Spcine

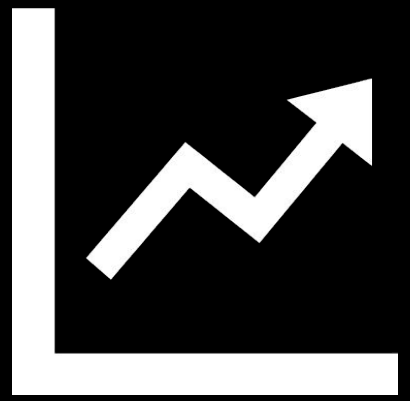
ABOUT

Spcine is a São Paulo City Hall initiative, through the support of the City Department of Culture, in partnership with the Brazilian Ministry of Culture, through ANCINE, the National Film Agency.

As a state-owned company, Spcine focuses on the development of the audiovisual industry in the region. The office runs incentive programs, promoting national and international cooperation and boosting the expansion of production services, supplies and innovations. Our line of action is based in financing and supporting policies for the creative industry, reaching films, TV, games and web production. Our goal is to recognize the economic and cultural potential of São Paulo´s creative industry and, therefore, enhance its positive impact on cultural and social aspects of our citizens lives.

WORKING AREAS

Spcine



Funding

Film Commission

Innovation

INVESTMENT PROGRAM

Funding Spcine

Focusing on projects produced or co produced amongst companies from São Paulo, Spcine invests in development, production and distribution.

Full Lenght Production and Distribution 2015/2016

Production
2015: R$ 13.450 million
2016: R$ 7 million

Distribution
2015: R$ 6.620 million
2016: R$ 2.350 million

Distribution small budget movies 2016

For films without chances of theatrical distribution.

36 applied. In selection process for max. of 17 films.

2016: R$ 510 thousand

TV Series Development 2016

Projects development of independent companies with a TV Channel as a partner already on board. In selection process.

2016: R$ 2 million

INVESTMENT PROGRAM

Funding Spcine

Production full length films

21 films covered in 2015 and R$ 7 million for more films in 2016.

Low budget films 2015

262 applied
fiction, documentary, animation.
15 films selected.

Investiment: R$ 7.7 million

High budget films 2015

6 films selected by commercial criteria, no need of selection committee process.

