

COMMITMENT TO MEXICO



The Motion Picture Association (MPA) member companies **are an essential and integrated part of the local industry production and distribution ecosystem**, contributing at every stage of the audiovisual industry value chain.



MPA member companies **collaborate with Mexico's filmmakers on numerous production partnerships to support local stories, local storytellers, and local production companies**, bringing their films and series to local and global audiences, and ultimately fostering greater content diversity.



With substantial investments in the local entertainment industry, infrastructure, and talent, MPA member companies are **net contributors** to Mexico's creative economy; their investments also **contribute to the growth of the local production community**.



MPA member companies support jobs and GDP locally. Moreover, MPA member productions help create a **world-class talent pool**. The innovativeness of the audiovisual sector depends above all on millions of innovative, creative, and highly valued people, ranging from actors to projectionists, carpenters building film sets, make-up artists bringing characters to life, 3D experts using technology to create the next great special effects, and so on. These are highly valued jobs often actively pursued by young people and others who are passionate about working in this industry.

SUPPORTING CREATORS AND BACKING LOCAL STORYTELLING



- MPA member companies have been committed to producing original Mexican content for many years, leveraging the strength of the local production industry to expand and sustain foreign investment in the local creative economy. By supporting local storytelling, MPA member companies contribute to cultural diversity.
- Non-local films and series produced and distributed by the MPA member companies also have a significant economic impact on the economies in the countries in which they are filmed.

EXAMPLES:



Major MPA member company Mexico film shoots in 2022-2024 include Amazon Prime Video's *La caída (Dive)*, which won TV Movie / Mini Series at the 2023 International Emmy Awards and was awarded Best Film in 2023 by the Periodistas Cinematográficos de México A.C. (Mexican Cinema Journalists); Disney's *La Máquina*, Hulu's first original series in Spanish; NBCUniversal Telemundo's *El Señor de los Cielos (The Lord of the Skies)* whose success produced a new spinoff series, *Dinastía Casillas*; Netflix's *Bardo, falsa crónica de unas cuantas verdades (Bardo: False Chronicle of a Handful of Truths)* was nominated for Best Achievement in Cinematography at the 95th Academy Awards; Paramount's *Uno Para Morir (Death's Roulette)* that was nominated in 2023 for a PRODU Award; Sony Pictures Releasing's *Confesiones (Confessions)* which earned seven nominations in 2024 from the Periodistas Cinematográficos de México A.C. (Mexican Cinema Journalists); and, Warner Bros. Discovery Latin America's highly anticipated bioseries, *Chespirito: Sin querer queriendo (Chespirito: Not Really on Purpose)*, exploring the story behind one of Mexico's most beloved creator, storyteller, actor and writer, whose legacy reaches all parts of the world.

1.3K+

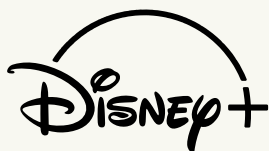
MPA member company feature film shoots spend MXN\$13.178 million per shoot day globally on average. MPA member companies' film location shoots spend an average MXN\$520.780 million per location shoot, including MXN\$238.525 million in local wages, and hire over 1,340 local workers.

1.8K+

MPA member company series location shoots spend MXN\$9.44 million per shoot day globally on average. MPA member companies' series location shoots spend an average of MXN\$971.99 million over the course of a location shoot, including MXN\$530.72 million in local wages, and hire over 1,850 local workers.

AMAZON MGM STUDIOS

- Amazon Prime Video announced 23 commissions for its video-on-demand platform in the second half of 2023. Among the Amazon Original commissions announced, 13% originated from Latin America, almost double the proportion announced in the same period of 2022 (7%).
- The local teams of Amazon MGM Studios and Prime Video have been working in Mexico since 2018, with more than 20 local production companies. Since its launch in Mexico, Amazon MGM Studios has generated more than 6,000 direct and indirect jobs and the production of more than 50 original local titles that highlight local culture.
- Recent Amazon titles with production taking place in Mexico include: *Mentiras*, *La Liberación*, *Latido (Heartbeat)*, *La Caída (Dive)*, *De Viaje con los Derbez*, *El Juego de las Llaves*, *Un extraño enemigo*, *Jalas o te Rajas (Prank or Tank)*, *LOL: Last One Laughing* and *Pan y Circo*.
- At the request of Amazon Studios, the first virtual production studio in Latin America was built at Churubusco Studios in Mexico City in 2023. The studio was utilized in Amazon's *Cada Minuto Cuenta (Every Minute Counts)*, a drama series about the Mexico City earthquake of 1985.



