

# FILM IN SÃO PAULO

**Guidelines for your new scenario**

**PRODUCTION GUIDE  
2020**

 [spcine.com.br](http://spcine.com.br)

 [@spcine\\_and](https://www.instagram.com/spcine_and) [@spfilmcommission](https://www.instagram.com/spfilmcommission)

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**São Paulo**  
film commission

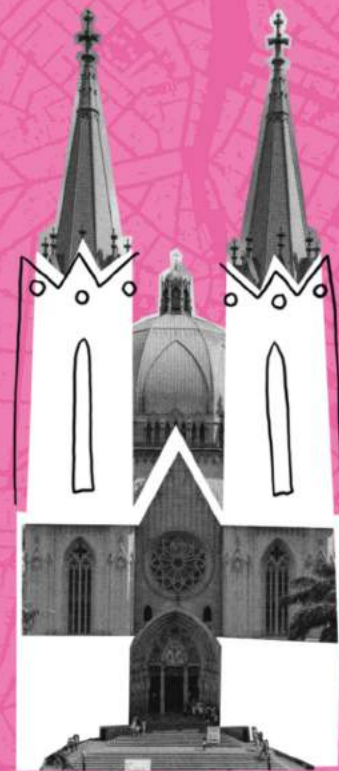
**Sp.cine**

  
**CIDADE DE  
SÃO PAULO**



# PRODUCTION GUIDE

## 2020





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This manual is aimed at international producers and production companies who wish to understand how to film in Brazil, with a focus on filming in the City of São Paulo.





# CHAPTER 1



# SÃO PAULO

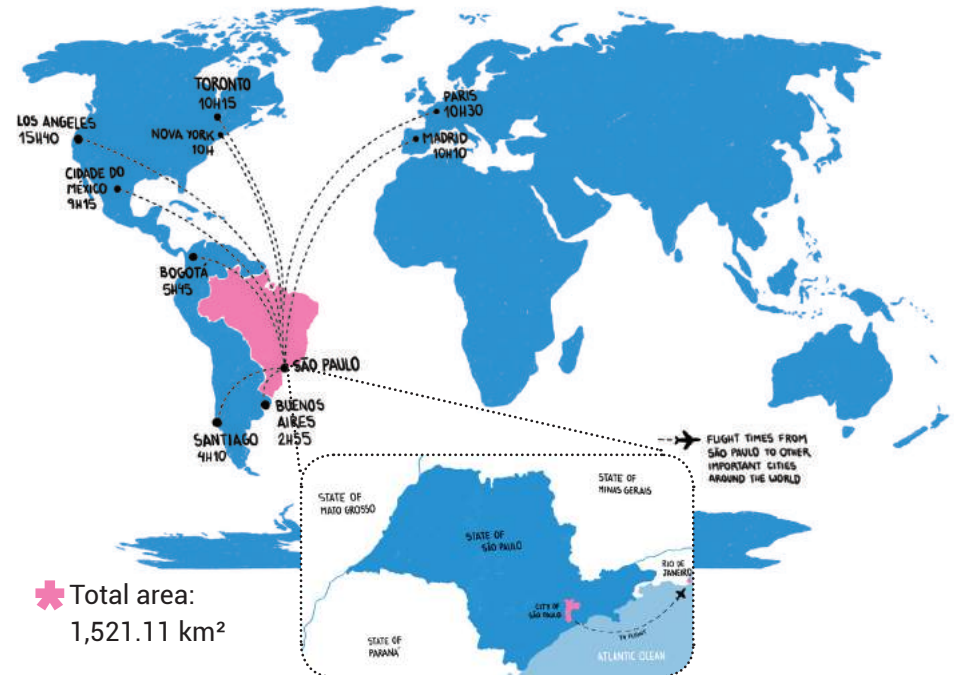


# An introduction to São Paulo



**São Paulo** is a great city. It is Brazil's most populous city, and the country's highest GDP fosters countless business opportunities. Our creative economy has an annual turnover of R\$40 billion, and audiovisual is one of the leading industries that has contributed greatly to increase the numbers: the city represents 25% of the Brazilian film market. São Paulo

is also a metropolis with great talents. Several productions from this Brazilian city have been included in the most prestigious film festivals around the world, such as Sundance, Berlinale and the Academy Awards. Due to its infrastructure and qualified workforce, São Paulo is fully prepared to host major film productions from all over the world.



✱ Total area:  
1,521.11 km<sup>2</sup>

✱ 8th most populous city in the world (around 12 million people)

✱ Official currency: real (R\$)

✱ Official language: Portuguese

✱ Residents from 196 different countries

✱ Over 100 public parks, 120 theatres, one racetrack, almost 500 hotels! 3 airports (including neighbouring towns), over 1000 screening rooms, and much more.





Vale do Anhangabaú



Liberdade neighborhood



Minhocão Park





Paulo Machado de Carvalho Municipal Stadium



Batman's Alley



Ibirapuera Auditorium



Ibirapuera Park



## Big productions featuring São Paulo



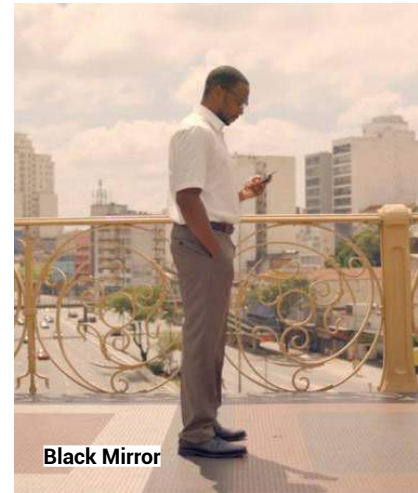
"The city of São Paulo, is such a cinematic city. Because of the architecture, the city itself, the cultural diversity. The city that we've been seeing, just speaks to cinema and storytelling."  
Keanu Reeves, São Paulo, 2019







Good Morning, Verônica



Black Mirror



Call me Bruna



Mariqhella



Blindness



Airplane Mode



3%



## The Brazilian screening sector around the world



Brazil's film industry has been on the rise since the mid-nineties, and São Paulo has contributed significantly to its dynamic growth. One of our fortes is telenovelas, which are exported and massively consumed both internally and around the world.

