

CANNES LIONS DIGITAL PASS



What is the Cannes Lions Digital Pass?

The Cannes Lions Digital Pass is your chance to experience the Festival from anywhere in the world. Filmed in glorious detail by dozens of HD cameras, the daily stream is produced by an award-winning production team and fronted by world-class journalists.

When and where can I watch the pass?

Broadcasting for 12 hours every day of the Festival on canneslions.com, the pass gives you access to the main-stage as well as exclusive interviews and behind the scenes goodness. The programming will be available to watch live as well as on-demand even after the Festival is over. The pass can be purchased for €195 via canneslions.com.

What will I see on Pass?

The programming has been crafted to give a flavour of the entire Festival. It means you can get the inside track on the latest innovations, insights behind the award-winning work and the big new ideas influencing the market.

The shows include:

Cannes Lions Breakfast Show	This show sets the agenda for the day. It recaps the results from last night's awards show and outlines what to expect for the day's programming. Guests include: last night's big winners, jury presidents and Cannes Lions spokespeople.
Keynote Presentations	The hottest ticket in town! Every day 8 of the most compelling box-office talks are streamed from the Cannes Lions main stages. Talks include: Burger King (featuring Fernando Machado), Facebook (featuring Sheryl Sandberg) and Gartner L2 (featuring Scott Galloway)
CMO Interviews	Interviewed by Dana Anderson, Chief Marketing Officer of MediaLink, we meet the world's most powerful CMOs as they unveil their real truths and fears about their industry, where they're placing their bets and how they intend to engage and entertain in a world of infinite distraction. Guests include: CMOs from Mastercard, Lego and AB inBev
State of the State	Hear from the creative industry heavyweights who are shaping the future of our industry. Learn how they are disrupting and being disrupted, what keeps them inspired and what you need to be doing to adapt in the face of rapid change. Guests include: David Droga, Wendy Clark and Mark D'arcy
Behind the Winning Idea	Experts interrogate the brains behind the world's most effective creative campaigns. Hear the insights that have powered the excellent planning and execution of work that picks up the metal. Guests include: AMV BBDO, Droga5 and The Womb
Expert Views	Hear from industry legends as well as a new generation of creative talent as they deconstruct the themes of the Festival. Guests include: Josy Paul, Nils Leonard and Chaka Sobhani
Creative Dream Teams	We sit down with some of the industry's most successful client and creative couples to hear warts-and-all about their relationship: the urgency of trust, the importance of chemistry and the real secrets behind their effective partnership. Guests include: Uber & 72andSunny, Huge & NASA and BBC & Superunion
Insights from the Jury	Creatives and jury members discuss what makes Lion-winning-work, the current trends and what the future holds for the creative industry.
Around Cannes	Get an exclusive look into what makes this creative gathering so unmissable as we explore Cannes Lions beyond the walls of the Palais.
5 Things You Need to Know	A daily rundown of the top takeaways from the day delivered by the festival's very own Mr Fab.
The 66th Cannes Lions Awards	End each day with the Cannes Lions Awards Shows to honour the most innovative and creative campaigns of the year across a range of categories