- Disney has numerous projects of diverse genres in various stages of production in Latin American countries, such as Argentina, Brazil,

Mexico, Chile, and Colombia. Together with prestigious local production companies and beloved talent, the company creates fiction and non-fiction content on topics relevant to the Latin audience, which also appeals to global consumers.

- With the 2024 merger of Disney+ and Star+, the Latin American audience has access to a larger and more diverse catalogue including the existing Disney+ titles, Star+ Originals and ESPN sports content. The merger doubles the hours of content available on Disney+ in Latin America, from 8,546 hours to over 18,000 hours, and widens the audience for Star+ Latin America Originals to include Disney subscribers.
- Among the numerous original productions developed in Mexico for the Disney+ platform include: *Papás por Encargo (Daddies on Request)*, *Lucha: Despierta tu naturaleza*, *El Rey de los machos*, *El Mantequilla: Maestro de la estafa (Butter Man: The Slickest Mexican Thief)*, *Pancho Villa: El centauro del norte (Pancho Villa: The Centaur of the North)* and *Soy Rosalía*. Other notable local productions that have premiered on Disney+ and Star+ are *Sobrevolando (Latin America from Above)*, *Voluntarios: Todo sea por la ciencia*, *Polinesios Revolution*, *No fue mi culpa: México (Not My Fault: México)*, *Especiales Star+: En Primera Persona*, *National Geographic: Lo que no sabías del humor Mexicano*, *El galán. La TV Cambió, él no (The Heartthrob: TV Changed, He Didn't)*, *Checo ¡Y Que Viva México!*, *Soy Tu Fan: La Película*, *El Valet (The Valet)* and *Los Hermanos Salvador*.
- In 2024, Disney Latin America produced some 24 titles across its unscripted, factual/comedy as well as kids & family

areas. Upcoming titles include *Entre paredes*, *The Incredible Story of Julia Pastrana*, *Frida*, and *Mama Cake*.

- In 2024, FX and Disney+ Latin America ordered a docuseries that will revolve around Club Necaxa, the beloved Mexican soccer team, with Eva Longoria, Ryan Reynolds and Rob McElhenney as executive producers. Filming for the series began in July in Aguascalientes, Mexico.
- *La Máquina*, Hulu's first original series in Spanish, was released in 2024 and reunited actors and producers Gael García Bernal and Diego Luna to tell the story of two best friends: a boxer and his manager.



- In 2024, Telemundo Studios began production of *La Jefa*, Telemundo's new Super Series® in Mexico. The series was released in February 2025 and features a star-studded cast.
- Set and produced in Mexico, Telemundo premiered its primetime telenovela *El Conde: Amor y Honor* (*The Count: Love and Honor*) that featured the legendary Mexican actor, Fernando Colunga, marking the actor's debut on Telemundo.
- Telemundo is producing an innovative new global "banda" competition, currently titled *Sin Fronteras*, set on a ranch in Mexico. *Sin Fronteras* offers viewers a 360-degree experience as the first genre-bending, global 'banda' is created through community engagement, content and original music. Banda is a term to designate a style of Mexican music and the musical

ensemble in which wind instruments, mostly of brass and percussion, are performed.

- The ninth and final season of Telemundo's *El Señor de los Cielos* (*The Lord of the Skies*) premiered in 2024, with the Season 9 trailer gaining more than a million views within 24 hours of its release. Season 9 of the series was partially shot in Mexico's Chinatown.
- In addition, Season 9 of *El Señor de los Cielos* (*The Lord of the Skies*) involved a crew of more than 500 people behind the scenes, from writers to stunt coordinators, costume designers, and camera operators. It also shot 250 exterior locations across Mexico City and surrounding locations and hired more than 1,000 background actors who supported a cast of 55 lead and ensemble cast members.
- A spin-off of *El Señor de los Cielos* (*The Lord of the Skies*) was announced by Telemundo in 2024, *Dinastía Casillas*, and will be released in 2025.

