



JAMPRO
TRADE & INVESTMENT JAMAICA

THE FILM, ANIMATION & MUSIC GUIDE TO JAMAICA

The creative hub of the Caribbean

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OVERVIEW OF JAMAICA'S FILM ANIMATION & MUSIC SECTORS



Jamaica is considered to be the creative hub of the Caribbean. This reputation began with an innovative music industry, but today it has grown to encompass art, dance, film, and animation.

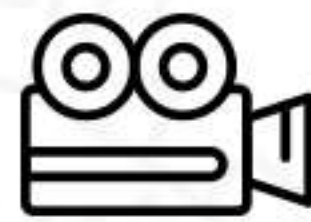
The film, animation, and music sectors are significant contributors to the island's GDP, with film and animation holding significant potential for the future.

Jamaica is home to reggae, dancehall, and other music forms that enjoy a large international audience, and can be seen on global music charts.

The island also has a vibrant film industry with major expansion in its professional workforce and in local and international projects being produced. Jamaica is an excellent location for filming, and has attracted film location scouts with its vast exotic landscapes and striking urban centres. Recent major projects include episodics like Luke Cage, The Amazing Race Israel, The Real Housewives of New Jersey and movies like Sprinter, Yardie, and No Time to Die, the 25th James Bond film.



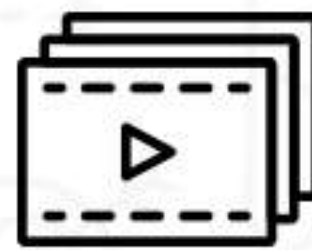
QUICK FACTS ABOUT JAMAICA'S FILM ANIMATION & MUSIC SECTORS IN JAMAICA



Over 19M USD in film production expenditure contributed to GDP in 2018-2020.



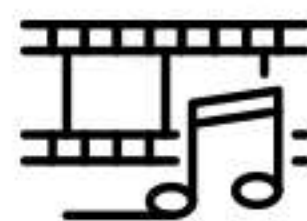
Film Production Expenditure is rebounding after COVID-19, already contributing more than US\$2M to the economy in the financial year 2021-22.



Around 100 productions are facilitated per year (2019). 61 screen-based productions registered in 2021-22.



Jamaica's annual music exports are valued at around USD \$79-98 million, accounting for around 1.7% of Jamaica's goods and services exports.



Strong music and film industry participation in several associations and membership bodies.

WHY JAMAICA

STRONG GOVERNMENT SUPPORT

The creative economy receives strong government support in several areas.

Customs Duty Relief: Bond of duty waived for shipping of equipment used in film/music projects.

UK Co-Production Treaty: The agreement allows production and associated benefits to be shared between producers of an approved project between Jamaica and the United Kingdom.

International trade agreements: CARIFORUM-EU Economic Partnership Agreement (EPA), which outlines a framework for preferential access for audiovisual content.

Special Economic Zones (SEZ): Companies in Film, Animation, and Music sectors eligible to apply for SEZ status, and receive special tax and other benefits.

Ease of doing business: The Film Commission supports the execution of projects, with over 100 projects facilitated each year.





WHY JAMAICA

IDEAL LOCATION FOR FILM, ANIMATION, AND MUSIC

Diverse locations and culture ready to be the setting for any screen-based project.

- **Cultural mecca with strong global brand:** Country has strong creative brand, and is considered to be a cultural mecca.
- **Scenic locations to fit any film:** A variety of locations available to serve as settings for screen-based productions.
- **Strong industry talent:** Jamaica has high potential talent for on-screen purposes (actors) as well as production (writers, directors, producers, cinematographers).

WHY JAMAICA

OUR FILM, ANIMATION & MUSIC INDUSTRIES ARE GROWING

The film, animation and music industries continue to expand.

- **Growing Studios** - Jamaica is seeing a steady increase in the number of film, animation and music studios catering to local and international clients.
- **Growing Industry** - The Government of Jamaica, and bodies like the Jamaica Film and Television Association (JAFTA), Jamaica Animation Nation Network (JANN), and the Jamaica Federation of Musicians (JFM) support the growth of these priority sectors.
- **Growing Programmes** - Programmes and events such as JAF TA Propella, Feature Film Lab, KingstOO n, and the Business for Sustainability of Studios (BOSS) continue to expand and encourage productive activity.





INVESTMENT OPPORTUNITIES

Unique opportunities for investment and export.