Investiment: R$ 5.75 million

All budget films 2016

162 applied.
In selection process

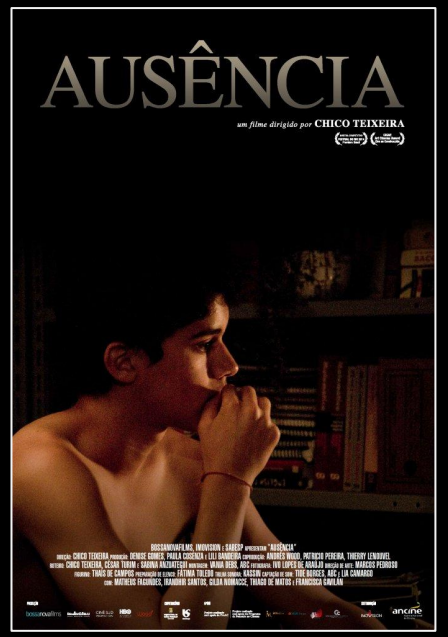
Investiment: R$ 7 million

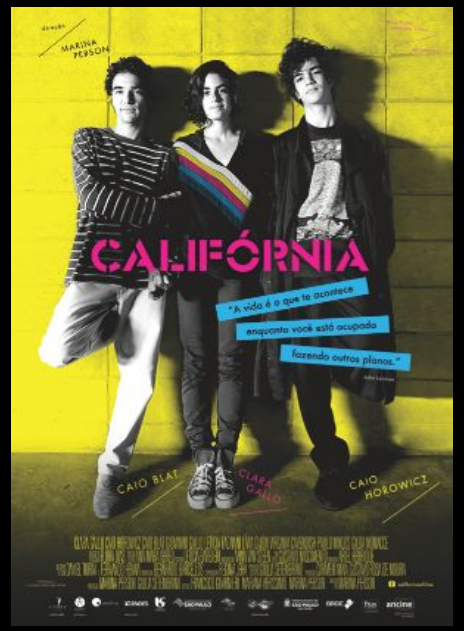
INVESTMENT PROGRAM

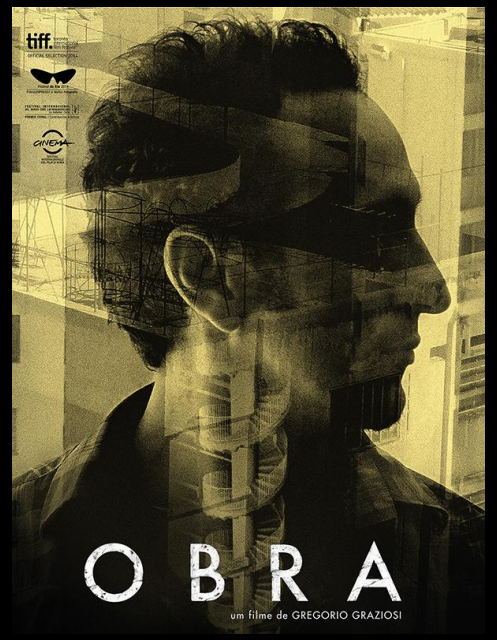
Funding Spcine

Distribution full length films

25 films covered in 2015 from low to high P&A budget.







INVESTMENT PROGRAM

Funding Spcine

Spcine launches films that doesn't have market chances. 5 films in 2015 and there is R$ 510 thousand for a maximum of 17 more films in 2016, of 36 applied.

A VIDA PRIVADA DOS HIPOPÓTAMOS

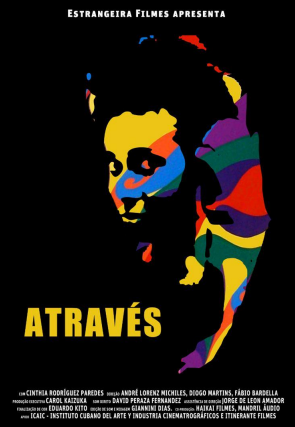
Maíra Bühler and Matias Mariani
2014, 92min.

HAMLET

Cristiano Burlan
2014, 90min.

JÁ VISTO JAMAIS VISTO

Andrea Tonacci
2014, 54min.



ATRAVÉS

André Michiles, Fabio Bardella, Diogo Martins
2015, 105min.

AQUI DESTE LUGAR

Sérgio Machado
2015, 87min.

INVESTMENT PROGRAM

Funding Spcine

Channel Board

Spcine invites TV channels (both open and cable), VOD platforms and producers to meet all projects submitted to any Investment Program.

Open TV

VOD

National Cable

International Cable

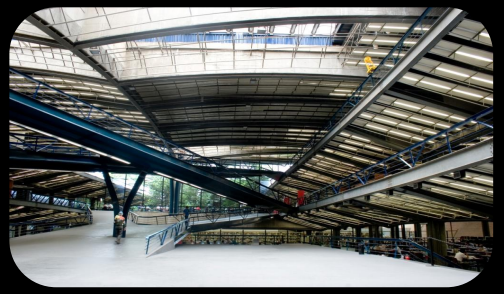
CIRCUITO Spcine

Funding Spcine

With a potential of 82 public movie theaters, Circuito Spcine has already 20 theaters refurbished and in operation.

