increasingly able to leverage brand partnerships and platform revenues to support development or co-finance productions.

The inclusion of the summit also reflects a broader shift in how intellectual property and audience engagement are understood within the industry. Creators frequently maintain direct relationships with their audiences, supported by detailed engagement data and community-driven distribution strategies. This contrasts with more traditional film models, where audience insights are often mediated through third-party platforms or distributors.

At the same time, the integration of creators into the film ecosystem presents practical and creative challenges. The skill sets required for short-form digital content do not always translate directly to long-form narrative production, and questions remain around rights ownership, revenue participation and creative control. Industry stakeholders are expected to use the summit as a forum to address these issues, as well as to identify best practices for collaboration.



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The timing of the initiative is significant. As the boundaries between digital and traditional media continue to converge, studios, producers and financiers are increasingly engaging with creators as both talent and strategic partners. A number of high-profile projects in recent years have demonstrated the potential for creators to transition into film and television, either through original productions or partnerships with established companies.

By formalising this conversation within its programme, the Marché du Film is positioning itself in line with evolving industry priorities. The addition of the Creator Economy Summit underscores the extent to which digital-native creators are now part of the broader screen ecosystem, not as a parallel sector but as an integrated component of the global content market.

As Cannes continues to serve as a key meeting point for the international film business, the new summit highlights a shift in focus towards emerging models of storytelling and audience engagement. In doing so, it reflects an industry that is increasingly defined by the convergence of platforms, formats and talent pipelines.

Source : <https://www.thelocationguide.com/industrynews/cannes-march%C3%A9-launches-creator-economy-summit-amidst-industry-shift>