

# Spain Audiovisual Hub Plan

The objective of the Spain Audiovisual Hub Plan is to strengthen the competitiveness of Spanish audiovisual production and its internationalization, while increasing the attractiveness of Spain as a destination for investment linked to the audiovisual production of foreign companies.

The plan has been presented under the name "**Spain Audiovisual Hub of Europe**" and has 4 axes and 15 measures in areas such as:

- The promotion and digitalization of audiovisual activities, the promotion and internationalization and the attraction of investments.
- The improvement of financial and fiscal instruments.
- The availability of talent and development of human capital.
- Regulatory reforms and elimination of administrative barriers.

The Spanish audiovisual sector is of strategic importance due to its economic and cultural value and its outstanding international position. According to data from the National Observatory of Technology and Society, the digital content market grew by 14% annually on average between 2016 and 2019. Strengthening its competitiveness is a key pillar of Digital Spain 2025 Strategy.

Expected public investment  
2021- 2025

€ 1,603 M

Source: [Spain Audiovisual Hub Plan](#).

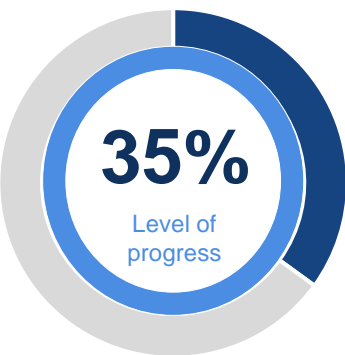
## Objectives

- Consolidate Spain as a worldwide investment platform and global business environment in the audiovisual field.
- Consolidate Spain as an exporter of audiovisual products.
- Consolidate Spain as a pole of attraction for talent in the audiovisual field.

## Goal

30% Increased  
audiovisual  
production by 2025

## Where do we stand?



## Highlights

- ✓ 16-02-2022 Approval of the Draft Bill of the [Law of Cinema and Audiovisual Culture](#) in the Council of Ministers.
- ✓ 08-02-2022 Promoted the internationalization of Spanish cinema in the [European Film Market at the Berlinale 2022](#).
- ✓ 04-01-2022 Launched a line of grants for laboratories and incubators for the [creation and development of audiovisual projects](#).
- ✓ 02-11-2021 Approved the agreement that simplifies the [obtaining visas for entering Spain](#) for professionals in the audiovisual sector.
- ✓ 26-10-2021 Authorized both a budget transfer of 20M€ to ICEX and a subsidy of [€5M to Spain Film Commission](#) to promote the industry.
- ✓ 07-10-2021 Opened [expression of interest](#) to evaluate audiovisual proposals.
- ✓ 25-07-2021 Ended of the [public consultation](#) period on the Preliminary Draft of the Cinema Law.
- ✓ 15-07-2021 Established the [Forum 'Spain, Audiovisual Hub'](#), a space for public-private dialogue to promote the audiovisual industry.
- ✓ 14-07-2021 Presented the guide ['Who's Who. Filming in Spain 2021'](#) at the Cannes Festival.
- ✓ 29-06-2021 Presented to a new public consultation the [Preliminary Draft of the General Law on Audiovisual Communication](#).
- ✓ 04-05-2021 Approved the constitution of the [inter-ministerial working group](#) to promote the Spanish audiovisual hub.
- ✓ 24-03-2021 Presented the [Spain Audiovisual Hub Plan](#).

# Spain Audiovisual Hub Plan

## Planned actions

In order to achieve the Plan's goal and objectives, a roadmap has been established with 15 measures based on 4 lines of action:

4  
Axes

15  
Measures

### AXIS 1: Promotion and digitization of audiovisual activities, promotion and internationalization, and attraction of investment.

- 1 Spain Audiovisual Hub, centralized information point.
- 2 Format, modernization and digitalization program.
- 3 Promotion and internationalization program.
- 4 Program to attract filming and foreign investment.

### AXIS 2: Improvement of financial and fiscal instruments.

- 1 ICO Financing Plan.
- 2 ENISA Financing Plan.
- 3 Tax incentives.
- 4 Granting of guarantees.
- 5 CESCE acting as an export credit agency.

### AXIS 3: Availability of talent and development of human capital.

- 1 Talent training.

### AXIS 4: Regulatory reforms and elimination of administrative barriers.

- 1 Draft Plan for the General Law on Audiovisual Communication.
- 2 Draft reform of Law 53/2007 on Cinema.
- 3 Simplification and reduction of administrative burdens of the Immigration System for economic interest.
- 4 Digital window for visas and/or residence and work authorization related to audiovisual projects in cultural offices.
- 5 Preparation of the annual report on the audiovisual sector.

1 In preparation

2 Ongoing

3 Completed

## Responsible entities

- Ministry of Economic Affairs and Digital Transformation.
- Ministry of Culture and Sports.
- Ministry of Industry, Trade and Tourism.
- Ministry of Education and Vocational Training.

## Links of interest

[Spain Audiovisual Hub of Europe](#)