



MARCHÉ DU FILM
FESTIVAL DE CANNES

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IP Market in Cannes

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Why an IP focus will take centre stage at Cannes 2024

The Cannes Market is heading into its 2024 edition with a major push to shift the spotlight to the global IP market. A series of new initiatives will tap into the thriving remake and literary adaptation business amid an industrywide intellectual property-based filmmaking frenzy.

While not a new phenomenon, IP-powered projects have exploded in recent years starting with the global pandemic and continuing into a 2023 dominated by the US strikes.

Adaptations are front and centre at the 2024 festival. In Competition, Paul Schrader's *Oh Canada* is based on Russell Banks' novel *Foregone* and Gilles Lellouche's *Beating Hearts* is based on Neville Thompson's novel *Jackie Loves Johnser OK?*. Daniel Auteuil's *An Ordinary Case* is based on writings by Maitre Mo, aka Jean-Yves Moyard.

In 2023, Catherine Breillat's Competition feature *Last Summer* was a French remake of Danish film *Queen Of Hearts*.

In an unpredictable industry, projects based on well-known IP, particularly starring recognisable talent, are more and more in demand from producers and distributors looking for sure-bet programming with lower risk and proven marketability. Proven IP also provides a baseline for content that resonates among audiences in multiple territories, key for sales companies looking to sell wide.

The three pillars of Cannes' IP focus are the Europe-focused Cannes Remakes, a Spotlight on IP from Asia, and a bolstered Shoot the Book! programme.

To read more, please refer to the complete article

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