

FILM IN SÃO PAULO

Guidelines for your new scenario

**PRODUCTION GUIDE
2020**

 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**

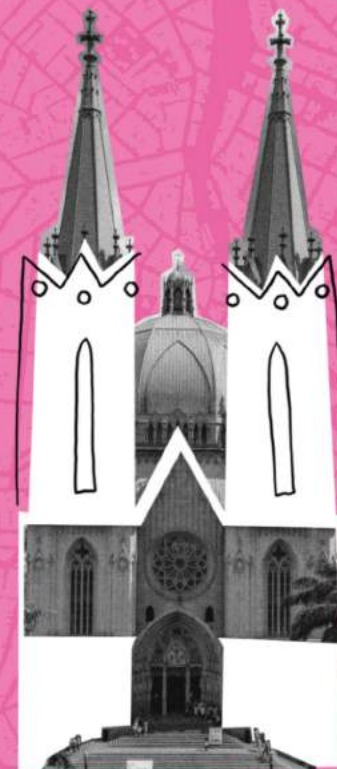
PRODUCTION GUIDE 2020



São Paulo
film commission



**CIDADE DE
SÃO PAULO**



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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

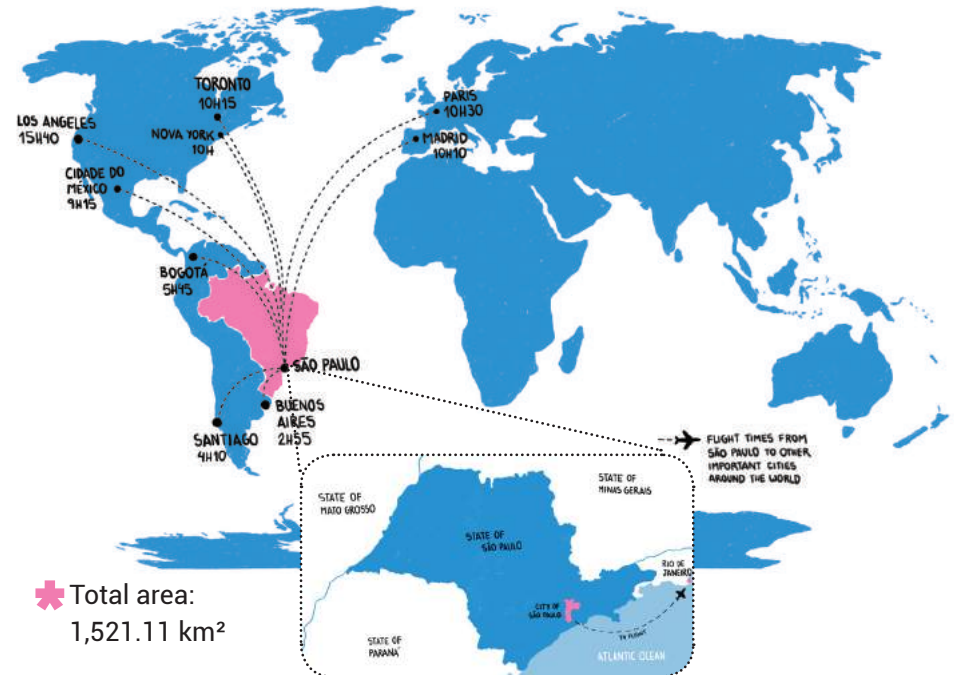
An introduction to São Paulo



São Paulo is a great city. 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.



✦ Total area:
1,521.11 km²

✦ 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, almost 500 hotels! 3 airports (including neighbouring towns), over 1000 cinema rooms, and 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

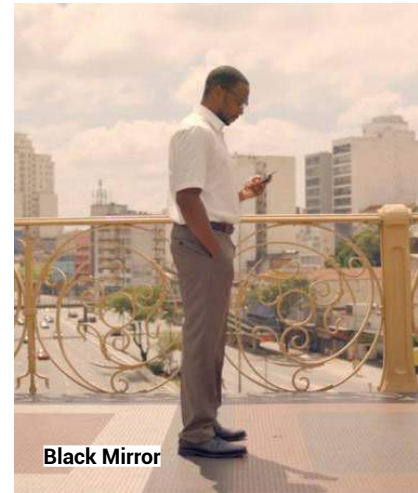


"The city of São Paulo, is such a cinematic city. Because of the architecture, the city itself, the cultural diversity. The city that we've been seeing, just speaks to cinema and storytelling."
Keanu Reeves, São Paulo, 2019





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 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 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 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.

