



case study

Marché du Film – Festival de Cannes Transitions Annual Event to All-Virtual Using Zoom

Marché du Film – Festival de Cannes, the industry arm of the Cannes Film Festival, is one of the most important annual events for professionals across the global film industry. The market provides industry professionals with numerous business opportunities, reinforces international visibility, and serves as a gathering place for those looking to discover the latest innovations in a rapidly changing industry.

Each year, over 12,500 film industry professionals travel to Cannes to present and discover almost 4,000 films and projects in development at 33 screening venues, providing a marquee experience for attendees. But all of it was in jeopardy in 2020 as the COVID-19 pandemic impacted events throughout the world.

Challenge

The global outbreak of COVID-19 threatened to completely disrupt the Cannes Film Festival, and the Marché du Film – Festival de Cannes team needed to rethink how to offer its events.

“In 2020, the Marché du Film – Festival de Cannes was urged to take an unprecedented decision to completely convert its physical program normally taking place in Cannes into an all-virtual online event due to the COVID-19 virus,” said Jérôme Paillard, the Executive Director of the Marché du Film – Festival de Cannes.

“To make our activities happen, a number of dedicated tools of virtual communication were necessary. This was a new need for our event.”

Marché du Film – Festival de Cannes wanted to use a video conferencing platform to host its events over the course of the film festival. However, the organization needed a solution that could match the high standards of the Cannes Film Festival but still provide a simplified experience.



MARCHÉ DU FILM
FESTIVAL DE CANNES

Marché du Film – Festival de Cannes

Location: Paris, France

Industry: Film

Challenges: Moving a large, international event to a virtual space; finding a video solution that could support a seamless and frictionless event experience

Solutions: Zoom Meetings, Zoom Video Webinars

Benefits: Ability to host event in a virtual space, ability to continue supporting global film industry during COVID-19 pandemic, seamless event management, frictionless user experience

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Jérôme Paillard

Executive Director,
Marché du Film – Festival de Cannes

“We wanted to have an automatic authentication system for our users, a seamless management for the speakers, as well as an automatic control of the number of participants admitted to a group meeting,” Paillard said.

Solution

In their search for a solution that could support a professional online event experience, the teams at Marché du Film – Festival de Cannes chose Zoom based on its robust feature set, unrivaled flexibility, and scalable architecture.

“What specifically attracted us about Zoom’s solutions was the flexibility and the diversity of available integrated features,” Paillard said. “The possibility of embedding the chosen tool into our platform was one of our primary requirements when looking for the best solution. Zoom’s fantastic API and SDK libraries were among the key elements that made us opt for Zoom.”

Paillard listed several other Zoom features that were important to the experience, including the ability to organize events in meeting and webinar formats, the ability to accommodate a large number of panelists and attendees, screen sharing, the language interpretation tool, HD recording, and streaming capabilities.

“The customized live streaming on social networks was very important to improving the user experience,” Paillard added.

The Marché du Film – Festival de Cannes team leveraged Zoom for internal communication surrounding the event, but also for collaborative meetings where groups of speakers could host live discussions and debates, providing an intimate outlet for industry professionals to share ideas. Organizers also used Zoom Video Webinars but to host engaging online conferences, which included panel discussions and keynote speeches from film professionals. The audience could interact with the speakers through the Q&A feature.

“We held online conferences and virtual group meetings designed exclusively for industry professionals in the frames of our online event in June 2020,” Paillard said.

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Results

Zoom helped the Marché du Film – Festival de Cannes team to continue supporting the film industry during the pandemic, providing a user-friendly platform that allowed them to host important discussions among industry professionals, and support internal communication and collaboration. Zoom could continue to play an important role in the Marché du Film – Festival de Cannes’ events.

“Our upcoming events for the nearest future are currently in development and will most probably continue to need an integration of video communication tools,” Paillard said.

“Moreover, we are now thinking over integrating Zoom for some of our new upcoming projects where some additional Zoom functionalities could be an alternative to tools previously in place.”

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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