NETFLIX

- In 2025, Netflix announced a new MXN\$20.6 billion investment in Mexico over the next four years, highlighting its close relationship with Mexico's audiovisual industry. As part of its investment, Netflix has earmarked MXN\$41.2 million for the iconic Churubusco Studios, a historic site where some of the best Mexican films have been made. Netflix has also designated over MXN\$20.6 million to help develop the next generation of Mexican filmmakers and storytellers.
- Netflix has a longstanding relationship with Mexico. In 2019, Netflix announced a MXN\$3.9 billion investment in Mexico

to generate series and films and in 2020, a MXN\$6.1 billion investment in 50 TV series and movies made in Mexico, reportedly its largest international production slate in terms of volume.

- In 2023, Netflix reaffirmed its MXN\$6.1 billion commitment to Mexican cinema and series and its #QueMéxicoSeVea ("Let Mexico Be Seen") initiative. Celebrating Mexico's National Day of Cinema in 2023, Netflix announced new projects with some of the most prominent local filmmakers.
- Recent Netflix titles with production taking place in Mexico include: *El Guardián de las Monarcas* (*The Guardian of the Monarchs*), *Príncipes Salvajes* (*Untamed Royals*), *Technoboy*, *El elegido* (*The Chosen One*), *Ojitos de huevo* (*Nothing to See Here*), *Las viudas de los jueves* (*Thursday's Widows*), *Madre de alquiler* (*The Surrogacy*), *Fuga de reinas* (*Queens on the Run*), *El último vagón* (*Where the Tracks End*), *Ruido* (*Noise*), and *¡Que viva México!* – one of the most watched films on Netflix in Mexico ever.
- In 2024, Netflix announced additional production in Mexico, with some titles recently released and others in various stages of production, including *Accidente* (*The Accident*), *Bienvenidos a la familia*, *Las muertas*, *Gringo Hunters*, *Nadie nos vio partir*, *Celda 211*, *Las Hermanas Guerra* (*Sister's Feud*), *Las Locuras*, *The Biggest Fan*, *Los dos hemisferios de Lucca* (*Lucca's World*), and *No Negociable* (*Non Negotiable*).
- Netflix produced *Familia*, the first Spanish-language film by Colombian and Mexican filmmaker Rodrigo García, which filmed in a Mexican town close to the U.S. border.
- The 2024 Netflix film *Pedro Páramo* generated more than MXN\$375 million

for Mexico's economy with filming taking place over 50 days in the states of Nayarit, San Luis Potosí and Mexico City. In the San Luis Potosí area alone over 2,500 workers were hired, resulting in over 14,900 hotel nights, 50 days of filming, and employing over 900 background actors.

- » The *Pedro Páramo* production team consisted of more than 550 technicians and artists. More than 5,000 garments used during filming were designed and manufactured in collaboration with local artisans. The soundtrack involved the participation of more than 30 traditional musicians from various states such as Jalisco, Michoacán, San Luis Potosí, Puebla, Chiapas and Mexico City.
- Netflix's film *El último vagón* (*Where the Tracks End*), directed by Ernesto Contreras and starring Adriana Barraza, filmed in Veracruz, Tlaxcala and Puebla. To create the sets, props, and scenery, the film used five tons of iron, 8.5 tons of wood, and 480 kilos of recycled paper.
- Luis Estrada's popular film *¡Que viva México!* filmed in Real de Catorce and the Wirikuta Desert for two months and generated an economic spillover of MXN\$20 million.

