

FEATURE FILM PRODUCTION

There were just over 100 feature film producers registered with *Canacine* in 1995, with 96 of them located in Mexico City. About half of these producers are affiliated with the *Asociación de Productores y Distribuidores de Películas Mexicanas (APDPM)*, Mexican Association of Film Producers and Distributors, which is probably more representative of the feature film industry. According to the *APDPM*, most of these companies are very small operations. The only large feature-film producer in Mexico is *Grupo Cine de Televisa*, which is a subsidiary of *Televisine*. This company produced or co-produced 72 films, at an estimated cost of \$82 million Mexican pesos, between 1990 and 1994. This puts the average budget at well under C \$200,000 at the exchange rates that prevailed in late 1996. In 1994, the private film industry produced 37 feature films, at a cost of \$78 million Mexican pesos. In the same year, *Instituto Mexicano de Cinematografía (Imcine)*, the government-operated Mexican Film Institute, completed 9 feature films, at a cost of \$23 million Mexican pesos. Total 1994 production of 46 films compares with 101 in 1989. Production fell further to 14 in 1995.

Cámara Nacional de la Industria Cinematográfica y del Videograma (Canacine), National Chamber of the Film and Television Industry, attributes the decline of the industry to several factors. The number of weeks of screening of Mexican movies has been drastically reduced over the past few years, because the minimum Mexican content regulations have been relaxed. Distribution of Mexican films in other Spanish markets, including the US, has also fallen drastically. Some observers attribute this to low budgets and poor quality, resulting from under-capitalization of the industry. Others point to repetitive themes, with sex comedies and violent action stories predominating.

SHORT FILM PRODUCTION

Canacine defines a *cortometraje*, short film, as a movie of less than 60 minutes recorded on film ranging from 8 millimetres to 70 millimetres. There were 84 producers of short films registered with the chamber in 1995, a reduction from 107 a year earlier. Sixty-nine of these companies are also members of the *Asociación Mexicana de Filmadores (Amfi)*, Mexican Association of Film Production Companies, which reports that 51 produce live-action films and 6 use animation. The others are engaged in advertising and promotion. Of the 51 live-action producers, 2 were classified by *Amfi* as large and 8 as medium-sized outfits. Annual production of short films is estimated at about 2,000 units. According to an analysis by *Canacine*, about 95 percent of these productions are advertising commercials of 60 seconds duration or less. These are recorded on 35 millimetre film before being transferred to videotape for broadcast. The annual revenue of this subsector is estimated by *Canacine* at about \$500 million Mexican pesos.