- **STUDIOS / PHYSICAL INFRASTRUCTURE**

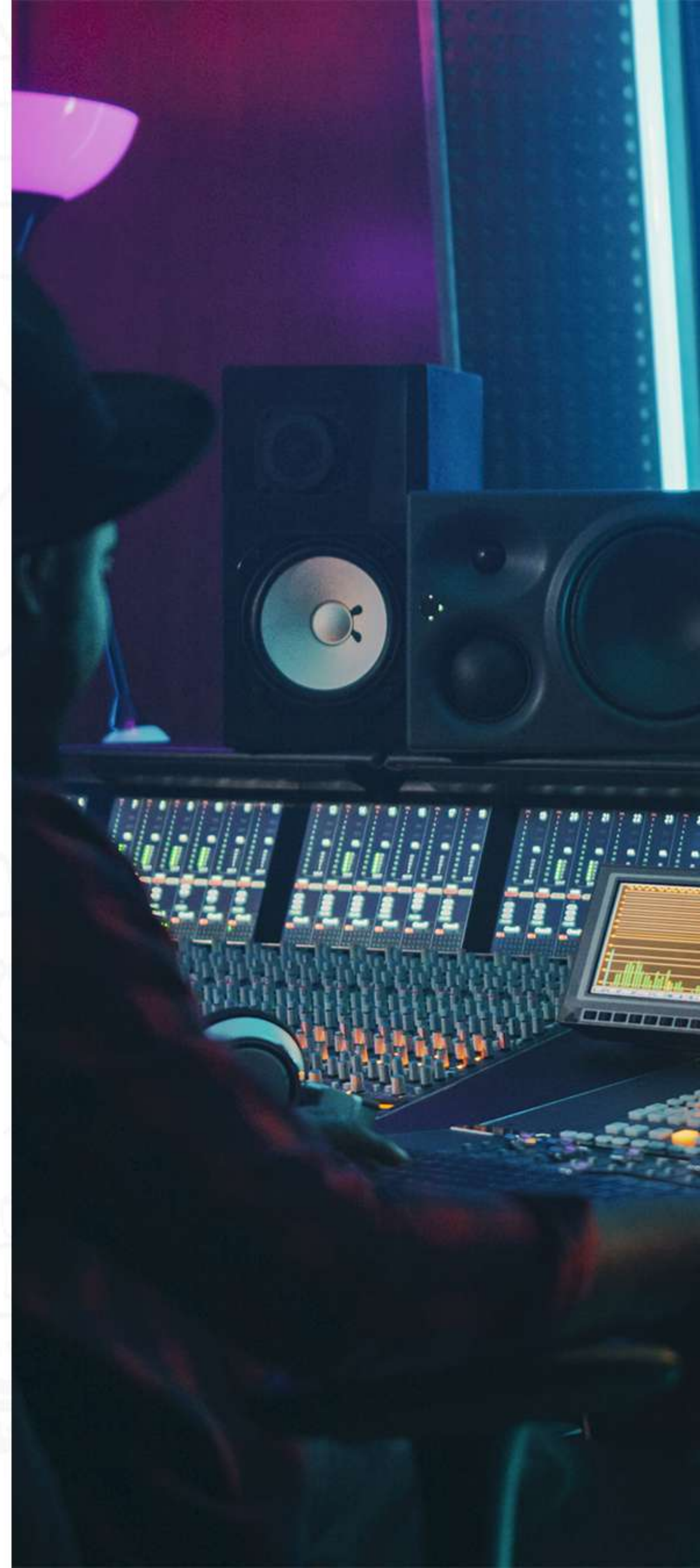
Invest in film, animation, and music studios and other physical infrastructure to leverage production, exhibition, and distribution of audience-driven high-demand creative content.

- **PRODUCTION**

Produce movies, TV series, documentaries, webisodes, and other commercial content at beautiful and diverse locations. There is also potential to partner with local entities to develop indigenous intellectual property and local content.

- **DISTRIBUTION**

Market and distribute Jamaican film, animation, and music content and talent.





TRENDS CREATING FAVOURABLE CONDITIONS FOR INVESTMENT

- **Increased demand for content on streaming services**

The COVID-19 pandemic has further increased consumption of audio and video content through streaming services.

- **Audience demand for diverse and inclusive content**

Production and consumption of inclusive content focusing on several ethnicities, cultures, and locations is increasing. This provides an opportunity to not only produce Jamaican content, but to also distribute Jamaican films and music.

- **Brand Jamaica still strong**

Jamaica continues to have a high international profile thanks to its flourishing music industry, popularity as a tourism destination, and success in sports. This visibility can generate greater receptivity to creative products.



CONTACT



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JAMPRO will help you identify and engage opportunities in the agribusiness sector. Through promotion, education, technical support and facilitating meaningful connections for investors, our organization is committed to improving, diversifying and expanding agribusiness.

Our services include:

- Provision of market Intelligence,
- Facilitating site selection for business operation or accommodations,
- Facilitating introductions to key stakeholders & service providers.
- Aftercare facilitation which includes assistance with expansion plans, work permits, approvals.

Connect with us now!



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**FOR FURTHER INFORMATION
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