

EXPORTING CREATIVITY: The **Audiovisual Sector,** **Video Games,** and **AI** in Latin America and the Caribbean



OBJETIVE

The course aims to provide the regional interested public with insights into the export of services related to creative industries, within the strategic framework of Knowledge-Based Services (KBS).

Increasing productivity and diversifying trade, particularly in high value-added segments such as KBS, is a priority objective of the Inter-American Development Bank (IDB), as outlined in its new Institutional Strategy (IDB, 2024). This priority is reflected in the IDB's operations and technical cooperation.

DATES

Thursdays, August 8, 15, 22, and 29, 2024

9:00 a.m. ET – Washington, D.C.

10:00 a.m. – Buenos Aires, ARG

COST

Free

LANGUAGES

Spanish and English. Simultaneous translation will be available.

ACCREDITATION

A digital IDB credential will be issued to registered participants who attend at least 75% of the sessions.

MOTIVATION

In recent decades, KBS have gained significant importance in the global economy. By the third quarter of 2023, service exports in Latin America and the Caribbean (LAC) showed a year-over-year increase of 14%, surpassing the global export growth rate of 8%. Preliminary estimates indicate that knowledge-intensive services in the region (such as personal, cultural and business services, and information and communication technologies (ICT)) grew by 10%, one percentage point above the global average (IDB INTAL, 2024).

Specifically, creative industries, which are intrinsically linked to the knowledge economy, play a crucial role in trade and production ecosystems at both national and international levels. In 2022, they represented 3.1% of global GDP (UNCTAD, 2022). It is estimated that total exports of creative services reached a record of US\$1.4 trillion that year, nearly double the exports of creative goods, which amounted to US\$713 billion (UNCTAD, 2024). In LAC, creative industries generated revenues of US\$124 billion, equivalent to 2.2% of regional GDP and 1.9 million jobs (IDB, 2023).

The proposed course addresses, within this context, the growing relevance of exporting services related to creative industries and the opportunities and challenges that arise for the region. It focuses both on the best practices of public policies being implemented in LAC, as well as on successful experiences from the private sector.

The program will focus on two service sub-sectors where creativity is particularly relevant: audiovisual, and esports and video games. Additionally, a final section will explore the implications of the use of generative Artificial Intelligence (AI) in creative industries, covering AI's role in the internationalization of services related to them, as well as the challenges and opportunities arising from such application.

IDB INTAL INITIATIVE

The course is developed under the framework of the INTegrad@s Network of the Institute for the Integration of Latin America and the Caribbean (INTAL), which is part of the Integration and Trade Sector of the IDB. INTegrad@s includes more than 1,900 young people from across the region interested and/or involved in the topics of the regional integration and trade agenda.

DYNAMIC

Each module, lasting one and a half hours, includes between two and three speakers, as well as two spaces to address audience questions and answers. The last module will be extended, exceptionally, by an extra hour.

PRELIMINARY PROGRAM

The following schedules correspond to the Argentine time zone

Thursday, August 8

10:00 a.m.
10:10 a.m.

SPEAKER

Ricardo Rozemberg
Senior Specialist in Integration and Trade at IDB INTAL

TOPIC

Introduction.
Course Opening.

MODULE I

Introductory Module - Exporting Services Related to Creative Industries: Challenges and Opportunities for LAC

10:10 a.m.
11:30 a.m.

SPEAKERS

Romina Gayá
Economist specializing in international trade and knowledge economy

María Julia Davicino
Director of the Bachelor's Degree in Creative Industries at the National University of Rafaela (UNRaf) - Argentina

Leandro Conti
VP de Asuntos Corporativos de Hotmart - Brazil

TOPIC

- 1.1** Introduction to Creative Industries: main characteristics. LAC outlook. Contributions of these industries to development and employment.
- 1.2** Trade in services related to creative industries.
- 1.3** Main challenges and opportunities for the region.
- 1.4** Public policies and institutional framework for creative industries.
- 1.5** Use of platforms for exporting digital content by digital entrepreneurs: The case of the unicorn Hotmart.

Thursday, August 15

MODULE II

Audiovisual Sector

10:00 a.m.
11:30 a.m.

SPEAKERS

Claudia Triana de Vargas
General Director of Proimágenes Colombia

Pablo Culell
VP of Development and Production, Underground / Telemundo Studios / NBC Universal

TOPIC

- 2.1** Export of audiovisual services: general characteristics of the sector. Major global trends. Challenges and opportunities for the region.
- 2.2** Public policies and incentives. Public-private coordination. Successful experiences. Global integration of the region. The case of Colombia.
- 2.3** Co-productions as a tool for international integration.
- 2.4** Business models. The role of new technologies.
- 2.5** Streaming platforms: Their use for the global integration of audiovisual content and services.

MODULE III
Esports and Video Games

10:00 a.m.
11:30 a.m.

SPEAKERS

Laia Bee

Co-founder of Princer Games and Coordinator of the Latam Video Games Federation

Yaqui Núñez-del Risco Mejía

President of the Dominican Federation of Electronic Sports (FDDE)

TOPIC

3.1

Esports and Video Game Industry: General characteristics of the sector. Major global trends in video game trade.

3.2

Challenges and opportunities for the industry in the region. Main Latin American markets. Growing markets.

3.3

Public policies and incentives. Successful national and international experiences. Global integration of LAC.

3.4

Business models in esports and video games. Innovation and the role of new technologies.

MODULE IV
Use of Generative AI

10:00 a.m.
12:00 p.m.

SPEAKERS

Darío Judzik

Executive Dean of the School of Government - Torcuato Di Tella University (UTDT) - Argentina

Sylvia Testa

Director of the Center for Artificial Intelligence and Emerging Technologies - CAECE University and Argentine Chamber of Commerce and Services (CAC)

Fernando Vargas Cuevas

Senior Specialist in Competitiveness, Technology, and Innovation, IFD/CTI BID

Nicolás Madoery

Director of FUTURX, a research center and learning community focused on music, technology, and internet culture

TOPIC

4.1

Generative Artificial Intelligence (AI): What it is and how it produces creative content (including text, images, and music).

4.2

Challenges and opportunities of applying generative AI in creative industries in the region.

4.3

Successful experiences and implications for other sub-sectors of the creative industries in the region.

12:00 p.m.
12:10 p.m.

SPEAKER

IDB Representative (TBC)

TOPIC

Conclusions.
Course Closing.

REFERENCES

- IDB. 2023. *10 Years Driving Culture and Creativity*.
- IDB. 2024. *IDB Group Institutional Strategy: Transformation for Scale and Impact*.
- IDB INTAL. 2024. *Connexa: Quarterly Synthesis of Information and Data on Integration and Trade*. No. 21: April 2024.
- UNCTAD. 2022. *Creative Economy Outlook 2022. The International Year of Creative Economy for Sustainable Development: Pathway to Resilient Creative Industries*. Geneva: United Nations Conference on Trade and Development.
- UNCTAD. 2024. *Creative Economy Outlook 2024*. Geneva: United Nations Conference on Trade and Development.