

# Audiovisual Services

Connecting Argentine exporters to the world



FUNDACION

**ExportAr**  
Argentina



# About 'Fundación Exportar'

## Fostering Argentine Exports

**Fundación Exportar** is the export promotion agency of the Argentine Ministry of Foreign Affairs and Worship, aimed at fostering the increase and diversification of Argentine exports.

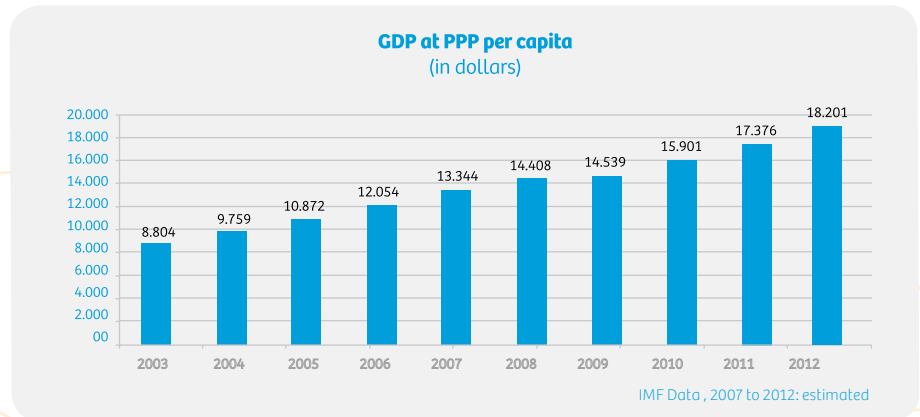
In this regard, provides assistance to the business community in their efforts to conquer new markets in order to accomplish the ultimate goal which is that Argentine companies trade products and services worldwide.



# About Argentine Economy

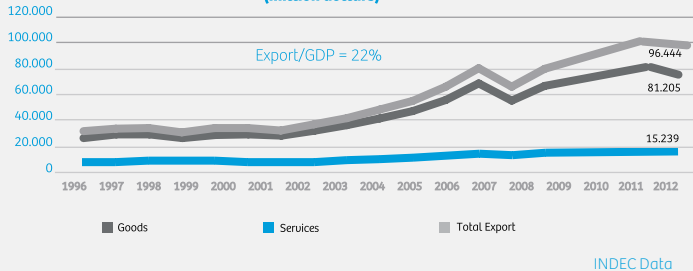
Argentina is **the third largest economy in Latin America**, behind Brazil and Mexico. According to IMF data for 2012, its GDP in terms of purchasing power parity reached **US\$ 751.391million**.

**Its GDP per capita** in 2012, measured in purchasing power parity was of **US\$18.201**.

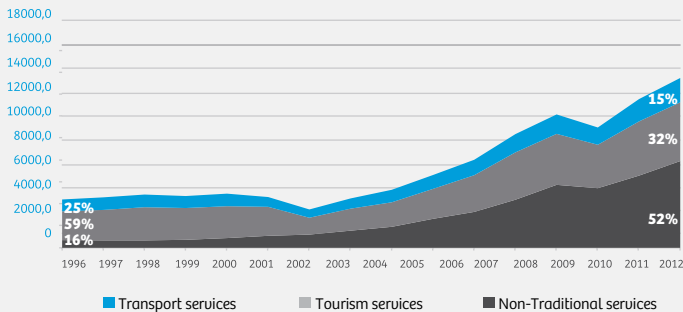


In the prestigious **Global Competitiveness Report 2012-2013** prepared by the World Economic Forum, Argentina is ranked 94th among 144 economies analyzed, and has been placed within the group of 21 developing economies that are 'in transition to' the last stage of development: the 'innovation-driven economies' (35 developed economies).