Paramount

- Paramount's original productions in Mexico include *Backdoor* and Paramount+ originals/exclusives *Los Enviados* (Season 1 & Season 2), *Cecilia* (Season 1 & Season 2), *At Midnight*, *Corazonada*, *Uno Para Morir* (*Death's Roulette*), *Dr. Ballí*, *Tengo que morir todas las noches*, *Acapulco Shore* (Season 1 – Season 11), and *Se Rentan Cuartos*.

- Pluto TV, Paramount's free TV streaming service in Latin America, with 198 channels in Spanish, 169 channels in Portuguese, and is present in 18 Latin American countries. The service has partnership agreements with more than 250 content partners to offer more than 60,000 hours of content in Spanish speaking Latin America and 35,000 hours in Brazil. Among the main partners are Sony, Lionsgate, Banijay, Telefe, TV Azteca, América TV, Polar and Globo.
- For years, Paramount has celebrated internationally acclaimed events in Mexico City, such as the prestigious Kids' Choice Awards and MTV MIAW, showcasing the nation's vibrant spirit and creative energy. Furthermore, in 2024, Paramount proudly hosted the third edition of VidCon Mexico, reinforcing its dedication to fostering a dynamic space for storytellers, creators, and audiences alike.

SONY

- Sony Pictures Entertainment (SPE) is working with local partners to produce, acquire, and distribute local language and international films and television productions in Mexico. Recent projects include Mexican adaptations of Sony's US domestic sitcoms for a local sitcom pipeline, such adaptations include two seasons of *Casados Con Hijos* (remade from *Married with Children*), commissioned by Sony Channel with the third season now in pre-production, two seasons of *Enloqueciendo Contigo* (remade from *Mad About You*); four seasons of the legendary *Rosario Tijeras*; the light entertainment format *Raid the Cage* for CBS (the same from which

- Sony produced four seasons of *Escape Perfecto* for TV Azteca); also *Me Late Que Sí* in coproduction with Dynamo for Netflix; *Sangre Llama Sangre*, an original horror series for Clarovideo; two seasons of the medical series *Clinica X* for Sony Channel and Seasons 8, 9 and 10 of *Shark Tank Mexico* for Sony Channel. SPE production activity in Mexico also includes *La Reina del Flow* (*The Queen of the Flow*) for Televisa and 900+ episodes of *Enamorándonos* for TV Azteca.
- SPE is currently developing remakes from two renowned scripted franchises, both of which intend to consist 40 episodes and Sony is also developing half a dozen of original shows for local and/or international distribution, and a premium Mexican drama series intended to be produced on spec, with scenes shot in Mexico, Spain and Colombia and four light entertainment shows.
- Sony Pictures Television (SPT) intends to continue producing the local franchise of the sitcoms *Casados Con Hijos* (*Married with Children*) and *Enloqueciendo Contigo* (*Mad About You*) in Mexico.
- Sony Pictures International Productions (SPIP), a division of Sony Pictures Entertainment, has been developing and producing original movies in Mexico for the past nine years. SPIP's recent production activity includes *Turno Nocturno* (*Night Shift*), *Confesiones* (*Confessions*), *La Posada*, *Caros Vemos*, *El Precio de Educarlos*, *A Todas Partes*, *Guerre de likes* (*War of Likes*), *Chica Conoce a Chico*, *Tequila Repasado*, *Divina Senal* and *Tangos*, *Tequilas Y Algunas Mentiras* (*Miles and Lies*). SPIP's next Mexican movie, *Bailamos?* is starting production in Mexico City in April 2025.

