FILM IN SÃO PAULO

Guidelines for your new scenario

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PRODUCTION GUIDE 2020









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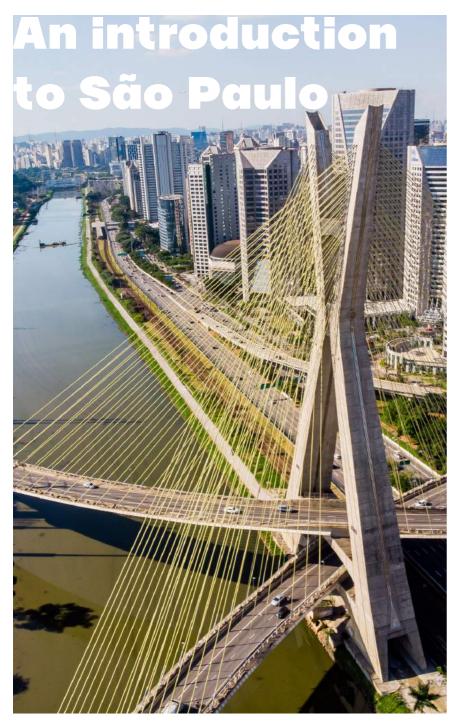
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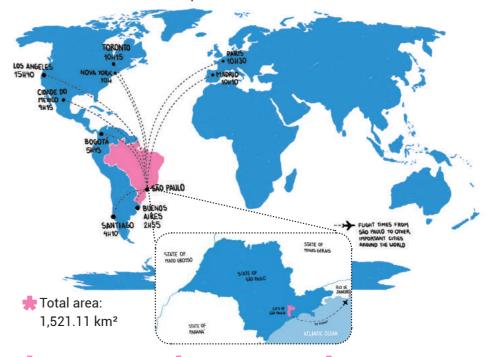




São Paulo is a great city. Brazil's most populous city and the country's highest GDP fosters countless business opportunities. Our creative economy has an annual turnover of R\$ 40 billion and audiovisual is one of the leading sectors that has contributed greatly in the increase of numbers: the city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

with great talents. Several productions from the Brazilian city have been included in the most prestigious film festivals around the world, such as Sundance, Berlinale and the Academy Awards.

São Paulo is a city, due to its infrastructure and qualified workforce, fully prepared to host major film productions from all over the world.



- ** 8th most populous city in the world (around 12 million people)
- Official currency:
 Reais (R\$)
- Official language: Portuguese
- Residents from 196 different countries
- Over 100 public parks, 120 theatres, a racetrack, x* hotels, 3 airports (including neighbouring towns), over 1000 cinema rooms, and more.















Big productions featuring São Paulo



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

Keanu Reeves, São Paulo, 2019



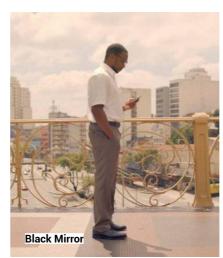






















The Brazilian screening sector around the world



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 fortés 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 transmitted in 130 countries with voiceovers in 19 languages.
Brazil's music industry is historically and internationally renowned, and our music video industry is no different in quality and reach. From 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 here 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 highlyqualified 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:















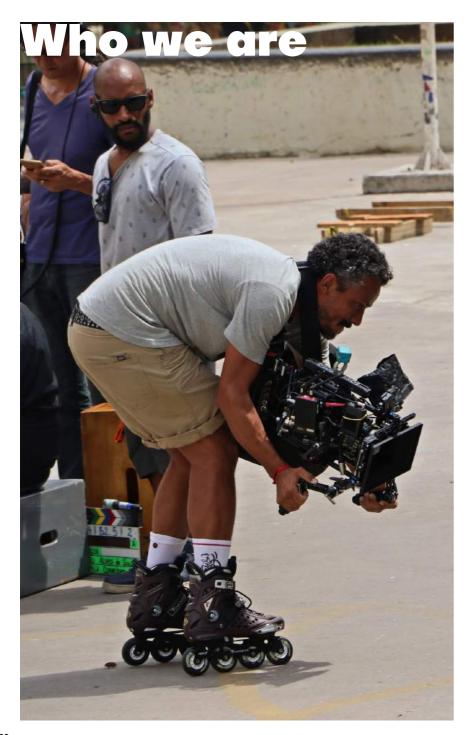
São Paulo's diversity

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

São Paulo is immensely diverse. In our 12 million people, you can

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





Spcine

Spcine 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 invest in professional training focused on young people, a VOD service called Spcine Play and accessible cinema rooms around the city. Our goal is to promote

and stimulate the economic and creative potential of São Paulo's audiovisual sector and its impact in the cultural and social sphere. 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 Secretary of Culture. We have a commitment to transparency and are guided by anti-corruption regulations.

São Paulo Film Commission

São Paulo Film Commission (SPFilm) is a department of Spcine. 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 sector in other legislations, making the city increasingly film-friendly, proposing initiatives to the sector, including a cash rebate initiative,

and providing general support to national and international producers.

From the promulgation of Municipal Decree n° 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 catalog
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 catalog



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



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. These are the types of productions that require SPFilm's assistance for obtaining filming permits, as well as for correlating activities (such as the reservation 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 (videoclasses);
- *Student production.





The following are NOT within SPFilm's scope: 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, 1077 productions were processed, 1664 filming permits were issued and 3223 shooting days were authorised. This corresponds,

economically, to 25,731 jobs generated and R\$ 561 million handled in declared production budgets.

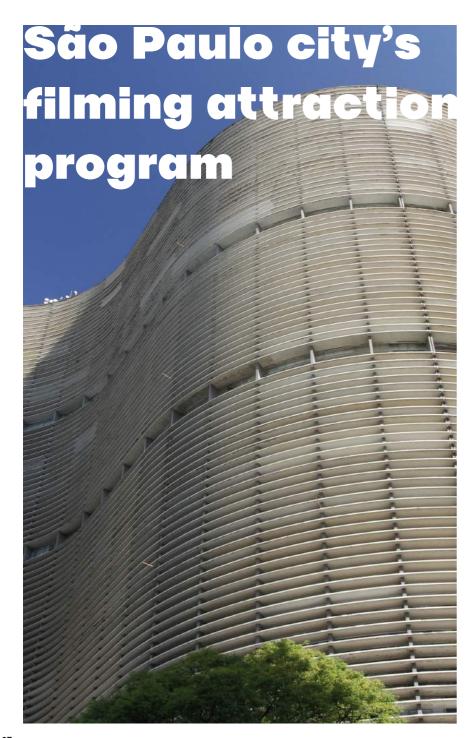
Since its creation in May 2016, the São Paulo Film Commission provides quality service to the audiovisual sector and supports the public administration of the São Paulo City Hall in the process of filming authorisation in the city. As a result, it has already processed over 3.8 thousand productions,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











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 70 (seventy) minutes; serial works of fiction, animation or reality shows with a minimum of 3 (three) episodes and a minimum duration of 100 (one hundred) minutes.
- Minimum spending: R\$ 2 million in eligible expenses
- # If a project is approved (that is,

if it meets both the mandatory criteria and 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 4 (four) 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 70 (seventy) minutes; serial works of fiction, animation or reality shows with a minimum of 3 (three) episodes and a minimum duration of 100 (one hundred) minutes.
- Minimum spending: R\$ 2 million in eligible expenses
- Rayment will be made in 4 (four)

- instalments (including advance payment).
- If a project is approved (that is, if it meets both the mandatory criteria and 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 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 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 70 (seventy) minutes; serial works of fiction, animation or reality shows with a minimum of 3 (three) episodes and a minimum
- duration of 100 (one hundred) minutes.
- # Fixed prize
- Payment will be made in a single instalment after the exhibition of the project.

