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March 2005

## Film and Television Sector Profile<sup>(1)</sup> - Argentina



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## MARKET OVERVIEW

### Film

While Argentina's cinema audience declined during the first years of the country's four-year recession, Argentinians--who are enthusiastic consumers of cultural industries--returned to the movie theatres beginning in 2000. Movies comprise the only cultural sub-sector that didn't suffer due to the 2001/2 economic crisis and by 2003, the number of film goers rose to 32.6 million.

However, significant differences between the behaviour of audiences in the City of Buenos Aires and in the rest of the country can be registered. In 1995, 70% of the national audience lived in Buenos Aires, while in 2003, the majority or about two thirds lived in cities other than Buenos Aires. The explosion in audience numbers outside of Buenos Aires can be explained in part by the novelty of new shopping malls appearing in almost every city, featuring major movie theatres that have been built and managed by international chains. Nevertheless, citizens of Buenos Aires went to the movies 3.4 times on average during 2003, more often than other Argentinians, who on average went only once. Among film goers in Buenos Aires, 39% attended movie theatres at shopping malls.

During the first six months of 2004, nearly 22.8 million movie tickets were sold in

Argentina. This figure suggests continued growth in the market as 32.6 million tickets were sold in the entire year before (see [Table 1](#)).

**Table 1. Film Audiences in Argentina, 1995-2003**

Year	Total Number in Argentina	Total Number in Buenos Aires
1995	18 340 672	12 863 804
1996	22 466 428	12 723 023
1997	27 528 825	14 057 218
1998	30 575 903	12 456 479
1999	19 683 512	5 434 058
2000	24 093 485	7 744 653
2001	27 765 625	9 328 701
2002	30 894 781	10 062 104
2003	32 635 988	10 756 480

Source: National Institute of Cinema and Visual Arts (INCAA)

More than 320 movies were shown in 2003; of these, 49% were produced by the United States, 24% by Argentina, 9% by France and 3% by Spain (only two films were Canadian). Regarding viewing preferences, 82% of the consumers chose American movies while 9% chose Argentine movies (see [Table 2](#)).

**Table 2. Film Supply and Demand in Argentina, 2003**

Supply, by Country			Demand, by Country		
Country	No. of Movies	% of Market	Country	No. of Viewers	% of Market
United States	172	48.9	United States	27 345 636	82.0
Argentina	83	23.6	Argentina	3 067 112	9.2
France	31	8.8	France	740 625	2.2
United Kingdom	5	1.4	United Kingdom	718 231	2.2
Spain	11	3.1	Spain	319 149	1.0
Germany	5	1.4	Germany	316 641	.9
Sweden	3	.9	Japan	124 793	.4
Mexico	4	1.1	Mexico	105 257	.3
Canada	2	.6	Italy	105 032	.3
Brazil	2	.6	Brazil	85 701	.3
Others	2	5.2	Others	514 893	1.0

Sources: INCAA, Instituto Nacional de Estadísticas y Censos (INDEC), and Centro de Estudios de Desarrollo Económico Metropolitano (CEDEM)

Of the movies shown in movie theatres, 24% are Argentine and 76% are foreign. This disproportion in favour of foreign films is also seen outside of movie houses: on free-to-air terrestrial TV, 18% of movies shown are Argentine and 82% foreign, while on cable TV, 8% are Argentine and 92% are foreign.

Over the last four years, the motion pictures market has gone through considerable consolidation by multinational exhibition and distribution groups. In 1997, these groups owned 12% of the market; today, they own 65% of the movie theatres in Argentina.

#### Argentine-Canadian Co-Productions

The Argentine film industry has enjoyed successful co-productions with Canadian companies. In 1991, for example, Rock Demers and Lita Stantic produced *Summer*

of the *Colt (El verano del Potro)*, directed by Andre Melancon. In 1992, the Argentine director Eliseo Subiela shot *El lado oscuro del corazon*, produced by Roger Frappiere (co-produced by Fernando Sokolowicz and Suzanne Deussault). Subsequent co-productions have occurred on motion pictures and documentary films.

An agreement to co-produce films and motion pictures was signed between Canada and Argentina in 1988. The agencies of this agreement were Heritage Canada in Canada and INCAA in Argentina. By the agreement, the proportion of contributions can vary from 20% to 80% of the total budget and the quantity of writers, directors, technicians and actors are proportional to the contribution of each country. The distribution of benefits is also proportional to the total contribution of each co-producer and is submitted for approval to the constituents' agencies of both countries (contact Roberto Cossia at INCAA for further information - see contact list).

### **Animation**

The Argentine market has experienced a significant increase in the production of animation. Over the last five years, a new submarket has appeared that targets young and adult interests in animation. This market comprises not only cartoons but also "advergames" (a combination of animated advertisements and video games), video games and Web-based on-line entertainment.

The influence of Canadian animators is not new to Argentina. Animators from Canada, generally from the National Film Board, regularly visit Argentina and have kept interest alive in these products. It is important to note that the National Film Board used to have one of the two most important film libraries in Argentina; while it was dismantled in 1989, its influence on Argentine filmmakers remains strong.

