

# Cannes Lions launches first Digital Pass

Curated Festival experience broadcast across the world for digital delegates

**06 June 2018 –The Cannes Lions International Festival of Creativity has announced the launch of its first Digital Pass, designed to enable more people to experience the Festival through a world-class online broadcast, delivered to digital screens around the world.**

From 9.30am to 9.30pm each day, throughout the Festival, the curated broadcast will be available for all Digital Pass delegates, with catch-up accessible throughout the night, providing round the clock learning and inspiration to fit international time zones.

The Festival's first Digital Pass provides access to a curated broadcast of live and recorded content, featuring the very best highlights of the Festival. Outstanding production and direction, delivered by former **BBC Director & Producers, Glenn Barton** and **Ian Russell**, is combined with reporting from an esteemed team of presenters, led by British journalist and **BBC presenter, Tina Daheley**.

The broadcast will include over 30 talks from Cannes Lions' world famous speaker programme of creators, marketers and innovators. Over 150 exclusive interviews with selected speakers in the Palais and backstage, as well as interviews with CMOs from leading global brands live in the studio, will be supplemented by roving reporting from the Croisette, as well as interviews with industry experts who will share insights and analyse the big ideas.

The Lions, the global awards that honour the best creative work in the world, are at the centre of the Festival experience. The Digital Pass provides exclusive, behind-the-scenes access to the awards, from morning review shows interviewing the previous night's winners and jury Presidents, to live broadcasting from inside the jury rooms as judging takes place. There will be red carpet interviews before every awards show and each ceremony will also be viewable.

A first of its kind offer for the creative communications and marketing industry, the new Digital Pass costs €99 for five days of festival content and the broadcast is accessed through an online log in. The Digital Pass will allow more people than ever before to benefit from the Festival, from all career levels and geographical locations. It aims to drive creativity and better business results and enable more global businesses to gain insight and inspiration from Lions award-winning work.

**Jose Papa**, Cannes Lions Managing Director, said, *"We're delighted to launch the Digital Pass this year to bring learning and inspiration to more people, in more places, than ever before. This new pass will enable more brands and businesses to experience world-class creative work and discover the power of creativity to drive business growth."*

**Duncan Painter**, CEO, Ascential, added, *"At Ascential, providing insight and intelligence to our customers is fundamental to our proposition. The launch of the*

*new Cannes Lions Digital Pass marks a new phase for the Festival. It sits alongside other Cannes Lions launches in 2018, such as the new digital platform, The Work, which both aim to extend the reach of the Festival and support more businesses to drive results.”*

Cannes Lions is the global meeting place for the creative communications and marketing industry, taking place between 18-22 June in Cannes. The Digital Pass will be available to buy on the Cannes Lions website from 14 June.