

The Government agrees with Netflix, Paramount, HBO, Disney, Sony Pictures and Warner to improve tax incentives



Pedro Sánchez keeps taking steps to try **turning Spain into the “Hollywood of Europe”**. As Confidential Digital has learned, the visit of the main American producers to Spain, which began this Sunday, could mean a substantial change for the Spanish audiovisual industry.

The Secretary of State for Telecommunications and Digital Infrastructures, ICEX-Invest in Spain, the public body for imports and exports, and the Spain Film Commission have been organizing **this visit with the main executives of the American audiovisual industry** with the aim of investing in our country.

Sources from the audiovisual industry explain to ECD that the result of this work is a meeting, which will last all this week, for which they have traveled **to Spain 40 executives** of companies associated with the Motion Picture Association, the organization that encompasses the main American film studios.

This delegation is made up of **top-tier members of the content industry** Worldwide. They have come, for example, Jeaneane Davey, Director of Planning and Fiscal Incentives of **Netflix**; Jay Roewe, senior vice president of **HBO**; and Wayne Garvie, president of **Sony Pictures Television**.

Executives from companies such as **Disney, NBCUniversal, Paramount and Amazon**. Sources from the sector confirm that the profile of these high positions is “executive”, that is, they are responsible for leading and deciding the large projects of multinationals.

Talks

Queen Letizia has presided this Monday **the first working day of this delegation**. Thus began a week of conferences, institutional meetings, visits to locations for possible filming and meetings with companies, technicians and Spanish talent. The Minister of Industry, Reyes Maroto, has also been present at this meeting. Subsequently, Pedro Sánchez shared a lunch with the representatives of the audiovisual sector.

The minister was also present at the meeting last Sunday, where they were given the **officially welcome to Spain** to these directors, together with other representatives of the Government such as the First Vice President of the Government, Nadia Calviño, and the Minister of Industry, Miquel Iceta.

Authorized sources assure Confidential Digital that these high-ranking representatives of the American industry are very interested in “accessing and learning about locations” in Spain for the **new big shoots that are going to be undertaken in the coming years**.

The Americans have pointed out that **they really like the previous work** that is being carried out in Spain, and that the country has **great potential** for the technical talent of professionals in the sector to make large productions and also have first-class locations. The combination of idyllic landscapes in places like the Canary Islands and desert like Almería is difficult to match in other enclaves. For this reason, they have been willing to bring to Spain the filming of any of the great novelties of the coming years.

Marvel sequels and the next Batman

Among these works are sequels to the Marvel universe, planned to be produced in the coming years. One of them is the first film with a Latin protagonist, Bad Bunny. Sony Pictures has already announced that the world music star will star in ‘El Muerto’, a work with a character from the world of Spider-Man. The character, named Juan-Carlos Estrada Sánchez, born in Mexico, belongs to a long line of men who inherit a mask that gives them strength, speed and supernatural fighting skills.

In addition, Sony Pictures is working on the release of new films with villains and secondary characters from the Marvel universe such as Spider-Woman, Nightwatch, Silver Sable, Black Cat, Jackpot..., in addition to two sequels to the 2018 cartoon premiere, Spider-Man , a new universe.

Of the shoots planned by Warner that could end up recording in Spain is the next **sequel to Robert Pattison’s Batman**, a film that has grossed 764 million dollars worldwide and had a budget of 192 million. There is also talk of the next JJ Abrams film about cars ‘**Hot Wheels**’.

In these first contacts, the possible landing of other important productions was also discussed, such as a new premiere of **steven spielberg** and another film **wes anderson**, the director nominated for seven Oscars who already shot last year in Spain together with Tom Hanks and Scarlett Johansson. In addition, prepare a **prequel to ‘Master and Commander: The Other Side of the World’**, Peter Weircon Russell Crowe’s naval war film that was a worldwide hit in 2003.

The position of the great American executives is that all these films, with very large budgets, **could disembark in Spain** if an agreement is closed with the Government to improve filming conditions. There is also talk of the production in Spain of television series.

More tax incentives

To this end, the American industry has requested **raise tax incentives** that are offered to the great shootings that take place in our country. Currently, the Government deducts from the tax burden a **30% of the first million invested**Y **25%** of the rest of capital **up to a maximum of ten million euros of budget**.

The problem with this formula is that **it falls too short** for big Hollywood productions, as ECD has already published. For example, the prequel to 'Master and Commander: The Other Side of the World' alone has a budget of eighty million euros.

In addition, the producers of this feature film have requested **provide the country with the necessary infrastructure** in order to undertake these tasks. To do this, it is necessary to carry out draft changes: from lifting **Hotels** in the surroundings of the recording locations, which would have to be concentrated in Madrid and Barcelona; until update **recording technology** of these places with the latest news; and even the installation in the two capitals of large **water tanks**a necessary tool for the 'marine' filming of blockbusters, such as those already being used in the City of Light, in Alicante.

The Spanish Government has not yet reached a final agreement but **has verbally committed** to the fact that, if these multinationals confirm the investment they have announced and show a stable commitment to the national sector, **the government will listen to your demands**in line with the cinema support plan that Pedro Sánchez has been promoting for years.

As has already been published, the audiovisual hub has begun to attract projects to our country: an Amazon series with the BBC, a film by Jennifer López... But these are still small projects or partial recordings. If the aid for larger budgets is confirmed, Spain could attract the entire shooting plan of large productions, so **the economic impact would be much greater**.

Sources from the sector confirm that, in the event that this agreement were closed, the production in Spain of both films and series could **multiply the current volume "by eight or by ten"**.