Animation from Canada, generally from the National Film Board, has been sold extensively through TV-related projects such as Infinito Channel and Channel 11 ("Caloi en su tinta"). In another example, TV Ontario co-produced a series of children films with "Programa Santa Clara."

In 2003, cable TV networks released the first adult animation channel, Anime Station, which is now almost totally devoted to Japanese animation. Cartoon channels for children now also show adult shows that receive very high ratings (e.g. Magic Kids airs *Ranma 2* and Cartoon Networks airs *Gundam Wings*).

Simultaneously, animated films are being produced in Argentina, such as the successful films *Manuelita* and *Patoruzito*.

### **Advertising Films**

In Argentina, the advertising film industry has always been very strong and sophisticated. After the economic crisis, although advertising spending was severely reduced, production and shooting of ads in Argentina increased from 506 to 770. This increase was due to foreign companies shooting in the city, which offered lower costs, skilled technicians and actors, and urban and rural scenery suitable for Latin American and European markets. Of the approximately 335 ads and video clips shot in Buenos Aires in 2003, 45% were produced for foreign markets.

Despite the economic crisis, the Argentine advertising film industry continues to receive international recognition and its films have won several prizes in worldwide competitions.

### **Television**

Ninety-eight percent or 10.9 million homes have TV, served by five free-to-air terrestrial networks (one is public while the other four belong to commercial private networks). About 4.5 million homes currently get cable services and despite the economic crisis--during which nearly 1 million customers cancelled their cable

subscriptions--Argentina still has high cable penetration. In many cities, cable TV is the only chance to get free-to-air channels.

During 2003, the main cable operators (Cablevision, Multicanal and DirectTV) recovered a 2.4% share of customers and during the first six months of 2004, another 3.4%. Today, the market involves a share of 1 260 000 subscribers to Cablevision, 880 000 to Multicanal and 260 000 to DirectTV; a large number of small cable TV operators in the provinces account for the remaining market share.

**Table 3. Argentine Cable TV Market, 1997-2003**

Year	No. of Companies	No. of Subscribers	Sales
1997	9	2 431 909	\$1 119 769
1998	8	3 173 870	\$1 378 395
1999	8	2 892 798	\$1 333 816
2000	8	2 876 858	\$1 306 899
2001	8	2 855 927	\$1 285 978
2002	8	2 191 286	\$435 327
2003	8	2 262 655	\$483 153

Source: INDEC and cable TV companies

Although the market is slowly recovering to its previous volume, cable operators find difficulties in introducing more advanced TV services such as pay-per-view, Internet or interactive services. To recoup the cost of investment, operators will need to attract much higher revenues per subscriber than they achieve with offering a basic service. The only special services widely incorporated currently are codified sport channels, premium movies and codified adult signals.

Piracy is a serious problem and restricts market growth. Today, there are at least one million illegal connections.

Canadian TV shows are known in Argentina through cable channels. The most popular are *Kids in the Hall* (on I Sat) and *Da Vinci's Inquest* (Hallmark); many other Canadian shows are aired on Discovery Channel, Health Discovery Channel and History Channel.

## OPPORTUNITIES

### Film

Argentine audiences are great consumers of foreign movies, music and TV shows in the original language (especially in English but also in French, German and Italian). The creativity and sophistication of Canadian films are very well known to both Argentine experts and regular audiences. Canadian companies attending film and documentary festivals in Argentina have always been well-received. Therefore, film festivals present crucial opportunities not only for Canadian films of all kinds but also for exports of technical support and cultural management.

Most films shot by Argentine companies have been co-produced with Spanish, French and other international or multinational firms. New regulations extend subsidies for local productions to co-production enterprises, creating new opportunities for foreign companies.

In the advertising industry, a significant opportunity lies in partnering with local agencies to produce products for the greater Latin American market.

Animation techniques and production are big opportunities that could be explored. Some Canadian companies, such as Toon Boom (Montreal), are starting to sell animation software and to certify training courses through Image Campus, an

Argentine animation institute. Discreet, another Montreal company, is selling 3D animation software in Argentina. 3D software could be sold along with digital compositing to the film and television industry.

Another opportunity could be to sell technical equipment for commercial and broadcast design work, using stop-motion and traditional forms of animation.

Canadian exporters are advised to seek out qualified Argentine agents who know the product, the consumers, and the best channels to promote the product.

International film festivals continue to be a crucial way to exhibit films not only to the general audiences but also to distribution companies.

