

A SMALL FAVOUR: LET'S RESPECT EACH OTHER



APCP FESTIVAL

Rewatch the conference

The video of the conversation on the advertising audiovisual landscape in Europe between **Florece Jacob** (managing director of Caviar) and **Nico Cabuche**, managing director and EP of Landia, is **now available**.

The presentation, which took place on 4 December in **Valencia** as part of the **XII Commercial Film Workshop** organised by the APCP, reflected on how the mass market has been absorbed by integrated production companies, also known as in-house production.

[Read more](#)



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See you Friday!

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ASOCIACIÓN DE PRODUCTORAS DE CINE PUBLICITARIO



C/ Cervantes 3, local
28014 Madrid
España
Email: comunicacion@apcp.es
Web: www.apcp.es

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