MODULE 5 (FOREIGN PRODUCTION PROSPECTING MISSIONS)

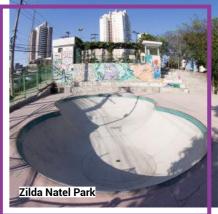
- ♣ Fiction or animation feature films with a duration superior to 70 (seventy) minutes; serial works of fiction, animation or reality shows with a minimum of 3 (three) episodes and a minimum
- duration of 100 (one hundred) minutes.
- ♣ Payment will be made in a single instalment, in a fixed amount,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

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

- Continuation of remuneration or advance payment to technicians, assistants and other selfemployed workers involved in production;
- *An additional percentage of up to 5% of cash rebate may be

- 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:
 - granted, which must be used exclusively for the continuity of workers' remuneration;
- Possibility of extending the deadlines for accountability, finalisation and exhibition of the project.











Per ANCINE (Brazil's 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 compliance with local legislation and assistance in customs clearance, hiring of local crew, rental of handling equipment, and obtaining permits.

We have made available a local production company catalog. 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.



Visa

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



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

- a) copy of the contract signed between the foreign production company and the Brazilian production company, indicating the reciprocal responsibilities, the agreed form of remuneration and the period of validity of the instrument:
- b) copy of the translation of the contract indicated in the item above, when in a foreign language;
- c) provisional filming / recording plan, indicating dates and locations (Municipality / State) in the Brazilian territory where the project will be carried out;
- d) copy of the passport identification sheets 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.

















ATA Carnet

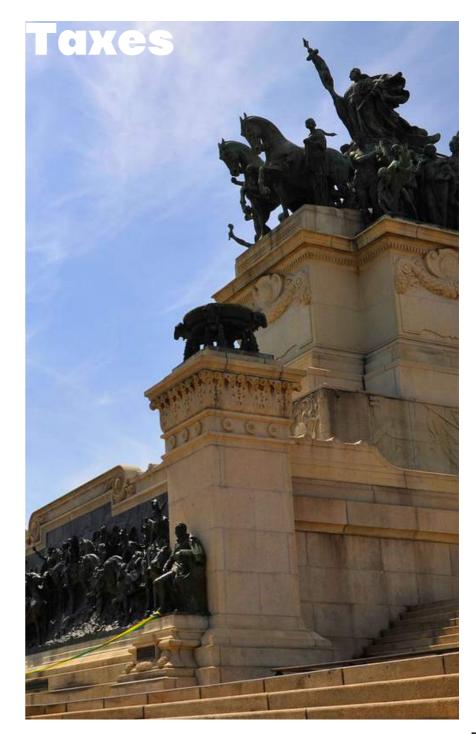
ATA Carnet is a customs document, issued by Brazil and accepted in 78 countries (find out if your country is one of them by accessing the International Chamber of Commerce's website), at a predetermined cost, according to the value of the product to be exported. It is the passport that simplifies the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









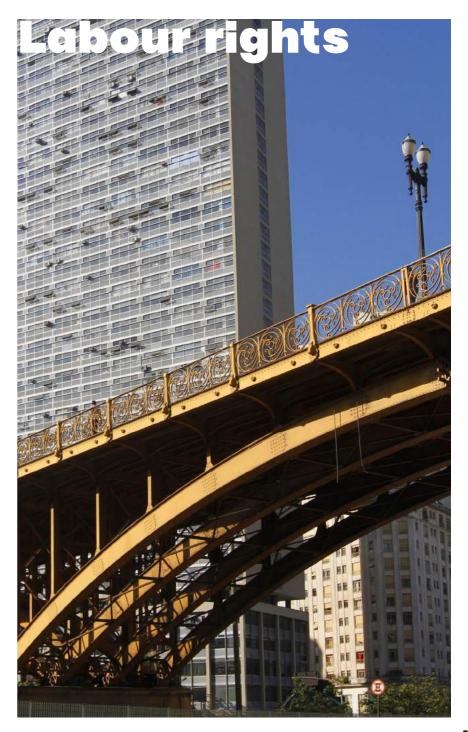
Remittance abroad taxes

IRRF (withholding income tax)

The IRRF is mainly subject 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 IRRF is 6% and will increase in stages until it reaches 15.5% in 2024.



