



PRESS RELEASE

Advertising cinema is consolidated as one of the drivers which sustains the audio-visual industry in Spain

- The *Asociación de Productoras de Cine Publicitario de España* - Association of Spanish Advertising Film Producers - (APCP) presents the study about the Economic Impact of Advertising Film Productions in Spain, created by SCOPEN
- The estimated turnover volume of the Advertising Film Production Industry in Spain is in the region of 457 million euros, 4% more than in the last few years
- APCP is organising the third edition of its Conferences at the Seminci, Valladolid, participating in *Días A y C* of the *Club de Creativos* in San Sebastián, in *Festival El Sol*, in *Festival de Málaga Cine* in Spanish and in Cannes Lions.

Madrid, 10th of September 2019.-

The *Asociación de Productoras de Cine Publicitario de España* (APCP) has today presented the 3rd edition of the Study about the Economic Impact of Advertising Film Productions in Spain.

“With this new Report it is confirmed that the shooting of advertising cinema continues to be one of the drivers that sustains the audio-visual industry in Spain. For this reason, it is of vital importance that we continue working together with everyone who participates in a sector as complex as advertising and, above all, that we have the support of public administrations”, APCP President Albert Soler has informed us.

REPORT

The report, which has been produced by SCOPEN (Communications and Marketing consultants), oversees an analysis, thorough and updated, of the economic impact of advertising film productions in our country.

Main conclusions:

- The estimated turnover for the advertising film production sector in Spain is in the region of 457 million euros (a 4% increase from the last few years). The average turnover per product is slightly higher than 4 million euros.



- The turnover coming from Spanish clients has grown -258 million euros- (which accounts for 56% of total revenue), ahead of foreign clients who account for 44% of the turnover, 199 million euros. This percentage decreases 19% from previous years. Of these, 58% of foreign clients come from Europe, followed by the United States/Canada (18%)
- Filming in Spain (whether for Spanish or foreign clients) mainly happens in the communities of Madrid (41%) and Catalonia (40%). Following them are Andalucia (5%) and the Balearic Islands (4%).
- The total amount of staff spending has risen to over 207 million euros (46% of total turnover), increasing 9% with respect to the previous edition. Employees (in both direct and indirect posts) account for 83% of that expense, whilst self-employed workers represent 17% of total staff spending.

After this analysis, the president of *APCP* has insisted “On the importance of supporting public institutions so that the advertising film industry in Spain doesn’t fall behind other countries”

For his part, César Vacchiano, CEO of SCOPEN, has thanked *APCP* "for having trusted, once again, in SCOPEN to conduct this study. It is a thorough and up-to-date analysis on the economic impact of advertising film productions in our country".

APCP's ACTIVITY

In addition, at today’s press conference, *APCP* has reported on the different agreements with various actors in the advertising industry.

APCP collaborates with the *Premios Eficacia* and the *Asociación Española de Anunciantes* with whom we are reaching an agreement for the establishment of a Production Commission, and if it is of a permanent nature it will also form a part of the *Asociación de Creatividad Transformadora*. In addition, the Association collaborates with *Días A y C* in San Sebastián from the *Club de Creativos* with which we’re working hand in hand to improve production and training processes. Also, during the International Cannes Lions Festival, the *APCP* continues to organise the Spain Seduction event where advertisers, agents and producers are brought together promoting Spanish productions with both national and international clients and which grows in public interest each year.

With regards to the Conferences of Advertising Film Production, which will take place (on the days 17th and 18th of October) under the SEMINCI brand “As advertising film directors it makes us very excited to be framed within such a prestigious international film festival which, in addition, over two days will bring together a large number of both domestic and international producers in Valladolid, as well as both agencies and advertisers. We also hope that this



activity will help make the city more visible and able to attract advertising productions”, the General Director of APCP, Adriana Piquet, informs us.

APCP

The *Asociación de Productoras de Cine Publicitario de España*, APCP, brings together the country’s leading advertising film producers, defending the economic and social interests of the sector and those of their partners within the global framework of market needs. It maintains active communication with different actors in the sector: associations, clients, agencies, producers, artists, technicians and providers, companies for the national and international sector; as well as the relevant official bodies.

4 years ago, the APCP established an agreement with AENOR, an independent auditor of proven solvency, who confirm that the associated producers meet both the legal requirements and the quality of service which clients demand, both Spanish and foreign. From this the ACPC Warranty Seal verified by AENOR was born.

About SCOPEN

Since 1990, SCOPEN carries out research and studies that, after rigorous analysis and multiple connections which help to complete their database, offer a unique strategic vision which drives businesses through the means of the creative economy, inspiring people and projects through rigor and independence.

Present in Argentina, Brazil, Chile, China, Colombia, India, Mexico, Portugal, Singapore, South Africa, Spain and the United Kingdom.

SCOPEN. Knowledge for Creative Transformation

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Caption:

Adriana Piquet (General Director of APCP), César Vacchiano (President and CEO of SCOPEN), Albert Soler (president of APCP), Álvaro de la Vega (Deputy Director-General of Legal Regime and Authorisations. General Director for Circulation Management and Surveillance for Madrid Council) and Óscar López (Research and Investigation director of SCOPEN).

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