*Avenida Brasil* (2012), one of the most popular novelas (produced by Globo, Brazil's biggest production and distribution

company), earned approximately \$1 billion in revenue. It was broadcasted in 130 countries and dubbed into 19 languages. Brazil's music industry is historically and internationally renowned, and our music video industry is no different in quality and reach. From the traditional *The Girl From Ipanema* to our innovative Brazilian funk music, our cultural (and musical!) diversity is translated into the film industry.



*Kondzilla Filmes*, Brazil's main production company for funk music videos and most viewed YouTube channel (with over 24 billion views up to March 2020), has won many awards and has helped to create some of Brazil's biggest international music stars. São Paulo plays a big role in Brazil's music video industry, especially when it comes to international artists who use the city as their scenery. Maluma, one of Colombia's biggest stars, filmed his hit single *Corazón* in São Paulo in 2017, taking advantage of the city's most iconic spots, such as the Copan Building. The music video was a huge success, with over 1 billion views on YouTube.



São Paulo is also famous for our award-winning advertising productions. Since the São Paulo Film Commission became responsible for film permits in 2016, approximately 50% of our productions are advertising productions. In such a big city, our highly qualified labour force is a differential. When it comes to animated productions, this is key—and we have it. Animation in Brazil is a growing sector which has been recognised by festivals, such as the Annecy International Animated Film Festival.



## São Paulo's main events

São Paulo is Latin America's main city for fairs and congresses. Here are some of our most popular events:



São Paulo International Film Festival



São Paulo International Film Festival



São Paulo International Film Festival



São Paulo International Film Festival





São Paulo International Film Festival



Brazilian Formula 1 Grand Prix



LGBTQIA+ Pride Parade

## São Paulo's diversity

São Paulo is the past, the present and the future. It can be seen in our architecture transitions between traditional and modern (see topic 11.1), and our people remember their history while not forgetting to look forward.

São Paulo is immensely diverse. Among the 12 million people that live

here, it is possible to find people of every age, race, nationality, religion and sexuality. One of the city's biggest treasures is our cultural diversity: it is people from the most diverse backgrounds are the ones who made this land their home and want to show its greatness to the world through films.



# CHAPTER 2



# SPCINE



# About us



## Spicine

Spicine is São Paulo's Film and Audiovisual Company.

We operate as a development, financing and implementation office for programs and policies for cinema, TV, games, and new media sectors. Besides our film commission work, we also invest in professional training focused on young people, a VoD service called Spicine Play and accessible screening rooms around the city. Our goal is to promote and

stimulate the economic and creative potential of São Paulo's audiovisual industry and its impact in the cultural and social spheres. The company is an initiative of the City of São Paulo. It is authorised under the terms of Municipal Law No. 15,929/2013 and is institutionally linked to the Municipal Culture Office. We are committed to transparency and guided by anti-corruption regulations.

## São Paulo Film Commission

São Paulo Film Commission (SPFilm) is a department of Spicine. We are the second biggest film commission in Latin America. SPFilm is responsible for issuing film permits, assisting in raising awareness about the importance of the audiovisual industry in other legislations, making the city increasingly film-friendly, proposing initiatives to the industry, including a cash

rebate initiative, and providing general support to national and international producers. From the promulgation of Municipal Decree No. 56,905, of 03/30/2016, a single online procedure was created for filming requests (with the exception of journalistic and personal filming) in public spaces, centralising requests and permits in the hands of the São Paulo Film Commission.



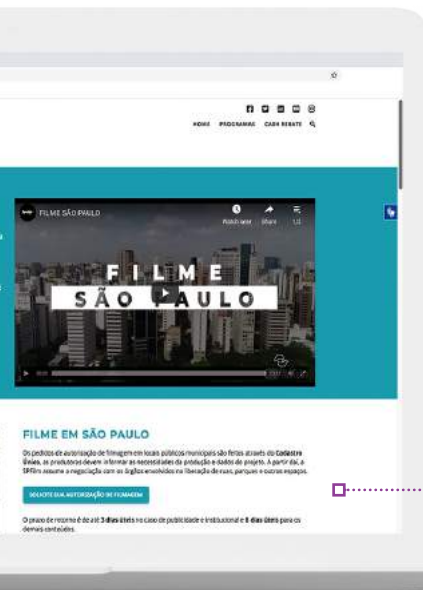
## FILME SP App

**FILME SP** is an application (available for both iOS and Android systems), developed by Spcine, that works as a catalogue for municipal public locations. On the app, you can find technical information, photos, and prices. To find or discover locations, the user can search by tags (parks, squares, libraries etc.), by region (zones and neighbourhoods) and by aesthetics (century, architectural style etc.).