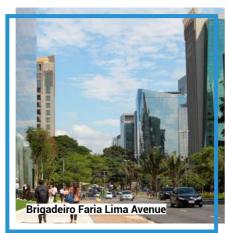


All work relations in Brazil, including freelancers, must comply with the determinations of Sindcine's (Film and Audiovisual Industry Union) conventions, independently of workers being part of the union or not.

Workdays and days off

A workday lasts for 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 with 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 additional hours to the first two. In the case of night filming (10 p.m. to 5 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 services provision. In case of fiction, series or entertainment

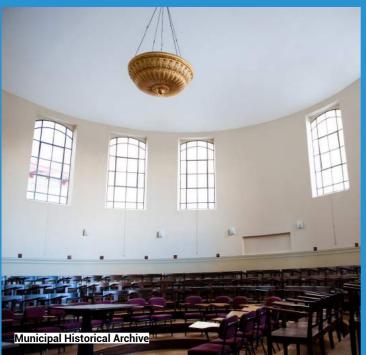
projects, freelance and outsourced workers must receive their payment weekly or biweekly. Other payment schedules must be agreed between the union and the production company.



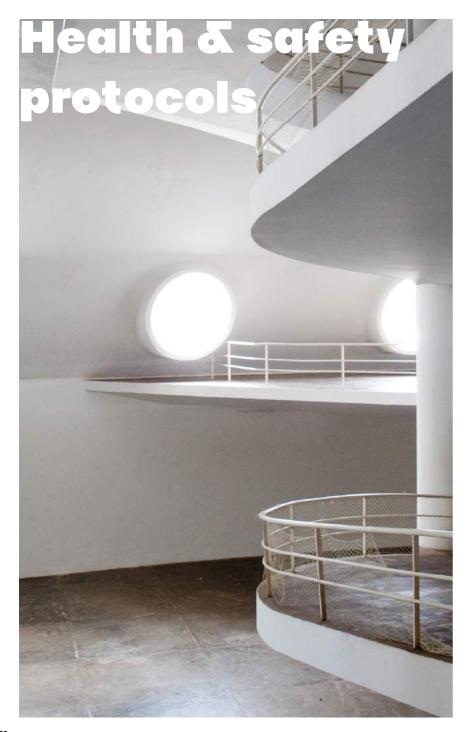








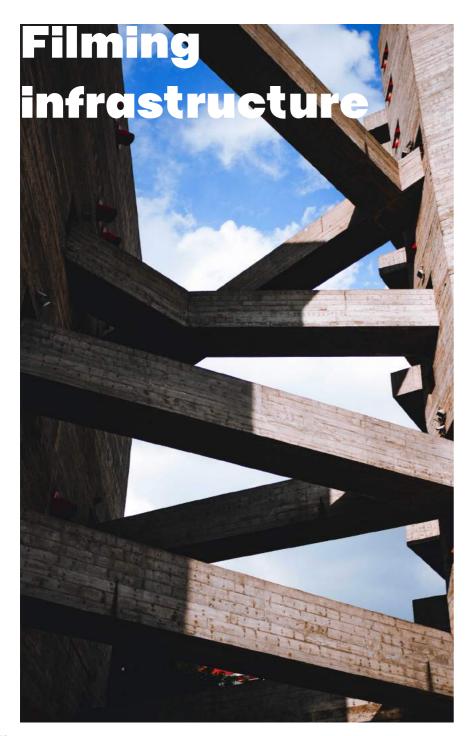




Due to the COVID-19 pandemic, there are three protocols in place, in the city of São Paulo, which must be strictly followed to ensure safe film production.