CHAPTER 2



SPCINE

Who we are



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 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.

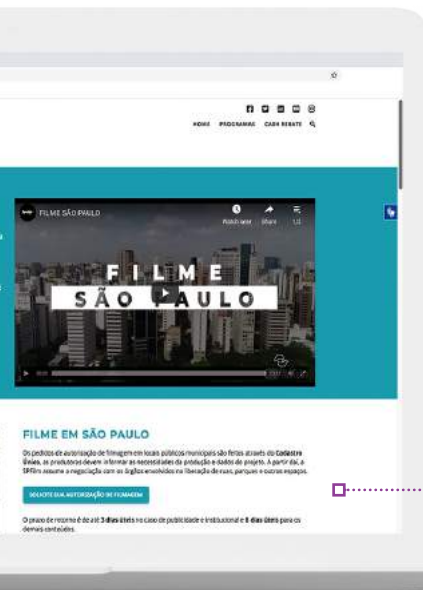
FILME SP App

FILME SP is an application (available for both iOS and Android systems), developed by Spcine, that works as a 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.).

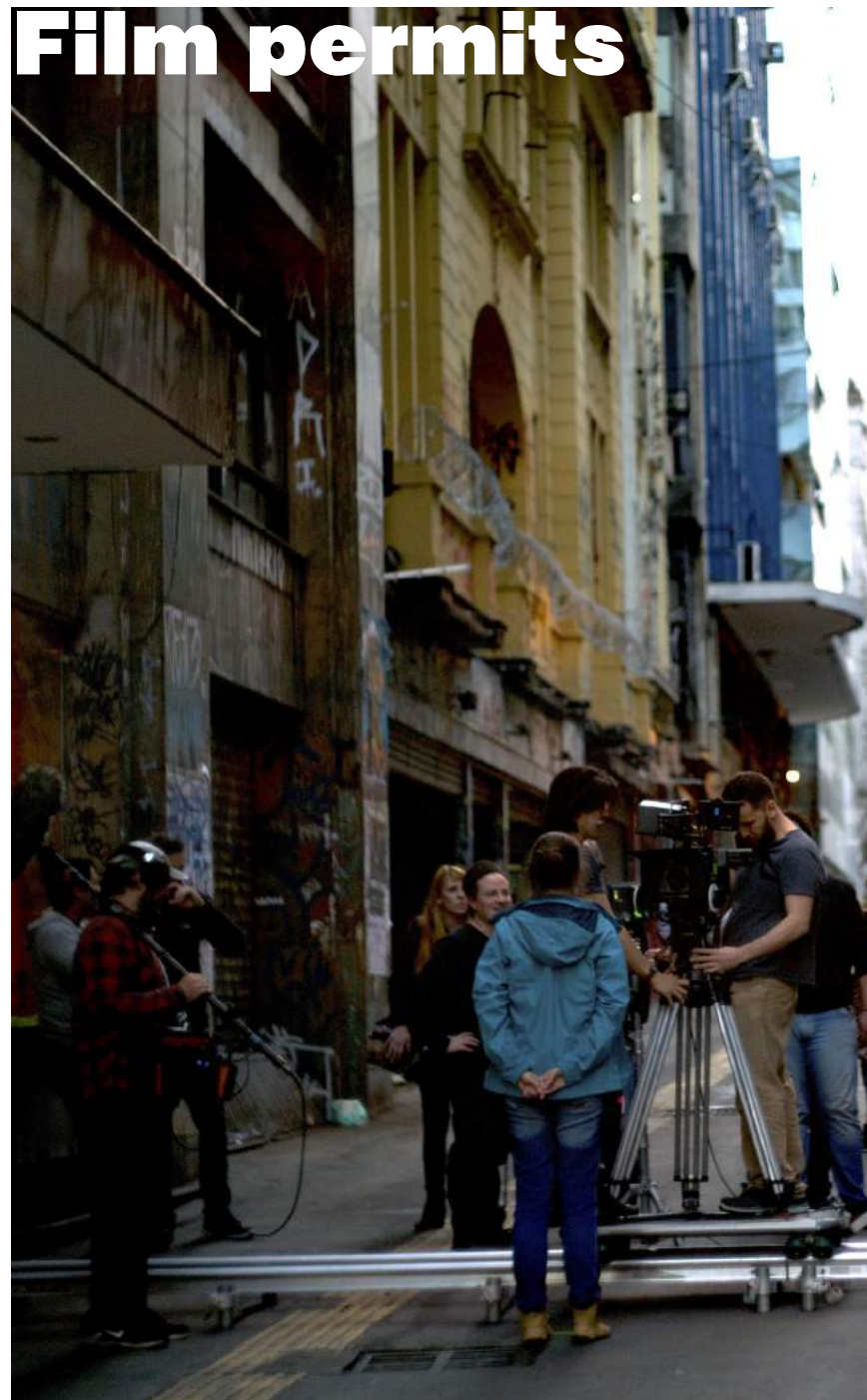


Local production companies catalog

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](#).



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. 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.



Mario de Andrade Library



Extreme sports center



Itália Building



Municipal Market

São Paulo city's filming 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 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
- ✱ Payment 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.

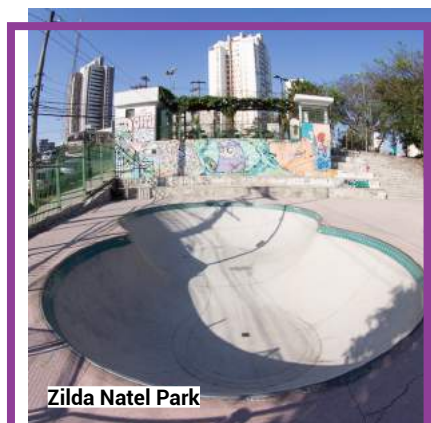