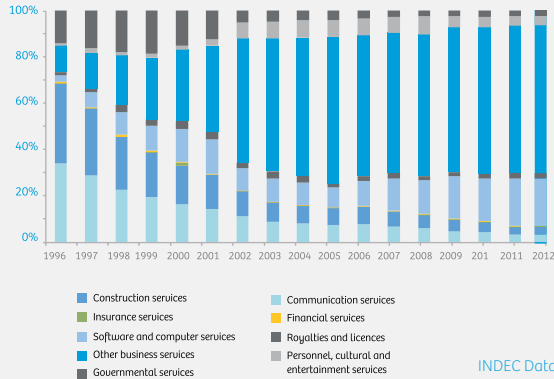
### Argentine Export (million dollars)



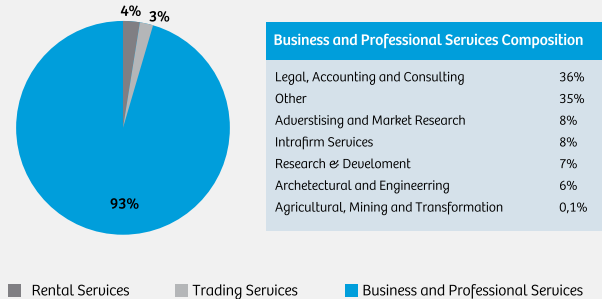
### There is evidence of a sustainable expansion of Argentine non traditional exports of services...



...and "other business services" export outstand among non-traditional services exports



Structure of 'Other business services' export  
Year 2011



In its report about the performance of Free Exchange Market during 2012, the Argentine Central Bank (BCRA) issued preliminary data stating that **Argentine exports of business and professional services** showed a **positive net balance** (revenue minus expenses) of 3,100 million dollars during 2012, representing **over a twofold increase as compared to the previous year.**





# Audiovisual Services

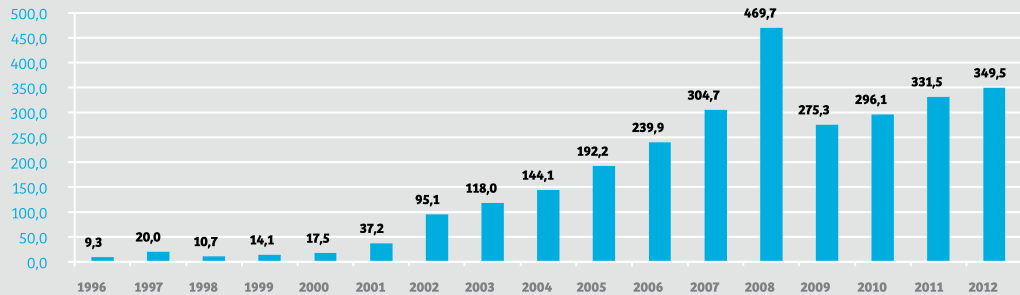
During 2012, the Argentine exports of Audiovisual services reached USD 349,5 million dollars, equal to 5% of world total. In 2010, Argentina exported 40,000 television programming hours and the **Argentine television** contents were watched in **80 countries** around the world.

During 2006-2008, Argentina reached the **4th place as an audiovisual producer and exporter in the world**. Its sales of Formats represented **6.4% of these world sales in 2009**, only after the United Kingdom (33%), U.S.A. (19.4%) and The Netherlands (7.8%).