- Health and
 Safety Protocol
 for Audiovisual
 Production
 (developed by
 associations
 related to the
 audiovisual sector,
 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 is
 a complementary
 protocol to the
 first one, with rules
 directed to filming
 in municipal public
 spaces)
- General Reopening
 Protocol
 (developed by
 São Paulo's City
 Hall, this protocol
 refers to a variety
 of activities, it is
 not limited to film
 production)



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 purposebuilt sound stages (including big studios, up to 1200m²) 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 high-tech equipment in large quantities. This includes lighting, camera, grip and other types of equipment.



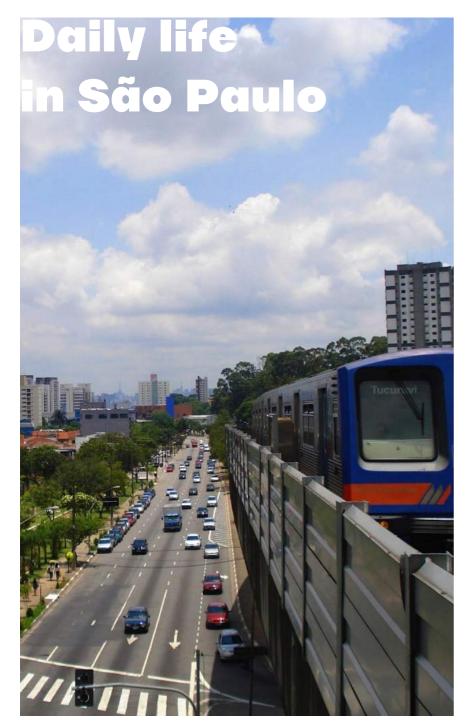




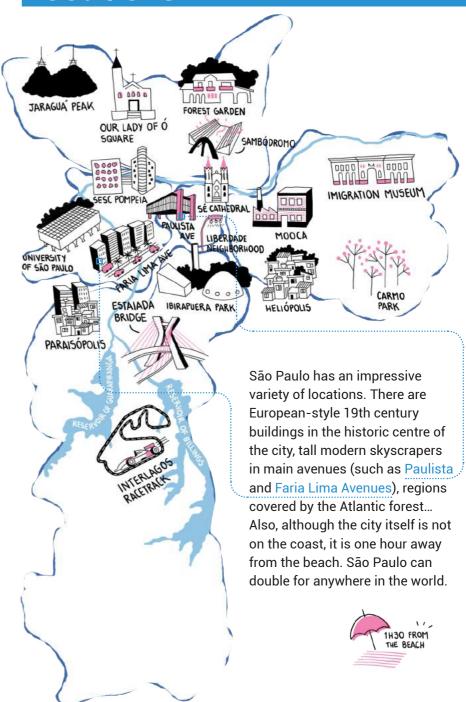








Locations













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 June 20, with 10 hours and 41 minutes of daylight. The longest day is December 21, with 13 hours and 35 minutes of daylight.

Safety & Public Security

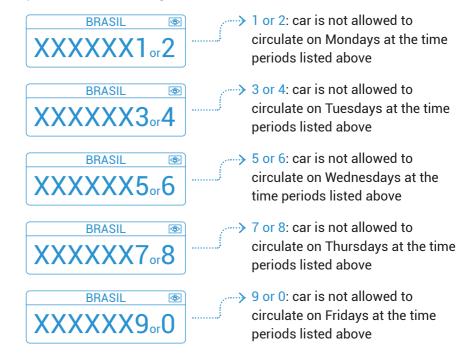
São Paulo is a safe city in constant improvement. Homicide rates have plummeted in both the city and the state over the past 20 years and, today, are lower than rates in American cities such as

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 am and 10 am and 5 pm and 8 pm on weekdays. The limitation is determined by the final number on the plate of the vehicle. It goes as follows:



This is the area subjected to rotating circulation:



Airports

Guarulhos Airport

São Paulo is the connexion between the national and the international. 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 in number of passengers transported. It is located in the city of Guarulhos, 25 kilometres (15.5 miles) from the centre of São Paulo. It is easily possible 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) from the centre of the city.