The program contains a clause for coping with pandemics. The actions defined in this clause are aimed at mitigating the negative impacts on income

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 continuity of workers' remuneration;
- ✦ Possibility of extending the deadlines for accountability, finalisation and exhibition of the project.



Vale do Anhangabaú



Zilda Natel Park



Independence Park

CHAPTER 3



**FILMING IN
SÃO PAULO**

Partnership with Brazilian production company



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.



Sé Cathedral

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 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;

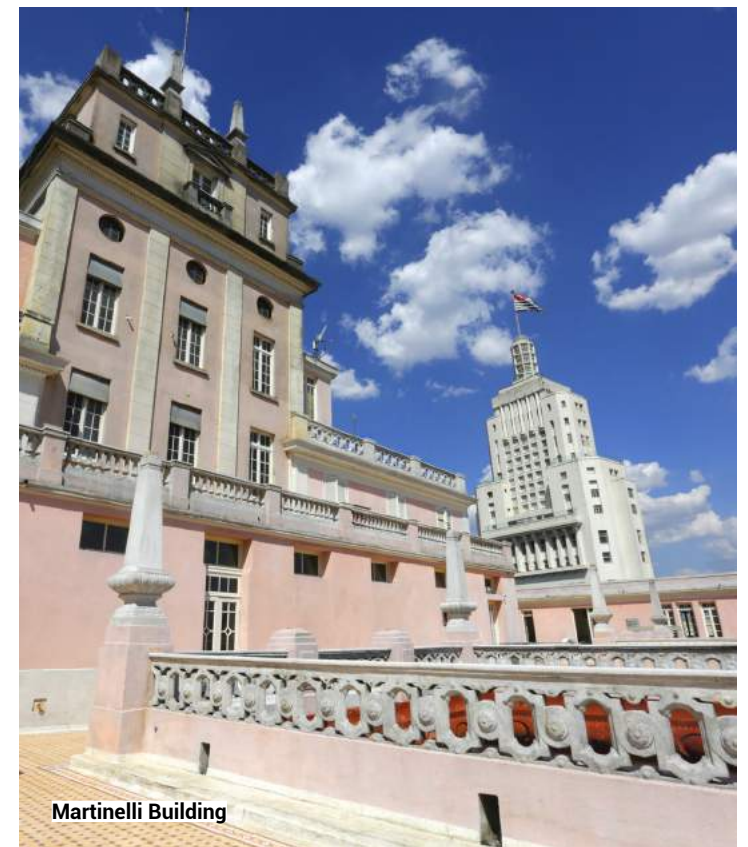
c) provisional filming / recording plan, indicating dates and locations (Municipality / State) in the Brazilian territory where the project will be carried out;

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.