## Trade Shows/International Film Festivals in Argentina

Event/Description	Organizer
<b>DIVERSA 2004</b> October 28-November 3, 2004 Buenos Aires, Argentina	Contact: Gabriela Waisman, Festival Director E-mail: <a href="mailto:diversafilms@hotmail.com">diversafilms@hotmail.com</a> Internet: <a href="http://www.diversafilms.com.ar/">http://www.diversafilms.com.ar/</a>
<b>International Film Festival for Children and Youth</b> November 4-10, 2004	<b>Nueva Mirada (International Film Festival for Children and Youth)</b> Chile 1432 1098 Buenos Aires, Argentina Contact: Susana Velleggia Tel.: (54-11) 5411-4381 or -3612 Internet: <a href="http://www.nuevimirada.com.ar">http://www.nuevimirada.com.ar</a> (In Spanish)
<b>Mar del Plata International Film Festival</b> March 10-20, 2005 (to be confirmed)	<b>National Institute of Cinema and Visual Arts (INCAA)</b> Lima 319 (1073) Buenos Aires, Argentina Contact: Roberto Coscia, President Tel./Fax: (54-11) 6779-0900 E-mail: <a href="mailto:incaa@incaa.gov.ar">incaa@incaa.gov.ar</a> Internet: <a href="http://www.incaa.gov.ar">http://www.incaa.gov.ar</a> (In Spanish)
<b>Buenos Aires Independent Film Festival</b> April 8-12, 2005 (to be confirmed) Reception of material is due between November 1, 2004 and January 31, 2005. Send material to the address at right.	<b>Secretary of Culture of Buenos Aires</b> Corrientes Av. 1530, Piso 8, Of. 8 C1042AAN Buenos Aires, Argentina Contact: Eduardo Antin, Sub-Secretary of Festivals Internet: <a href="http://www.buenosaires.gov.ar">http://www.buenosaires.gov.ar</a> (In Spanish)

### Mar del Plata International Film Festival

The annual Mar del Plata international film festival is one of the 10 "competitive non-specialized" festivals in the world. This is the highest category of festival, according to the Federation International des Association des Producteurs de films (FIAPF). Mar del Plata is one of the most important film events in Latin America. The last

festival showed 150 titles screened in 12 theatres; the next event will be held March 10-20, 2005.

### **Buenos Aires Independent Film Festival**

Since 1999, the independent film festival of Buenos Aires has been an annual window to both Latin American film markets and to Latin American cultural offerings. According to the Sub Secretary of Festivals of the Secretary of Culture (Buenos Aires municipal government), the festival is growing every year. Attendance has grown from 110 000 film goers in 2001 to 154 800 in 2004. The next event will be held April 8-12, 2005.

### **International Film Festival for Children and Youth**

The International Film Festival for Children and Youth is organized by the non-profit association Nueva Mirada, with the support of Argentina's National Institute of Cinema and Visual Arts (INCAA) and the United Nations Educational, Scientific and Cultural Organization (UNESCO). The festival features a unique opportunity for international participation. Canada will feature in 2004, when the festival is produced in association with Telefilm Canada, International Centre of Films for Children and Youth (CIFEJ) and the National Film Board. The third annual festival will be held November 4-10, 2004.

### **DIVERSA**

Argentina's first gay, lesbian, transvestite, transsexual and bisexual film festival, Diversa, will be held October 28-November 3, 2004 in Buenos Aires. Promoted by the Secretary of Culture of the Government of the City of Buenos Aires, DIVERSA aims to portray gender and sexual diversity as it is represented in films. A Canadian film, Ken Takahashi's *The Milkman* (2001), is scheduled to be shown.

## **TV and Broadcasting**

There is a strong possibility to offer TV contents produced by Canadian broadcasters to free-to-air terrestrial channels and local cable channels. Cultural, home and lifestyle, entertainment, educational and sports programs are in demand.

An immediate opportunity is with the public television broadcaster, Channel 7 (called ATC until 1999), which is undergoing changes, particularly concerning content and format. Most of the public organizations involved in this process, particularly the main organization, the National Secretary of Culture, recognize the importance of Canadian cultural policies in terms of media and communications.

The Federal Education Ministry is currently developing a new educational channel. The Minister, Daniel Filmus, and INCAA have specifically requested Canadian ideas and signalled the possibility of partnering opportunities.

Most of the contents shown on private TV channels are sold by independent producers. The situation comedy (sit-com) format is gaining greater acceptance and some licences and rights of foreign contents have been sold for shows produced and shot in Argentina. Some international independent producers, like Endemol from Britain, are now located in Buenos Aires.

Therefore, there is a market to sell the rights and licences of Canadian shows--and sit-coms in particular--that could be explored. The main buyers would be the independent producers that sell their products to TV stations in Argentina and throughout Latin America. To reach the latter market, joint ventures with Argentine firms could be established to initiate co-productions (see **Key Contacts** for a list of some Argentine distribution companies).

As some Argentine TV channels are producing new material, there will be

opportunities to offer professional broadcast equipment to television facilities. Indeed, new equipment for TV--and radio--production and post-production is in demand by Argentine firms wanting to export programs but which need to upgrade their equipment to meet international standards and formats. Interested Canadian suppliers should contact the Argentine Chamber of Producers of Broadcast, Media, Multimedia and Satellite Equipment (CAPER).

## KEY PARTICIPANTS

### Film

In terms of distributors, the Argentine market resembles the international market. The five major distributors (UIP Universal Paramount, Buena Vista-Disney, Warner Bros, Fox, and Columbia Tri-Star) share 75% of the Argentine market.

