



17.10.25 **NEWSLETTER**

ASOCIACIÓN DE PRODUCTORAS Y POSTPRODUCTORAS DE CINE PUBLICITARIO
SPANISH ASSOCIATION OF ADVERTISING PRODUCERS AND POST-PRODUCERS

Where I said 'Action!', I say 'Cut!'





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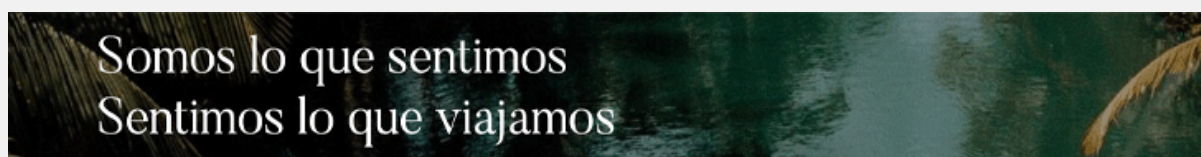




NEWS

APCP Awards: This is the shortlist for the VIII Edition of the APCP Awards

We announce the finalist trios that will compete for the awards of the APCP Awards 2025. [Continue reading.](#)



AI, ARTISANAL INTELLIGENCE

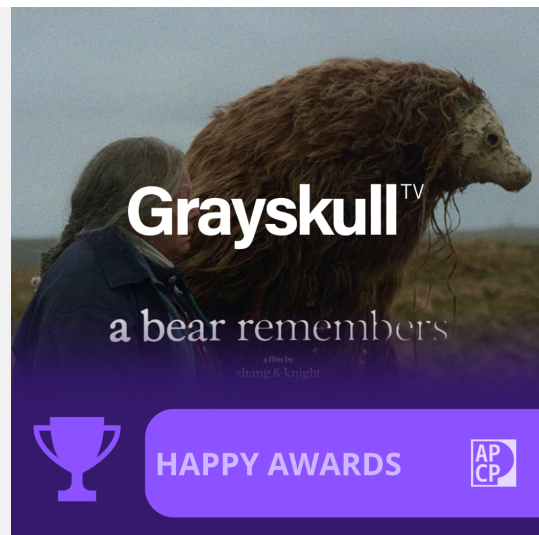
Where I said "Action!", I say "Cut!"

We review the most recent projects of our associated production companies. Take a look! [Continue reading.](#)

HAPPY AWARDS

"A bear remembers" by Grayskull wins Edmonton International Film Festival

The short film co-produced by our associated production company continues its excellent run at festivals. [Continue reading.](#)



EVENTÉRATE

Where ideas meet: cinema, creation, and the future converge

From L'Oreal's presentation at the APCP Festival, to the strategic impulse of Ventana Madrid, the feminine inspiration of the Women's Film Festival, and the celebration of the festival CONECTA Digital.

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DID YOU KNOW

BCMA presents the new guide “Branded Content in the Age of Artificial Intelligence”

Establishes an ethical, legal, and creative manual to address the challenges of AI-driven branded content. [Continue reading.](#)



SPAIN AUDIOVISUAL HUB 10th CIMA Report: A Decade of Progress Towards a More Egalitarian Cinema

The Audiovisual Hub disseminates this study that confirms the profound transformation of Spanish audiovisuals in the presence of women. [Continue reading.](#)



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