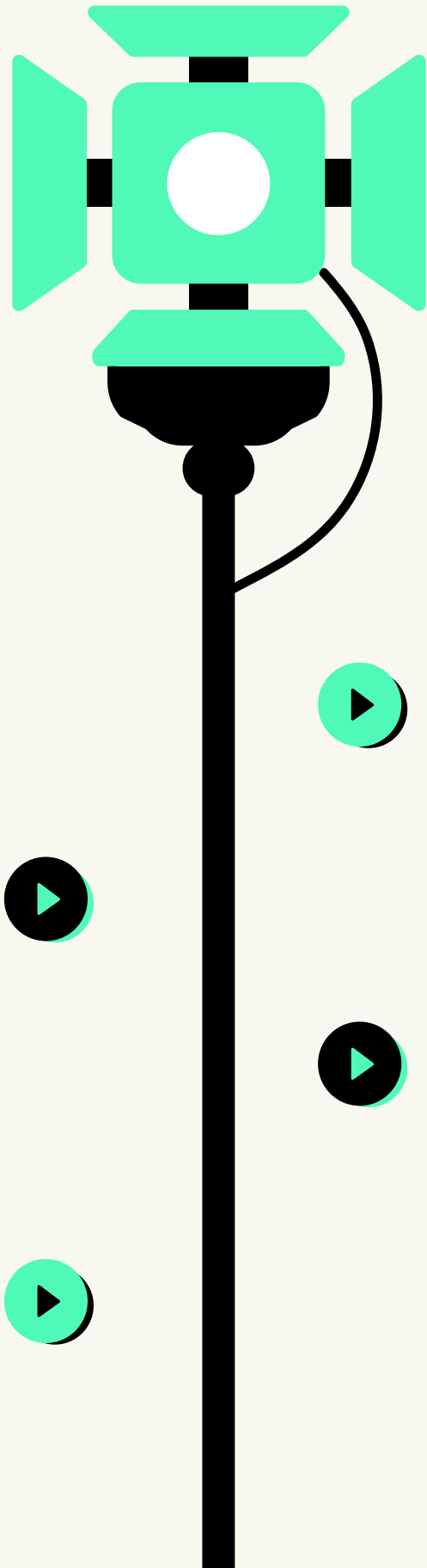
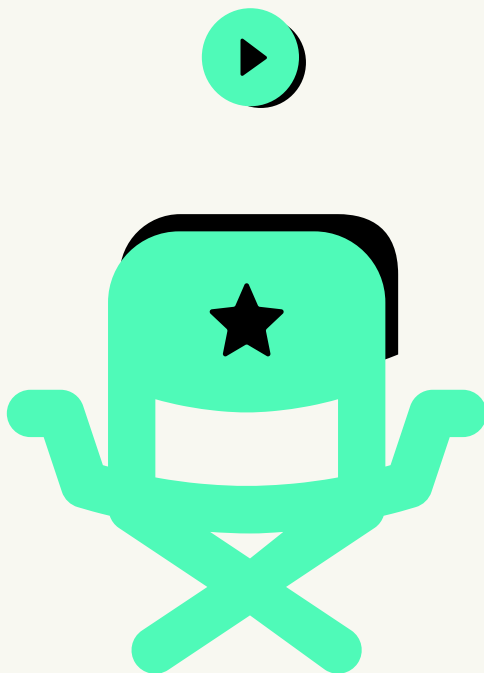


WARNER BROS. DISCOVERY

- Warner Bros. Discovery has been producing content in Latin America for over 20 years and has an extensive history of producing acclaimed regional content across its brands. These deep relationships with local talent and independent producers, both behind and in front of the cameras, will only continue to grow as the company is committed to continuing to invest in local productions and giving a platform to local creative communities across the region.
- Warner Bros. Discovery launched its rebranded streaming platform, Max, in Latin America in February 2024, the first major international roll-out after the US. The platform has nearly 40,000 hours of content, covering movies, series, novelas, documentaries, lifestyle, reality shows, live shows, and sports.
- In 2024, Max launched the "Mucho Más Mexa" label in Mexico, with an objective to strengthen and give visibility to local content, exalting and celebrating the cultural wealth, creativity and local talent through original productions made in Mexico. Through these locally produced contents, Max and Warner Bros. Discovery seek to connect deeply and authentically with the Mexican audience, offering content that reflects their stories, their voices, and their identity, with local creative talent leading these productions.
- Local content produced for Max includes the series *Como agua para chocolate* (*Like Water for Chocolate*), executive produced by Salma Hayek and based on Laura Esquivel's bestselling novel *Like Water for Chocolate*, and *Chespirito: Sin querer queriendo* (*Chespirito: Not Really on Purpose*), the first bio-series inspired about the life of beloved creator and storyteller Roberto Gomez Bolaños, who gave life to the character of Chespirito. Local content focused on children's content includes "*La vida secreta de tu mente*" animated series winner of the 2024 International Emmy Awards in the Kids: Factual & Entertainment category, the stop motion animation film, *Sustos ocultos de Frankelda* (*Frankelda and the Book of Spooks*) and *Rey Misterio vs La Oscuridad* (*Rey Misterio vs. The Darkness*), a series that follows the adventures of Lucha Libre icon, Rey Misterio. Live sports content includes Mexican Lucha Libre AAA.
- Another important pillar of local production for WBD are docuseries, based on cases that are extremely relevant to Mexican society and that address sensitive and socially relevant issues. Stories told with the objectivity, respect and journalistic rigor, that which not only informs and entertains, but also promotes reflection on the reality of the country. Some of these productions are: *Masacre de los Mormones* (*Massacre of the Mormons*), *Los 43 de Ayotzinapa: Un crimen de estado* (*The Ayotzinapa 43: State Crime*), *Culiacanazo: Herederos del narco* (*Battle of Culiacán: Heirs of the Cartel*), *Debanhi: ¿Quién mató a nuestra hija?* and *Marcial Maciel: El lobo de Dios*.
- Filming for *Como agua para chocolate* (*Like Water for Chocolate*) took place in Mexico City and in Haciendas