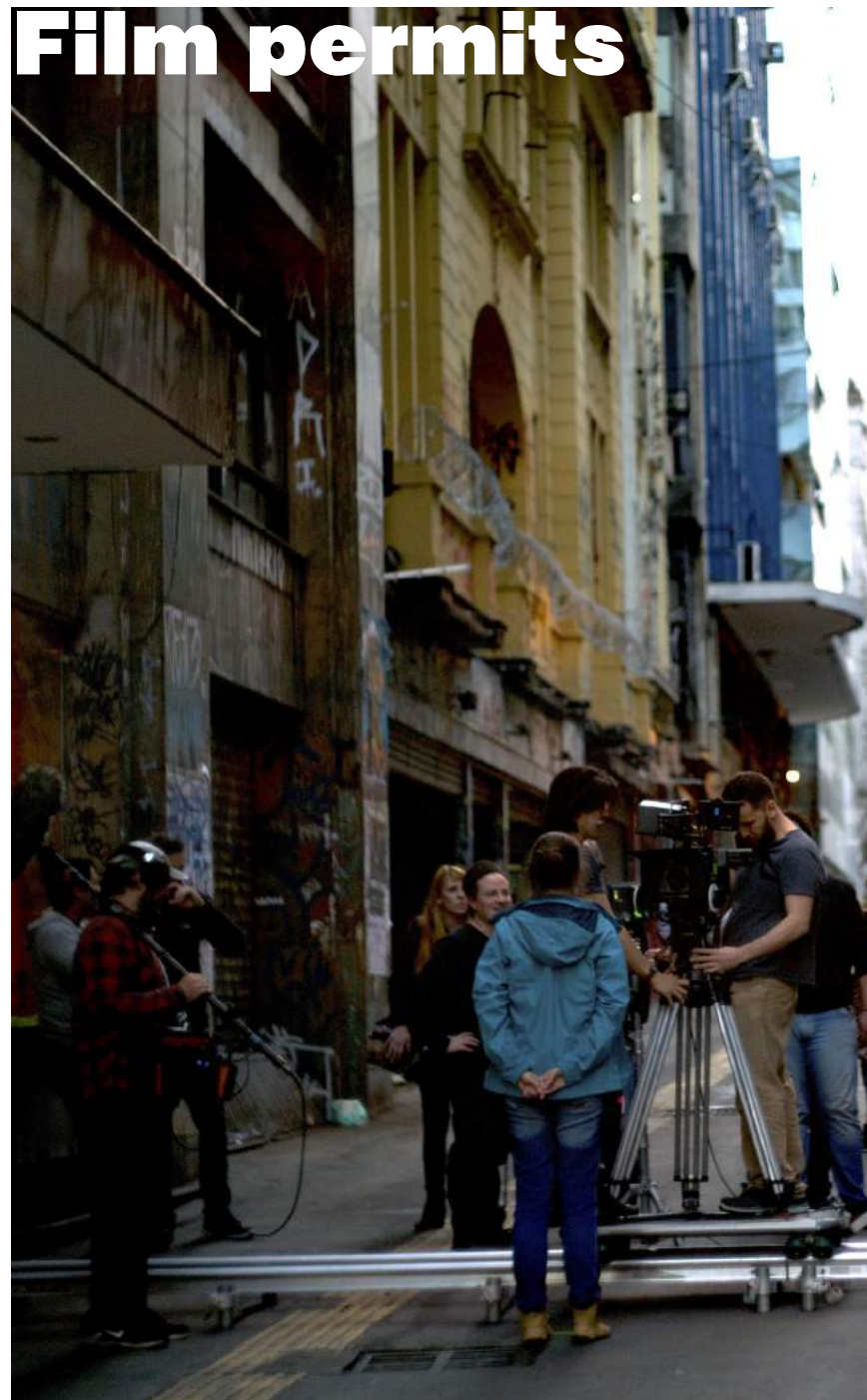


## Local production companies' catalogue

Spcine opened a public call for São Paulo-based production companies with international experience to register themselves as interested in coproducing and/or performing production services with international production companies. From the information declared by these local production companies regarding their experience, Spcine has gathered a catalogue to make it easier for international production companies to find an ideal partnership in São Paulo. The catalogue can be found on the [São Paulo Film Commission website](#).



## Film permits





The process of obtaining film permits should be mostly handled by the associated Brazilian production company. São Paulo Film Commission is in charge of issuing film permits for filming in streets and in municipal facilities. The following are the types of productions that require SPFilm's assistance for obtaining filming permits, as well as for correlating activities (such as the reserving of car spots):



- ✱ Feature films;
- ✱ Series;
- ✱ Documentaries;
- ✱ Short films;
- ✱ Entertainment programs for television;
- ✱ Soap operas;
- ✱ Advertisements (including web campaigns);
- ✱ Branded Content;
- ✱ Institutional videos;
- ✱ Webseries;
- ✱ Video clips;
- ✱ Video art;
- ✱ Fashion films;
- ✱ Filming for games;
- ✱ Filming for animation;
- ✱ Internet entertainment content;
- ✱ Academic content (video lessons);
- ✱ Student production.



- ✱ Journalistic filming;
- ✱ Personal footage (such as wedding videos);
- ✱ Photo sessions;
- ✱ Events (including audiovisual coverage of events, such as concerts).



The São Paulo Film Commission is responsible for processing, on average, one thousand audiovisual productions per year in the City of São Paulo. In 2019, 1,077 productions were processed, 1,664 filming permits were issued and 3,223 shooting days were authorised. This corresponds, economically, to 25,731 jobs created and R\$561 million handled in declared production budgets.

Since its creation in May 2016, the São Paulo Film Commission provides quality services to the audiovisual industry and supports São Paulo's public administration of the São Paulo City Hall in the process of filming authorisation in the city. As a result, it has already processed over 3.8 thousand productions, which generated 87,000 jobs and R\$1.8 billion in declared budget.





Mario de Andrade Library



Extreme sports center



Itália Building



Municipal Market



# São Paulo city's film attraction program



The program is divided into 5 modules. It contemplates both cash rebate (Modules 1, 2, and

3) and prize (Module 4) formats. The final draft can be found on the Spcine Investimentos platform.

## MODULE 1 (INTERNATIONAL PRODUCTIONS FILMED IN SÃO PAULO)

- ✦ Fiction or animation feature films with a duration superior to seventy (70) minutes; serial works of fiction, animation or reality shows with a minimum of three (3) episodes and a minimum duration of one hundred (100) minutes.
- ✦ Minimum spending: R\$2 million in eligible expenses.
- ✦ If a project is approved (that is, if it meets both the mandatory criteria and the eligibility minimum score), it is entitled to a minimum of 20% of cash rebate. Nonetheless, the percentage of rebate can reach up to 30% according to the score of the project in the additional value criteria.
- ✦ Payment will be made in four (4) instalments (including advance payment).

## MODULE 2 (BRAZILIAN PRODUCTIONS WITH GREAT INTERNATIONAL POTENTIAL FILMED IN SÃO PAULO)

- ✦ Fiction or animation feature films with a duration superior to seventy (70) minutes; serial works of fiction, animation or reality shows with a minimum of three (3) episodes and a minimum duration of one hundred (100) minutes.
- ✦ Minimum spending: R\$2 million in eligible expenses
- ✦ Payment will be made in four (4) instalments (including advance payment).
- ✦ If a project is approved (that is, if it meets both the mandatory criteria and the eligibility minimum score), it is entitled to a minimum of 20% of cash rebate. Nonetheless, the percentage of rebate can reach up to 30% according to the score of the project in the additional value criteria.



