

Mexico City. It was converted to a 12-screen complex with a total of almost 2,500 seats. *Cinemark* had several other projects underway during 1996, including a new 10-screen complex in Pedregal, which will cost US \$20 million.

*Cinemex de México*, an American-Canadian-Mexican venture, also completed major new facilities in the Mexico City region. They include *Cinemex Santa Fe*, with 14 theatres and 3,399 seats; *Cinemex Altavista*, with 6 screens and 1,225 seats; and *Cinemex Manacar* with 9 screens and 1,435 seats. During 1996, *Cinemex* had three new projects including 26 screens under development in the Federal District and the State of Mexico.

United Artists is the other major foreign company currently expanding its Mexican film theatres, with recent investments of US \$30 million. These projects include 12 new theatres in the Federal District, 10 in Aguascalientes and 12 in Guadalajara.

## THE REGULATORY ENVIRONMENT

*The Mexican government both supports and regulates the cultural industries, especially the mass media.*

The Government of Mexico has a number of programs designed to promote the cultural industries. The most important of these is the *Fondo Nacional para la Cultura y las Artes (Fonca)*, National Fund for Culture and the Arts. This agency has separate programs designed to promote Mexican culture in a wide range of media. Among other responsibilities, *Fonca* administers the *Programa de Fomento a Proyectos y Conversiones Culturales*, a cultural activities promotional program.

Because they reach such a wide audience, the film and broadcast industries attract special attention from the government. They are regarded as national cultural assets and are both supported and regulated. Two secretariats are involved in different aspects of these industries:

- The *Secretaría de Gobernación (SG)*, Secretariat of the Interior, is responsible for setting official standards, or *normas oficiales*, concerning the exhibition of films and television programs. Film and television regulations are administered separately by the *Dirección General de Radio, Televisión y Cinematografía*.