in the State of Tlaxcala, involving approximately 1,200 cast and crew. The second season will begin production soon.

- Warner Bros. Discovery produces a wide variety of productions in Mexico across genres such as drama, bioseries, soap operas, fiction, fantasy, docuseries, etc., with series such as: *VGLY (Season 1 and Season 2)*, *Sierra Madre: Prohibido pasar (Sierra Madre: No Trespassing)*, *Las Bravas (Season 2)*, *Cóyotl, Héroe y Bestia (Cóyotl, Hero and Beast)*, *Como agua para chocolate (Like Water for Chocolate)* and *Chespirito: Sin querer queriendo (Chespirito: Not Really on Purpose)*; diverse reality shows such as *Divina Comida México (Season 1, Season 2 and Season 3)*, *Mexicánicos*, *Señales del Más Allá México*, *Supervivencia al Desnudo México (Naked and Afraid Mexico)*, *Kilos Mortales México*, etc.; as well as films such as *La Cocina*, *Amarte* and *Sin Equipaje*.



CELEBRATING MEXICO'S CULTURE BEYOND BORDERS IN A WAY ONLY STORYTELLING CAN DO



MPA member companies are well positioned to export Mexico's content and culture to the widest possible audience. For example:

- ▶ Amazon's Mexican sports drama **La Caída** (*Dive*) won multiple International Emmys in 2023, including Best TV Movie/Miniseries and Best Actress for Karla Souza.
- ▶ The series **La Cabeza de Joaquín Murrieta** (*The Head of Joaquín Murrieta*) was among Amazon Prime Video's top 10 globally most-watched non-English-language local original movies and series in 2023.
- ▶ Amazon Prime Video Mexico's original series, **Mentiras**, based on the popular Mexican stage musical, will launch exclusively on Prime Video in more than 240 countries and territories.
- ▶ NBCUniversal's **Telemundo News Bureau**, based in Mexico City, covers current events in Mexico, which are exported globally across NBCUniversal News assets.
- ▶ HBO Latin America's **Sr. Ávila** was the first series in Mexico to receive an Emmy award for Best Non-English Language U.S. Primetime Program, in addition to being HBO's first International Emmy.
- ▶ Disney+ Mexican original production **Papás por Encargo** (*Daddies on Request*) was released in Latin America, the US, and Europe simultaneously in July 2022.
- ▶ The Netflix series, **Control Z**, was seen by more than 20.5 million households worldwide, and in the first 28 days, it was

ranked in the top 10 of 64 countries, including Mexico, Brazil, Spain, France, and the U.S.