Juan José Campanella

### Exports of audiovisual services (million dollars)



INDEC Data



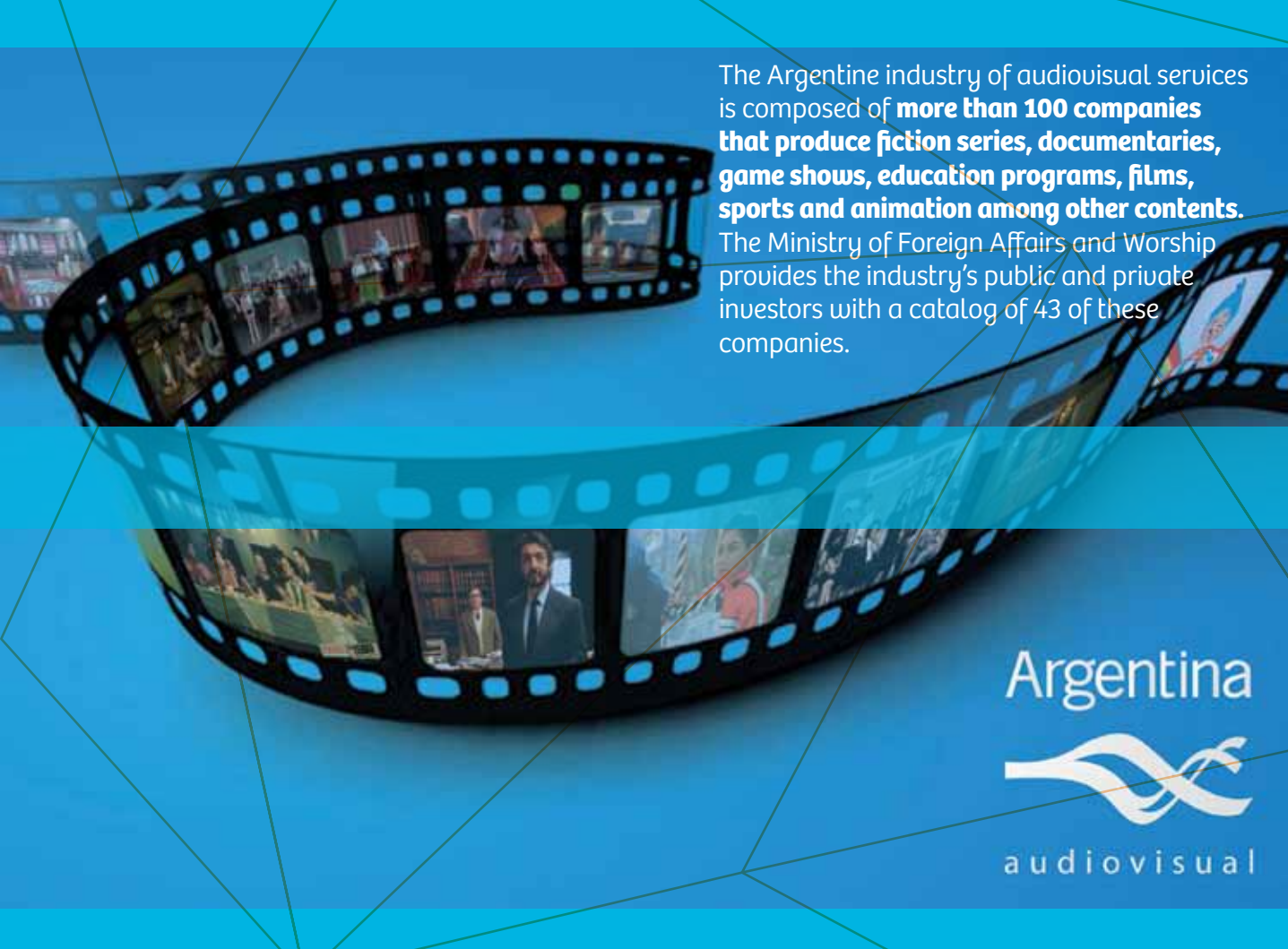
Argentina is also the birthplace of celebrated directors like **Juan José Campanella**, creator of '**El secreto de sus ojos**', the Argentine drama-thriller film that won the **Academy Award in Hollywood for 'Best Foreign Film' in 2010**, becoming the second Argentine film in obtaining that recognition, after 'La Historia Oficial' in 1985.



## Santaolalla

Furthermore, Gustavo Alfredo Santaolalla, an Argentine composer, musician and musical producer won the **Award of the Academy of Motion Picture Arts and Sciences in Hollywood for Best Soundtrack** twice: in 2006 (Brokeback Mountain) and 2007 (Babel), and also obtained many other awards in this field.





