



MARCHÉ DU FILM
FESTIVAL DE CANNES

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Winston Baker, in partnership with the Marché du Film, to host the 16th annual International Film Finance Forum with the Motion Picture Association, Roger Avary, Alex Proyas, Vic Mensa, Odeya Rush and many more!

LOS ANGELES – 5 May 2026

Winston Baker, a leading global producer of entertainment conferences, is proud to announce the return of its annual **International Film Finance Forum**, presented in partnership with the **Marché du Film** during the 2026 Festival de Cannes.

Taking over the Main Stage at the Palais des Festivals, the forum will spotlight the shifting realities of global film finance, with conversations spanning private equity, international co-production, AI-driven workflows and the fast-evolving creator economy.

Recognized as one of Cannes' premier industry gatherings, the International Film Finance Forum offers unparalleled access to high-level conversations, exclusive panels, and intimate fireside chats. This year's program cuts through the noise to deliver sharp, real-world insights into what's working now – and what's next – across independent film and global content creation.

This year's lineup includes those behind acclaimed films and series such as *Pulp Fiction*, *Lady Bird*, *I, Robot*, *Rules of Attraction*, *Dallas Buyers Club*, *The Crow*, *Tell Me Lies*, *White Noise* and *Horizon: An American Saga*, among many others. Featured speakers bring a wealth of experience and knowledge from renowned industry organizations including the **Motion Picture Association (MPA)**, **K5 International**, **Fifth Third Bank**, **XYZ Films**, **Rebelle Media**, **Passage Pictures**, **Ex Machina Studios** and more!

Topics include where capital is flowing in 2026, how deals are being structured in a tighter market, and how filmmakers are packaging and monetizing IP across platforms and territories; as well as intimate deep-dives into the creator economy, a fireside chat featuring the director and writer of *Corporate Retreat*, alongside one of its lead actors, and a directors' roundtable with some of the most influential and experienced in the industry.

Amy Baker, CEO & Co-Founder of Winston Baker, stated: "Returning to Cannes with the International Film Finance Forum is always a highlight for us. Our continued partnership with the Marché du Film allows us to bring together a truly global community of industry leaders. In an ever-changing landscape, our Forum serves as a vital platform for collaboration, innovation, and insight - connecting the people shaping the future of film."

Winston Baker is also pleased to announce another program on Monday, May 18th from 4:00pm – 6:00pm: "**From Creative Possibility to Production Reality: Kling AI in Cinematic Workflows | Presented by Kling AI in Association with Winston Baker and MIMAOKU.**" From bold ideas to the big screen, AI is revolutionizing cinematic creation. As a leader in AI visual technology, Kling AI will unveil groundbreaking projects from three global regions, showing how cutting-edge tools empower filmmakers to create cinematic quality 4K visuals and redefine the future of storytelling.



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More information can be found by visiting: www.winstonbaker.com.

The International Film Finance Forum is developed with the support of **Gold Partner, IPX**, as well as supporting partners, the **Motion Picture Association (MPA)**, **Fifth Third Bank**, and **Hiway**. The event is further supported by media partners, **The Hollywood Reporter**, **FilmFestivals.com**, and the **Shifter(s) Series**.

All Marché du Film and Festival accredited badge holders will be granted free admission.

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For press inquiries, please contact:

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About Marché du Film – Festival de Cannes

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, 250 industry events, and 80 countries represented across 60 pavilions. Through its vibrant marketplace and key programs such as Producers Network, Cannes Docs, Cannes Next and impACT, the Marché du Film aims to provide an inclusive platform for the global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry – all set against the prestigious and iconic backdrop of Cannes.

Website: www.marchedufilm.com

About Winston Baker

Winston Baker is a global leading entertainment industry content curator, addressing strategies for Entertainment Finance, Music, Innovation, Web3, Sports and Ent-Technology. Since 2008, Winston Baker has excelled in bringing together seasoned and visionary entertainment professionals from around the world. They have successfully organized sold out conferences across the United States, Europe, Saudi Arabia, China, Pacific Asia, United Kingdom and Latin America, along with a lineup of exciting virtual programming.

Website: www.winstonbaker.com