



MARCHÉ DU FILM
FESTIVAL DE CANNES

74° FESTIVAL
INTERNATIONAL DU FILM
CANNES

case study

SHIFT72

Marché du Film, Festival de Cannes Building Trust Through Security

With over 66,000 professionals sharing over 100,000 films, Marché du Film's digital arm, Cinando, was in desperate need of high-end security technology to protect their content. But without a technical partner familiar with the most up-to-date security measures, the trust of filmmakers and distributors for one of the world's top film markets was on the line.



"We required streaming quality and protection to a level of Netflix or iTunes; Shift72 was the perfect company to deliver on this."

Jerome Paillard, Executive Director



About Marché du Film, Festival de Cannes

Festival de Cannes is among the world's most prestigious film festivals. Included as part of this gathering is Marché du Film, the event's film market that connects producers, buyers, and distributors from around the globe via their digital platform, Cinando. As more industry representatives participate in Cinando and content grows, finding security measures that build trust has become paramount for ongoing success.



Opportunity for Building Trust

Marché du Film recognized that strong security measures would build trust with filmmakers and distributors, and sought a video on demand (VOD) solution that ensured streaming quality was given equal consideration. Shift72's ongoing commitment to cloud video security and the latest in image standards provided Cinando with:

- Studio Grade Digital Rights Management (DRM) to encrypt video and protect their highly valuable film content
- HTML5 Video Player with Adaptive Bitrate Streaming (ABS) to deliver premium HD viewing experiences



Looking Forward

Off the success of their initial platform, Marché du Film has now expanded their online offerings to include:

- Digital sales agent booths for networking
- Global online pavilions showcasing global talent
- Networking events and conferences with keynote speakers
- Workshops on a variety of industry topics
- Pitching sessions

Cinando has grown from a VOD screening room into part of the premier online network for industry professionals, proving yet again that Marché du Film is a leader in embracing the digital future and film development.

About Shift72

The world is going hybrid...And we're redefining the norm.

Shift72 is one of the world's fastest growing video on demand (VOD) entertainment platforms. Trusted by the biggest names in the industry, our platform is the white labeled secure bridge that rapidly delivers the theatre and event entertainment experience - complete with content offerings from the world's biggest studios - to audiences' homes.

To learn more about how Shift72 is leading the way into a hybrid future, visit our website: www.shift72.com



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