

EUROPE TOP 20

# CITIES WORTH FILMING IN

Created by



# INTRODUCTION

This report is designed to help international producers, line producers, executives, and production managers evaluate and compare European cities as filming destinations using a consistent, operational framework.

It focuses on:

- Real production conditions (not tourism narratives)
- Budget, risk, and execution reality
- Practical suitability by production type

The report does not rank cities by prestige alone. It evaluates how well a city performs as a production system.

## WHY WE CREATED THIS RANKING?

Our motivation comes from real industry patterns. Over the past few years, while assessing hundreds of client requests and working closely with producers, location managers, and hosts during the development of ScoutAround, we noticed a consistent challenge: filmmakers struggle to confidently choose the right city for their shoot—not due to a lack of options, but because the essential information is scattered, inconsistent, or hard to compare.

This fragmentation makes the decision-making process slow, biased, and often based on assumptions rather than insight. That gap shaped our mission.



“As a producer, I’ve seen how much time and uncertainty go into choosing the right city for a project. The problem isn’t that Europe lacks incredible locations - it’s that the information is fragmented and hard to compare. ScoutAround was created to bring clarity to that process and help filmmakers make confident decisions, while also giving cities a fair chance to show what they’re capable of.”

**Gabriel Georgiev, CEO ScoutAround**



Platform built by film industry professionals to streamline your location scouting across Europe. ScoutAround is a verified film location marketplace that saves producers and directors time and money compared to traditional scouting. Instead of weeks of travel and uncertainty, you can discover cinematic locations in minutes.



/ScoutAround.io



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# METHODOLOGY OVERVIEW

The ScoutAround methodology evaluates each city's suitability for film production through a Weighted Filming Friendliness Score, inspired by risk assessment models in the film bond industry. This score combines multiple professional production metrics—including cost environment, location diversity, infrastructure, incentives, crew capacity, safety, and regulatory ease. Data is gathered from trusted industry sources such as official film commissions, government databases, and industry publications, and then verified with local experts like producers and location managers. Each metric is weighted to reflect its real-world importance, ensuring a reliable, decision-oriented ranking for producers.

## Key professional metrics



Each city is evaluated across core production factors, scored on a 0–100 scale and weighted into a final suitability score.

## Weighted Overall Score



Each metric contributes to a final weighted score to ensure a better result for your decision making.

## Trusted industry sources



Data compiled from official film commissions, government databases, and industry publications.

## Verified with local experts



Validated through interviews with producers, location managers, and film professionals.

This system helps international producers, line producers, executives, and production managers evaluate and compare European cities as filming destinations using a consistent, operational framework. Each category is scored from 0–100%, based on how favorable the country is for filming.

**Example:** Filming Infrastructure (0–100%).

Evaluates production resources:

- **Soundstage quantity & quality** (Concrete stages = higher score; Metal / warehouse conversions = lower score)
- **Equipment houses**
- **Post-production**
- **Specialized vendors**

High score = mature, well-equipped ecosystem.

# THE 12 EVALUATION FACTORS

## COST ENVIRONMENT



### Sub-Metrics

- Crew Daily Rate Index
- Hotel Cost Index
- Location Rental Price Index
- Transport Price Index

## LOCATION DIVERSITY



### Sub-Metrics

- Type Coverage (%)
- Subtype Coverage
- Geographical Diversity

## POLITICAL & ECONOMIC STABILITY



### Sub-Metrics

- Strike Frequency Index
- Governance Score
- Policy Stability

## INCENTIVES & REBATES



### Sub-Metrics

- Rebate Success Ratio
- Approval Speed
- City Film Office Support Score
- Paperwork Complexity

## PRODUCTION CAPACITY



### Sub-Metrics

- Soundstage Load Index
- Crew Conflict Rate
- Location Booking Conflicts
- Hotel Availability Pressure

## SAFETY & SECURITY



### Sub-Metrics

- Crime Rate Index
- Equipment Theft Risk
- Emergency Response Time

## CLIMATE & WEATHER



### Sub-Metrics

- Rainy Days Index
- Weather Predictability
- Daylight Availability

## TECHNICAL CREW



### Sub-Metrics

- Crew Density
- Role Coverage Score
- Experience Rating
- Language Availability

## FILMING INFRASTRUCTURE



### Sub-Metrics

- Soundstage Capacity Score
- Equipment Vendors Count
- Post-Production Vendors
- Studio Availability Index

## REGULATORY EASE



### Sub-Metrics

- Permit Approval Time
- Drone Rules Score
- Street Closure Bureaucracy

## ACCESSIBILITY & LOGISTICS



### Sub-Metrics

- Flight Connectivity Index
- Equipment Transport Time
- Traffic Congestion Index

## PRODUCTION ACTIVITY & MARKET MATURITY



### Sub-Metrics

- Bookings per Month
- Repeat Producer Ratio
- Inquiry & Booking Conversion

## TIER DEFINITIONS

### Tier 1 – Global / Pan-European Hubs

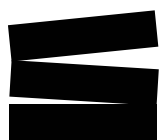
Cities capable of supporting large-scale, complex, multi-unit productions with deep crew bases and full infrastructure.

