

Cannes

by the Numbers

2016



Days of festivities in the event



63 sessions
to date of the
Cannes
Lions International
Festival of Creativity

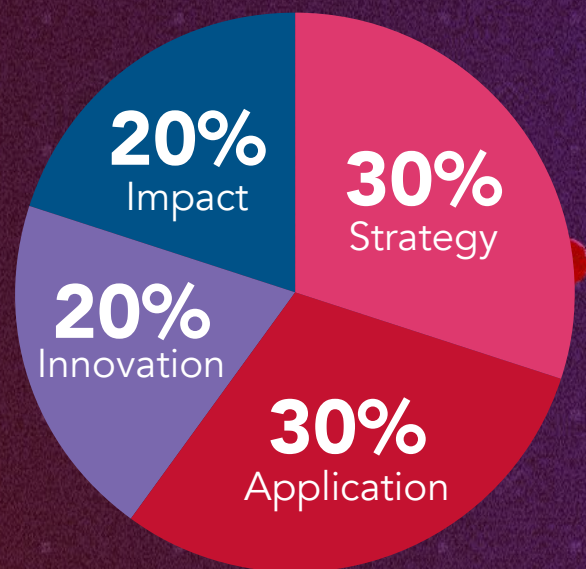


have been confirmed across all of the Cannes Lions juries



given to the most-awarded campaign in the history of Cannes, "Dumb Ways to Die"

The weighting of criteria considered during judging



40% of Cannes jurors are women, up from last year's 31.5% and a record number for the festival



Lions categories this year, each one dedicated to an area of expertise in branded communications