The Argentine industry of audiovisual services is composed of **more than 100 companies that produce fiction series, documentaries, game shows, education programs, films, sports and animation among other contents.** The Ministry of Foreign Affairs and Worship provides the industry's public and private investors with a catalog of 43 of these companies.

Argentina



audiovisual



## The case of 'Leader Music' in Latin America

**Leader Music** is an Argentine record label created in 1982 that launches musicians of different styles and has been a **leader of tropical music during the last 30 years**. Among its major artists we can mention: Ráfaga, Antonio Ríos, David Bolzoni, D-mente.

**Leader Vision** is its own division for the distribution of films. Its main partners are: Pol-ka Producciones, García Ferré Producciones, ITV Studios, HanWay Films and StudioCanal, the **third catalog of films in the world, just after WB/Turner and MGM/UA**.

**Leader Music Group** has subsidiaries with its own offices in Chile and Mexico and distribution in Uruguay, Colombia and Venezuela.

**Leader Music** has offices in Mexico DF and has published more than 200 titles on CD and DVD. As Leader Music Chile, its offices are in Santiago de Chile and it has a catalog of 500 titles on CDs and DVD's 200 titles. It also features artists like: Gondwana, Chimex Project, Garras de Amor.



## The case of 'Steinbranding Design Studios' in Asia

The argentine company **Steinbranding Design Studios** has created the complete on air branding for the Indian company **IMN News**, an Indian-based news channel (New Delhi, India).

**Steinbranding** has become a key player regarding broadcast design in Asian region, having carried out projects for MTV India and also for its sister channel launched in 2005: the music cannel VH1 India. Other projects developed in India were for: Firangi TV channel, Zee Café and the image of the International Airport of Mumbai, among others.



## The case of 'Aliados'

Another successful case is the new television series '**Aliados**', an Argentine **production platform that can be followed on TV and the web, through "webisodes"**. It is produced by Cris Morena Group and is issued by the Argentine T.V. channel **Telefe** for Argentina and by Fox for Latin America.





## The cases of 'CREAR' and 'CÓRDOBA PRODUCE'

Fundación Exportar along with Fundación Standard Bank sponsors two export groups of audiovisual services located in Buenos Aires, Argentina: the **Export Group of Argentine Audiovisual Creativity (CREAAR)**, composed by these Argentine companies:

**Insomnia Films de Pineles  
Nanton S.H. S.A.**  
[www.insomniafilms.com.ar](http://www.insomniafilms.com.ar),  
 email: [guillermo@insomniafilms.com.ar](mailto:guillermo@insomniafilms.com.ar)

**SCATMUSIC SH S.A.**  
[www.scatmusic.com.ar](http://www.scatmusic.com.ar),  
 email: [scat@scatmusic.com.ar](mailto:scat@scatmusic.com.ar)

**MAGNETIS**  
[www.magnetis.com.ar](http://www.magnetis.com.ar),  
 email: [magnetis@magnetis.com.ar](mailto:magnetis@magnetis.com.ar)

**GAP CINE & VIDEO S.A.**  
[www.gapcinevideo.com.ar](http://www.gapcinevideo.com.ar),  
 email: [info@gapcinevideo.com.ar](mailto:info@gapcinevideo.com.ar)

**GAPZ CINE SRL S.R.L.,**  
 e-mail: [info@gapzcine.com.ar](mailto:info@gapzcine.com.ar)

**CREAAR**  
 email: [contacto@creaar.com.ar](mailto:contacto@creaar.com.ar)



And the **Export Group of Audiovisual Services Córdoba Produce**,  
composed by these Argentine companies

440 Estudio de Grabación y Productora de Audio,  
[www.440estudio.com.ar](http://www.440estudio.com.ar)

Atrox, Fábrica de Imágenes, en Facebook:  
<https://www.facebook.com/AtroxFabricadelmágenes>

