



## Press Release

### Olsberg•SPI Announces Public Policy Audiovisual Diagnostic Consultation Service in Latin America

January 4, 2021, London and Rio de Janeiro.

International creative industries strategy consultancy [Olsberg•SPI](#) ("SPI"), based in London, announces the launch of a new free one-hour consultation service for public sector entities in Latin America.

SPI's **Public Policy Audiovisual Diagnostic Consultation** offers an opportunity to discuss all aspects of a country's public sector audiovisual strategy with the firm's experts, and how the strategy could be improved or updated.

The Diagnostic Consultation involves participants undertaking an initial survey, with a subsequent virtual consultation used to discuss specific challenges and opportunities in relation to developing a successful audiovisual sector. Areas for consideration – across both local content production and the attraction of international production – include production incentives, studio infrastructure, workforce training and legislation and policy.

The consultations will be scheduled in advance and hosted by key executives from SPI, including Executive Chair Jonathan Olsberg and Managing Director Leon Forde, and SPI's Associate for Latin America Steve Solot.

The consultations and survey may be conducted in English, Spanish or Portuguese and are open to public sector leaders, governments, ministries, and public agencies and institutions across Latin America.

There is no cost for the Public Policy Audiovisual Diagnostic Consultation. Following the consultation, SPI will be available to discuss how to address any deficiencies, to create an overall holistic audiovisual strategic plan, and other options to improve audiovisual public policies to generate positive benefits for the industry and the economy as a whole. Applications will be accepted until March 31, 2021.

Click [HERE](#) to apply for the new **Public Policy Audiovisual Diagnostic Consultation**.

#### ABOUT [Olsberg•SPI](#)

SPI provides a range of expert consultancy and strategic advisory services to public and private sector clients, specialising in the worlds of film, television, video games and digital media. Formed in 1992, it has become one of the leading international consultancies in these vibrant creative screen industries, with clients in all corners of the globe. The firm's expert advice, trusted vision and proven track record create high levels of new and repeat business from a diverse group of companies and organizations including national government bodies, culture and economics ministries, film institutes and screen agencies, streaming platforms and major production houses and trade associations and guilds.

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