Bial Building



Martinelli Building



Pinacoteca de São Paulo



Roosevelt Square



Salão Nobre



Theatro Municipal de São Paulo



Luz Station



Paulista Avenue

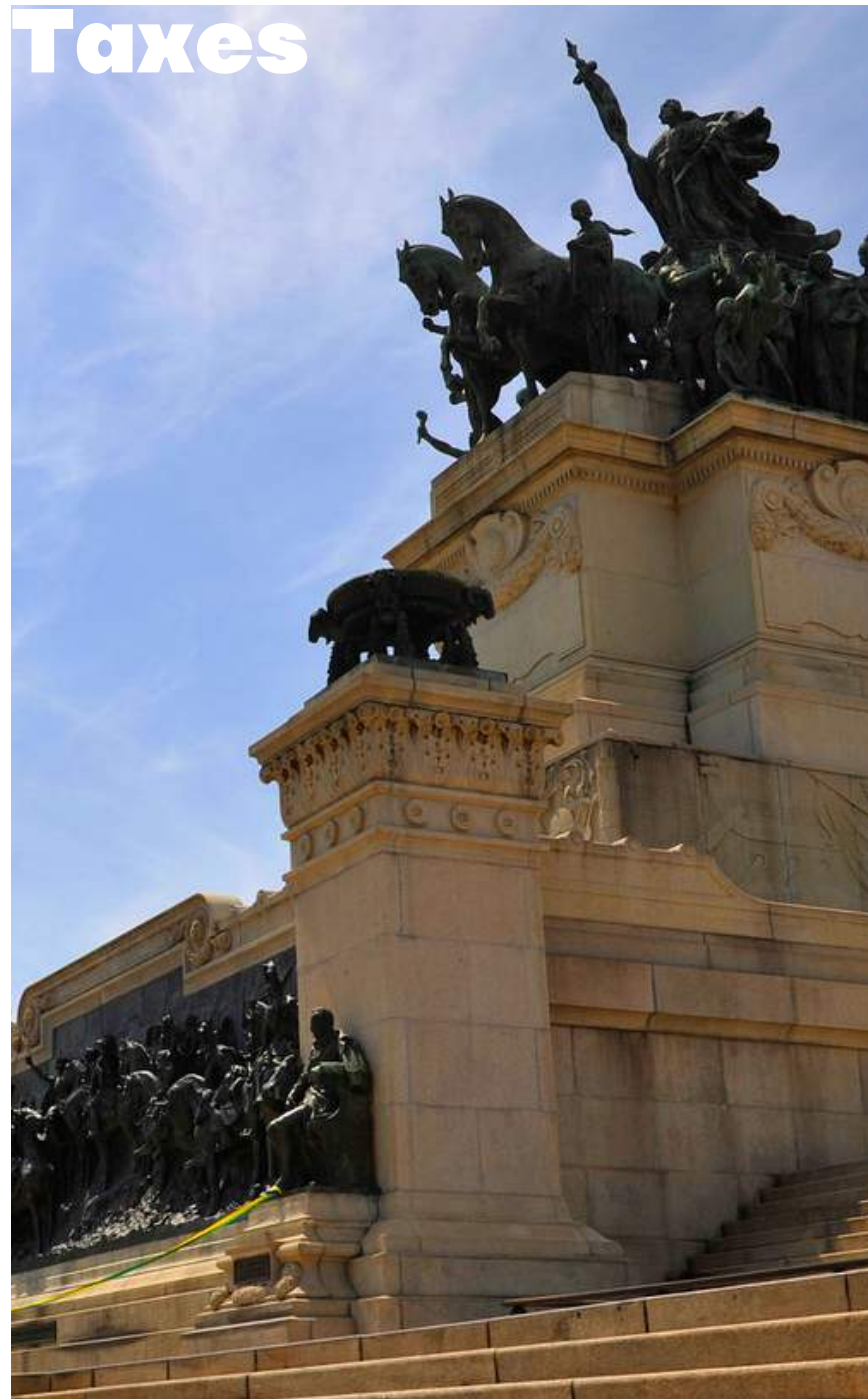
ATA Carnet

