

*****PRESS RELEASE*****

NEW BILINGUAL PUBLICATION

The Audiovisual Public Policy Landscape in Latin America

(El panorama de las políticas públicas audiovisuales en Latinoamérica)

A unique collection of articles by experienced and renowned public and private sector figures on current, essential audiovisual industry public policy issues

Sponsored by Olsberg•SPI

Published by the Latin American Training Center-LATC

London and Rio de Janeiro, March 29, 2021. The Latin American Training Center-LATC announces the publication of a new and unique non-profit, bilingual Spanish-English book “**The Audiovisual Public Policy Landscape in Latin America.**”

Sponsored by Olsberg•SPI, the publication is available free of charge for download in e-book format beginning on March 30th on both [LATC](#) and [Olsberg•SPI](#) websites.

This bilingual, Spanish-English publication offers a unique collection of articles contributed by selected experienced and renowned public and private-sector figures from around the hemisphere, as well as Spain, on current, essential, and often controversial audiovisual industry public policy issues.

According to Jonathan Olsberg, Executive Chair of Olsberg•SPI, “The audiovisual sector globally has been the focus of much government policy, in recent years. However, now, as the world plans its recovery from an unprecedented economic and societal challenge, realization is dawning that the audiovisual sector can deliver an immediate economic boost to countries and regions searching for solutions. This remarkable publication certainly fills an important void – it is a virtual encyclopedia of information, ideas and solutions that address the key issues and opportunities to be found in today’s audiovisual sector: certainly, in Latin America but also, in many cases, around the world. The authors are a distinguished and far-sighted group, delivering authoritative insights that will be helpful to very many of the key stakeholders, practitioners and policymakers who focus on how to ensure this thriving sector maximizes its potential.”

According to Steve Solot, President of LATC, “Never before have Latin American public sector regulators and policymakers faced such a diverse and urgent list of themes to provide a secure legal and legislative framework, and long-term strategy for sustainable audiovisual industries in their countries. Thus, this new collection of 20 articles contributed by experienced and renowned public and private-sector figures on current, essential audiovisual industry public policy issues is both timely and relevant. As with previous LATC publications, we hope it will serve as a useful resource for policymakers, legislators, attorneys, investors, producers, distributors, and other professionals in the audiovisual industry, to promote the common objective of expansion of the Latin American audiovisual industry in the global context.”

Authors of articles in “The Audiovisual Public Policy Landscape in Latin America”

- ENRIQUE AVOGADRO, Minister of Culture of the City of Buenos Aires-Argentina
- ADVISORY BOARD, Ibero-American Conference of Audiovisual and Cinematographic Authorities (CAACI)
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- FERNANDO LABRADA, President, Media Research Consultancy-MRC (Spain)

The launch of “**The Audiovisual Public Policy Landscape in Latin America**” marks the second stage of the new focus by Olsberg•SPI on Latin America, following the launch of its [Public Policy Audiovisual Diagnostic Consultation](#), the free one-hour consultation service for public sector entities in Latin America, which offers an opportunity to discuss all aspects of a country’s or state’s audiovisual strategy with the firm’s experts, and how it could be improved or updated. The application deadline for consultations has now been extended until May 30, 2021.

ABOUT [Olsberg•SPI](#)

Olsberg•SPI (London) provides expert creative industry consultancy and strategic advisory services to public and private sector clients in the worlds of film, television, video games and digital media around the world.

ABOUT [Latin American Training Center-LATC](#)

Based in Rio de Janeiro, LATC is a media training and consulting center for professionals of the audiovisual content industry providing technical training and support through programs, publications, competitions, workshops and seminars.

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