



Ministerio
de Industria,
Energía y Minería

Dirección Nacional
de Telecomunicaciones y
Servicios de Comunicación
Audiovisual



Ministerio
de Educación
y Cultura



Dirección Nacional
de Cultura

INCAU INSTITUTO
NACIONAL DEL CINE
Y EL AUDIOVISUAL

ANDE
Agencia
Nacional de
Desarrollo

Uruguay XXI
INVESTIR. LEER. ASOCIAR.
BRAND PRODUCTION AGENCY

Uruguay Audiovisual Program

Specific Rules

for International Audiovisual Advertising Production in Uruguay

Call for Proposals 2022

1- What types of projects do we seek to support?

The international audiovisual advertising unit of the Uruguay Audiovisual Program (PUA) seeks to support foreign audiovisual advertising productions produced entirely or partially in Uruguay.

Submitted projects must consist of pre-production, production, and/or post-production activities to be carried out within the country. Proposals must include at least USD 150,000 (one hundred and fifty thousand US dollars) of expenses to be paid out in Uruguay by a single advertiser.

2- Who can apply to this call for proposals?

Uruguayan legal entities formally incorporated and permanently domiciled in Uruguay – with at least 12 months of documented operations – that are not direct or indirect holders of audiovisual communication services, do not have a corporate relationship with a holder of audiovisual communication services, provide duly accredited production and/or logistical support services, and have an agreement with a foreign company for the production of audiovisual advertising content to be developed totally or partially in Uruguay may submit a proposal. The applicant company will be the Executing Entity for the project, responsible before the National Development Agency (ANDE) for the development of the project and the accreditation of expenses. The applicant company must be registered in the National Film and Audiovisual Institute (INCAU) registry.

The ultimate beneficiaries of funds granted under the program will be foreign legal entities responsible for the production of audiovisual content with a production-services-contract with the local company submitting the application.



Ministerio
de Industria,
Energía y Minería

Dirección Nacional
de Telecomunicaciones y
Servicios de Comunicación
Audiovisual



Ministerio
de Educación
y Cultura



Dirección Nacional
de Cultura

INCAU INSTITUTO
NACIONAL DEL CINE
Y EL AUDIOVISUAL

ANDE
Agencia
Nacional de
Desarrollo

Uruguay XXI
INVESTIR. LEVANTAR. CRECER.
BRAND PRODUCTION AGENCY

At the time of application, the foreign company must present a certificate of good standing, existence, and representation corroborating its legal status, as well as proof of having fulfilled its current tax obligations in its country of origin.¹

Only in the event that said country of origin does not issue a certification of standing, existence, and representation, an original notarized statement will be accepted, as long as it specifies the identity of the legal representative during incorporation, the type of company, headquarters, name, and legal standing of the entity.

3- What kind of support does PUA provide?

Projects submitted must consist solely of pre-production, production, and/or post-production activities to be carried out on Uruguayan soil, provided by Uruguayan citizens or physical persons permanently residing in Uruguay, and/or legal entities established in Uruguay.

Project expense totals shall consist of all expenses associated with the above-mentioned activities and must be at least USD 150,000 (one hundred and fifty thousand US dollars). The total amount for the project should be the sum of all face values for goods and services, excluding taxes.

If instructed – previously, specifically, and in writing – to do so by the National Telecommunications Agency (DINATEL), ANDE will reimburse up to 20% of the total amount of project expenses, not to exceed USD 100,000 (one hundred thousand US dollars) per project.

a. What expenses are eligible?

All expenses associated with pre-production, production, and post-production activities carried out in Uruguay, provided by Uruguayan citizens, individuals permanently residing in Uruguay, and/or legal entities established in Uruguay, are deemed eligible by the Technical Committee, including:

- Specialized activities related to audiovisual production, including artistic and technical services.
- Wages paid during shooting, including for photography and camera crew, art crew, sound crew, field production, and location production.
- Post-production, animation, and VFX technical personnel wages.

¹ Said documents must be submitted with an official translation into Spanish. If the project is approved, apostilles must be presented prior to the signing of the agreement.



