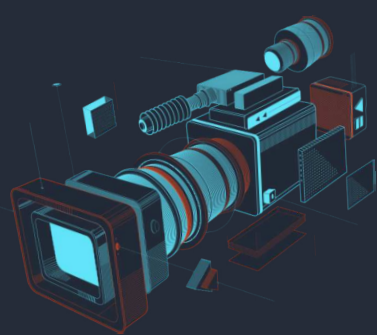




COLOMBIA'S IT & DIGITAL CREATIVE SECTOR



INFORMATION TECHNOLOGY



The IT industry in Colombia comprises more than 6,100 companies, many holding internationally recognized certifications including IT-Mark & TSP/PSP certifications, strong CCMI appraisals, and many more.

The IT market in Colombia has more than doubled since 2010, surpassing USD\$ 9.5 billion in 2017.

IT exports have also almost doubled during this same period, reaching USD\$ 212 million in 2017, with North America serving as the main export partner.

Sound digital infrastructure, including 10 fiber-optic submarine cables, has bolstered the sector and has facilitated the growth of emerging technologies such as Internet of Things (IoT), Big Data, and cloud technologies.

After India and the Philippines, Colombia offers the lowest costs of operations and the largest entry level IT graduate talent across the globe.

Additionally, high domestic demand across sectors and ease of access to the Latin American markets makes Colombia a viable option for the establishment of IT delivery centres.



AUDIO VISUAL

Colombia's audio visual sector contributes USD \$186 million to its economy and has grown 4.5% between 2015 and 2016.

The audio visual and animation sector is comprised of over 9,000 professionals. There are 75 sophisticated AV production studios located across Colombia.

More than 400 recognized short films and feature films have been developed by Colombians over the past 10 years.

Audio visual exports have almost doubled between 2013 and 2017, accounting for USD \$48.2 million. Almost 90% of all audio visual exports are to the USA.



In recent years, the Colombia audio visual sector has achieved unprecedented recognition. Its achievements include the first nomination for an Oscar Award, recognition of a Colombian work at the Cannes Festival and winners of the Golden Palm and Silver Bear awards.

While Colombia has produced internationally recognized and award winning films, its audiovisual sector is perhaps best known for its telenovelas, which has resulted in the strong exports to the USA by catering to their Latin American market.

With compelling production incentives, state of the art infrastructure, a wide range of talented professionals, and low-cost production inputs, Colombia's audio visual sector competes strongly at the international level.



ANIMATION

Colombia's dynamic animation sector has achieved international recognition for its 2D animation offerings and its success in the production of children's animation.

While the sector's strength lies in the production of 2D & 3D shorts and films, animators are turning their attention to video game and app production, as well as AR & VR.



The United States is the main destination for Colombian digital animation exports, which has provided catalyst for companies to adapt their offerings to meet the needs of the global market.

Colombia's value proposition lies in its high levels of technical knowledge, its quality scripts, its renown creativity as well as its competitive costs.



VIDEO GAMES

Colombia's video game industry ranks the 2nd highest revenues amongst Latin America.

There are approximately 60 studios dedicated to the development of video games across Colombia.

While Colombia boasts capacity across platforms, including Windows, Android, iOS, PlayStation and Xbox, more than 70% of video game developments are for mobile devices and PC.

The country has built noteworthy experience in 'advergaming', video games developed around advertising.

Over 70 video game productions have been exported to key markets including the USA, Canada and Mexico.



Colombian video games have won various awards and have been recognized internationally at Game Connection.

Colombian firms have provided video game outsourcing services to recognized international companies such as Namco, Atari, Disney and Nickelodeon.

The main strengths of this sector include the technical and artistic capacity, creative scope and internationally competitive costs.

