

GOODBYE, 2024

A JOURNEY THROUGH OUR YEAR



Friends of the APCP:

Another year is coming to an end and we would like to review with you what has been an exceptional 2024, full of successes and great moments.

Thank you from the bottom of our hearts for your support and for accompanying us on this adventure. We wish you a very happy new year and a prosperous 2025. We look forward to continuing to enjoy your company and to telling you all about what's to come.

See you next year!

With love,

The **APCP** team



APCP's 2024

MASTERCLASS
MAGIC FENNEC

ADVERTISING FILM
FORUM
IN THE CANARY
ISLANDS

SUSTAINABILITY
AS A FLAG

VI ACTIVITIES OF
ADVERTISING FILM
PRODUCTION IN MÁLAGA

CANNES
LIONS

SCOUTING
THROUGH
BURGOS

XII ADVERTISING FILM
PRODUCTION
CONFERENCE IN VALENCIA

APCP AND AEPF
JOIN FORCES

38th FESTIVAL
EL SOL IN MÁLAGA

6th REPORT ON THE ECONOMIC
IMPACT OF ADVERTISING FILM
PRODUCTION

WELCOME TO
THE NEW
PRODUCTION
COMPANIES

MAGIC FENNEC MASTERCLASS

WE LEARNT ABOUT VIRTUAL PRODUCTION

We start the year by organising a masterclass with Magic Fennec on virtual production.

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WE CAME BACK TO MÁLAGA

In March, the APCP travelled to Malaga to celebrate the sixth edition of the Advertising Film Production Activities within the framework of the Malaga Film Festival.

[Keep reading](#)

VI ACTIVITIES OF ADVERTISING FILM PRODUCTION IN MÁLAGA



38TH FESTIVAL EL SOL IN MÁLAGA

WE GOT A 'PANZÁ' IN EL SOL FESTIVAL

We organised a very special screening at the Ibero-American Advertising Communication Festival, known as El Sol. [Keep reading](#)

WE REPRESENTED SPAIN IN CANNES

The APCP had an outstanding participation in the last edition of the Cannes Lions festival, held in June. [Keep reading](#)



CANNES LIONS



ADVERTISING FILM FORUM IN THE CANARY ISLANDS

WE BOOSTED PRODUCTION IN THE CANARY ISLANDS

We developed the first edition of the Canary Islands Advertising Film Forum with the aim of positioning the islands as a reference in film production. [Keep reading](#)

WE WENT ON A FAM TRIP TO BURGOS

Together with the Burgos Film Commission, the associated production companies were able to discover locations for future filming by means of a scouting tour of the region.

[Keep reading](#)



**SCOUTING
THROUGH
BURGOS**



**6TH REPORT ON THE
ECONOMIC IMPACT
OF ADVERTISING
FILM PRODUCTION**

WE ANALYSED THE IMPACT OF ADVERTISING FILM PRODUCTION

Once again, we are promoting a new study on the impact of advertising production on our economy. [Keep reading](#)

WE CELEBRATED OUR 12TH CONFERENCE IN VALENCIA WITH SUCCESS

After much effort and the unconditional support of our associated production companies, sponsors, speakers, suppliers and guests, the twelfth edition of our traditional conference took place in Valencia during the month of December. [Keep reading](#)



**12TH
COMMERCIAL
FILM WORKSHOP
IN VALENCIA**



SUSTAINABILITY AS A FLAG

WE PROMOTED SUSTAINABLE MEASURES AT OUR EVENTS

Once again this year we have worked together with CREAMST to measure and reduce the carbon footprint generated during the XII Advertising Film Production Conference. [Keep reading](#)

TOGETHER WE ARE STRONGER

The Association of Post-production Companies (AEPP) will join the APCP to bring together the production and post-production companies of the Spanish audiovisual advertising industry under the same umbrella. [Keep reading](#)



APCP AND AEPP JOIN FORCES



WELCOME TO THE NEW PRODUCTION COMPANIES

WE WELCOMED NEW PRODUCTION COMPANIES

We could not end our 2024 review without welcoming once again the new members who joined the APCP family. [Keep reading](#)

DID YOU KNOW

Madrid Film Office presents its study on screen tourism

The APCP was present at the presentation of the report, which highlights the alliance between the audiovisual and tourism worlds with strengths such as the diversity of Madrid's landscapes and the rise of streaming platforms. [Keep reading](#)



**AP
CP**

WISHES YOU A HAPPY AND PROSPEROUS 2025

See you in January!

Communication Department

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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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