### MODULE 3 (INTERNATIONAL ADVERTISING PRODUCTIONS)

- ✦ Minimum spending: R\$2 million in eligible expenses.
- ✦ If a project is approved (that is, if it meets both the mandatory criteria and the eligibility minimum score), it is entitled to a minimum of 20% of cash rebate. Nonetheless, the percentage of rebate can reach up to 30% according to the score of the project in the additional value criteria.
- ✦ Payment will be made in a single instalment after the project's exhibition.

The program contains a clause for coping with pandemics. The actions defined in this clause are aimed at mitigating the negative impacts on income

and employment of the most vulnerable technical professionals during crises of this nature. Here are the guarantees that this clause provides in case of stoppage:

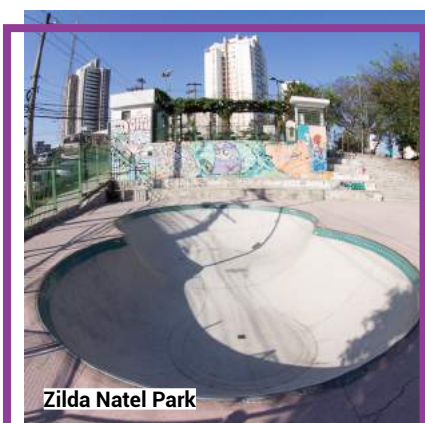
- ✦ Continuation of remuneration or advance payment to technicians, assistants and other self-employed workers involved in production;
- ✦ An additional percentage of up to 5% of cash rebate may be granted, which must be used exclusively for the continuation of workers' remuneration;
- ✦ Possibility of extending the deadlines for accountability, finalisation and exhibition of the project.

### MODULE 4 (SCRIPT/INTERNATIONAL PRODUCTIONS THAT INCLUDE SÃO PAULO AND/OR A CHARACTER FROM SÃO PAULO IN THEIR NARRATIVES)

- ✦ Fiction or animation feature films with a duration superior to seventy (70) minutes; serial works of fiction, animation or reality shows with a minimum of three (3) episodes and a minimum duration of one hundred (100) minutes.
- ✦ Fixed prize
- ✦ Payment will be made in a single instalment after the project's exhibition.



Vale do Anhangabaú



Zilda Natel Park

### MODULE 5 (FOREIGN PRODUCTION PROSPECTING MISSIONS)

- ✦ Fiction or animation feature films with a duration superior to seventy (70) minutes; serial works of fiction, animation or reality shows with a minimum of three (3) episodes and a minimum duration of one hundred (100) minutes.
- ✦ Payment will be made in a single instalment, in a fixed amount, within ten (10) business days as of signing the contract.



Independence Park



# CHAPTER 3



**FILMING IN  
SÃO PAULO**



# Partnership with a Brazilian production company



Pursuant to ANCINE (Brazilian National Film Agency) regulation, all advertising campaigns and cinematographic productions (except journalism), including those that will NOT be aired in Brazil, must be filmed in partnership with a Brazilian production company registered with ANCINE. The local production company will respond to Ancine on behalf of the foreign production

company. In addition to acting as a communication channel with Ancine, the Brazilian company is responsible for the compliance with local legislation and assistance in customs clearance, hiring of local crew, rental of material-handling equipment, and obtaining permits. We have made available a local production company catalogue. Learn more about it on item 2.2.2.



## Current co-production treaties

Brazil has some bilateral treaties for co-production which can facilitate agreements between

production companies for filming. You can find the complete list of treaties on ANCINE's website.



# Entering Brazil



## Visa

The contracted Brazilian production company must send a formal notification to ANCINE with detailed information about the international crew. This notification must include:



Then, ANCINE will send a letter to the Brazilian Consulate requesting a VITEM II visa. ANCINE can take up to five (5) business days, counting from the receipt of the documentation, to send such letter. Some countries are exempt from the need to obtain a VITEM II visa. To see

a) a copy of the contract signed between the foreign production company and the Brazilian production company, indicating their mutual responsibilities, the agreed form of remuneration and the term of effectiveness of the instrument;

b) a copy of the translation of the contract indicated in the item above, when the original is in a foreign language;

c) a provisional filming/recording plan, indicating dates and locations (Municipality/State) in the Brazilian territory where the project will be carried out;

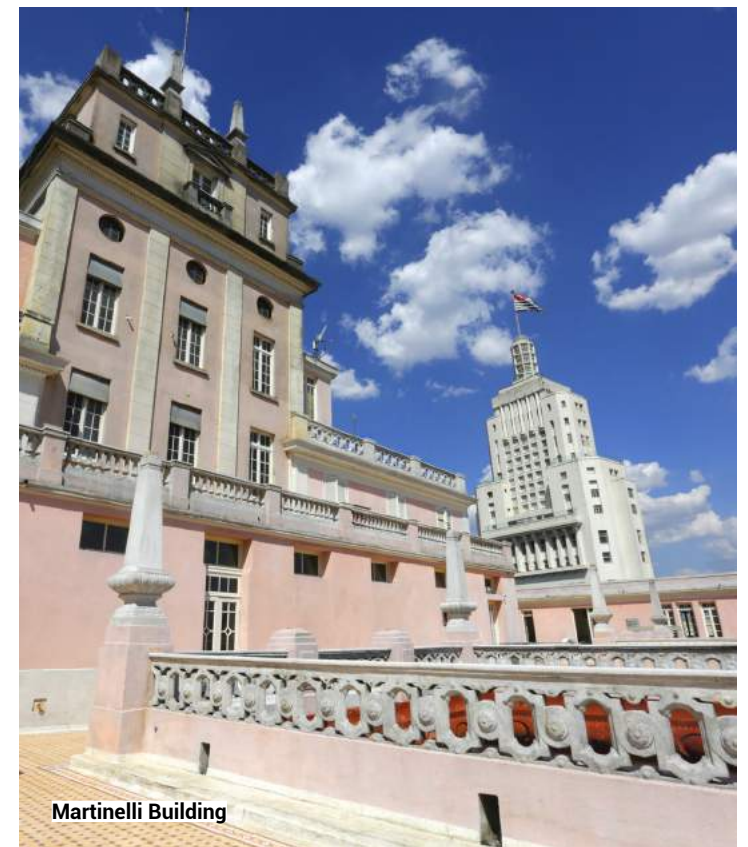
d) a copy of the passport identification pages of each foreign professional.

the complete list of countries that do not need a visa, access Itamaraty's (the Ministry of Foreign Affairs) website. Professionals from advertising agencies or clients associated with production who are not part of the technical crew must obtain a business visa.





