

Hard Rock Café is the largest in the world, and has recently featured Canadian bands, including Toronto's Reggae Cowboys.

Artists of international calibre generally obtain bookings through agents through the same process used around the world. Emerging musicians and groups, both classical and popular, receive promotional assistance from the Canadian Embassy in Mexico. The embassy assists about 10 popular groups per year to perform in Mexico. It also works through the Canadian Music Competition to find young musicians who would benefit from Canada-Mexico exchange performances.

The music recording business in Mexico is dominated by large multinationals, most notably Sony and PolyGram. Although independent labels exist, there are very few. In general, they find it difficult to compete with multinational labels on one hand, and pirated music on the other. It is estimated that as much as 30 percent of the recorded popular music sold in Mexico is pirated.

THE FILM INDUSTRY

The production of Mexican films has declined sharply, but the cheaper peso is driving an increase in location shooting for foreign films in Mexico.

The film industry was hard hit by the economic crisis spawned by the devaluation of the peso in December 1994. Since 1992, the industry has also declined as a result of the phase out of the requirement that half of all theatre screen-time be devoted to Mexican movies. The minimum was reduced to 10 percent for 1997 and will be eliminated entirely in 1998.

In 1995, there were only 14 feature films released in Mexico, compared with 46 a year earlier. Ten of these were private productions, two were assisted by government, one was foreign-made and the other was produced by a cooperative. The television production company, *Televisine*, produced three films during 1995, with average budgets in the \$3 million Mexican peso range. Government/private feature films produced during the year had budgets slightly higher. *Pinturas Rupestres de Baja California*, for example, had a budget of \$4.2 million Mexican pesos.