AMERICAN FILM MARKETÂ® & MARCHÃ? DU FILM ANNOUNCE COLLABORATION

Description

Posted by Larry Gleeson

AMERICAN FILM MARKETÂ® & MARCH*Ã?* DU FILM ANNOUNCE COLLABORATION ON NEW INNOVATION HUB AND AI PROGRAMMING FOR AFM 2025

The AFM Sessions to Feature Weaponsâ?? Producers and Executives from Adobe, Asteria/Moonvalley, Blumhouse, Caviar, Cineverse, Largo.ai, Lyrical Games, Pressman Film, Revelations Entertainment, Screen Engine, UTA, Waypoint Entertainment, and More!



Los Angeles, CA â?? October 20, 2025 â?? The **American Film MarketÂ®** (AFMÂ®) and **MarchÃ© du Film** today announced the two Markets are collaborating on the ***Innovation Hub*** and AI-focused programming at AFM 2025. Marcheâ??s successful innovation focus, ***Cannes Next*****,** was the catalyst for the two Markets to embrace this new initiative. The *Innovation Hub* will spotlight cutting-edge creative and business technology tools that support the development, financing, and production of content. Designed as both an exhibition and ideas forum, it will showcase companies at the intersection

of creativity, commerce, and technology, connecting AFM attendees with innovators from across tech, media, and entertainment. AFM is set to return for its 46th edition to Los Angeles November 11â??16, 2025, at the iconic Fairmont Century Plaza. As part of the collaboration, featured **AI Sessions** that will be presented include:

- **Visualizing the Future of Commercial Content: What AI Means for the Industry**
  Thursday, Nov 13 | 11:00 AM â?? 12:00 PM
  Speakers include **Darren Frankel**, Head of Film & TV, Adobe; **Scott Martin**, Founder, Aspen IP Consulting LLC and former Deputy General Counsel, Paramount Pictures; and **Lori McCreary**, CEO, Revelations Entertainment

- **AI in Action: The Platforms Transforming Filmmaking â?? From Creation to Distribution**

Friday, Nov 14 | 9:30 AM â?? 10:30 AM

Speakers include **Will French**, Head of Film & Television Finance, *Fallbrook;* **Scott Greenberg**, Co-Founder & Executive Chairman, *Othelia Technologies;* **Bryn Mooser**, Founder & CEO, Asteria and Co-founder, Moonvalley

In addition, AFM today announced the initial lineup of programming and speakers confirmed for ***The AFM Sessions presented by Wrapbook*** *and* ***IMDb Pro****. Taking place* alongside the sales and licensing activity, LocationExpo and Screenings, The AFM Sessions will bring together more than 100 thought leaders, experts and influencers for 30+ panels, workshops, and presentations examining the forces shaping the industry today and the future of film and content across four days (November 12â??15).



Other key highlights of this yearâ??s Sessions include:

Finance I â?? From Packaging to Payback: Investment, Incentives & International Markets

Wednesday, Nov 12 | *9:30AM â?? 10:30AM*

Speakers include **Ryan Broussard**, VP of Sales & Production Incentives, Wrapbook; **Jeaneane Davey** , Founder, Callisto Advisory*,* Inc*.;* **Sam Pressman**, CEO, Pressman Film; **Josh Rosenbaum**, Partner & Producer, Waypoint Entertainment

Finance II â?? How They Did It: Strategies That Brought Projects to Life

Thursday, Nov 13 | *9:30AM â?? 10:30AM*

Speakers include **Mark Fasano**, Partner and the CEO, Nickel City Pictures; **Jeffrey Greenstein**, Founder & CEO, A Higher Standard; **Allison Hironaka**, Head of Film & TV LA, Caviar; **Laura Lewis**, Founder & CEO, Rebelle Media

Level Up: The Evolving Relationship Between Filmmaking and Gaming

Thursday, Nov 13 | *1:00PM â?? 2:00PM*

Speakers include **Russell Binder**, Partner, Striker Entertainment; **Amanda Krouse**, Vice President of Business Development, Blumhouse; **Blake Rochkind**, Head of Lyrical Games, Lyrical; **Patrick Sweeney**, Founder, Interactive Entertainment Law Group

Dealmakersâ?? View: Inside Independent Film Sales and Todayâ??s Global Marketplace