Ministerio
de Industria,
Energía y Minería

Dirección Nacional
de Telecomunicaciones y
Servicios de Comunicación
Audiovisual



Ministerio
de Educación
y Cultura



Dirección Nacional
de Cultura

INCAU INSTITUTO
NACIONAL DEL CINE
Y EL AUDIOVISUAL

ANDE
Agencia
Nacional de
Desarrollo

Uruguay XXI
INVESTIR. LEER. JUGAR.
BRAND PRODUCTION AGENCY

- Fees for direction, executive production, script-writing, and cast participation provided by individuals permanently residing in the country².
- Operating expenses incurred as a result of filming on Uruguayan soil, including transportation and mobilization, food, field production, and locations.
- Artistic and technical production expenses: equipment rental fees and technical production materials, the purchase of materials for exclusive and essential use in production and/or post-production, as long as their utility is exhausted during project execution.
- Makeup, costumes, set design, and staging expenses.
- Expenses related to the acquisition of copyrights and related rights from Uruguayan authors.
- Other production expenses incurred on Uruguayan soil and considered eligible by the Technical Committee.
- Travel expenses for persons involved in the project submitted.
- Per diem expenses for persons involved in the project, such as meals and transportation expenses.
- Still photography, as a service provided for the submitted audiovisual project.

b. What expenses are not eligible?

Expenses associated with activities that are not directly related to the production of audiovisual content may not be eligible, with the following types of expenses being explicitly excluded:

- Development activities.
- Distribution and marketing activities.
- Financial and insurance costs external to project execution.
- Operating expenses, infrastructure, office expenses, equipment, transportation expenses incurred by the submitting entity, wages for permanent company personnel, or any other supplies or contracts purchased or finalized prior to the execution of the project.
- Purchases of real estate or vehicles, and civil engineering and construction projects with a utility not limited to the execution of the project; Financial investments, such as certificates of deposit, mutual funds, the purchase of shares, or debt payments by any of the project's participants.
- Services fees incurred by the production company
- Contingencies.

² The applicant production company may not submit receipts in its own name, even if, being a sole proprietorship, it provides technical services during production.



Ministerio
de Industria,
Energía y Minería

Dirección Nacional
de Telecomunicaciones y
Servicios de Comunicación
Audiovisual



Ministerio
de Educación
y Cultura



Dirección Nacional
de Cultura

INCAU INSTITUTO
NACIONAL DEL CINE
Y EL AUDIOVISUAL

ANDE
Agencia
Nacional de
Desarrollo

Uruguay XXI
INVESTIR. LEER. ASOCIAR.
BRAND PRODUCTION AGENCY

How is the program executed?

I. APPLICATION

Project applications must be submitted through the Uruguay Audiovisual website (www.uruguayaudiovisual.com/)³, by completing the application form⁴.

This request for proposals is an “open-window” procedure, starting on September 2, 2022, and remaining open as long as funds allocated for advertising projects are available.

The application must contain:

- Description and background of the companies and the proposed team participating in the project.
- Project details: technical data sheet, brief, and description of activities.
- Detailed budget.
- Timeline – Work plan.
- Accreditation of the agreement between the applicant company and the foreign company, at least including an invoice for production services⁵. Said agreement must be signed by the designated legal representative for the foreign company or by a signatory with an accredited power of attorney.
- Certificate of good standing issued by tax and social security authorities
- INCAU registration.

Only expenses incurred between the start date and the end date indicated for the nominated project will be considered eligible expenses. The start date cannot be prior to the application date.

In duly justified, exceptional cases, requests for budget increases in approved projects already underway may be considered, provided that the budget increase involves an increase in the number of shooting days or new post-production activities. Requests must be submitted at least 10 days prior to the start of shooting.

³ Applications are received by DINATEL through the application system provided by ANDE. Any questions related to the application should be sent to pua@miem.gub.uy

⁴ The application form and documents submitted in the application must be written in Spanish.

⁵ If the project is selected, the agreement signed between the two companies, duly translated and legalized, must be presented at the time of signing the DINATEL agreement. If this contract is signed in Uruguay, the signatures must be notarized.