- ▶ Netflix's **Oscuro Deseo** (*Dark Desire*) was watched by 35 million households worldwide in its first 28 days and reached the top 10 streamed pieces of content in 77 countries, including Brazil, Colombia, France, Spain, and the U.S.
- ▶ **El Elegido** (*The Chosen One*), a Mexican-Spanish film production, was released on Netflix, allowing the film to be seen by 50 million people in 190 countries, instead of having a limited local release.
- ▶ **Bardo, falsa crónica de unas cuantas verdades** (*Bardo: False Chronicle of a Handful of Truths*), Netflix's 2022 Spanish-language feature was nominated for over 50 awards locally and internationally, including the Academy Award for Best Achievement in Cinematography.
- ▶ The Mexican comedy-thriller **No Negociable** (*Non Negotiable*) topped Netflix's foreign language Top 10 following its release in July 2024 and also reached #5 on the overall movie chart.
- ▶ Netflix's **¡Que viva México!** became one of the most popular films on Netflix and reached the top 10 spot in several Latin American countries, generating interest in tourism to Real de Catorce, the real-life town where filming took place.



Film-induced tourism is a well-known secondary effect of film and series production. For example:

- ▶ A Tripadvisor study estimated that at least 20% of global travelers visited a destination because they saw it in a TV show.
- ▶ In the year following the release of Disney's **Coco**, Morelia, the capital of Michoacan and the starting point of Coco's route in the film, experienced a 50% increase in the number of tourists.
- ▶ After the release of Sony/MGM's **Spectre**, interest in Mexico City's Día de Los Muertos celebrations skyrocketed, and the country's Tourism Board invested in creating a parade similar to the one seen in the film. The parade cost MXN\$9.34 million to create, 650 volunteers put it together, and more than 250,000 people came to watch. In the year following the film release and the creation of the Day of the Dead parade, Mexico City experienced a 9.4% increase in international tourists, which may have been partly attributable to the film.



SUPPORTING THE NEXT GENERATION OF CREATORS AND STORYTELLERS, AND GIVING BACK TO THE COMMUNITY



MPA member companies' investments bear fruit beyond the audiovisual industry: the growth of the creative sector helps connect people, cut across cultural and political divides, and act as a source of expression. We are proud of our members' support for local programs and initiatives benefiting Mexico's artists, students and educators, the workforce, and the environment. For example:

AMAZON
MGM STUDIOS

Amazon Disaster Relief team donated more than 103,000 essential items to support organizations operating on the ground when Hurricane Otis hit Acapulco in late 2023. They also supported affected communities through donations to the Mexican Red Cross, the Mexican Association of Food Banks, and the United Nations International Organization for Migration.

Amazon has supported the Mexican Food Bank Network (BAMX) with the goal of donating a total of 4,000 food pantries in 2023. Additionally, Amazon donated 40 tons of staple grains (beans, rice, and lentils) to BAMX to support 18 local food banks. For every unique volunteer and hour of volunteer work, Amazon donated a meal to community members experiencing food insecurity. Additionally, during 2024, 1,283 unique volunteers have been engaged in various volunteer activities and logged around 7,220 volunteer hours.



Disney, together with Chicosnet.net, developed "Historias para Armar," an educational program that combines storytelling with digital media and maker experiences, as a strategy for children aged 8 to 11 years old to learn to create stories using digital media. Since its launch in May 2021, it has had 197,000 unique users of the website, 99,000 stories have been created, and it has impacted 28,000 teachers and 804,000 kids (32,000 unique users from Mexico have interacted with the platform).

Through the Disney Conservation Fund, **Disney** supports environmental protection and species preservation initiatives of 10 organizations in Latin America, including Shark Team One, which works with communities in the Yucatan Peninsula to protect one of the last populations of endangered whale sharks and the International Cultural Diversity Organization, which works to preserve, document and increase wild and domesticated colonies of *Melipona beecheii*, a native stingless bee sacred to the Mayan people in the Yucatan Peninsula.



In 2021, **NBCUniversal** launched a Diversity, Equity, and Inclusion program in Mexico to create inclusion awareness, prioritizing employee engagement, original productions, channel branding, and the "El Poder Femenino" campaign.

