

The logo for Spicine is a white teardrop shape with a halftone dot pattern. The word "Spicine" is written in a bold, white, sans-serif font across the center of the teardrop. The background of the entire image is a dark, monochromatic aerial view of a dense city skyline, with a flag visible on a tall building in the distance.

**Spicine**

**Spicine is São Paulo's public agency focused on the development of audiovisual industry. The company runs funding and education programs, a public screening network, a public VOD platform and São Paulo Film Commission.**

**Created in January 2015 as a result of the mobilization of the sector.**

# BRAZIL AUDIOVISUAL INDUSTRY



Brazil's GDP  
**R\$ 5.7 trillion**

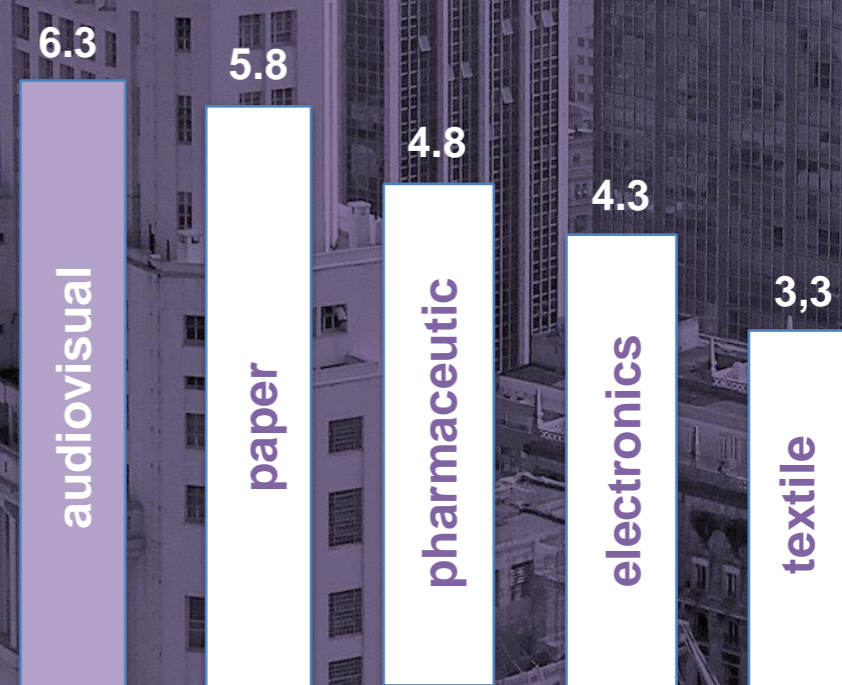


City of São Paulo  
represents **11%**  
of Brazil's GDP



**US\$ 6.3 bn**  
per year  
**0,46%**  
Of Brazil's GDP

Size of brazilian industries  
(USD Billion)



# SÃO PAULO AUDIOVISUAL INDUSTRY

Spicine

8,816

PRODUCTION COMPANIES IN BRAZIL

40%

OF BRAZIL'S PRODUCTION COMPANIES  
ARE BASED IN THE STATE OF SÃO PAULO

20.4M\*

Moviegoing audience in São Paulo City's cinema theatres

US\$ 101.2M\*

Box office of São Paulo City's cinema theatres

10.43%

of the total cinema theatres in Brazil

\*2018

# SÃO PAULO FILM COMMISSION

Sp Cine



F I L M  
S A O P A U L O

# SÃO PAULO FILM COMMISSION

Spicine

- Latin America's second most wanted destination for audiovisual productions
- 100% online film permit request
- Fast track:  
3 working days for advertising and 8 working days for other productions
- Collection of social and economic data about the impact of shooting in the city
- Discounts to film in public locations (from 5% to 95% depending on the type)
- Mobile app with more than 400 shoot locations around the city

# SÃO PAULO FILM COMMISSION

Sp cine

2018:

- **2,705**  
requested locations
- **3,749**  
shooting days requested
- **US\$ 128.9M**  
injected in the local economy
- **25,152**  
generated jobs

2019 (until August):

- **1,863**  
requested locations
- **2,737**  
shooting days requested
- **US\$ 87.8M**  
injected in the local economy
- **17,921**  
generated jobs