06 Cultural Centers
12 Theater
04 Culture Houses
45 CEUs
14 Libraries
01 Historical Archive

82 potential venues



Centro Cultural São Paulo

CEU Quinta do Sol

Centro de Formação Cultural Cidade Tiradentes

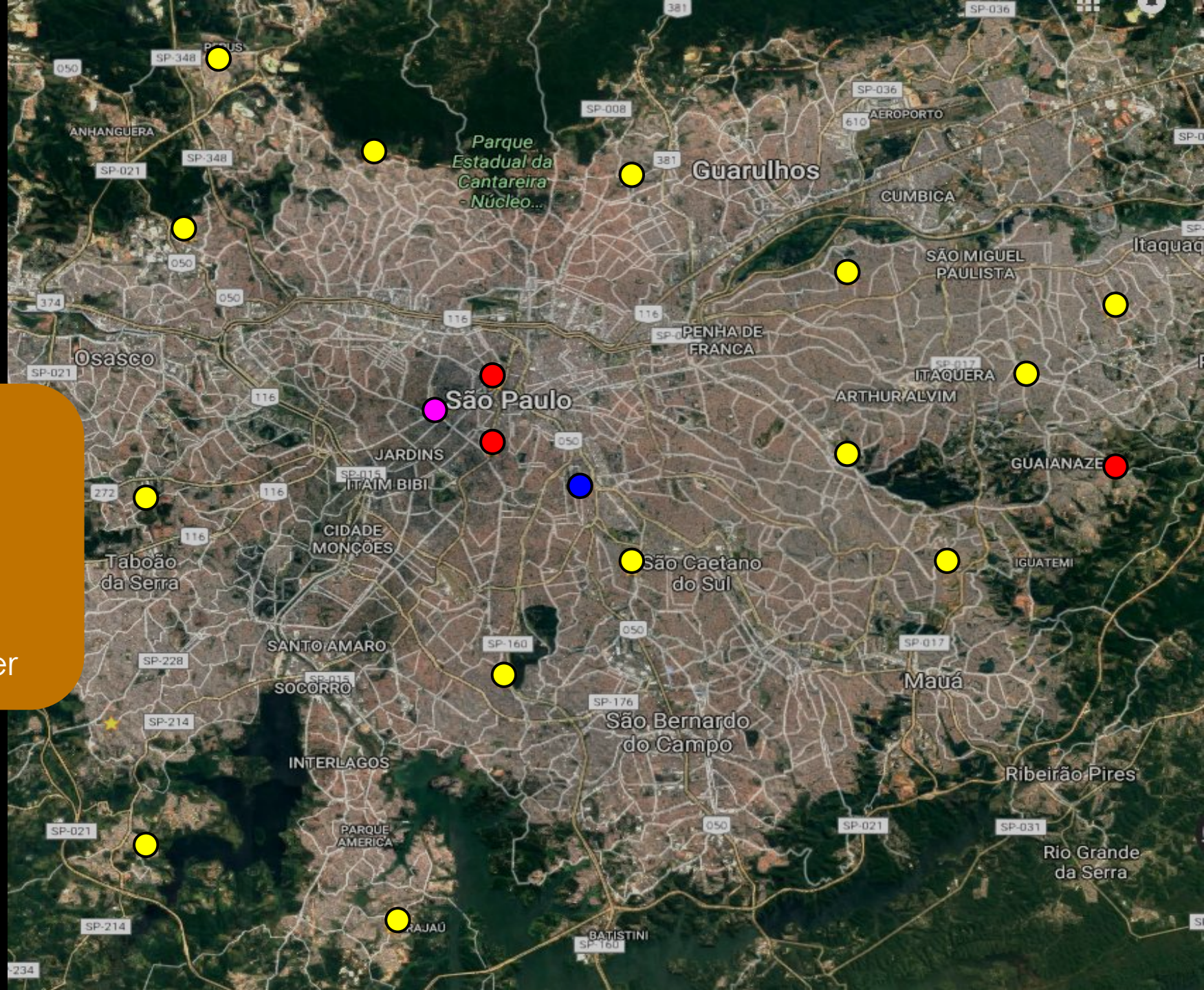
CEU Perus

Galeria Olido

CIRCUITO Spcine

20 screenings
already working + 1
partner theater

- 04 Cultural Centers
- 01 Library
- 15 Educational Centers
- 01 Partner movie theater



CIRCUITO Spcine - films screened

Funding Spcine

Exhibited Films - 150 thousand viewers in the first 3 months (from march to september 2016)

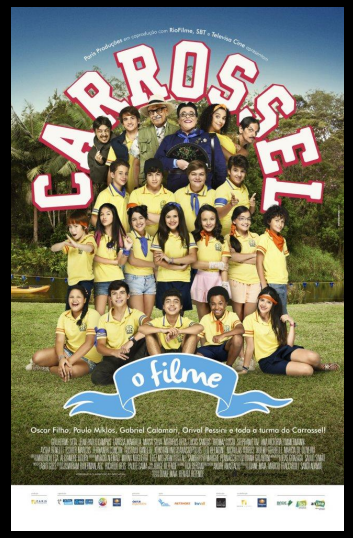
160 viewers per session
14 Sessions

135 viewers per session
84 Sessions

125 viewers per session
20 Sessions

110 viewers per session
8 Sessions

100 viewers per session
57 Sessions



95 viewers per session
111 Sessions

SÃO PAULO FILM COMMISSION

Film Commission Spcine

The São Paulo Film Commission offers the audiovisual producer facilities to film in the city, such as agility in applications for filming through a centralized and online process, articulation with CET (Traffic Engineering Company), information about the local film industry and discounts for filming in public locations, all conducted by a team of highly qualified producers. The Film Commission of São Paulo also guides the international producers' search for local business partners.