NETFLIX

In 2021, **Netflix** Mexico invested MXN\$6.086 billion in "Que México Se Vea," seeking to invest in projects by Mexican directors in order to promote Mexican cinema. Netflix holds an active role as producer within these projects, both inside and outside of Mexico.

In 2024, **Netflix** launched the Netflix Fund for Creative Equity in Mexico, which supports programs that identify, train and provide opportunities for talent that has not yet found its place in the sector, sponsoring "New Frontiers of Audiovisual Production in Mexico", an executive production training course in Mexico with a focus on diversity; training courses and master classes at the new Centro de Capacitación Cinematográfica (CCC) campus in Chapultepec; and co-sponsoring the "2nd Film Project Development Lab for Indigenous and Afro-descendant Filmmakers from Latin America" with the Morelia Film Festival.

Other **Netflix** programs in Mexico, including in the areas of Durango and Otaez, have included work in ecosystem restoration, skills training, job creation, and protecting endangered species.

Netflix and the Mexican Motion Picture Arts and Sciences Academy (AMACC) announced the expansion of the "Fondo de Apoyo COVID-19 para la Industria Cinematográfica y Audiovisual" aid fund to support subsidies for technicians, assistants, makeup artists, camera support staff, carpenters, electricians, and others with up to MXN\$29.5 million. Around 1,437 workers in more than 20 Mexican states were expected to benefit from this measure.

Netflix and the Mexican Motion Picture Arts and Sciences Academy (AMACC) announced the Nuevas Fronteras de la Producción Audiovisual en México program for 2025, which seeks to foster talent and promote diversity in the audiovisual industry.

Netflix and Ambulante launched an MXN\$15 million initiative, the “Fondo Miradas,” to support more than 80 productions of filmmakers affected by the COVID-19 pandemic, which will benefit about 500 people. It will support approximately 30 indigenous and Afro-descendant groups, including the Zapotec Serrano, Totonac, Mixtec, Nahuatl, and Purépecha, among others. Almost 75% are in Mexico, with the rest located in Belize, Guatemala, Honduras, El Salvador, and Nicaragua. The fund supports emerging filmmakers, mid-career, and those with extensive experience who work in various genres.



For 24 consecutive years, **Paramount** employees from Mexico and around the world have volunteered in their communities on “Paramount Community Day.”

Paramount Mexico’s Green Team partnered with Cíclica, to raise awareness about the zero-waste lifestyle, learn about the food cycle, and promote a healthy diet through crate gardening. Through this partnership, the team completed a multi-month training that included lessons in gardening.

Paramount Consumer Products and Nickelodeon are collaborating by funding global ocean cleanup work, promoting sustainable products, and educating millions of fans about how they can help protect the undersea home of all marine creatures. These cleanups were conducted across the globe, including Mexico and Brazil. They have a goal of collecting five million pounds of plastic and debris by 2027.



Sony Corporation of America, on behalf of Sony’s affiliates in the Americas, supported the rollout of UNICEF’s “Learning Passport” in Mexico. Sony’s financial support catalyzed the creation of a library of critical Spanish-language learning resources for children, teachers, parents, and caregivers. This donation was made through Sony’s COVID-19 Global Relief Fund.



**WARNER BROS.
DISCOVERY**

As parts of **Warner Bros. Discovery**'s commitment to Social Good: WBD integrates corporate responsibility into storytelling, partnerships, and community engagement to create a lasting impact.

- Supporting Communities & Sustainability: Focused on helping vulnerable populations, providing career opportunities, and protecting the planet through dedicated initiatives.
- Structured Charitable Giving: Ensures responsible contributions, including Public Social Announcements (PSA), in-kind support, and cause-marketing partnerships aligned with company values.
- Strategic Partnerships for Change: Collaborates with nonprofits to drive meaningful social impact through advocacy, education, and resource distribution.
- Global Volunteerism Commitment: WBD Impact Day unites employees worldwide in service projects, reinforcing a culture of community support and collective action.

Warner Bros. Discovery launched its award-winning global internship program in Mexico, Colombia, Chile and Argentina in 2024. In 2023, the global internship program enlisted 840 students.

