

Creative Europe MEDIA Events in Cannes 2021

- 07 July 2021 to 12 July 2021

The European Commission will not be physically present at the Festival de Cannes but will ensure its active participation in several events and discussions by taking part online.

Creative Europe MEDIA @ Cannes 2021

Events from 7 to 12 July 2021

New Creative Europe MEDIA

Info sessions on funding opportunities

Diversity

Launch 'CharactHer' campaign

Cannes NEXT

Innovation & Access to Finance



Creative
Europe
MEDIA



MARCHÉ DU FILM
FESTIVAL DE CANNES

There will be three big block-themes of events:

About the new Creative Europe MEDIA programme

DG CNECT and EACEA organise online info sessions targeting potential applicants to address the new funding opportunities of the new programme.

- Wednesday 7 July, from 10h00 to 11h30 - Content Cluster

Encouraging collaboration and innovation in the creation and production of high quality European audiovisual works / presentation of the calls for proposals.

- Thursday 8 July, from 10h00 to 11h30 - Business Cluster

Promoting business innovation, competitiveness, scalability and talents in the European audiovisual sector / presentation of the calls for proposals.

- Friday 9 July, from 10h00 to 11h30 - Audience Cluster

Strengthening the accessibility and visibility of European audiovisual works by their potential audiences through all distribution channels and platforms / presentation of the calls for proposals.

About Diversity & Inclusion

The European Commission, and in particular the unit in charge of support to the audiovisual industry, is launching 'CharactHer', an awareness campaign advocating for diversity and inclusion in the film and news media sectors.

- Friday 9 July, from 16h15 to 17h00 - Launch event of the CharactHer campaign

About Innovation and Access to Finance

In cooperation with the Marché du Film NEXT, the European Commission will take part in several events addressing topics such as innovation, virtual production and access to finance.

- **Wednesday, 7 July from 14h30 to 15h30**

Virtual Production: Why, for who, and what's at stake for Filmmakers and Financers?

- Introduction by Creative Europe MEDIA: Lucia Recalde
- Claus Ladegaard, CEO of The Danish Film Institute (DFI)
- Laura Olin, COO & Partner, ZOAN AR
- Jehanne Rousseau, CEO of Spiders Inc
- Modérateur : Sten-Kristian Saluveer, Strategic Advisor, Cannes Next

- **Saturday 10 July, from 14h00 to 17h00**

What creatives and filmmakers can do with data? Exploring the future of data-driven storytelling

- Ben Johnson, Gruvi
- Nathalie Lethbridge, Atomik Digital
- Jon Morris, Nowhere data and artist-driven collaboration platform, experience designer, Lady Gaga, Cirque Du Soleil, the Burning Man
- Kathrin Steinbichler - The Looping Group

- **Sunday 11 July from 10h00 to 11h30**

Powering Future Leadership in Europe through Film, Innovation and Technology Panel

- Nicolas Brien, President, European Startup Network, CEO France Digitale
- Nusrat Durrani, Media Executive, MTV Networks
- Maria Tanjala, CEO & Co Founder, Filmchain
- Lysann Windisch, Head of Programme / Marketing Manager MUBI Germany, DFFB - Deutsche Film und Fernsehen Akademie Berlin
- Modérateur: AC Coppens, CEO, The Creatives' Catalysts

- **Monday, 12 July from 10 to 11**

Where's the Money? New Currents in (European) Financing: NFTs, Venture Capital and MEDIA Invest

Panel

- Rain Rannu, Superangel Ventures, Tallinnfornia Productions – innovating film financing models for indies and small production countries through venture capital
- Uri Levanon, Haste Media - a crash course into the business and future of NFTs for European Festival and Independent Film
- Presentation of the MEDIA Invest Financing Scheme

12.00 Presentation of the Creative Industries KIC by the European Institute of Innovation and Technology

All the events will be accessible for accredited participants at the page of Marché du Film.

Related topics

MEDIA programme

Source URL: <https://digital-strategy.ec.europa.eu/events/creative-europe-media-events-cannes-2021>