Bonaparte Cine,  
<http://bonapartecine.blogspot.com.ar/>

Falco Cine,  
<http://www.falco-cine.com.ar/>

Germina Films,  
<https://www.facebook.com/GerminaFilms>

Jaque Productora S.A.,  
<http://www.jaqueproductora.com/>

## Export Group of Audiovisual Services Córdoba Produce



**HIJO DE LA TORMENTA.**  
GRABACIÓN DE SU DISCO EN 440 ESTUDIO



La Ventana Cine Itinerante,  
<http://www.facebook.com/laventana.cineitinerante/>

Malevo Films,  
<http://www.malevofilms.com.ar/>

Prisma Cine,  
<http://www.prismacine.com.ar/>

## CONTACT

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Coordinador

[coordinacion@cordobaproduce.com.ar](mailto:coordinacion@cordobaproduce.com.ar)

Móvil: 54 9 351 3439734

[www.cordobaproduce.com.ar](http://www.cordobaproduce.com.ar)





## Promotion of audiovisual services exports

The **National Institute of Cinema and Audiovisual Arts (INCAA)** is the Argentine authority in this field.

The INCAA offers also on-line Catalogs of Argentine Motion Pictures

[http://internacionales.incaa.gov.ar/?page\\_id=415](http://internacionales.incaa.gov.ar/?page_id=415)



**Sumate  
ahora!**

**UIPAA**

Unión Industrial Argentina De Productoras  
De Animación Y Artes Audiovisuales

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**Fundación Exportar** has participated in different international exhibitions of animation, along with the **Argentine Ministry of Foreign Affairs and Worship**, the **National Institute of Cinema and Audiovisual Arts (INCAA)**, the **Argentine Chamber of Audiovisual Exporters (C.A.E.A.)**, the **Argentine Chamber of Independent TV Producers (CAPIT)**, the **Argentine Chamber of Small and Medium Audiovisual Producers (CAPPA)** and the **Industrial Union of Argentine Animation and Audiovisual Arts Producers (UIPAA)**.

**Fundación Exportar** participates in other international fairs from the audiovisual sector as 'MIDEM' in France (continuously, since 2008) and 'SXSW' in Texas, USA, accompanying main Argentine record labels, independent producers and distributors of music, movies and videos.

ANNECY ANIMATION FESTIVAL 2013 in Annecy, France



MIPCOM 2013 in Cannes, France



In these international fairs, **Fundación Exportar** works along with **AADI-CAPIF**, an Argentine association that comprises the **Argentine Association of Performers (AADI)** and the **Argentine Chamber of Phonographic**

**Producers (CAPIF)**, which represents young performers and phonogram producers, both domestic and foreign, in the collection and management of the corresponding fees for public execution of phonograms.

MIDEM 2013 in Cannes, France



Kidscreen Summit 2010 in New York, USA



## 5th International Animation Business Meeting

Within the context of the International Festival of EXPOTOONS 2012 in Buenos Aires, Argentina.

**Fundación Exportar** participates annually in 'EXPOTOONS' and 'FYMTI', both international fairs of audiovisual sector organized in Buenos Aires, Argentina.



Buenos Aires 2013

FYMTI 2012



EXPOTOONS 2012





Argentina



Ministerio de  
Relaciones Exteriores y Culto  
Presidencia de la Nación

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Argentina

  
**INCAA**  
INSTITUTO NACIONAL DE CINE  
Y ARTES AUDIOVISUALES  
ARGENTINA

**CAPPA**  
Cámara Argentina de Productoras Pymes Audiovisuales

  
**CAPIT**  
CAMARA ARGENTINA DE PRODUCTORAS  
INDEPENDIENTES DE TELEVISION

**C.A.E.A.**  
Cámara Argentina de Exportadores Audiovisuales

**UIPAA**

DE ANIMACIÓN Y ARTES AUDIOVISUALES  
UNIÓN INDUSTRIAL ARGENTINA DE PRODUCTORAS

[www.exportar.org.ar](http://www.exportar.org.ar)

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