



Barcelona promotes the local audiovisual sector at ISE, the world's leading audiovisual fair

- » The City Council provides support for the audiovisual sector with its own stand and specific programming to give visibility to companies, universities and schools within the sector's benchmark trade fair worldwide
- » The presence of the ISE in Barcelona boosts the international projection of the Catalan business ecosystem, rich in content creation and in the application of audiovisual solutions
- » In 2021, Barcelona was the central pole of the audiovisual sector in Catalonia, with about 14,500 people employed and 62.0% of companies in the sector
- » Through Barcelona Activa, 10 companies in the city will present, among other solutions, ways to bring blockchain technology and the world of NFTs closer to the audiovisual sector
- » The Audiovisual Cluster of Catalonia, which brings together 150 companies and entities in the sector, will offer ISE initiatives to promote innovation, explore new business avenues and internationalise companies

Barcelona City Council boosts the city's business and audiovisual ecosystem at the ISE trade fair, which will take place from 10th to 13th May at the Fira de Barcelona's Gran Via venue. **Integrated Systems Europe** is the world's leading trade fair for the audiovisual sector, which has been set up in Barcelona after holding it for the last sixteen years in Amsterdam. In this edition in the city, it fully recovers the in-person presence of the event and presents the future of the audiovisual with 800 exhibitors.

Barcelona City Council, through its Councillor's Office for Creative Industries and Barcelona Activa, together with the Audiovisual Cluster of Catalonia are present at this benchmark trade



fair for the sector, presenting, from the city's stand, strategic municipal projects and supporting the local business and academic fabric in its international projection.

Barcelona central pole of the Catalan audiovisual sector

In **Catalonia**, the audiovisual sector is made up of more than **1,100 companies** with a total turnover of **6.7 billion Euros** and employing **around 26,000 people**, according to the study "The audiovisual sector in Catalonia. Strategic Update" carried out by the Department of Business and Knowledge of the Generalitat.

According to the most recent data from 2021, **Barcelona is the central pole of the audiovisual sector in Catalonia** and concentrated **56.7% of jobs and 62.0% of companies** in the sector in Catalonia in 2021.

The audiovisual sector in Barcelona, which brings together companies dedicated to **publishing, film, video and music, and radio and television**, reached **14,503 jobs** in the 4th quarter of 2021, a figure that represents **56.7% of the total employment** of the sector in Catalonia. By subsectors, publishing stands out, which represents 68.7% of the total jobs in Catalonia, followed by cinema, video and music (59.8%) and radio and television (21.6%). In terms of the number of companies, Barcelona registers 62.0% of those in Catalonia, and in this case, by subsectors, cinema, video and music stand out (68.6%), publishing (60.6 %) and radio and television (30.6%).

In Barcelona, the business audiovisual sector is very dynamic, 57.2% of the local productive fabric was set up after 2011, a figure that exceeds by 10 points the benchmark of all the city's stakeholders.

By **districts**, those with the **highest economic activity in the audiovisual sector are the l'Eixample, Sant Martí, Sarrià-Sant Gervasi and Gràcia**, which represent almost three quarters (73.3%) **of the sector as a whole in the city**.

The future of Barcelona's audiovisual ecosystem is projected at the ISE

Different city stakeholders are present at the city stand at Integrated Systems Europe (ISE) to support the audiovisual ecosystem of Barcelona and Catalonia.



At the Barcelona stand of 256 m², located between pavilions 4, 5, 6 and 7 of the trade fair, the services, resources and programmes from Barcelona City Council and through Barcelona Activa will be presented, which are offered to local and international companies and professionals in the audiovisual sector. The Barcelona stand is shared with the Audiovisual Cluster of Catalonia, which is made up of up to 150 of the main companies and institutions that cover the entire value chain of the audiovisual sector.

The space will include an Agora, a space with a programme of different activities organised to present the latest news or discuss various topics of interest that are detailed on the website www.barcelonactiva.cat/ise2022

Barcelona City Council in collaboration with the Audiovisual Cluster of Catalonia and Barcelona Activa are working on making Barcelona and Catalonia the audiovisual hub of southern Europe through initiatives such as the Creative Barcelona Working Group, Barcelona React, the Audiovisual Talent Week or the Palo Alto project. The trade fair will be precisely a space for the dissemination of the **new laboratory of the creative industries in Palo Alto**, one of the central



strategic projects of the Barcelona City Council to support the audiovisual of the city which is expected to start operating at the end of in 2023. The new 2000m² facility will be available to companies and projects, especially focused on light and sound, the space and technology needed to facilitate their development and consolidation.

Furthermore, the stand will count on 10 companies in the sector that will present their solutions related to music technology, 3D visualisation, technological innovation, integrated systems, streaming, digital technology and R&D, among other proposals. The companies are: Framemov, Vottun, AVisual, Microfusa Escola de Tecnologia Musical i So, StreamingBarcelona, Produktia, Blackfish, ALLRightsMEDIA, Integració Audio-Visual and Forma. These are leading local companies in their areas that develop city projects and that, in some cases, have been advised or have participated in programmes of **Barcelona Activa**, the economic development agency of Barcelona City Council. Some of these companies will be presenting at the trade fair ways of bringing blockchain technology and the world of NFTs closer to the audiovisual sector, as well as innovations in streaming platforms or the use of augmented reality.

The **Audiovisual Cluster of Catalonia**, an entity that aims to turn the audiovisual of Catalonia into an international benchmark and create a new industrial and cultural capital in southern Europe, will offer ISE initiatives to promote innovation, exploration of new business lines and the internationalisation of companies. Talks such as "Metaverse: the new virtual economy" where the current state of development of Metaverse will be analysed, both in terms of technology and content creation or "Immersive Shows" where shows and immersive events from all over the world will be shown and the technologies that make them possible. At the Agora of the stand roundtables will be held, as well as talks on performing arts and technology, the MICE sector, innovative applications of LED screens with success stories of technology companies, and meetings of representatives of various European clusters, among other activities.

Immersive tunnel that recreates emblematic locations in Barcelona

The Barcelona stand at the ISE will also have an immersive audiovisual installation of 50m² with a 180° projection that gathers the contributions of about forty of the most relevant professionals in the local audiovisual ecosystem, such as Gestmusic, Filmax, Mediapro, YelcomComedia, Grup Focus, Eurecat, Revista 5W, Futura Space and DEApianeta, among others.



The route of the tunnel presents the business fabric and the news of the sector and shows, as a great asset, some of the best film locations in the city.

ISE events in the city

With the collaboration of Barcelona City Council, the ISE presents in Barcelona two shows of large-scale audiovisual projections in outdoor spaces of the city.

Refik Anadol is a notable visual artist pioneering the aesthetics and representation of data and machine intelligence. He is the author of the mapping *Living Architecture* which can be seen on the façade of Casa Batlló on the night of Saturday 7th May as a result of the collaboration between Anadol, ISE and OFFF Barcelona, the festival of creativity, art and design, held at the Disseny Hub Barcelona from 5th to 7th May. Anadol will also give the opening speech at ISE *Exploring the Heritage of Tomorrow*.

In Plaça Espanya, projected on the façade of Fira de Barcelona, you can see *I RISE*, an immersive installation that explores issues such as hope, regeneration and renewal. The show, created and produced by Flaix Studio, based in Barcelona, will take place from Monday 9th May to Thursday 12th May between 9 pm and 11 pm.