National distributors share 15% of the market: Artistas Argentinos Asociados (AAA), Argentina Sono Film, Distribution Company S.A., Cinema Group SRL, Eurocine S.A., Primer Plano Films Group S.A. and Pramer S.C.A. Independent distributors hold the remaining 10% share.

Local producers include Eduardo Mignona y Asociados, Carlos Soria Cine and Lita Stantic Productora.

For the last four years, the Argentine motion picture market has gone through consolidation by multinational groups of exhibition and distribution. In 1997, they owned 12% of the market but today, they control 65% of the traditional movie halls (e.g. Hoyt's General Cinema, Village Cinema, Cinemark and National Amusement International Showcenters).

### TV

New independent TV production organizations developed during the 1990s. Today, there are almost 400 independent companies, although most production is undertaken by three firms: Pol-Ka, Ideas del Sur and Cuatro Cabezas. Indeed, almost all TV shows on every content or genre (entertainment, news, talk show, reality show, and music hall) are produced by these independent companies, which also export their products, especially to Latin America.

At the same time, free-to-air terrestrial channels have gone through a process of consolidation, resulting in multimedia companies. The State owns Channel 7, while private multimedia companies are América TV and Telefe (América Multimedia Grupo Avila/Vila y Telefónica de España), Channel 9 (Hadad-Vigil Group) and Artear (Multimedia Clarín).

Although there are almost 400 cable TV operators, two share more than 70% of the subscribers: Multicanal (Multimedia Clarín) and Cablevision (HTM and ATT). The cable networks are free to choose their own programming; however, Multicanal and Cablevision have similar program line ups.

Some local cable channels buy content, such as Canal A (an arts and entertainment channel that buys content along the lines of Bravo!), Utilisima (home and life style programming), Edu Cable (educational programming) and the sport channels. When Argentine cable networks buy foreign content, it is purchased for distribution throughout Latin America.

## PRIVATE- AND PUBLIC-SECTOR CUSTOMERS

### Film

Customers in the private film industry are the main national private film distributors, namely AAA. Argentina Sono Film, Distribution Company S.A. Cinema Group SRL, Eurocine S.A., Primer Plano Films Group S.A. and Pramer S.C.A. On the public side, the National Institute of Cinema and Visual Arts is the prime customer.

## TV

Private-sector customers in the TV industry include individual TV channels, such as Pramer S.C.A., Channel 9, Telefé (Argentine Federal Televisión) Channel 11 and Artear S.A. Channel 13; cable TV networks, such as Cablevisión, Multicanal, DirectTV (Satellital); and cable TV channels, such as Aleph Televisión, América Sports, Channel A, Utilisima, Edu Cable.

In addition to the film and TV companies and networks identified, additional customers include companies that import and distribute new technology, such as Viditec S.A. In the animation industry, players include Catu Cine Animacion, Image Campus S.A., Evoluxion (video game development company), Alab S.A. (Discreet dealer) and FDM Broadcast SRL (also a dealer for Discreet).

Canadian companies should keep in mind that two governmental bodies regulate Argentina's TV and telecommunications industry. The Federal Committee for Broadcasting (COMFER) and the National Communications Commission (CNC) fall under the control of the Communications Ministry. COMFER grants and extends the terms of licences.

Canada and Argentina share three important agreements related to trade and investment: the Canada-Argentina Foreign Investment Protection Agreement (signed in 1991); the Double Taxation Agreement; and the Trade and Investment Co-operation Agreement (TICA, which involves Canada, Argentina and all Mercosur countries). Furthermore, Argentina is also involved in the process for negotiation of the Free Trade Area of the Americas (FTAA).

Canadian firms may contact the Canadian Embassy in Buenos Aires for assistance with government procurement. For a general overview of the Argentine cultural scene, exporters may consult "Cultural Industries Sector Profile: Argentina" at <http://www.infoexport.gc.ca>.

## KEY CONTACTS AND SUPPORT SERVICES

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#### Business Development Bank of Canada (BDC)

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Tel.: (54-11) 4371-3430

**Lita Stantic Productora**  
Santa Fe 3205  
Buenos Aires, Argentina  
Tel.: (54-11) 4821-4544

**Eduardo Mignona y Asociados**  
Ugarteche 3178, Piso 9, Of. A  
1425 Buenos Aires, Argentina  
Tel.: (54-11) 4801-9699

Internet: <http://www.litastantic.com.ar>  
(In Spanish)

**Carlos Soria Cine**  
Pasaje Ushuaia 1987  
Buenos Aires, Argentina  
Tel.: (54-11) 4781-5198

**Nueva Mirada (International Film Festival for Children and Youth)**  
Chile 1432  
1098 Buenos Aires, Argentina  
Contact: Susana Velleggia  
Tel.: (54-11) 5411-4381 or -3612

**Eliseo Subiela**  
Guatemala 5865, Piso 1, Of. A  
Buenos Aires, Argentina  
Tel.: (54-11) 4795-1084

Internet:  
<http://www.nuevimirada.com.ar> (In Spanish)

