



MARCHÉ DU FILM
FESTIVAL DE CANNES

PRESS REVIEW
The Hollywood Reporter

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Author: Georg Szalai

Cannes Marché Sets First Creator Economy Summit, “Largest Virtual Production Stage” at a Film Market

The AI for Talent Summit returns for its second year, as Marché du Film executive director Guillaume Esmiol targets “innovation that serves both artistic creativity and the growth of the industry.”

The [Cannes Film Festival’s market](#) is gearing up for its 2026 edition, running May 12-20, with innovations and superlatives designed to “reaffirm” the Marché du Film’s position as “the premier hub where creativity, technology and the film industry converge,” organizers said on Thursday. Among this year’s offerings is the market’s first-ever [Creator Economy Summit](#) and what the Marché described as “the largest VP stage ever presented at a film market.”

Returning this year are the Immersive Competition and Market and, for its second edition, the AI for Talent Summit. Plus, the market is touting a new online experience by Cinando.

“We advocate innovation that serves both artistic creativity and the growth of the industry as a whole,” said Marché du Film executive director [Guillaume Esmiol](#). “At the Marché, we are dedicated to supporting and driving innovation, from technological advances that have continuously reshaped how films are conceived, produced, and distributed, to a broader mindset that reimagines business models, partnerships, and relationships.”

Here is a look at what the Marché du Film in Cannes will feature this year.

Village Innovation returns with XL virtual production demo stage

“Following last year’s successful debut, the Village Innovation returns to the Pantiero side of the Village [International](#), serving again as the main hub for Cannes Next, the Marché du Film’s innovation-focused program,” organizers highlighted. Included are hands-on virtual production demonstrations on the largest virtual production stage ever presented at a film market, they vowed.

AI for Talent Summit year 2

The AI for Talent Summit returns for what the market called “an enhanced edition,” which will this time be held over two mornings, namely Friday, May 15 and Saturday, May 16. It is an event that is “by invitation only for top executives from the film and tech sectors” that promises to will bring together leading tech companies and creative talent “to explore the latest real-world applications of AI in creative and business processes. This year’s edition will focus on three key themes: integrating AI into production workflows, the ethical and responsible use of AI, and education.

Immersive Market expansion

The immersive offering expands to the Carlton Hotel and introduces a new demo space this year. Plus, the Festival de Cannes’ Immersive Competition takes a new turn this year, “introducing the first competition of its kind at a major international festival, designed specifically for shared audience experiences, in a newly reconfigured space able to host 80 to 225 participants simultaneously,”



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organizers touted. “Running alongside the 11-day Immersive Competition, the Market aims to be the most efficient platform for location-based immersive distribution, featuring high-impact pitching sessions, curated networking events, and concrete business opportunities.”

The launch of the Creator Economy Summit

This new part of the Marché du Film will explore “opportunities at the intersection of traditional cinema and the ‘creator economy,’” according to organizers. “As digital content creators expand into long-form storytelling and film production, this summit will present a comprehensive overview of how the two worlds connect – from adapting digital IP into cinematic projects and scouting emerging talent, to engaging audiences that drive communities to theaters and exploring innovative marketing strategies.”

An updated online platform

Industry database and networking platform Cinando, created by the Marché du Film, relaunched earlier this year with new tools and enhanced features. “The Marché du Film Online platform, created in 2020 for remote participants, will now fully migrate to Cinando’s rebuilt system,” organizers said. “Now operating as Marché du Film by Cinando, the evolved platform will bring together online screenings, live and catch-up conference videos, and networking tools within a single, unified ‘market environment’.”

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