Thursday, Nov 13 | *3:00PM â?? 4:00PM*

Speakers include **Clay Epstein**, President, Film Mode Entertainment; **Kevin Goetz**, Founder and CEO, Screen Engine; **George Hamilton**, Chief Commercial Officer, Protagonist Pictures; **Steven C. Miller**, Filmmaker (*Line of Duty*)

Fright Club: The Power Players Behind Modern Horror

Thursday, Nov 13 | *4:30PM â?? 5:30PM*
Speakers include **Jake Carter**, Agent, UTA, **Jacob Jaffke**, SVP, Oddball Entertainment (*MaXXXine*, *Pearl*); **J.D. Lifshitz**, Founder, BoulderLight Pictures (*Weapons*, *Barbarian*); **Raphael Margules**, Founder, BoulderLight Pictures (*Weapons*, *Barbarian*)

Latinos Navigating Hollywood: Challenges and Opportunities

Friday Nov 14 | *3:30PM â?? 4:30PM*

Speakers include **Rafael Agustin**, Writer (*Jane the Virgin*); **Yolanda Macias**, Chief Motion Pictures Officer, Cineverse*;* **Robert Munoz**, President, *Mucho Mas Media;* **Anthony Nardolillo**, Director (*7th & Union, Chicago Med*); **Patricia Riggen**, Director (*G20, Dopesick*)

The AFM Pitch Conference

Saturday, Nov 15 | 9:30AM â?? 12:30PM

Speaker/Judges include **Cassian Elwes**, Elevated Film Sales; **Lee Jessup**, Lee Jessup Career Coaching; **Loni Rodgers**, Independent Producer & Consultant

View the current Programming Lineup

AFM will again serve as the yearâ??s most essential meeting point for the global independent industry â?? where projects are packaged, deals are made, and the business of film and series takes center stage. More than 260 exhibitors, including leading **sales, production and finance companies, international trade organizations and national umbrella stands,** and participants from more than 70 countries are already confirmed for AFM25, with additional companies still signing up daily. With distributors and buyers from 58 territories also confirmed, AFM is set for a full house. Exhibiting Companies include:

A24, **AGC Studios, All Rights Entertainment, Altitude, Anton, Architect,** Artedis SA â?? Cinema Arts**, Ashland Media Finance, Bankside Films, Beta Cinema, Blue Fox Entertainment, Charades, CONTENTS PANDA, Cornerstone Films, Electric Entertainment, Epic Pictures Group, Embankment Films, Epsilon Film, Essential Film Group, Fantawild Animation, Film Factory Entertainment, Film Seekers,** France TV Distribution, **Gaumont, Global Constellation, GOODFELLAS, HanWay Films, Highland Film Group, K5 International, Kinology, Lionsgate, Mister Smith Entertainment, mk2 Films, Mokster Films, NEON, north.five.six, PathÃ©, Palisades Park Pictures, Protagonist Pictures, Pulsar Content, Reason 8 Films, RedRover Co., Ltd, Rocket Science, SND M6 Group, STUDIOCANAL, Studio TF1, The Match Factory, The Playmaker Munich, Toei Company, TrustNordisk, Unifrance, Vision Media, Voltage Pictures, WME Independent, WTFilms, XYZ Films,** and **many more.**

AMERICAN FILM MARKET®

About the American Film MarketÂ® (AFMÂ®)
The **AFM** is where the global film and television business comes to life every November. The only independently produced international sales market, hundreds of finance, production, sales and distribution companies and thousands of professionals from every segment of the industry, convene at AFM for six days of discovery, development, deal making, networking, marketplace discussions and world-class conferences. The AFM is produced by the Independent Film & Television AllianceÂ® (IFTA Â®) and serves as the annual fundraiser for the association.

About the Independent Film & Television AllianceÂ® (IFTAÂ®)
IFTA is the global trade association for independent film and television production, finance, distribution, and sales companies. The organization represents the independent sector before governments and international bodies and provides significant entertainment industry services to independent companies around the world.

About MarchÃ© du Film â?? Festival de Cannes

The MarchÃ© du Film, the business hub of the Festival de Cannes, is the worldâ??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.â?¨Website: *www.marchedufilm.com*

About Cannes Nextâ?¨

Cannes Next is the MarchÃ© du Filmâ??s innovation-focused platform for business, networking, and exploring the future of entertainment. From AI to virtual production, immersive storytelling and other new technologies, Cannes Next dives deep into the tech trends and transformations that are shaping our industry.



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Category

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1. JENNIFER GARNICK

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