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



Remittance abroad taxes

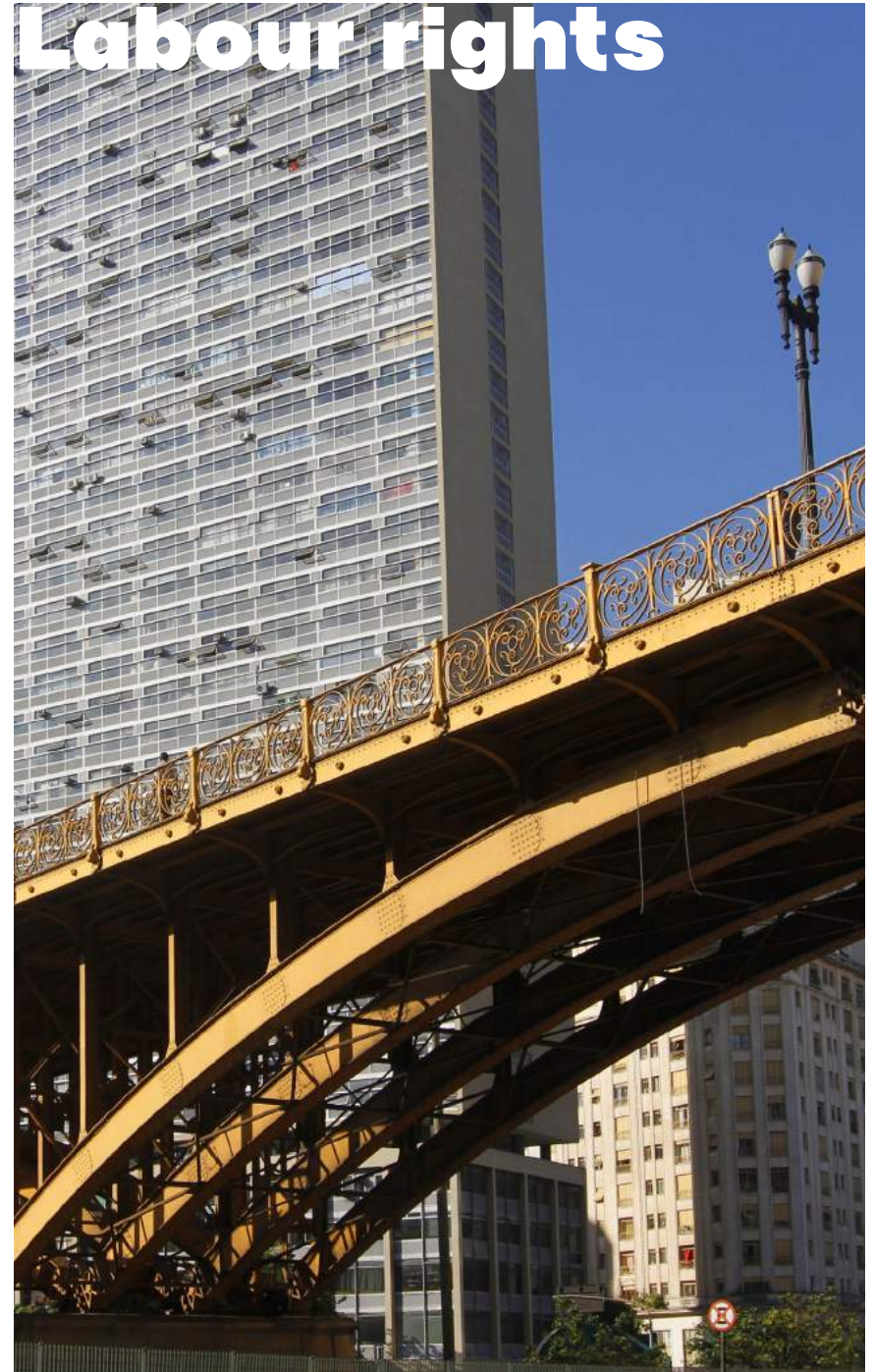
IRRF (withholding income tax)

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.