Bial Building



Martinelli Building



Pinacoteca de São Paulo



Roosevelt Square





Salão Nobre



Theatro Municipal de São Paulo



Luz Station



Paulista Avenue



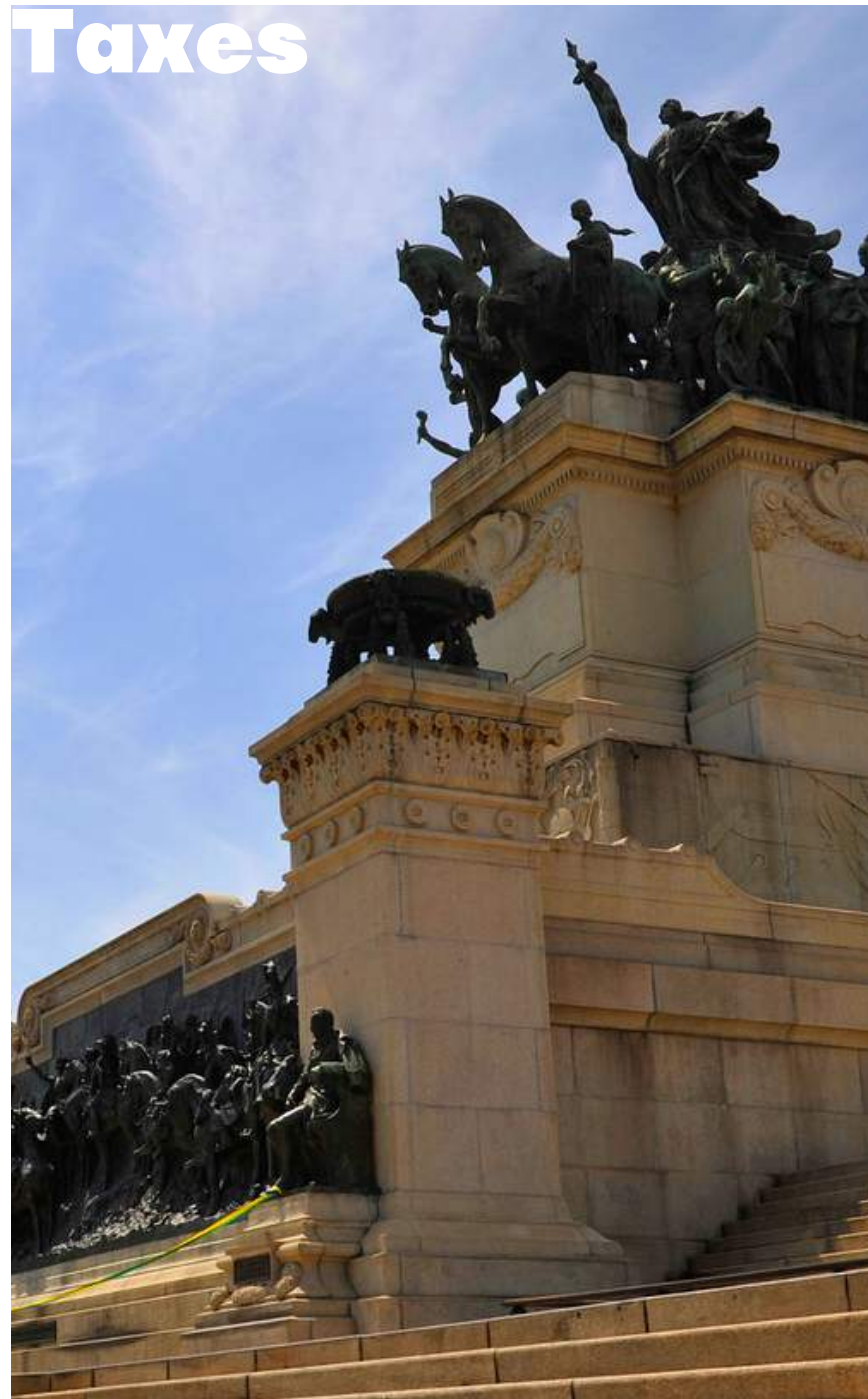
## ATA Carnet

ATA Carnet is a customs document, issued by Brazil and accepted in 78 countries (find out if your country is one of them by accessing the International Chamber of Commerce's website), at a predetermined cost, according to the value of the product to be exported. It is the passport that simplifies the stages of temporary export and import in the countries in which it

is presented, offering agility and security to the customs clearance of your goods. The document ensures the customs transit of goods and products in the destination countries, without the need for specific controls, and guarantees an agile and safe return to your country of origin. You can simulate the cost and apply for an ATA on Portal da Indústria's website.



## Taxes





## Offshore remittance taxes

### IRRF (withholding income tax)

The IRRF is mainly related to earnings from salaried work paid by individuals or legal entities, earnings from self-employment paid by legal entities, income from rents and royalties paid by legal entities and earnings paid for services between persons such as those of a professional nature, brokerage, advertising and publicity services. Its main characteristic is the fact that the source of payment itself is charged with determining the incidence, calculating and collecting

the tax instead of the beneficiary. It also relates to income paid, credited, employed, delivered or remitted to legal entities domiciled abroad by sources located in Brazil. It presents variable rates according to the legal nature of the income, the country in which the beneficiary is resident or domiciled and the tax regime to which the legal entity domiciled abroad is submitted. The current maximum rate of the IRRF is 6%, and it will increase in stages until it reaches 15.5% in 2024.



