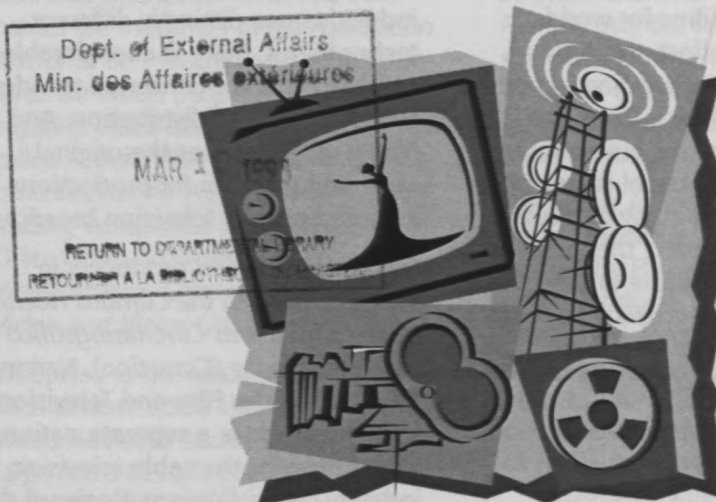


Film and Television



HIGHLIGHTS

Canadian film and television producers have found interesting opportunities in Mexico.

- Mexico offers a wide range of scenery for location shooting.
- Mexico's climate is ideal for year-round exterior shooting.
- Mexican crews are competent and well equipped for location shooting in both film and television media.
- Canada enjoys a reputation for superior post production facilities, which gives Canadian producers leverage in negotiating co-production agreements.

Opportunities for the release of Canadian-made films and television programs for exhibition in Mexico are significant, but so far mostly untapped.

THE NEED FOR NATIONAL IDENTITY

Cultural expression is an essential element in any country's national identity. Canada and Mexico have much in common in this respect. They share a special sensitivity to cultural issues, because of their

proximity to the United States and the massive exposure of their citizens to the American media. For this reason, both countries have consistently intervened in the film and television industry. This involvement includes both subsidies and regulation.

As mass-audience media, film and television play a critical role in the dissemination of various forms of cultural expression. Thus, their significance goes beyond the creation of jobs and contribution to gross domestic product (GDP).

Canadian film and television programs are not widely seen in Mexico. In 1995, there was only one release of a Canadian film to a Mexican theatre, down from four in 1992. There was also an official government-sanctioned Canada-Mexico co-production released in 1994. In general, television is a better prospect than theatres since, by law, theatrical releases may not be dubbed into Spanish. But prospects for television movies are also limited by the fact that the number that may be dubbed is regulated by the government.

Most of the cases identified for this market summary involve Canadian television and video productions done in Mexico for Canadian con-

SUMMARY REPORT

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