## Argentine Distribution Companies

**Artistas Argentinos Asociados (AAA)**  
Lavalle 1943 PB Of. B  
1051 Buenos Aires, Argentina  
Tel.: (54-11) 4371-3862  
E-mail: [artasoc@infovia.com.ar](mailto:artasoc@infovia.com.ar)

**Pramer S.C.A.**  
Bonpland 1745  
1414 Buenos Aires, Argentina  
Tel.: (54-11) 4778-5300  
E-mail: [agencia@pramer.tv](mailto:agencia@pramer.tv)  
Internet: <http://www.pramer.tv>

**Distribution Company S.A.**  
Ayacucho 595  
1026 Buenos Aires, Argentina  
Tel: (54-11) 4372-9945  
E-mail: [pzupnik@fibertel.com.ar](mailto:pzupnik@fibertel.com.ar)  
Internet: <http://www.distribution-company.com>  
(In Spanish)

**Primer Plano Films Group S.A.**  
Riobamba 477  
1025 Buenos Aires, Argentina  
Tel.: (54-11) 4374-8401 or -8435  
E-mail:  
[primerplano@primerplano.com.ar](mailto:primerplano@primerplano.com.ar)

**Cinema Group SRL**  
Corrientes 2025, Piso 6, Of. B  
1045 Buenos Aires, Argentina  
Tel.: (54-11) 4954-5129  
E-mail: [ementasti@velocom.com.ar](mailto:ementasti@velocom.com.ar)

**United Internacional Picture SRL**  
Ayacucho 520  
1026 Buenos Aires, Argentina  
Tel.: (54-11) 4373-0261/4  
Internet:  
<http://www.argenuip.com.ar> (In Spanish)

**Columbia Tristar Films Argentina**  
Ayacucho 537  
1026 Buenos Aires, Argentina  
Tel.: (54-11) 4375-3815  
E-mail:  
[columbia\\_argentina@columbiapictures.com.ar](mailto:columbia_argentina@columbiapictures.com.ar)  
Internet: <http://www.columbiapictures.com.ar>  
(In Spanish)

**The Walt Disney Studio**  
Malaver 550  
1636 Olivos, Argentina  
Tel.: (54-11) 4814-8500  
Internet:  
<http://www.disneylatino.com> (In Spanish)

**Eurocine S.A.**  
Tucuman 1980 PB  
1050 Buenos Aires, Argentina  
Tel.: (54-11) 4371-3631  
E-mail: [info@eurocinesa.com](mailto:info@eurocinesa.com)

**Warner Bros-Fox**  
Tucuman 1938, Piso 1  
1050 Buenos Aires, Argentina  
Tel.: (54-11) 4372-6094  
Internet: <http://www.foxlatina.com>  
(In Spanish)

## Argentine Animation Companies

**Alab S.A. (Discreet reseller)**  
Viamonte 1430, Piso 2, Of. B  
C1055ABB Buenos Aires, Argentina

**FDM Broadcast SRL (Discreet reseller)**  
Pavon 3521

Contact: Gabriel Sobek  
Tel.: (54-11) 5031-7638  
Fax: (54-11) 5031-7640  
E-mail: [gsobek@alabsa.com](mailto:gsobek@alabsa.com)

**Catu Cine Animacion**  
Thames 1916  
Buenos Aires, Argentina  
Tel.: (54-11) 4777-3023

**Evoluxion (Video Game Development Company)**  
Libertador 774, Piso 7, Of. P  
C1001ABT Buenos Aires, Argentina  
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E-mail: [ssiri@evoluxion.com](mailto:ssiri@evoluxion.com)  
Internet: <http://www.evoluxion.com>

C1253AAG Buenos Aires, Argentina  
Tel.: (54-11) 4921-9500

**IMAGE CAMPUS S.A.**  
Salta 239  
C1074AAE Buenos Aires, Argentina  
Contact: Anibal Menezes  
Tel./Fax: (54-11) 4383-2244  
E-mail: [amenezes@imagecampus.com.ar](mailto:amenezes@imagecampus.com.ar)  
Internet: <http://www.imagecampus.com.ar> (In Spanish)

## Argentine TV Companies

### Free-to-air Terrestrial Networks

**América 2**  
Fitz Roy 1650  
C1414CHX Buenos Aires, Argentina  
Tel.: (54-11) 4778-6100  
Fax: (54-11) 5032-2222  
E-mail: [comercial@america2.com.ar](mailto:comercial@america2.com.ar)  
Internet: <http://www.america2.com.ar> (In Spanish)

**Artear S.A. Channel 13**  
Lima 1261  
C1138ACA Buenos Aires, Argentina  
Tel.: (54-11) 4305-0013, 4370-1305, 4343-7295  
Fax: (54-11) 4331-8573  
E-mail: [webmaster@canal13.com.ar](mailto:webmaster@canal13.com.ar)  
Internet: <http://www.artear.com.ar> (In Spanish)

