



So You Want to Shoot in Brazil? FilmBrazil Tells You How

Brazil is no doubt an attractive advertising market, with an increasingly affluent population and steady economic growth. If you are involved in the production world and are looking to grow your business in a dynamic market, it may be tempting to book your flights and start shooting. After all, in 2012 the 4,000+ ANCINE-registered production companies in the Brazilian advertising market produced over 16,000 commercials, generating a \$1.8 billion profit for the \$23 billion dollar industry.

But it isn't necessarily that easy. The Brazilian CONDECINE program levies costly fees of up to \$253,850 R (\$141,027 US) for advertisements airing in the country, reinvesting those funds into the Brazilian production industry. Fees are imposed on nearly all advertisements airing in the country, including:

1. **Brazilian Commercials**
2. **Brazilian Commercials Shot Abroad**
3. **Foreign Commercials**

These fees reduce dramatically for films that are produced in Brazil and in association with Brazilian production companies. FilmBrazil helps foreign advertisers take advantage of these savings, connecting them with top production talent.

Strict rules govern the makeup of these hybrid production crews. FilmBrazil, which is the largest production and creative network in Latin America, lays out the requirements for foreigners who wish to shoot an advertising campaign in their nation. **The following does NOT apply to advertising campaigns that will NEVER air in Brazil:**

- **Requirement #1:** Campaigns **MUST** be produced by a Brazilian production company registered with the Agência Nacional do Cinema (ANCINE).
- **Requirement #2:** Campaigns **MUST** be shot by a Brazilian director or a foreign director who has lived in Brazil for more than three years.
- **Requirement #3:** Two-thirds of the production team **MUST** be composed of Brazilians or foreigners who have lived in Brazil for more than five years.
 - **ONLY** one-third of the production team can be foreigners, and the director and the stage director **CANNOT** be part of this group of foreigners.





However, an exception allows foreign directors to co-direct projects with Brazilian directors:

- A foreign director may co-direct with a Brazilian director, **HOWEVER**, the Brazilian director **MUST** participate in the job's execution. "Participating" means that the Brazilian director will be on set, will receive a fee, and will sign the clapperboard with the foreign director.
- The **ONLY** Brazilian production companies that can use this exception are those that have been in business for more than five years and have at least 240 advertising commercials registered with the Brazilian regulatory agency, ANCINE.

All TV, advertising and film to be broadcast in Brazil must register with ANCINE:

- ANCINE charges fees for filmed content that will be broadcast in Brazil, reinvesting \$1.5 billion of these fees in local independent productions. These fees reduce dramatically for films that are produced in association with Brazilian production companies.
- To register a commercial, it must have one master copy plus five variations, for six total versions.
- To register an institutional film for the retail market, it must have one master copy plus 50 versions, for 51 total versions. Registration costs 4,570 Brazilian reals for 12 months for all media.

Brazilian production companies are also helpful partners to foreign productions on a more practical level - serving as translators and guides to non-native filmmakers, and generally helping to reduce production costs over all.