SÃO PAULO FILM COMMISSION

Film Commission
Spcine

More than 200 productions, 8 thousand jobs and R$140 millions. Results from the first 3 months after the São Paulo Film Commission was launched in May 2016.

- **Registered Productions:** 246
- **Format:** 10 webseries, 18 series, 27 shorts, 12 full lenght, 13 B.O., 25 TV Shows, 2 animation, 13 docs, 94 advertising, 5 soap operas, 30 others (scholar, education, etc)
- **Jobs:** 8.705
- **Requested public locations:** 1.258
- **Total Invested:** R$ 144.316.246,63

SÃO PAULO FILM COMMISSION

Film Commission Spcine

Last May the São Paulo Film Commission attended an international production for the first time. Netflix Sense8 directed by Lana Wachowsky.

INCENTIVE PROGRAMS

Innovation
Spcine

Focused on the development of the creative professionals in town, Spcine promotes specific programs focused on new talents and technologies.

Codevelopment with Canada

Codevelopment with Canadá for TV, Games, Web and VR projects.

5 selected projects in 2015

2015: R$ 220 thousand
2016: R$ 200 thousand

Short Film

Short film incentive program with quota for woman, indigenous, afro-brazilian and transgender

30 short films selected 2016

2016: R$ 1.8 million

Doctoring

10 scholarship prizes of R$ 30 thousand during 6 months for young screenwriters.

Accepting submissions!

2016: R$ 300 thousand

INCENTIVE PROGRAMS

Innovation
Spcine

Codevelopment in partnership with Canada Media Fund

5 selected programs in 2015 for TV, Game and Web projects and R$ 200 thousand for more in 2016.

Spcine

Canada Media Fund

TV:

Palm Effect (doc)
The Untamed: The Pantanal (doc)
Ping Pong (TV serie, animation)

WEB:

Skeletoons

GAME:

Space Scum

GAMES

Innovation Spcine

Funding

From the idea to the final result, there is a Spcine program for you.

Game Development

For great ideas that deserves more time to be become great products.

Development 2013
2 grants a R$ 50 thousand
4 grants a R$ 25 thousand

Game Production 2014

For projects already developed that needs an investor.

Production 2014
4 grants a R$ 200 thousand

Production 2016
R$ 1.5 million (planned)

Batalha Animada

1 grant for the production of a mobile game based on a Brazilian TV animation series.

2016: R$ 100 thousand

BATALHA ANIMADA

GAMES

Innovation
Spcine

Funding

11 projects covered since 2013 and there is R$ 1.5 million for more projects in 2016.

Projects done:
Ninjin, Clash of Carrots: atendee @ Tokyo Game Show 2016 (Sony Booth)
Star Vikings: from one of the team members of Chroma Squad (in Open Beta now)
My Night Job: First Spcine-funded game released commercially (Steam / PS4).

GAMES

Innovation
Spcine

Events

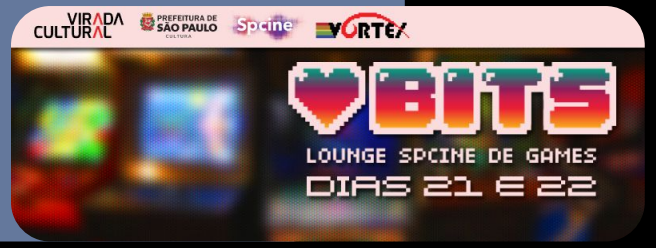
The locus for game devs to meet and share their experience, projects and products.

Spin / Spin Off

Spin is monthly meeting of indie game devs in São Paulo and Spin Off happens twice a year and integrates transmidia volks and projects.

