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## The Marché du Film and TIFFCOM Join Forces to Launch the Japan IP Market

*The Marché du Film and TIFFCOM (Tokyo International Film Festival Content Market) launch a three-day IP market in Cannes dedicated to Japanese intellectual properties with strong potential for film adaptation. This initiative forms a key pillar of the Marché du Film’s “Japan, Country of Honour 2026” program, further strengthening creative and business ties between Japan and the international film community.*

PARIS – 15 April 2026

As Japan is designated Country of Honour for the 2026 edition, the Marché du Film will inaugurate the **Japan IP Market**, a new strategic gathering co-organized with **TIFFCOM (Tokyo International Film Festival Content Market)**.

Designed as a high-level networking platform between Japanese and international companies, the program will take place **from 15 to 17 May**, bringing together a select group of leading Japanese IP holders, including **Amuse Creative Studio, Kadokawa Corporation, Nihon Bungeisha, Nippon Animation, Shochiku, Shufu To Seikatsu Sha and Toei Company**. Hosted aboard the prestigious Art Explora catamaran located at Cannes’ “Vieux-Port,” the Japan IP Market will primarily focus on pitch sessions and targeted one-on-one business meetings, complemented by a curated program of conferences and presentations.

At the crossroads of cinema, animation and publishing, the initiative highlights the creative strength of Japanese IP, internationally recognized for its ability to build rich transmedia narrative universes with strong adaptation potential.

Key highlights include:

- **Pitch sessions and targeted one-on-one meetings** between Japanese rights holders, producers, immersive studios and international players.
  - Pitch session: Saturday, 16 May 11:00–12:00, Art Explora catamaran
  - 1:1 meetings: Friday, Saturday and Sunday, Art Explora catamaran
  - Pre-registration required for both events
- **“The Future of Japanese IP in Global Adaptations,”** a deep dive and comprehensive keynote seminar on the future of Japanese intellectual properties in global adaptations, presented by **Tetsu Fujimura**, Executive Producer of Netflix’s live-action series *One Piece* and Founder/CEO of Filosofia Inc.
  - Saturday, 16 May, 10:00–11:00, Art Explora catamaran
  - Pre-registration required
- **A France–Japan focus**, spotlighting the long-term creative and industrial partnership between the two countries, with a strong emphasis on adaptation and cinema. The program includes dedicated sessions on adapting literary and graphic works for the screen, alongside discussions on animation, video games and the synergies between manga, film, and international distribution. One of the key sessions, **“Manga & Anime: Publishers and Broadcasters Driving Success,”** will bring together leading industry stakeholders, including **Crunchyroll** and **Glénat Editions**.
  - Full program: Friday, 15 May, 10:00–13:00, Art Explora catamaran

- Pre-registration required

“We are thrilled to demonstrate how the Country of Honour program can create new opportunities for collaboration, and the launch of the Japan IP Market with TIFFCOM is a perfect illustration,” says **Guillaume Esmiol**, Executive Director of the Marché du Film. “Japan is renowned as the birthplace of some of the world’s most powerful IP, from manga and anime to novels, remakes and video games. This new initiative will create further opportunities to foster international collaborations. At the same time, it reinforces the growing importance of the IP market at the Marché du Film, which has been a key strategic focus for several years.”

“The Japan IP Market is an important step for Japanese intellectual property on the global stage,” says **Yasushi Shiina**, CEO of TIFFCOM. “We are very pleased to launch this platform with the Marché du Film, especially with Japan as Country of Honour this year. This is the ideal environment to highlight and showcase the extraordinary adaptability and creativity of Japanese content across multiple formats and markets. By bringing together key players from Japan and around the world in Cannes, we aim to create new opportunities for business and international growth.”

With the launch of the Japan IP Market, in addition to long-standing initiatives such as **Shoot the Book!** and **Cannes Remakes**, the Marché du Film is strengthening its position as a leading international platform for the circulation, adaptation, and valorization of IP across creative industries.

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**Official Website for Japan IP Market:**

➔ [www.marchedufilm.com/japanipmarket](http://www.marchedufilm.com/japanipmarket)

**For press inquiries, please contact:**

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**About Marché du Film**

The Marché du Film, the business hub of the Festival de Cannes, is the world’s largest international gathering of film professionals, bringing together over 15,000 participants from around the world, including sales agents, producers, distributors, festival programmers and film institutions. Each year, the market hosts more than 1,500 exclusive screenings, 4,000 projects in development, and 250 industry events — providing a vibrant platform for the global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry.

Website: [www.marchedufilm.com](http://www.marchedufilm.com)

**About TIFFCOM (Tokyo International Film Festival Content Market)**

TIFFCOM is the leading audiovisual content market in Asia affiliated with Tokyo International Film Festival (TIFF). It brings together a wide variety of content holders focusing on film, television and animation, and has achieved success as a major networking platform, attracting professional buyers and producers not only from Asian countries but also from all over the world.

Website: [www.tiffcom.jp/en](http://www.tiffcom.jp/en)

**About Japan, Country of Honour 2026**

Japan is the Marché du Film’s 2026 Country of Honour, an initiative created to highlight countries for their outstanding contribution to the global film industry and to foster international exchange and collaboration. In Cannes, Japan will present a dedicated program showcasing the diversity and international reach of its film, animation and content industries, including the new Japan IP Market, a screening day of Japanese cinema, and conferences featuring leading industry figures. Japanese professionals and companies will also be featured across key Marché du Film programs, with a strong focus on animation and genre cinema. Japan’s participation is led by the Executive Committee for Japan, Country of Honour 2026, in collaboration with the Ministry of Economy, Trade and Industry (METI) and the Japan External Trade Organization (JETRO).

Website: [www.marchedufilm.com/japan](http://www.marchedufilm.com/japan)