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

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

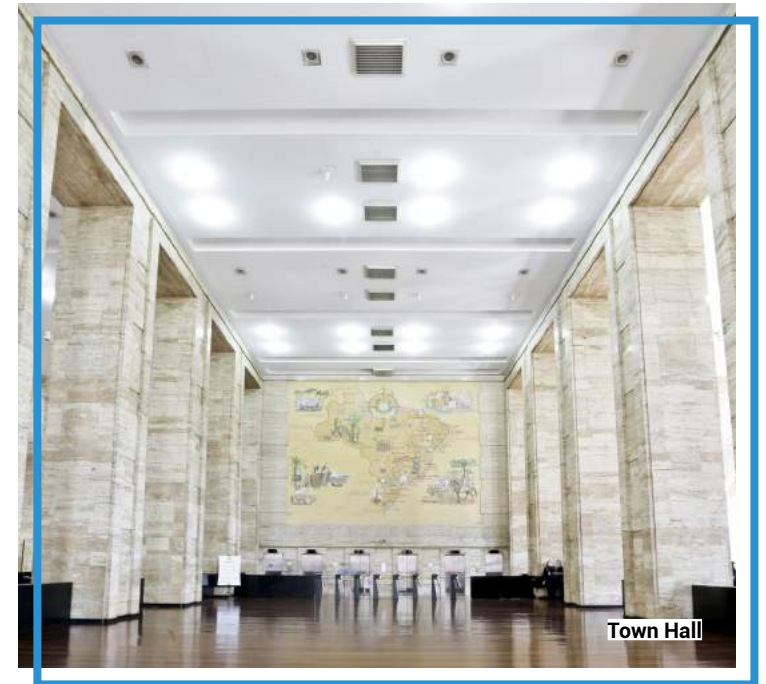
Freelance and outsourced workers must receive their payment, in case of advertising productions, in up to 30 days after the beginning of their services provision. In case of fiction, series or entertainment

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.





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.



Pinacoteca de São Paulo

✚ 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)

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.

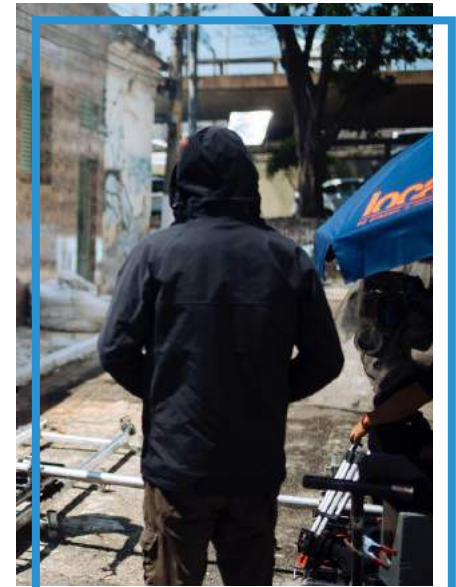
Sound stages

São Paulo has both purpose-built sound stages (including big studios, up to 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.





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 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.