<3BITS (HeartBITS)

Is an annual lounge hosted by Virada Cultural on a public space, celebrating the GAME culture, including game music, game illustration and the Brazilian game dev scene.



ENCONTRO COM CINEASTAS Meeting with Filmmakers

Innovation
Spcine

Film exhibition at “Circuito Spcine” (Spcine Screening Network) in addition to a discussion with the filmmakers after the screening. On the first edition back in 2015, there was Beto Brant with OS INVASORES, Jefferson De with BROTHER, Caru Alves de Souza with DE MENOR, Tata Amaral with ANTONIA e Eryk Rocha with CAMPO DE JOGO.

LEIA Experimentation and Audiovisual Innovation Lab

Innovation Spcine

The space comes to host sound and image studios, post production and special effects facilities, animation and games startups. For that, the lab will also host a project incubator, beyond courses and training workshops.

R$ 7 millions in partnership with the Communication Ministry to buy equipments.

First stage of implementation - 01/2017

1,5 thousand square meters

Ministério das Comunicações

GOVERNO FEDERAL BRASIL PAÍS RICO É PAÍS SEM POBREZA

LAB Spcine

Innovation
Spcine

Educational Labs

At some events, like DocSP, Anima Mundi, BrLab and Mix Brasil one international guest is the advisor of a workshop, sharing specific knowledge with São Paulo's professionals.

SP Mundus

Innovation
Spcine

Content exchange program

Aiming to bring São Paulo films to an international audience, SP Mundus send films straight to exhibitors worldwide, paying a fee for the screening to the rights holders. For the exhibitors a good chance to become great distributor free films in their territory. In other hand, Circuito Spcine is also looking for distributor free content from other countries and closing agreements with organizations abroad, that are able to send us great films for no fee.

CINETECA NACIONAL
MÉXICO

recam
Reunión Especializada
de Autoridades Cinematográficas
y Audiovisuales del MERCOSUR

Союз
кинематографистов
российской федерации

Festivals, Events and Markets 2016

Innovation
Spcine

Spcine sponsors many audiovisual events in São Paulo and some in other cities.

1st semester: R$1.260.000,00

2nd semester: R$1.500.000,00

January

December

RIO CONTENT MARKET
HERE WE DO BUSINESS

mostra ECO FALANTE de cinema AMBIENTAL
Ecofalante Environmental Film Festival

BIG
Brazil's Independent Games Festival

25º FESTIVAL INTERNACIONAL DE CURTAS METRAGENS DE SÃO PAULO

MOSTRA INTERNACIONAL DE CINEMA
São Paulo International Film Festival

IN-EDIT
FESTIVAL INTERNACIONAL DO DOCUMENTÁRIO MUSICAL
~BRASIL

EXPOCINE16
11 – 18 NOV 2016

GAME COX

FNDROES

BrLab laboratório de desenvolvimento de projetos no Bra

É Tudo Verdade
It's All True
FESTIVAL INTERNACIONAL DE DOCUMENTÁRIOS
INTERNATIONAL DOCUMENTARY FILM FESTIVAL

MINISTÉRIO DA CULTURA, FUNDAÇÃO MEMORIAL DA AMÉRICA LATINA, SECRETARIA DE ESTADO DA CULTURA DE SÃO PAULO, SECRETARIA MUNICIPAL DE CULTURA DE SÃO PAULO, PETROBRAS, SABESP, SESC E ASSOCIAÇÃO DO AUDIOVISUAL APRESENTAM

ASSOCIAÇÃO DO AUDIOVISUAL
MEMORIAL
30/jul a 5/ago
10º festival de cinema latino-americano de São Paulo 2015

Anima Mundi
www.animamundi.com.br

DOCSP

mixbrasil

telas

Festivals, Events and Markets 2016

Innovation
Spcine

Mission

All cosponsored events by Spcine follows the guidance which help us to accomplish the company mission.

- Democratize the access to the events' content, promoting film screenings and debates on Spcine Screening Network, mainly in theaters located in the poor suburbs of São Paulo.
- Promoting education actions, the Lab Spcine, that brings international guests to advise workshops, sharing specific knowledge with São Paulo's professionals.
- Spread Spcine brand in all online and offline networks of the events.

Spcine

international.spcine@gmail.com