# SÃO PAULO FILM COMMISSION

Spicine



Sense8



Black Mirror



3%



Most Beautiful Thing

SÃO PAULO FILM COMMISSION

Sp cine

TOP  
CINCO



CENAS DE AÇÃO  
FILMADAS EM SÃO PAULO





# Circuito Spcine

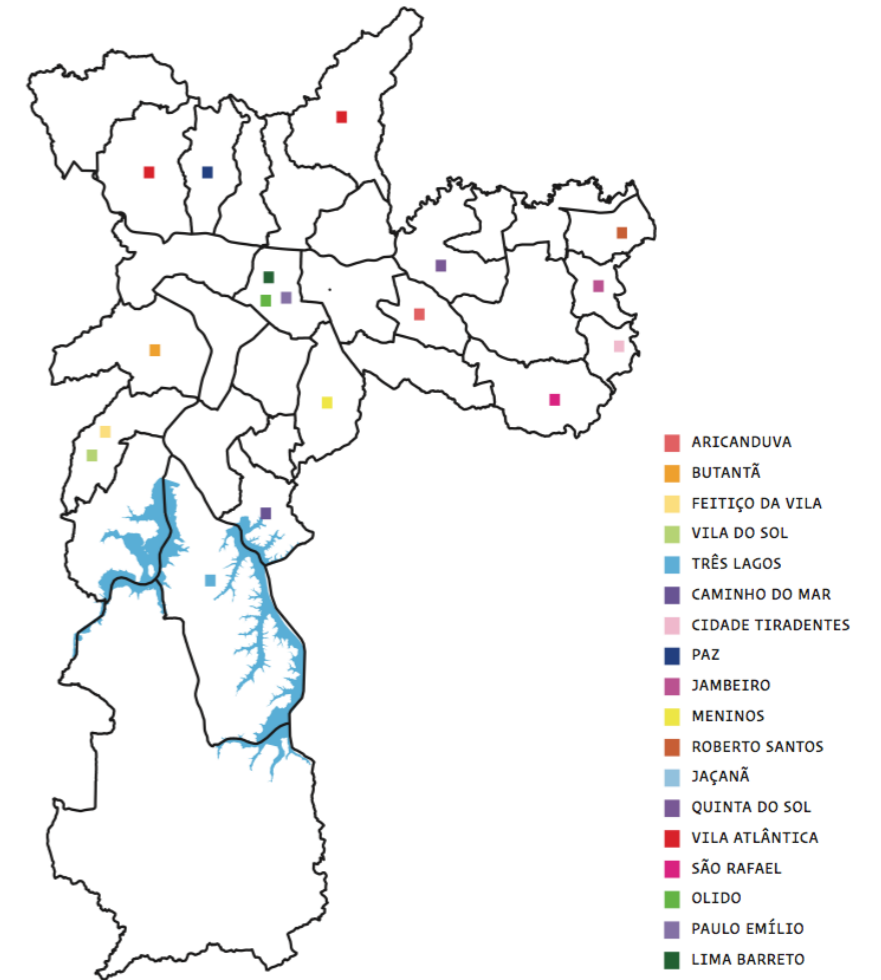
The only public screening network in Brazil

20 movie theatres present mainly in the outskirts of São Paulo

Free tickets at 16 unities

1,57 million spectators since april/2016

Brazil 37th exhibition complex (2018)





# Investment programs

- Over **250 projects supported** among short, feature films, TV series and games
- Over **60 released feature films** sponsored by Spcine
- Investment programs include screen play development, production and distribution



# Investment programs

## • 2015

4 programs

**R\$ 22 MI**

Highlights: distribution and production

## • 2016

9 programs

**R\$ 16,7 MI**

Highlights: distribution, production, screen play development and games

## • 2017

5 programs

**R\$ 11,16 MI**

Highlights: production and games



# Investment programs

## • 2018

9 programs

**R\$ 9,8 MI**

Highlights: production, TV exhibition, screenplay, games and education programs

## • 2019 / 2020

**Total amount of investment of R\$ 27 millions**

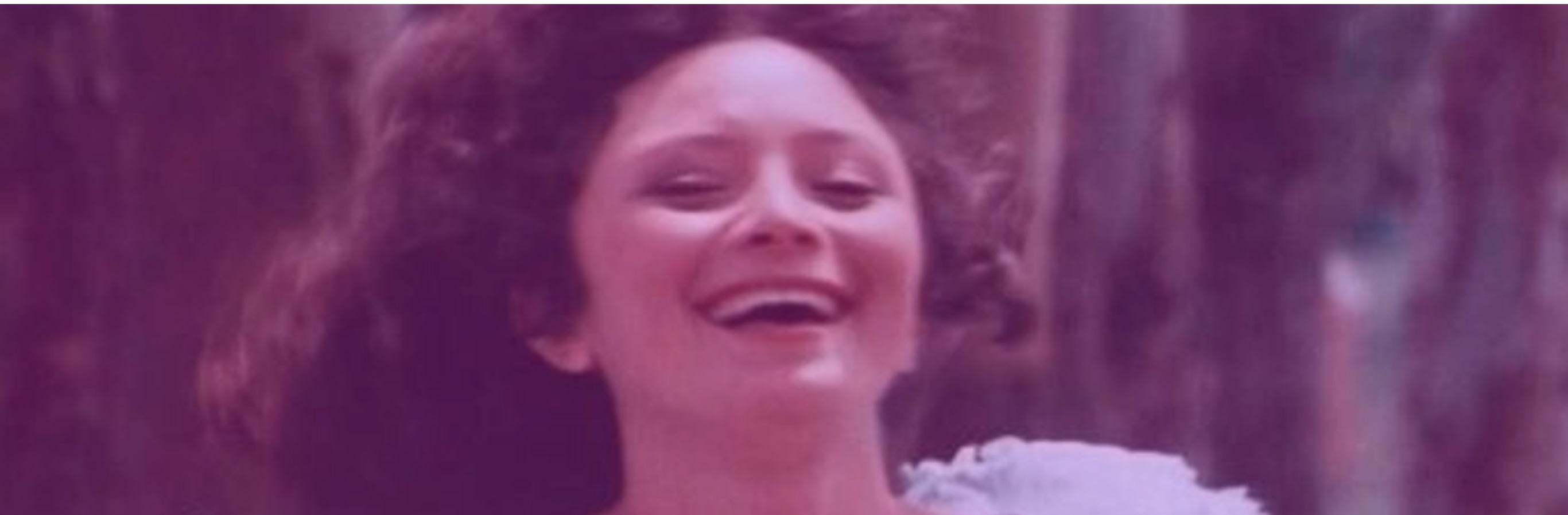
Distribution: R\$ 6 MI

Production: R\$ 18 MI

+ **R\$ 3 MI** of investment is planned for games, short films and audiovisual content development projects

# Spicine Play

- The only public streaming platform **in Brazil**
- Content partnership with the most relevant film festivals in Brazil like São Paulo International Film Festival and It's All True – International Documentary Film Festival
- Includes classic Brazilian films and original content such as music concerts and spectacles based in São Paulo.



# Spicine Play

- **20.230** Views since october/2018
- **284** Films have already been through the VOD platform
- **218** Available nowadays



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**Spcline**



**CIDADE DE  
SÃO PAULO  
CULTURA**