Ministerio
de Industria,
Energía y Minería

Dirección Nacional
de Telecomunicaciones y
Servicios de Comunicación
Audiovisual



Ministerio
de Educación
y Cultura



Dirección Nacional
de Cultura

INCAU INSTITUTO
NACIONAL DEL CINE
Y EL AUDIOVISUAL

ANDE
Agencia
Nacional de
Desarrollo

Uruguay XXI
INVESTIR. LEER. ASOCIAR.
BRAND PROMOTION AGENCY

II. EVALUATION

The evaluation process will be divided into two phases⁶:

Phase 1: Eligibility

Duration: 7 business days

The DINATEL technical team will verify compliance with the conditions and all of the information required by the application. If any expansion or clarification of any aspect of the information submitted is deemed necessary, DINATEL will communicate with the applicants and grant a period of 5 business days⁷ for the submission of any requested information. After the aforementioned notice, any applicant company that fails to submit the required information and/or does not provide the necessary clarifications will be automatically excluded from the process. Projects that do not comply with the minimum requirements established in the rules for this Request for Proposals will not proceed to the next phase.

The date on which the applicant company submits all the correct documentation required by the program, without omissions, will be considered the date of application.

Phase 2: Determination (10 business days)

Based on the report prepared by the technical team – and once the availability of funds at ANDE has been confirmed – DINATEL's management will make a final decision on whether or not to grant support for the submitted project, a decision which will be formally communicated to the applicant company.

In no event will the status of Program Beneficiary be formally acquired without the signing of an agreement between the Executing Entity (the company applying) and DINATEL.

III. EXECUTION

Once the availability of funds at ANDE has been confirmed and the project has been approved, an agreement will be signed between the Executing Entity (applicant company) and DINATEL⁸.

⁶ Deadlines for the eligibility and resolution phase are not preemptory.

⁷ These 5 business days provided for sending documentation are in addition to the time required for the evaluation.

⁸ In no case shall ANDE be obliged to make any payments that may arise from the projects until it has the corresponding funds credited to the Uruguay Audiovisual Program or in the event that the balances are not sufficient for the total required for approved projects.



Ministerio
de Industria,
Energía y Minería

Dirección Nacional
de Telecomunicaciones y
Servicios de Comunicación
Audiovisual



Ministerio
de Educación
y Cultura



Dirección Nacional
de Cultura

INCAU INSTITUTO
NACIONAL DEL CINE
Y EL AUDIOVISUAL

ANDE
Agencia
Nacional de
Desarrollo

Uruguay XXI
INVESTIR. LEER. JUGAR.
BRAND POSITIONING AGENCY

Should the company, after receiving notice of approval, express its will not to continue with the approved project, the entity will be understood to be declining the support received.

If the company applies again for the initial or another project and declines the support a second time, it will be penalized by not being allowed to apply to the fund for a period of 45 calendar days. If the same company withdraws from a third approved project, it will not be able to apply to the fund for a period of 6 months.

The applicant company and/or the beneficiary company will carry out the activities foreseen in the project as proposed and approved. Activities must begin within a maximum of 45 days from the date of notification of project approval. Should any modification to the approved project be necessary, said changes must be previously communicated through a formal note justifying the changes, subject to approval by the program.

Expenditures related to the acquisition of goods and services necessary for the execution of the activities will be made by the Executing Agency and/or the beneficiary company in accordance with the conditions established in the project guidelines submitted, which is an integral part of these guidelines. Projects must be executed as they were submitted.

Upon completion of the project, once all of the planned activities have been executed, the Executing Agency must submit a closing report and statement of expenditures, which shall be considered a sworn affidavit, within a maximum period of 60 calendar days from the date of completion indicated in the project. The statement of expenditures must be accompanied by an external audit report, following a format provided by the Program and carried out by a local firm authorized by the Central Bank of Uruguay. No receipts dated after the indicated date of completion for the project may be included in this report, with the sole exception of the invoice provided by the auditing company, which may be dated after said date.

