

Uruguay Audiovisual Program

General Rules for the 2022 Call

1- Background

The Uruguay Audiovisual Program's pilot (Programa Uruguay Audiovisual, PUA) was carried out in 2019-2020 by the National Development Agency (Agencia Nacional de Desarrollo, ANDE) with the participation of the Ministry of Education and Culture (Ministerio de Educación y Cultura, MEC) through the National Film and Audiovisual Directorate (INCAU), the Ministry of Industry, Energy and Mining (Ministerio de Industria, Energía y Minería, MIEM) through the National Directorate of Telecommunications and Audiovisual Communication Services (Dirección Nacional de Telecomunicaciones y Servicios de Comunicación Audiovisual, DINATEL), and Uruguay XXI.

The PUA's pilot resulted in the launch of three calls, intended as projects in the Roadmap for the audiovisual sector, mainly addressing the two following goals:

- To make international audiovisual productions in Uruguay, promoting the sale of audiovisual services to international productions.
- To make national audiovisual productions in Uruguay, promoting national works' production and post-production stages, with a component in the development stage.

During 2021, the Program was under the governance of an Inter-Institutional Committee with representatives from ANDE, INCAU, MIEM-DINATEL, and Uruguay XXI. The International and Advertising Line was executed by ANDE, while the National A and B Lines were executed by INCAU.

For 2022, under the same governance, the International and Advertising Line will be executed by DINATEL-MIEM, while the National A and B Lines will continue under the INCAU. ANDE will oversee the Program's financial execution.

2- Main Goal

PUA seeks to promote Uruguay's audiovisual sector development through the improvement of local capacities, the professionalization of the various components in the industry's value chain, and the competitive integration of the country into the international production market.

3- General Rules

These General Rules are applicable to all the special lines within the framework of PUA and, therefore, their provisions shall be considered an integral part of all contracts to be signed with any beneficiary of the Program.

4- Specific Rules

A number of special lines are to be launched under the Program, each of which will be governed by these General Rules and by the specific rules concerning each special line.

The following special lines have been defined:

-Production of international audiovisual works in Uruguay (“International Line”)

[LINK to the Call](#)

- Production of international audiovisual advertising works in Uruguay (“Advertising Line”)

(Rules are currently under preparation and will be published in due course.)

- Production of national audiovisual works in Uruguay – Production and postproduction

(Rules are currently under preparation and will be published in due course.)

- Production of national audiovisual works in Uruguay – Development

(Rules are currently under preparation and will be published in due course.)

The Inter-Institutional Committee may suggest that other special lines be created. Once approved by all the participants in the Program, the specific rules for the relevant support will be published on the website of the institution designated to receive the applications.

Each designated institution will publish on its website the special lines’ opening and closing dates, which may vary according to the type of support. The other participating institutions will also publish and communicate the Program rules.

If any of the provisions included in the special lines are inconsistent with or contradictory to the General Rules, the provisions included in the special line’s Rules shall prevail.

5- Regarding the Amount of the Call for Proposals

In the course of 2022, the Ministry of Economy and Finance will provide up to USD 7,000,000 (seven million US dollars) for the implementation of the PUA 2022.

Once the calls for the lines have been opened, the submitted projects will begin to be technically evaluated, and may be approved by the authorities of the institution in charge of implementing the relevant special line.

The evaluations will only be communicated after the relevant authorities have come to a final decision, following receipt of the Technical Committee's suggestions.

Should the project be approved and the availability of funds in ANDE be confirmed, an agreement will be signed between the Executing Entity (the company submitting the project) and the relevant institution (depending on the special line in which the project was approved.)

In no case shall the designated institution be held responsible should the contracts not be signed, insofar as this is due to the lack of available funds for their execution.

Furthermore, ANDE and/or the Inter-Institutional Committee reserve the right not to allocate the full amount foreseen for the Program due to the non-availability of funds and/or to any other cause that the Committee deems fit.

The opening of the call for each line will be published on the website of the institution in charge of implementing the relevant special line.

Contracts with the approved projects will not be signed as long as the availability of funds is not confirmed, without prejudice to the publication of the special lines conditions in order to facilitate the project preparation process.

6- Disclaimer – Withdrawal from the Call

ANDE, INCAU, Uruguay XXI and DINATEL reserve the right to withdraw from any of the calls launched as part of the PUA 2022 at whatever stage of its implementation, either due to the lack of funds or because the proposals do not comply with the conditions set forth in these General Rules and/or in the Specific rules; they also reserve the right to reject them should they not be considered convenient for ANDE and/or for any of the other participating institutions in the PUA, not giving rise to any right to claim expenses, fees or compensation for damages, or for any concept whatsoever.

By applying to the Program, the companies accept, without reservation, this exemption from liability for the institutions comprising the PUA.

7- Amendments

With the prior approval of the Inter-Institutional Committee, both INCAU and DINATEL may, for any reason and at any time before the deadline for the submission of proposals, amend the documents through "clarifications", either on their own initiative or in response to clarifications requested by the interested parties. The "clarifications" will be published on the same website(s) where the Program and its calls were published.

8- Operating Regulations

These Rules constitute the PUA's Operating Regulations (OR), which establish the general rules and procedures that will guide the instrument, the management of which is under the responsibility of ANDE. Each line's specific conditions are set out in its specific rules.

9- Acceptance of Rules

By submitting a proposal to any of the calls, it shall be understood that all those submitting proposals know and accept without reservation the rules set forth herein and in the specific rules of the relevant special line.

10- Queries & clarifications

Interested parties may submit any queries or clarifications they deem necessary to the e-mail address indicated in each specific line's rules.

11- Data processing consent

Applicants expressly agree that ANDE and other participating institutions in the Program may process their personal data and enter them into the relevant ANDE's database. Notwithstanding, the holder may exercise their rights to access, update, correct or remove any of their personal information by writing to the following e-mail address: datospersonales@ande.org.uy

ANDE may use the personal data provided by applicants for ANDE's own purposes. Additionally, the applicants authorize ANDE to transfer their data to third parties, exclusively for the purposes of analysis, monitoring, assessment, and research studies that ANDE deems appropriate to its purpose. In this regard, the applicants are aware and accept that, specifically within the framework of the administrative control exercised by the Ministry of Economy and Finance in accordance with the provisions of Law No. 18.602, their data may be transferred to the latter when so requested, to the extent that the aforementioned purposes are fulfilled.

The data collected for the purpose of this call will be processed by ANDE in its capacity as responsible party and in compliance with the provisions of the current regulations, namely: Law No. 18.331 on Personal Data Protection and Habeas Data and Decrees No. 664/008 and 414/009. Personal data will be processed with the appropriate protection, adopting the necessary security measures to prevent its alteration, loss, unauthorized processing, or access by third parties.

12- Authorization

By submitting a proposal, applicants expressly authorize ANDE and/or any of the other participating institutions in the PUA to disclose their name, institutional logo and pictures featured in any act and/or event they participate in relation to this Program, through any media, and accept that reference may be made to the fact that PUA was financed with funds from ANDE Development Fund (Fondo para el Desarrollo).

ANDE and/or any of the other participating institutions in the PUA may request the beneficiaries of PUA funds to provide express authorization for the disclosure of images from their project content with the purpose of promoting the Program.