Municipal Market

## Labour rights





All work relations in Brazil, including freelancers, must comply with the determinations of Sindcine's (Film

and Audiovisual Industry Union) conventions, independently of workers being part of the union or not.

## Workdays and days off

The duration of workday is 8 hours, and a week of work is limited to 44 hours in total. These restrictions must respect a daily one-hour break for food and rest, and a 12-hour period between workdays. Days off will preferably be carried out on Sundays, with a mandatory Sunday day off at least once a month. Days off must be scheduled or changed at least 10 days in advance.



## Offset time compensation

In the event of an exceptional and imperative need to continue working on set, in a period subsequent to that provided for in the filming plan, this additional time, provided it does not exceed 30 minutes, may be compensated, in the ratio 1:2 for each exceeding minute, respecting a minimum of 12 hours of rest between days. Compensation must happen on the next day. In cases of imperative need, and if agreed to by the worker in question, compensation can happen in up to 5 days. This paragraph does not

apply to advertising productions. As for additional work time exceeding 30 minutes, there is an increase of 50% in the hourly pay for the first two extra hours and an increase of 100% for any hours additional to the first two. In the case of night filming (from 10:00 p.m. to 5:00 a.m.), there is an additional 20% to the hourly pay. Therefore, a workday can last for more than 8 hours if rightful compensation is received and if the 44 weekly hours limit is respected.

## Payment schedule

Freelance and outsourced workers must receive their payment, in case of advertising productions, in up to 30 days after the beginning of their service provision. In case of fiction, series or entertainment

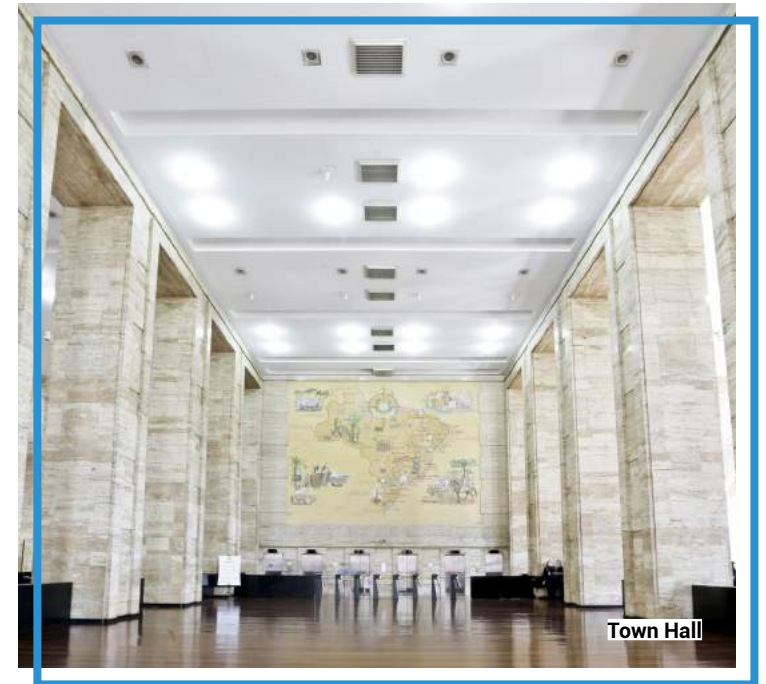
projects, freelance and outsourced workers must receive their payment weekly or biweekly. Other payment schedules must be agreed between the union and the production company.







José Carlos Pace Racetrack



Town Hall



Municipal Historical Archive



Pateo do Collegio



# Health & safety protocols



Due to the COVID-19 pandemic, there are three protocols in place in the city

of São Paulo, which must be strictly followed to ensure safe film production.



✚ Health and Safety Protocol for Audiovisual Production (developed by associations related to the audiovisual industry, this protocol applies to any filming in the city, both in public and private spaces)

✚ Protocol for Filming and Recording in Public Spaces (developed by Spcine, this protocol is complementary to the first one, and includes rules directed to filming in municipal public spaces)

✚ General Reopening Protocol (developed by São Paulo's City Government, this protocol refers to a variety of activities and is not limited to film production)



# Filming infrastructure



In terms of diversity and technology, São Paulo offers all the equipment available in the world.

The information on this topic

was provided by the Brazilian Association of Audiovisual Equipment and Services Rental Companies (ABELE) and refers to their collaborators.

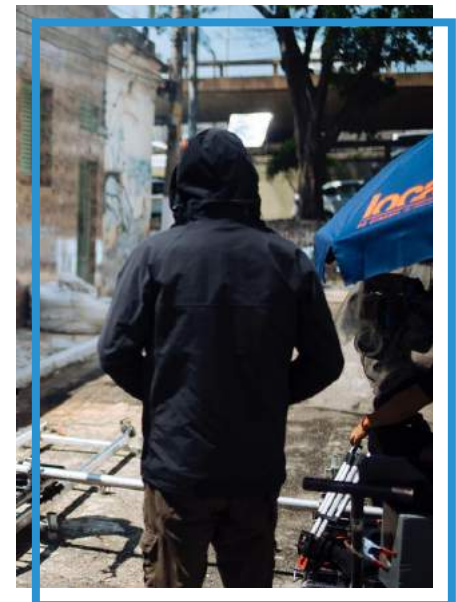
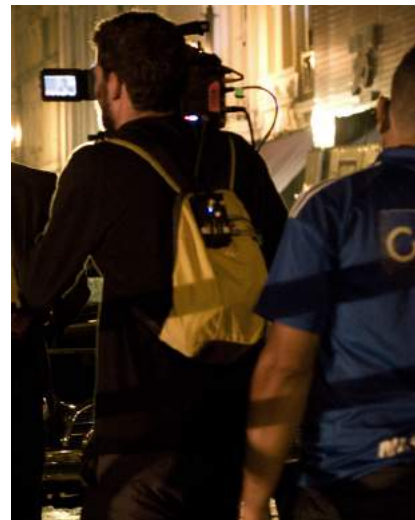
## Sound stages

São Paulo has both purpose-built sound stages (including big studios, up to 1200m<sup>2</sup>) and spaces that are adapted to be sound stages. In both cases,

these spaces have grids, air conditioning and a production area. All of them have both their own power supply and access to generators.