DINATEL may verify compliance with the conditions established and the eligibility of the expenses submitted. Once compliance with agreed-upon conditions for the approved budget has been verified, ANDE, receiving express written instruction from DINATEL, will reimburse applicants in accordance with the amounts and percentages established in the contract signed between the Executing Agency and DINATEL.

In no case shall reimbursements be issued for projects that have not reached the minimum required expenditure of at least USD 150,000 (one hundred and fifty thousand US dollars).

In such cases where the executed budget is lower than planned expenses, an adjustment will be made and the amount to be reimbursed will be reduced by a proportion determined by the maximum value committed to the project (where the maximum value committed is understood as the amount established as the maximum reimbursement possible based on the original budget submitted).



Ministerio
de Industria,
Energía y Minería

Dirección Nacional
de Telecomunicaciones y
Servicios de Comunicación
Audiovisual



Ministerio
de Educación
y Cultura



Dirección Nacional
de Cultura

INCAU INSTITUTO
NACIONAL DEL CINE
Y EL AUDIOVISUAL

ANDE
Agencia
Nacional de
Desarrollo

Uruguay XXI
INVESTIR. LEVANTAR. CRECER.
BRAND PROMOTION AGENCY

In such cases where the deviation between the amount budgeted for the project and the amount actually spent is greater than 10%, an additional penalty equivalent to one third of the percentage of deviation will be applied to the amount to be reimbursed, using the same proportion stipulated in the preceding paragraph.

In such cases where the actual expenditures presented in financial statements are higher than the agreed-upon budget, only the contribution stipulated in the agreement will be subject to reimbursement.

The reimbursement of awarded support will be transferred by ANDE to the foreign beneficiary company, once DINATEL's instructions have been received, to a bank account formally designated by the company, which may not be located in a country that appears on the OECD's list of tax havens. In the event that the designated bank account is owned by a legal entity other than the foreign beneficiary company, such circumstances must be included in the agreement between the applicant company and the foreign company, as per the application requirements.

The reimbursement will be paid out in two installments. The first installment will represent 90% of the amount to be reimbursed and will be paid once the final statement of expenses has been approved. The second installment will correspond to the remaining 10% of the amount to be reimbursed and will be paid 3 months after the approval of the final statement of expenses for the project, provided that the participating companies have not incurred in contractual defaults with domestic individuals and/or companies. Any banking costs associated with this reimbursement will be the sole responsibility of the beneficiary company.

Once the reimbursement has been paid in the two corresponding items, the contract will be considered fulfilled.

DINATEL reserves the right to request any additional information it may deem necessary at any time. To this effect, the Executing Entity must allow DINATEL or its designee access to any information DINATEL may deem necessary for the monitoring and evaluation of the project.

In the event of total or partial noncompliance with the established conditions, falsification of information or any failure to comply with the procedures established in the agreement with the Executing Agency and/or the foreign company, DINATEL and/or any of the participating institutions in the PUA will proceed to suspend (temporarily or definitively) the execution of the project and the appropriate administrative and legal measures will be adopted according to applicable national regulations.

4- Regarding the Amount assigned to this Request for Proposals

For the implementation of these PUA Advertising benefits, a total amount of up to USD 1,039,485 (one million, thirty-nine thousand, four hundred and eighty-five US dollars) will be allocated. DINATEL and/or the Inter-Institutional Committee reserve the right not to allocate the full amount contemplated herein, either due to the unavailability of funds and/or for any other reason that the Committee considers justified.



Ministerio
de Industria,
Energía y Minería

Dirección Nacional
de Telecomunicaciones y
Servicios de Comunicación
Audiovisual



Ministerio
de Educación
y Cultura



Dirección Nacional
de Cultura

INCAU INSTITUTO
NACIONAL DEL CINE
Y EL AUDIOVISUAL

ANDE
Agencia
Nacional de
Desarrollo

Uruguay XXI
INVESTIR. LEER. ASOCIAR.
BRAND PRODUCTION AGENCY

5- General and Special Rules

These specific rules are the special conditions that will govern the “Advertising Unit” of PUA in relation to any matter not included in the General Rules for the Uruguay Audiovisual Program 2022.