**Channel 7**  
Figuerola Alcorta 2977  
C1435CKI Buenos Aires, Argentina  
Tel.: (54-11) 4802-6001  
Fax: (54-11) 4808-2500, 4802-6901/6  
E-mail: [info@canal7.argentina.com.ar](mailto:info@canal7.argentina.com.ar)

### Argentine Cable TV Networks

**Argentina Association for Cable Television (Asociación Argentina de Televisión por Cable [ATVC])**  
Avenida de Mayo 749, Piso 2  
1084 Buenos Aires, Argentina  
Tel.: (54-11) 4345-5074  
Fax: (54-11) 4342-1130  
Internet: <http://www.atvc.org.ar>

**Channel 9**  
Dorrego 1708  
C1414CKZ Buenos Aires, Argentina  
Tel./Fax: (54-11) 5093-6838 or 4777-2321  
E-mail: [info@canal9.com.ar](mailto:info@canal9.com.ar)  
Internet: <http://www.infobae.com.ar> (In Spanish)

**Telefé (Argentine Federal Televisión) Channel 11**  
Pavón 2444  
C1248AAT Buenos Aires, Argentina  
Tel.: (54-11) 4942-6773  
Fax: (54-11) 4941-9231  
Internet: <http://www.telefe.com.ar> (In Spanish)

**DirectTV (Satellital)**  
Corrientes 485, Piso 2  
1043 Buenos Aires, Argentina  
Contact: Alejandro Zunda Cornell  
Tel./Fax: (54-11) 4321-2500  
E-mail: [info@directv.com.ar](mailto:info@directv.com.ar)  
Internet: <http://www.directv.com.ar> (In Spanish)

**Cablevisión**

Bonpland 1791  
 C1414CMU Buenos Aires, Argentina  
 Contact: Marcelo Nachón, Manager  
 Tel./Fax: (54-11) 4778-6000  
 Internet:  
<http://www.cablevision.com.ar> (In Spanish)

**Multicanal**

Lima 1261  
 C1138ACA Buenos Aires, Argentina  
 Contact: Ronald Spina, Manager  
 Tel.: (54-11) 4305-0013, 4370-1305, 4343-7295  
 Fax: (54-11) 4331-8573  
 Internet: <http://www.multicanal.com.ar> (In Spanish)

**Argentine Cable TV Channels****Aleph Televisión**

Constitución 3156  
 C1254AAB Buenos Aires, Argentina  
 Tel./Fax: (54-11) 4932-6422, -6394, -6448  
 E-mail: [alef@elsitio.net](mailto:alef@elsitio.net)

**Plus Satelital**

Bonpland 1745  
 C1414CMU Buenos Aires, Argentina  
 Tel.: (54-11) 4778-6666  
 Fax: (54-11) 4778-6407  
 E-mail: [plussatelital@pramer.com.ar](mailto:plussatelital@pramer.com.ar)  
 Internet:  
<http://www.plussatelital.com.ar>

**América Sports**

Bonpland 1745  
 C1414CMU Buenos Aires, Argentina  
 Tel.: (54-11) 4778-6666 or -6407  
 Fax: (54-11) 4778-6697  
 E-mail:  
[programacion@pramer.com.ar](mailto:programacion@pramer.com.ar)

**Política y Economía**

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 C1414CMU Buenos Aires, Argentina  
 Tel.: (54-11) 4778-6666  
 Fax: (54-11) 4778-6407  
 E-mail: [pye@pramer.tv](mailto:pye@pramer.tv)

**Channel 26**

Suipacha 414, Piso 2  
 C1005AAA Buenos Aires, Argentina  
 Tel./Fax: (54-11) 4482-0091/5  
 E-mail: [canal26@26noticias.com.ar](mailto:canal26@26noticias.com.ar)  
 Internet: <http://www.26noticias.com.ar>  
 (In Spanish)

**Todo Noticias (TN)**

Lima 1261  
 C1138ACA Buenos Aires, Argentina  
 Tel.: (54-11) 4343-7295-7  
 Fax: (54-11) 4305-0013  
 E-mail: [tnnoticias@artear.com.ar](mailto:tnnoticias@artear.com.ar)  
 Internet: <http://www.tn.com.ar> (In Spanish)

**Channel A**

Bonpland 1745  
 C1414CMU Buenos Aires, Argentina  
 Tel.: (54-11) 4778-6694 or -4155  
 Fax: (54-11) 4778-6555  
 Internet: <http://www.canalaonline.com>  
 (In Spanish)

**Torneos y Competencias (TyC)**

Balcarce 510  
 C1064AAL Buenos Aires, Argentina  
 Tel.: (54-11) 4349-4800 or -4900  
 Fax: (54-11) 4349-4851  
 E-mail: [info@tycsports.com.ar](mailto:info@tycsports.com.ar)  
 Internet: <http://www.tycsports.com.ar>  
 (In Spanish)

**CronicaTV**

Riobamba 280  
 C1025ABF Buenos Aires, Argentina  
 Tel.: (54-11) 4953-1025, -1508, 4954-0663-5  
 Fax: (54-11) 4952-0328  
 E-mail: [cronicatv@movi.com.ar](mailto:cronicatv@movi.com.ar)  
 Internet: <http://www.cronicatv.com.ar>  
 (In Spanish)

