

The principal exception is live performances by musicians, primarily in the popular music and contemporary classical categories. In these cases, bookings are made on a commercial basis by agents. Since the same artists are often active in both the recorded and live performance categories, they are discussed in this profile under the music subsector.

The new media, which include CD-ROM, multimedia and the on-line dissemination of information, are growing rapidly throughout the world. These media generally involve the use of computers for their delivery. Mexico lags far behind the developed countries both in terms of the installed base of computers and the level of technology involved. The use of sophisticated computers is growing rapidly, but business users are much more likely than home users to have the necessary equipment. Therefore, the principal opportunities are for information dissemination rather than purely cultural products. Many Canadian companies are using the Internet, as well as CD-ROMs, to distribute information in Mexico. There is very little difference in the methods for doing this in Mexico than for any other country in the world.

FILM AND VIDEO

In Mexico, the term *cinematografía* is used to describe an industry that includes both film and television production. This subsector consists of companies that create *largometrajes* (feature films), *cortometrajes* (short films) and *videogramas* (video recordings). Television programs include those intended for broadcast over the airwaves or by cable television systems, as well as non-broadcast video productions for education and corporate promotion. The latter are distributed using videocassettes.

Although the film and television industries use distinctly different technologies, there is considerable overlap. Films are converted to videocassette for retail distribution. And film is often used as the original recording medium for productions intended only for television broadcast.

Film and television producers in Mexico belong to the *Cámara Nacional de la Industria Cinematográfica y del Videograma (Canacine)*, National Chamber of the Film and Television Industry. There is a separate national association for the cable television industry called *Cámara Nacional de la Industria de Televisión por Cable (Canitec)*.