



MARCHÉ DU FILM
FESTIVAL DE CANNES

PRESS RELEASE
FOR IMMEDIATE RELEASE

The Marché du Film maintains record levels of participation and confirms its global leadership

The Marché du Film reaffirms its position as the world's leading marketplace for film sales, project financing, and industry expertise, marked by an expanding level of international participation in 2026.

CANNES – 12 May 2026

This year once again confirms the **Marché du Film**'s exceptional scale and international reach, with **40,000 professionals** attending the Festival de Cannes – including **16,000 registered participants at the Marché du Film** from more than 140 countries.

The **United States**, **France** and the **United Kingdom** remain the top three countries in terms of attendance, while Europe continues to lead as the most represented region. Asia is gaining strong momentum, driven notably by **Japan — this year's Country of Honour** — which records a nearly 50% increase in attendance, becoming **the fifth most represented country** at this year's film market.

Growth is also accelerating across other regions. On the Pantiero side of the Village International, **Iraq** returns for a second consecutive year, while **Egypt** is doubling the size of its presence this year. **Benin** is also making its first appearance at the Palais des Festivals. **Latin America** is strongly represented as well, notably through activities organized in collaboration with **Ventana Sur** – the leading Latam audiovisual market co-organized by the Marché du Film in Argentina and Uruguay.

This dynamic reflects the unique international dimension of the Marché du Film, and its expansion into new territories of creativity, production and investment — reinforcing its role as a truly global platform.

“The Marché du Film is first and foremost a place of action, structured around three essential pillars: the global marketplace for film sales, a platform where projects are created and financed, and a hub for sharing knowledge and expertise where the industry collectively shapes its future,” says Executive Director **Guillaume Esmiol**. “More than ever, Cannes is where the film industry sets its course for the years ahead.”

The 2026 Marché du Film by the numbers:

- **40,000** industry professionals attending the Festival
- **16,000** registered market participants
- **140** countries represented
- **1,700** buyers
- **600** exhibiting companies
- **1,500** festival and market screenings
- **250** industry events, including **100** conference sessions

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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