**Utilisima Satelital**

Carlos Calvo 761  
 C1102AAO Buenos Aires, Argentina  
 Tel.: (54-11) 4307-7606  
 Fax: (54-11) 4300-5270  
 E-mail: [utilisima@infovia.com.ar](mailto:utilisima@infovia.com.ar)  
 Internet: <http://www.utilisima.com.ar>  
 (In Spanish)

**CVN**

Fitz Roy 1650, Piso 3  
 C1414CHX Buenos Aires, Argentina  
 Tel.: (54-11) 4778-6666 or -6130  
 Fax: (54-11) 4778-6512  
 E-mail: [ceac@cablevision.com.ar](mailto:ceac@cablevision.com.ar)  
 Internet:  
<http://www.cvn.uolsinectis.com.ar> (In Spanish)

**Volver**

Lima 1261  
 C1138ACA Buenos Aires, Argentina  
 Tel.: (54-11) 4370-1286 or -1160  
 Fax: (54-11) 4370-1309  
 E-mail: [volver@volver.com.ar](mailto:volver@volver.com.ar)

Spanish)

Internet: <http://www.volver.com.ar> (In Spanish)**Rural Channel (Canal Rural)**

Marcelo T. de Alvear 1465, Piso 1  
C1060AAA Buenos Aires, Argentina  
Tel.: (54-11) 4814-5555  
Fax: (54-11) 4814-4003

**Argentine TV and Video Independent Producers****Cuatro Cabezas 4KFilm**

Blanco Encalada 1285  
C1428ATM Buenos Aires, Argentina  
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Tel./Fax: (54-11) 4784-2600  
E-mail: [mail4k@datafull.com](mailto:mail4k@datafull.com)  
Internet:  
<http://www.cuatrocabezas.com>

**Endemol Argentina**

Ravignani 1470  
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[info@endemolargentina.com.ar](mailto:info@endemolargentina.com.ar)  
Internet:  
<http://www.endemolargentina.com.ar>  
(In Spanish)

**Ideas del Sur**

Olleros 3551  
C1427EEA Buenos Aires, Argentina  
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Tel./Fax: (54-11) 4556-9000  
E-mail: [info@ideasdelsur.com.ar](mailto:info@ideasdelsur.com.ar)  
Internet:  
<http://www.ideasdelsur.com.ar> (In Spanish)

**Pol-ka**

Jorge Newbery 3453  
C1427EGA Buenos Aires, Argentina  
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Tel.: (54-11) 4576-8444 or 4554-4937  
Fax: (54-11) 4576-8751  
E-mail: [contacto@pol-ka.com.ar](mailto:contacto@pol-ka.com.ar)  
Internet: <http://www.pol-ka.com.ar>

**Argentine Advertisement Agencies****ADN Comunicación S.A.**

Marchi 253  
C1426ACA Buenos Aires, Argentina  
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Tel./Fax: (54-11) 4773-1015  
E-mail: [adnsa@adnsa.com.ar](mailto:adnsa@adnsa.com.ar)  
Internet: <http://www.adnsa.com.ar> (In Spanish)

**Agulla & Baccetti S.A.**

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C1428ATB Buenos Aires, Argentina  
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[dmanzur@agullaybaccetti.com.ar](mailto:dmanzur@agullaybaccetti.com.ar)  
Internet :  
<http://www.agullaybaccetti.com.ar>

**BBDO Argentina**

Arenales 495, Piso 1  
B1638BRC Buenos Aires, Argentina  
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Tel./Fax: (54-11) 6318-2222  
E-mail:  
[vpaolucci@bbdoargentina.com](mailto:vpaolucci@bbdoargentina.com)  
Internet:  
<http://www.bbdoargentina.com>

**Grey Argentina S.A.**

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C1006ACT Buenos Aires, Argentina  
Contact: Eduardo Arrocha, President  
Tel.: (54-11) 5555-1800  
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**Hermida y Asociados Publicidad S.A.**

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E-mail: [info@hermidayasoc.com.ar](mailto:info@hermidayasoc.com.ar)

**J. Walter Thompson Argentina**

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C1087AAE Buenos Aires, Argentina  
Contact: Ricardo Fitz Simon, CEO  
Tel.: (54-11) 4339-6100  
Fax: (54-11) 4331-5053  
E-mail: [info@jwt.com](mailto:info@jwt.com)  
Internet: <http://www.jwt.com>

**La Age Marketing Arts**

Marcelo T. de Alvear 405  
C1058AAC Buenos Aires, Argentina  
Contact: Máximo Rainuzzo, President

**Bordó Comunicación**  
 Cabrera 5357  
 C1414BGW Buenos Aires, Argentina  
 Contact : Eduardo Pinheiro  
 Tel./Fax: (54-11) 4833-6060  
 E-mail: [bordo@bordo.com.ar](mailto:bordo@bordo.com.ar)  
 Internet: <http://www.bordo.com.ar> (In Spanish)