## Equipment

We have a large number of high-tech pieces of equipment. This includes lighting, camera, grip and other types of equipment.







Mário de Andrade Library



Pinacoteca de São Paulo



Arts Square



Afro Brasil Museum



# Daily life in São Paulo



## Locations







Chá viaduct



Nove de Julho Avenue



A neighborhood in São Paulo



Paulista Avenue



Theatro Municipal de São Paulo



## Weather and sunlight

Average minimum and maximum temperatures and rainfall in the City of São Paulo:

MONTH	MINIMUM (°C/°F)	MAXIMUM (°C/°F)	RAINFALL (MM/IN)
January	19/66	27/81	237/9.3
February	19/66	28/82	222/8.7
March	18/64	27/81	161/6.3
April	16/61	25/77	82/3.2
May	14/57	23/73	78/3.1
June	12/54	22/72	50/2
July	12/54	22/72	48/1.9
August	13/55	23/73	36/1.4
September	14/57	24/75	85/3.3
October	15/59	25/77	127/5
November	17/63	26/79	137/5.4
December	18/64	26/79	201/8

The number of daylight hours in São Paulo varies throughout the year. In 2020, for example, the shortest day is to be June 20,

with 10 hours and 41 minutes of daylight. The longest day is to be December 21, with 13 hours and 35 minutes of daylight.

## Safety & Public Security

São Paulo is a safe city in constant improvement. Homicide rates have plummeted in both the city and the state over the past 20 years and, today, are lower than rates in U.S. cities, such as Miami

and Los Angeles, and in South American cities, such as Santiago. It is the safest capital in Brazil. Other crimes, such as mugging and robbery, have also been in decline for years.

## Logistics

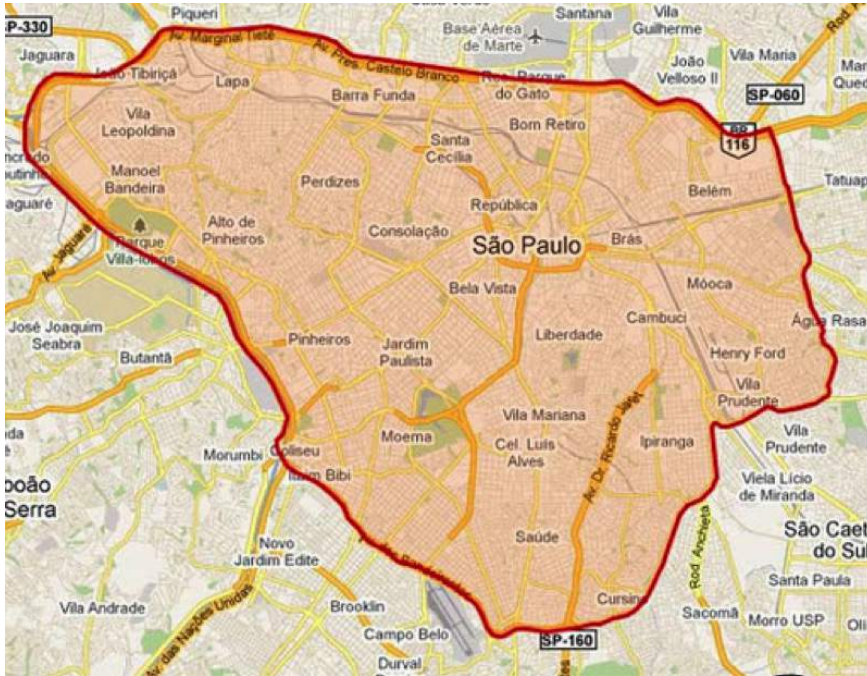
### ROTATING CIRCULATION OF VEHICLES

In the city of São Paulo, traffic is limited to a 'plate restriction' system through which 20 percent of cars are not allowed to circulate in the extended centre of the city between 7:00 a.m. and 10:00 a.m. and between 5:00 p.m. and 8:00 p.m. on weekdays. This limitation is determined by the final number on the plate of the vehicle. It is as follows:

BRASIL XXXXXX1 or 2	→ 1 or 2: car is not allowed to circulate on Mondays at the time periods listed above
BRASIL XXXXXX3 or 4	→ 3 or 4: car is not allowed to circulate on Tuesdays at the time periods listed above
BRASIL XXXXXX5 or 6	→ 5 or 6: car is not allowed to circulate on Wednesdays at the time periods listed above
BRASIL XXXXXX7 or 8	→ 7 or 8: car is not allowed to circulate on Thursdays at the time periods listed above
BRASIL XXXXXX9 or 0	→ 9 or 0: car is not allowed to circulate on Fridays at the time periods listed above



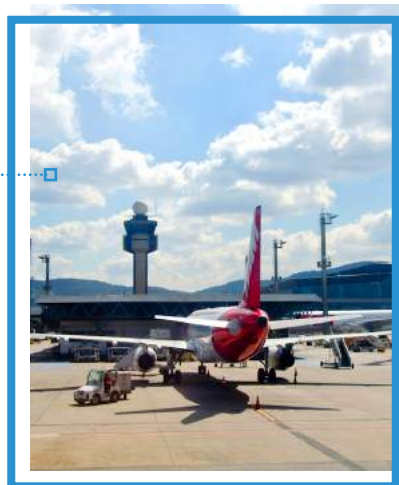
This is the area subjected to rotating circulation:



## Airports

### Guarulhos Airport

São Paulo is the connexion between the national and the international spheres. [Guarulhos Airport](#) (also called Cumbica Airport) is São Paulo's international airport. It is the biggest airport in South America and the second busiest airport in Latin America regarding the number of passengers transported. It is located in the City of Guarulhos, 25 kilometres (15.5 miles) away from the centre of São Paulo. It is easy to get to São Paulo from the airport by taxi or car sharing apps.