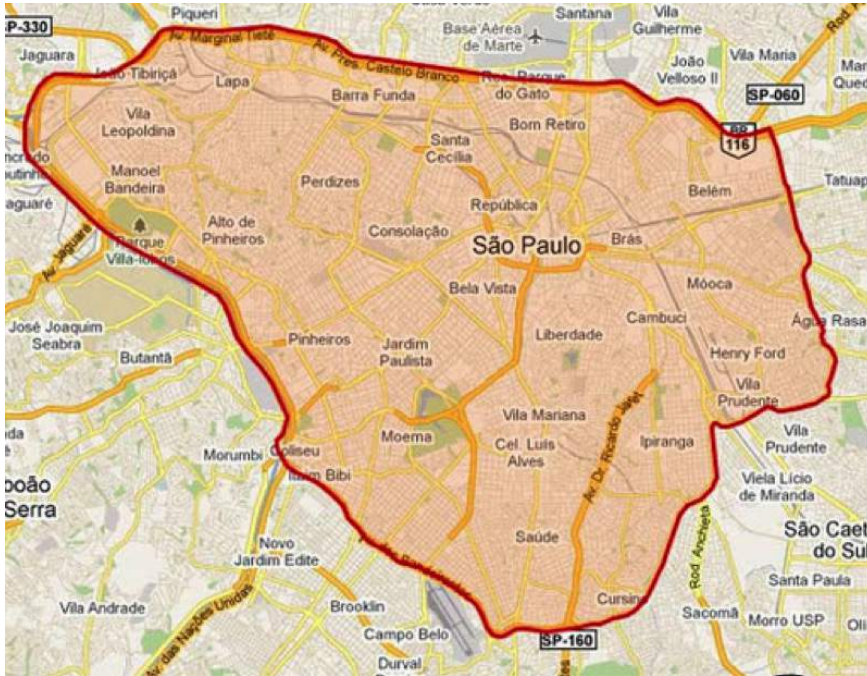
Logistics

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:

BRASIL XXXXXXX1 or 2	→ 1 or 2: car is not allowed to circulate on Mondays at the time periods listed above
BRASIL XXXXXXX3 or 4	→ 3 or 4: car is not allowed to circulate on Tuesdays at the time periods listed above
BRASIL XXXXXXX5 or 6	→ 5 or 6: car is not allowed to circulate on Wednesdays at the time periods listed above
BRASIL XXXXXXX7 or 8	→ 7 or 8: car is not allowed to circulate on Thursdays at the time periods listed above
BRASIL XXXXXXX9 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. [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.

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 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.

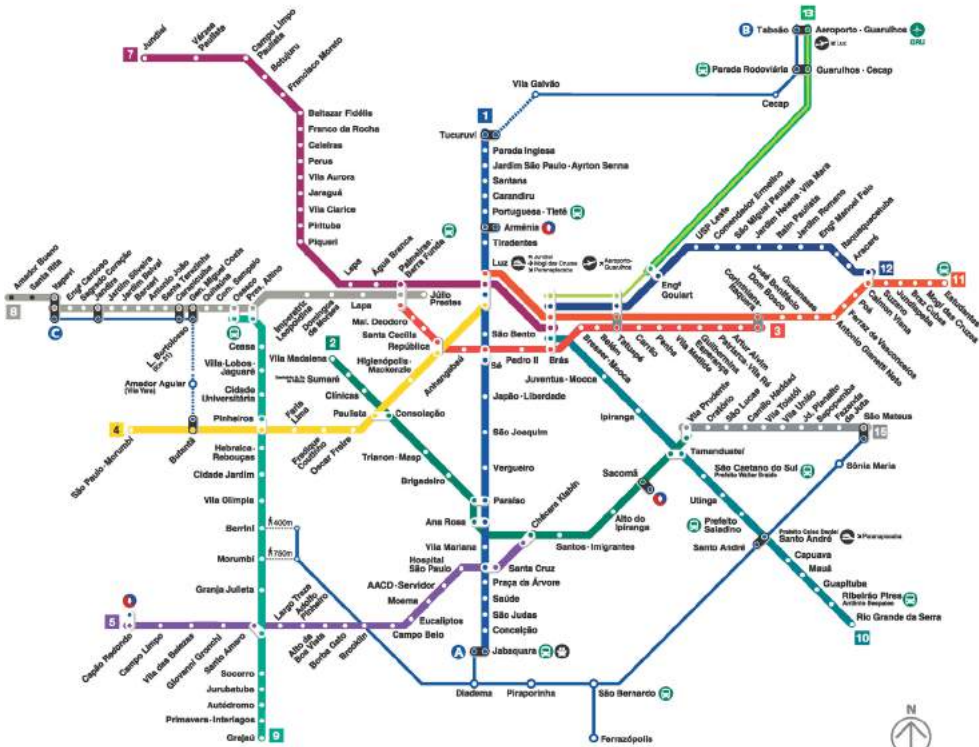
Helicopters

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 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	www.cptm.sp.gov.br	0800 055 0121
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