

Industry gathers in Lisbon for APEX Content Market



DIRECTV sponsored the first break of the event

The [APEX Content Market 2024](#) is underway in Lisbon, Portugal, with industry members from around the globe gathering at the [Hyatt Regency Lisbon](#) and [Lisbon Congress Centre](#) (CCL) for three days of networking appointments and social events.



Networking Breakfast at the Hyatt Regency Lisbon

Registration opened yesterday, March 25th, with the official events kicking off this morning at 7:30 a.m. local time. Airline attendees at APEX Content Market met at Viseversa in the Hyatt Regency Lisbon for a networking breakfast this morning.

This was followed by the official Welcome & Content Market Overview at 8:55 a.m. before the appointment time slots for attendees to meet and discuss content.

The appointments were put on pause at 10:40 a.m. for The APEX Content Market morning break, sponsored by [DIRECTV](#). During the break, attendees had a chance to recharge and connect with industry peers.



West Entertainment sponsored the first lunch of the event

There were several more opportunities for pertinent appointments from 11:00 a.m. to 12:20 p.m., before attendees gathered for a networking lunch, sponsored by [West Entertainment](#).

Still ahead this evening, following the afternoon's appointments, is the Networking Event, Awards Ceremony, & IFE Quiz at Matchamama.

A second day of networking and insights

The second and final day of the APEX Content Market started early with registration open at 8:20 a.m. local time and the first appointments of the morning commencing at 8:40 a.m. through 11:00 a.m.



Attendees mingle during the morning coffee break, sponsored by West Entertainment

The morning break was sponsored by West Entertainment, providing a networking opportunity that allowed attendees to recharge between appointments and also re-caffeinate.



Touch Inflight Solutions sponsors the day two lunch event at APEX Content Market in Lisbon

Following the next appointment block, delegates attended a networking lunch event sponsored by [Touch Inflight Solutions](#). The chance to exchange ideas and satiate hunger after a busy morning set everyone up for a successful afternoon.

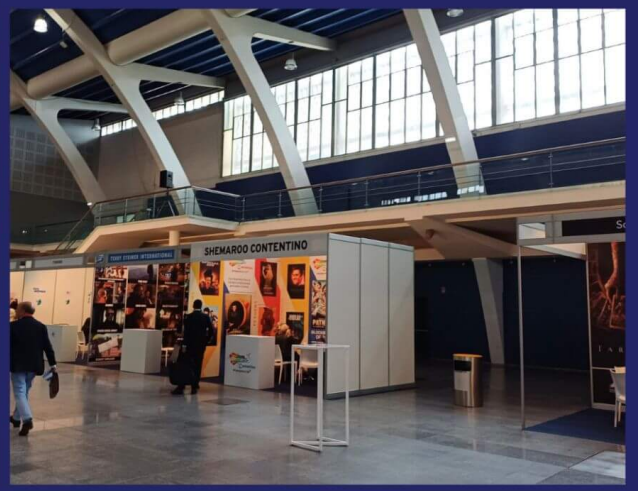


Attendees gather for cocktails and networking on the last night of the APEX Content Market in Lisbon
(Photo courtesy of Dr. Joe Leader via LinkedIn)

Day two concluded with airline attendees being invited to the Airline Networking Event at the Hyatt Regency Lisboa - Viseversa. It was a chance for everyone to network with other professionals and unwind after a productive day. The event was sponsored by DIRECTV.

“Cheers to a successful event and to new or strengthened relationships!” APEX said in its LinkedIn post at the event’s conclusion.

Companies are leaving the event with an expanded network of industry contacts and new insight into the future of IFE and content distribution.



Executives from Inflight Dublin attended APEX Content Market on the company's 40th anniversary year

“A huge thank you to APEX (Airline Passenger Experience Association) for hosting such a fantastic event,” said [Inflight Dublin](#) via LinkedIn, “and we can't wait to bring back all the insights and innovations we've gained to further elevate our offerings at Inflight Dublin!”