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 Tel./Fax: (54-11) 4788-8802  
 E-mail: [contacto@box5.com.ar](mailto:contacto@box5.com.ar)  
 Internet: <http://www.box5.com.ar> (In Spanish)

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 Internet:  
<http://www.bozellvazquez.com>

**Craverolanis Euro RSCG**  
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[craverolanis@eurorscg.com.ar](mailto:craverolanis@eurorscg.com.ar)

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 Tel.: (54-11) 5777-5000 or 6777-7100  
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 E-mail: [info@ddbargentina.com.ar](mailto:info@ddbargentina.com.ar)  
 Internet:  
<http://www.ddbargentina.com.ar>

**Del Campo Nazca Stachi & Stachi**  
 Bogotá 973  
 B1640DDC Martínez, Argentina  
 Contact: José Luis Longinotti, General Manager  
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 E-mail: [juan@laage.com.ar](mailto:juan@laage.com.ar)

**Leo Burnett Argentina S.A.**  
 Olga Cossentini 1545, Piso 2  
 C1107CEK Buenos Aires, Argentina  
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 Fax: (54-11) 4819-5900  
 E-mail: [recepcion@leoburnett.com.ar](mailto:recepcion@leoburnett.com.ar)  
 Internet: <http://www.leoburnett.com>

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 C1022AAF Buenos Aires, Argentina  
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 Fax: (54-11) 4372-5324  
 E-mail: [info@mb10.com.ar](mailto:info@mb10.com.ar)  
 Internet: <http://www.mb10.com.ar> (In Spanish)

**McCann-Erickson Argentina**  
 Esmeralda 1080  
 C1007ABN Buenos Aires, Argentina  
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 Tel.: (54-11) 5552-2100  
 Fax: (54-11) 4315-1103  
 E-mail: [macan@mccann.com.ar](mailto:macan@mccann.com.ar)  
 Internet: <http://www.mccann.com.ar> (In Spanish)

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 Internet:  
<http://www.micopublicidad.com.ar>

**Mix Comunicaciones S.A.**  
 Corrientes 1878, Piso 3  
 C1045AAN Buenos Aires, Argentina  
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 Tel./Fax: (54-11) 4375-1332  
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[mbar@mixcomunicaciones.com.ar](mailto:mbar@mixcomunicaciones.com.ar)  
 Internet:  
<http://www.mixcomunicaciones.com.ar>

**Ogilvy & Mather Argentina**  
 Sarmiento 700  
 1041 Buenos Aires, Argentina  
 Contact : Alberto Bancho, Director  
 Tel.: (54-11) 4323-7000  
 Fax: (54-11) 4323-7007  
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[cecilia.beccarvarela@ogilvy.com](mailto:cecilia.beccarvarela@ogilvy.com)  
 Internet: <http://www.ogilvy.com>

[info@dialogopublicidad.com.ar](mailto:info@dialogopublicidad.com.ar)  
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<http://www.dialogopublicidad.com.ar>

**Downtown Argentina**

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<http://www.downtownargentina.com>

**Eje Publicitaria S.A.**

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**Euro RSCG Argentina**

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Internet: <http://www.eurorscg.com>

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**Focus Producciones S.A.**

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**Foote, Cone & Belding (FCB)  
Argentina**

Humboldt 1967  
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Tel./Fax: (54-11) 4779-4444  
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**González Taboada Guevara y  
Asociados S.A.**

Arroyo 844, Piso 1  
C1007AAB Buenos Aires, Argentina  
Contact: Fernando Guevara, President  
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E-mail: [info@gtga.com.ar](mailto:info@gtga.com.ar)

**Producere McDowell S.A.**

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C1098AAW Buenos Aires, Argentina  
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**Publimen S.A.**

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Internet: <http://www.publimen.com.ar>  
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**Sterman + Viggiano**

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C1053ABK Buenos Aires, Argentina  
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Tel./Fax: (54-11) 4314-2234  
E-mail: [sv@sterman-viggiano.com.ar](mailto:sv@sterman-viggiano.com.ar)  
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**Team Media S.A.**

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**Vega Olmos Ponce**

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B1641ANS Buenos Aires, Argentina  
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**Young & Rubicam**

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Spanish)

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Getino, Octavio. *Las industrias culturales en el Mercosur*. [Cultural Industries in the MERCOSUR.] December 2003.

## USEFUL INTERNET SITES

Argentina Business (Fundación Invertir): <http://www.invertir.com>

Canadian Heritage. Trade Routes: <http://www.canadianheritage.gc.ca/routes>

Cultural Industry Observatory of the City of Buenos Aires:  
<http://www.buenosaires.gov.ar/areas/cultura/observatorio> (In Spanish)

ExportSource: <http://exportsource.ca>

Foreign Affairs Canada (FAC): <http://www.fac-aec.gc.ca>

FAC. Latin America and Caribbean Bureau: <http://www.dfait-maeci.gc.ca/latinamerica>

InfoExport: <http://www.infoexport.gc.ca>

International Trade Canada (ITCan): <http://www.itcan-cican.gc.ca>

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