



AMERICAN FILM MARKET EXPANDS WITH THE LAUNCH OF THE AFM HOUSE, A NEW DESTINATION FOR THE FUTURE OF FILMED ENTERTAINMENT

The AFM House Will Host the Innovation Hub in Collaboration with Cannes Next, the Marché du Film's Innovation Program, Spotlighting Leading AI & Technology Companies and The Cinemas Club

LOS ANGELES, CA — August 12, 2026 — The Independent Film & Television Alliance® (IFTA®), producer of the American Film Market® (AFM®), today announced the launch of **The AFM House**, an expansion of the Market and the new home of AFM's **Innovation Hub** for 2026.

Located across from the Fairmont Century Plaza, The AFM House adds 15,000 square feet of indoor and outdoor space to the Market's campus, creating a dynamic gathering place for innovators, entrepreneurs, filmmakers, creators, cinema owners, distributors, investors and global brands to explore the ideas, technologies and business models shaping the future of the global screen economy.

The centerpiece of The AFM House is the Innovation Hub, presented in collaboration with **Cannes Next, the Marché du Film's innovation program**. Launched in 2025, this year's Hub will feature AI startups, leading technology companies, and forward-looking programming. The collaboration between the two Markets underscores a shared commitment to championing innovation, fostering opportunities, and strengthening connections across the global film ecosystem.

The Cinemas Club, co-created by the Marché du Film and Cine Group, will be a key component of The AFM House, with an exhibition and speaker series focused on the future of theatrical cinema. Introduced at the 2026 Marché du Film in Cannes, the Cinemas Club brings together cinema exhibitors, theatre owners, distributors, producers and industry experts for curated discussions on the future of theatrical exhibition, audience engagement and the evolving cinema experience.

Open Wednesday, November 11 through Saturday, November 14, The AFM House brings the Market's 2026 theme, "The New Global Screen Economy," to life through fireside chats, presentations and networking, alongside a dedicated marketplace showcasing the people, companies, technologies and services transforming the business of film and television. It is accessible to all registered AFM badge holders.

Jackie Brenneman, President & CEO of IFTA, said, "Filmmaking has always been rooted in collaboration and innovation, and that spirit is more important today than ever. As our business continues to evolve at an unprecedented pace, The AFM House provides a place where the global entertainment community can come together to exchange ideas, forge partnerships, explore emerging business models and discover opportunities. Our collaboration with Cannes Next and the Cinemas Club expand that vision by creating a dedicated home for innovation, technology, and the future of theatrical exhibition."

Guillaume Esmiol, Executive Director of the Marché du Film, said, "At the Marché du Film, we have built a growing portfolio of programs designed to address the major transformations shaping our industry, from AI and emerging technologies with Cannes Next to the future of theatrical exhibition through the Cinemas Club, co-created with Cine Group. We are delighted to see these initiatives extend beyond Cannes through this expanded

collaboration. AFM is creating an ambitious new platform with The AFM House, and we look forward to connecting companies and ideas, and creating new opportunities for the global film industry throughout the year."

Julien Marcel, President of Cine Group, said, "After a strong first edition at the Marché du Film last May, we are delighted to bring the Cinemas Club to the AFM in Los Angeles. Theatrical exhibition has rarely needed more of what this Market stands for: a broader and more diverse slate of films reaching screens, and the same appetite for innovation in the experience we offer audiences and in the way we connect with them."

The AFM House will be located at **The Pavilion at Century Park**, 2000 Avenue of the Stars, with direct access from the Fairmont Century Plaza.

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About the American Film Market® (AFM®)

The [AFM](#) is where the global film and television business comes to life every November. As the only independently produced international sales market, AFM brings together hundreds of finance, production, sales and distribution companies and thousands of professionals from every segment of the industry for six days of discovery, development, deal making, networking, marketplace discussions and world-class conferences. The AFM is produced by the Independent Film & Television Alliance® (IFTA®) and serves as the annual convention for the association.

About the Independent Film & Television Alliance® (IFTA®)

[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 the Marché du Film

The [Marché du Film](#), the film market of the Festival de Cannes, is an international platform connecting professionals across the global film industry. Through its market activities, screenings, industry programs and networking initiatives, it supports the development of projects, partnerships and new business opportunities. Cannes Next, the Marché du Film's innovation program, explores the technologies, creative practices and business models shaping the future of film and entertainment.

About Cine Group

Cine Group provides marketing and digital services to cinema exhibitors and publishes B2B media for the theatrical sector, including Boxoffice Pro France, the leading trade publication for the French exhibition industry. The group also runs a series of events, conferences and training designed to support the renewal and innovation of the cinema business.

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