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ZURICH FILM FESTIVAL 24.9.–4.10.2026

MEDIA RELEASE



Zurich Film Festival and TikTok Enter Strategic Partnership

Zurich, July 23, 2026

TikTok becomes the official partner of the 22nd edition of the Zurich Film Festival, bringing the Green Carpet to a global audience from over 1 billion people through TikTok LIVE.

The Zurich Film Festival (ZFF) and TikTok are entering into a strategic partnership for the festival's 22nd edition. The collaboration aims to extend the festival experience beyond Zurich, allowing film fans around the world to take part in the action in real time. As the festival's official partner, TikTok will help expand the ZFF's digital presence and marks another milestone in its digital-first strategy. The partnership connects the festival with a globally engaged #FilmTok community while creating new opportunities to tell stories in an authentic, interactive, and live format. With an average of 6.5 million posts shared daily in 2025 alone, movie fans on TikTok are showing their enthusiasm for film and TV series content both on the platform and at the box office: Among the 20 highest-grossing films in German theaters last year, 15 went viral on TikTok*.

TikTok Brings the Green Carpet to a Global Audience Live

As part of the partnership, two TikTok LIVE creators will cover the festival on site in Zurich. Streaming directly from the fan zone and the Green Carpet press line, they will give their communities an exclusive behind-the-scenes look at the unique atmosphere of the Zurich Film Festival. The collaboration will be supported by a dedicated TikTok LIVE campaign as well as an off-platform campaign that amplifies the Zurich Film Festival's existing content and reaches new audiences. This will transform the Green Carpet into a shared live experience—not only for guests attending in person, but also for film fans around the world.

New Media Strategy Delivers Results

The partnership with TikTok is part of the Zurich Film Festival's consistent new media strategy with a digital-first focus. Its objective is to sustainably expand the festival's reach, engage new audiences, and position the ZFF as a year-round relevant brand in the digital space.

During the previous festival edition, the ZFF generated an owned reach of approximately 12 million impressions across its social media channels. Thanks to a continuous year-round content strategy, its monthly reach tripled compared to the previous year. At the same time, the festival's cross-platform community grew from 163,000 to more than 207,000 followers (as of July 2026).

The collaboration with TikTok builds on this momentum and further strengthens the festival's international visibility. At the same time, it creates new touchpoints for a new digitally native audience and extends the Zurich Film Festival experience far beyond the festival dates.

«The Zurich Film Festival stands for outstanding films, international encounters, and unforgettable moments. Under this year's theme, *Dream Big*, we want to make these stories and emotions resonate far beyond Zurich. Through TikTok, we can now share these moments more directly than ever with audiences around the world. This partnership is a key pillar of our new media strategy and enables us to reach younger audiences where they discover films, stories, and cultural experiences today. Together, we are making the festival a live, authentic, and real-time experience for film lovers across the globe,» said Mehmet Inan, Managing Director of Spoundation Motion Picture AG.

**Source: Media Control, Comscore, Allscreens, Official Movie Charts 2025*

Zurich Film Festival

The Zurich Film Festival (ZFF) is the second largest festival in the German-speaking world. Over 11 days in autumn, it presents the greatest discoveries and the year's most anticipated movies. The ZFF promotes exchange between upcoming directors, established filmmakers, the film industry and the general public.

The 22nd edition will take place from September 24 to October 4, 2026.

Further Information: Zurich Film Festival | ZFF Industry

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