Viraeopos Airport

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

surface (therefore, it is important to keep this airport in mind for equipment transportation). It is located 94.1 kilometres (58.5 miles) 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) 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 infrastructure that make helicopters a viable option for transportation in the city.

Public transportation

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

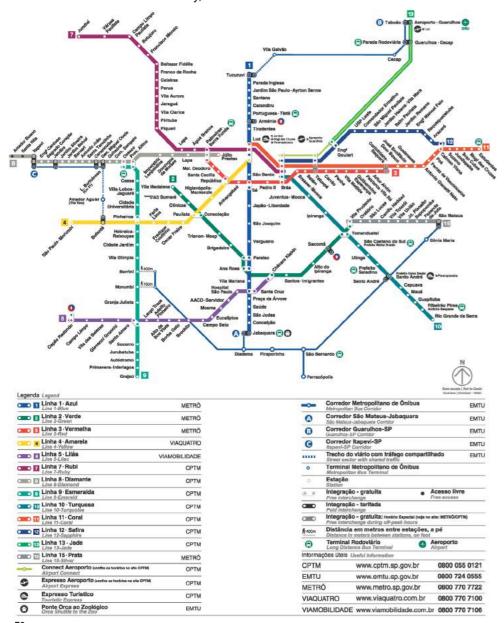


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From cover to page 10: José Cordeiro/SPTuris

Page 11: Otavio Frias

Page 13: Ramos de Azevedo (Vale do Anhangabaú); José Cordeiro/ SPTuris (Liberdade neighborhood)

Page 14: José Cordeiro/SPTuris

Page 15: Sergio Souza (Paulo Machado de Carvalho Municipal Stadium); José Cordeiro/SPTuris (Ibirapuera Auditorium)

Page 16: José Cordeiro/SPTuris (Batman's Alley)

Page 17: Santiago Cerini (Conquest); Divulgação (Girls from Ipanema)

Page 18: Reprodução (Sintonia); Stella Carvalho/Divulgação (A Menina que Matou os Pais); Alile Dara/Divulgação HBO (Pico da Neblina); Reprodução (Sense8)

Page 19: Reprodução (Good Morning, Verônica); Ariela Bueno (Marighella); Divulgação (Airplane Mode)

Page 20: Divulgação/Netflix (Black Mirror); Divulgação (Blindness); TV Zero (Call me Bruna); Reprodução (3%)

Page 21: Estevam Avellar/Globo

Page 22: Léo Caldas/Portal KondZilla (Kondzilla Films); printscreen (Corazón music video)

Page 26: Heloisa Ballarini-SECOM

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Page 32: Parakino

Page 33: Pexels-Michelle Guimarães: printscreen (3%)

Page 34: Wesley de Oliveiro

Page 35: Sylvia Masini (Mario de Andrade Library); José Cordeiro/ SPTuris (Itália Buildina)

Page 36: Joca Duarte (Extreme sports center); José Cordeiro/ SPTuris (Municipal market)

Page 37: José Cordeiro/SPTuris

Page 40: José Cordeiro/SPTuris (Vale do Anhangabáu); Joca Duarte (Zilda Natel Park and Independence Park)

Page 43: Pexels-C-Cagnin

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Page 45: Joca Duarte/SPTuris

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Page 50: Ricardo Kleine (Theatro Municipal de São Paulo); José Cordeiro/SPTuris (Paulista Avenue)

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Page 52: Joca Duarte

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Page 58: José Cordeiro/SPTuris

Page 59: Sylvia Masini

Page 60: José Cordeiro/SPTuri

Page 61: Pexels-C-Cagnin

Page 62: Ariela Bueno; Vitor Duarte

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