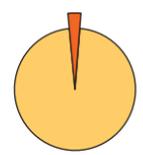


MEXICO: IT'S ALL ABOUT CREATIVITY



Creative and media industries account for 7% of Mexico's gross domestic product (GDP).



It is the country's 5th strategic industry, just behind the aerospace, agriculture, food and automotive industries.



Mexico is the 18th largest exporter of creative goods worldwide. It is the only Latin American country among the world's top 20 creative goods exporters.



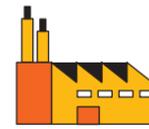
The country is a major power in television content production.



Mexico produces over 100,000 hours of TV every year. These contents are exported to over 100 countries and translated into more than 30 languages.



TV content produced in Mexico is watched by more than one billion people in more than 100 countries.



In 2013, 1,418 economic units that produce channel programming for cable or satellite television systems, films and video were registered in Mexico.



Mexico offers a wide range of services of international quality. There are more than 1,500 film production and post-production, software, and video game developing companies.



Mexico is one of the leading markets for creative industries in Latin America.



Due to its market value, Mexico is ranked 13th worldwide in the entertainment and advertising industry.



It is estimated that the entertainment and advertising industry in Mexico will record a market value of over 27 billion USD in 2014 (a 9.5% increase compared to 2013).

TALENT IS THE ANSWER

- Mexico has highly skilled talent that is also experienced in audiovisual production.
- The country is the 9th hub worldwide in terms of IT-specialized talent (CONACYT).
- It is the largest technological talent pool in Latin America (CONACYT).
- In 2013, more than 100,000 students graduated from engineering and technology programs (ANUIES).
- There are more than 900 graduate programs related to engineering and technology fields in Mexican universities (ANUIES).

ON THE RED CARPET

- Mexican films received 127 international awards in 2013 including the Best Director Award at Cannes Film Festival.
- In 2013, Mexican movies were released in commercial theaters in over 40 countries, a record high since 2009.
- Mexico is one of the world's top five film markets for theatrical exhibition. During 2013, 248 million spectators attended cinemas in Mexico (an increase of more than 20 million over 2012).

THE "Ñ" MATTERS

- Spanish is the third most widely spoken language in the world, after English and Mandarin.
- The Spanish-speaking population is one of the fastest growing segments of the entertainment industry.
- There are 400 million Spanish-speaking people in the world. By 2050, that figure is expected to reach 530 million, and close to one third of them will be located in the United States.
- Mexico produces creative content that impacts over 50 million Hispanics in the United States.
- Mexico is determined to establish itself as a leading content producer for the Spanish-speaking market.

- 2010**
 - Creative Industries Roadmap** Strategy coordinated by ProMéxico and supported by experts from government, industry and academia, to foster creative industries (audiovisual and digital). The roadmap sets out goals and strategies for achieving them.
 - PROAV** The program aims to boost investment in the audiovisual industry by supporting high-impact projects that enhance local capacities and promote the export of Mexican services and the country as a destination for production.
- 2011**
 - Film Friendly Mexico www.filmfriendlymexico.com** Electronic platform designed to provide step-by-step guidance to film investors and a unique production experience in Mexico.
- 2012**
 - Ciudad Creativa Digital ccd.guadalajara.com** A project supported by the federal government that combines the entrepreneurial spirit of Mexico's "Silicon Valley" with the unique Mexican culture and traditions. It incorporates the creativity of Mexican human capital and urban lifestyle in order to position Mexico as a leading international content production hub.
- 2013**
 - Second Edition of the Creative Industries Roadmap.**
- 2014**
 - CCD Ventures** An investment fund powered by Ciudad Creativa Digital to enhance the entrepreneurial ecosystem in the creative industries.
 - MIPCOM 2014** Mexico is the guest of honor at MIPCOM 2014, the world's most important contents market.

Sources: *The Orange Economy. An Infinite Opportunity* (2013). Inter-American Development Bank (IADB); *Creative Economy Report 2010*, UNESCO; *Global Entertainment and Media Outlook 2014-2018*, PwC; *Spanish Speaking Market Explodes*, CSN Intelligence for Global Business; ProMéxico with information from ANUIES, CONACYT, IMCINE.