



## 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





## WE LEARNT ABOUT VIRTUAL PRODUCTION

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

Keep reading

### 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





## 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





## 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





# 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. <u>Keep reading</u>

# 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





## WE PROMOTED SUSTAINABLE MEASURES AT OUR EVENTS

Once again this year we have worked together with CREAST 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 postproduction companies of the Spanish
audiovisual advertising industry under the
same umbrella. Keep reading





### 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** 

### **SPONSORS**





















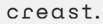




















### **COLABORADORES**

































#### ASOCIACIÓN DE PRODUCTORAS DE CINE PUBLICITARIO



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

Web: www.apcp.es

Este mensaje, su contenido y cualquier fichero transmitido con él, está dirigido únicamente a su destinatario y es confidencial. Se informa a quien lo reciba por error o tenga conocimiento del mismo sin ser su destinatario, que la información contenida en él es reservada y su uso no está autorizado, por lo que, si lo recibe por error, le rogamos nos lo comunique por la misma vía o por teléfono a la ASOCIACIÓN DE PRODUCTORAS DE CINE PUBLICITARIO (91-5122797) y proceda a su destrucción.

En el envío de email no se puede garantizar la seguridad ya que esta información puede ser modificada,

interceptada o incompleta. Le rogamos, que en su caso, nos comunique su disconformidad para el uso de esta vía como medio de transmisión de mensajes. El remitente no acepta responsabilidad por los errores u omisiones en el contenido o anexos de este e-mail.

#### LEGAL WARNING

This message and any attachments are for the sole use of the persons to whom it is addressed as it may contain confidential information. If you have received this email in error you are hereby notified that it contains restricted information, that its use or dissemination is legally prohibited, that it must not be copied or distributed to third parties and should be eliminated from your system. We would request that if you have received this email in error please notify us by email.

Copyright © 2024 APCP, All rights reserved.

Want to change how you receive these emails? You can <u>update your preferences</u> or <u>unsubscribe from this list</u>.