### Congonhas Airport

Congonhas Airport is São Paulo's domestic airport. It is the second busiest airport in Brazil. It is located

in the south region of the City of São Paulo, 10.5 kilometres (6.5 miles) away from the centre of the city.

### Viracopos Airport

Viracopos-Campinas is an international airport in the city of Campinas, in the state of São Paulo. It is an important air traffic centre in Brazil and the largest air cargo centre in South

America in terms of surface (therefore, it is important to keep this airport in mind for equipment transportation). It is located 94.1 kilometres (58.5 miles) away from the centre of the city of São Paulo.

## Ports

### Port of Santos

The city of São Paulo does not have access to the sea, but one can get to the coast from São Paulo in a one-hour drive. The main port that supplies São Paulo is the Port of Santos, which is Brazil's main port and the largest

port complex in Latin America. The Port of Santos is located in the cities of Santos, Guarujá and Cubatão, in the state of São Paulo, 74.5 kilometres (46.3 miles) away from the centre of the city of São Paulo.

## Helicopters

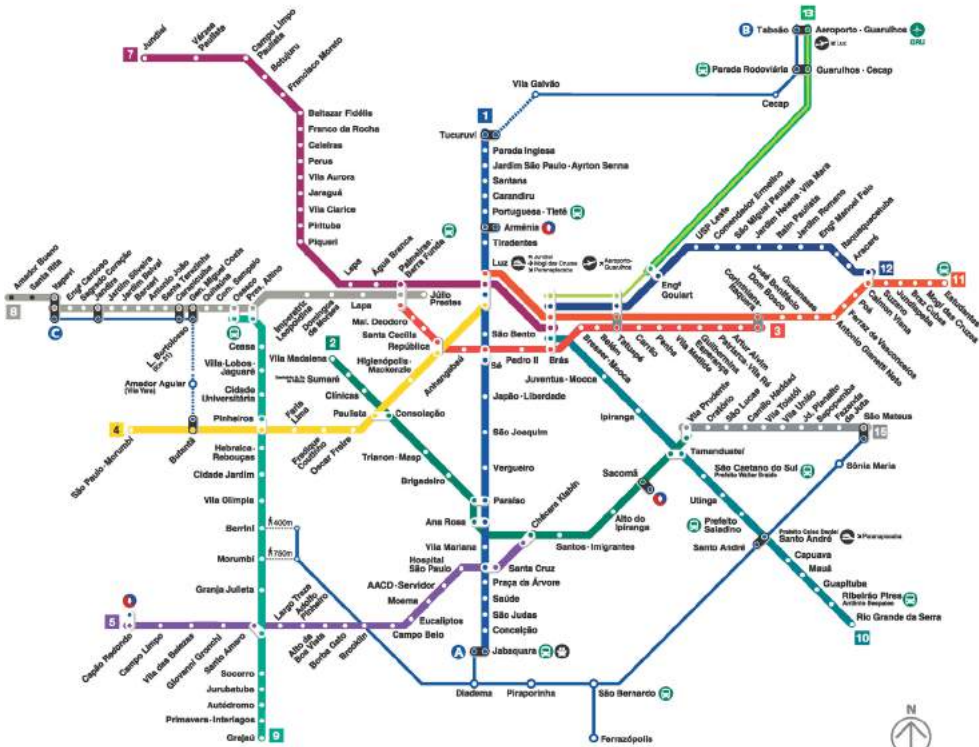
São Paulo has one of the biggest helicopter fleets in the world, and the biggest in Brazil. The city has over 200 helipads. There are

different companies, and we also have the infrastructure, that make helicopters a viable option for transportation in the city.



# Public transportation

São Paulo has an efficient public transportation system, especially composed of buses, trains and the underground. nearer the centre of the city,



Legenda Legend		
	Linha 1 - Azul	METRÔ
	Linha 2 - Verde	METRÔ
	Linha 3 - Vermelha	METRÔ
	Linha 4 - Amarela	VIAQUATRO
	Linha 5 - Lilás	VIAMOBILIDADE
	Linha 7 - Rubi	CPTM
	Linha 8 - Diamante	CPTM
	Linha 9 - Esmeralda	CPTM
	Linha 10 - Turquesa	CPTM
	Linha 11 - Coral	CPTM
	Linha 12 - Safira	CPTM
	Linha 13 - Jade	CPTM
	Linha 15 - Prata	METRÔ
	Connect Aeroporto (paradas em horários no site CPTM)	CPTM
	Expresso Aeroporto (paradas em horários no site CPTM)	CPTM
	Expresso Turístico	CPTM
	Ponte Orca ao Zoológico	EMTU

	Corredor Metropolitano de Ônibus	EMTU
	Corredor São Mateus-Jabaquara	EMTU
	Corredor Guarulhos-SP	EMTU
	Corredor Itapevi-SP	EMTU
	Trecho do viário com tráfego compartilhado	EMTU
	Terminal Metropolitano de Ônibus	
	Estação	
	Integração - gratuita	Acesso livre
	Integração - tarifada	
	Integração - gratuita: Horário Especial (veja no site: METRÔ/CPTM)	
	Distância em metros entre estações, a pé	
	Terminal Rodoviário	
	Aeroporto	
Informações úteis Useful Information		
CPTM	<a href="http://www.cptm.sp.gov.br">www.cptm.sp.gov.br</a>	0800 055 0121
EMTU	<a href="http://www.emtu.sp.gov.br">www.emtu.sp.gov.br</a>	0800 724 0555
METRÔ	<a href="http://www.metro.sp.gov.br">www.metro.sp.gov.br</a>	0800 770 7722
VIAQUATRO	<a href="http://www.viaquatro.com.br">www.viaquatro.com.br</a>	0800 770 7100
VIAMOBILIDADE	<a href="http://www.viamobilidade.com.br">www.viamobilidade.com.br</a>	0800 770 7106



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