### Tier 2 – Strong Regional & Value Hubs

Cities offer excellent value, incentives, and reliability, with some limits on scale or specialization.

### Tier 3 – Boutique / Niche Markets

Cities best suited for focused, smaller-scale, or highly specific productions.



RANK	CITY	COUNTRY	TIER	SCORE
1	London	UK	World-class Tier 1	92
2	Berlin	Germany	World-class Tier 1	88
3	Budapest	Hungary	Tier 1 (Incentive-driven)	86
4	Prague	Czechia	Tier 1 (Cost-efficient)	84
5	Paris	France	Tier 1 (Infrastructure)	83
6	Madrid	Spain	Tier 1	82
7	Barcelona	Spain	Tier 1	80
8	Rome	Italy	Tier 1	79
9	Warsaw	Poland	Tier 2 (Growing)	78
10	Lisbon	Portugal	Tier 2	77
11	Sofia	Bulgaria	Tier 2 (Value-driven)	76
12	Vienna	Austria	Tier 2 (Stable)	75
13	Bucharest	Romania	Tier 2	74
14	Athens	Greece	Tier 2	73
15	Kraków	Poland	Tier 2	72
16	Belgrade	Serbia	Tier 2 (Emerging hub)	71
17	Zagreb	Croatia	Tier 3 (Diversity)	70
18	Ljubljana	Slovenia	Tier 3	69
19	Tallinn	Estonia	Tier 3 (Digital-friendly)	67
20	Vilnius	Lithuania	Tier 3	66

*This ranking is based on ScoutAround's independent methodology and reflects a production-focused perspective; results are subject to interpretation and not intended as an absolute industry standard.*



# CITY PROFILES IN DETAIL

## TIER 1



### **London, UK – Global benchmark for scale, crews, studios**

Deepest crew base in Europe, top-tier infrastructure and soundstages, highest production capacity, strongest international accessibility.

**Best for:** Feature films, Premium TV series, Large-scale commercials.

**Cons:** High costs; Bookings and studios can be capacity-constrained during peak cycles.



### **Berlin, Germany – Balanced cost, infrastructure, and diversity**

Strong all-rounder: mature ecosystem, dependable crew depth, stable operations, solid infrastructure with respected studios and vendors.

**Best for:** TV series, films, Commercials with strong art direction.

**Cons:** Weather variability; Costs are moderate and rising.



### **Budapest, Hungary – Incentive-driven, studio-heavy powerhouse**

Exceptional cost-to-quality ratio with very strong studio infrastructure and highly effective incentives (modelled).

**Best for:** Feature films, TV series, studio-heavy productions, action.

**Cons:** Crew depth and capacity can tighten when multiple international shows overlap



### **Prague, Czech Republic – Historic authenticity with mature crews**

Strong historic/architectural looks + mature production services + compelling value proposition.

**Best for:** Period pieces, commercials, mid-budget films/TV.

**Cons:** Peak-season availability and some permitting complexity for central locations.



### **Paris, France – Premium visuals, fashion, prestige production**

World-class talent pool, strong infrastructure and vendor ecosystem, high production activity and accessibility

**Best for:** High-end commercials, Premium TV, Prestige film projects.

**Cons:** Higher cost base and potentially complex permitting depending on districts and scope.



### **Madrid, Spain – Climate-reliable, growing infrastructure**

Excellent climate, broad look diversity, improving infrastructure, efficient for multi-location schedules.

**Best for:** Commercials, TV series, Film with outdoor-heavy shooting.

**Cons:** Costs can vary widely; Summer heat and high-season demand may impact scheduling.



### **Barcelona, Spain – Aesthetic-driven, lifestyle & brand content**

High aesthetic diversity (urban/coastal), strong creative scene, attractive for brand work and lifestyle content.

**Best for:** Commercials, music videos, short-form.

**Cons:** Permitting complexity and crowd management in popular areas.



### **Rome, Italy – Heritage, authenticity, cinematic prestige**

Iconic architecture and heritage locations; meaningful studio footprint; strong depth in traditional crafts.

**Best for:** Period films, Prestige TV, Brand work requiring heritage visuals.

**Cons:** Bureaucracy and logistics; Traffic and permitting lead times.

## **TIER 2**



### **Warsaw, Poland – Modern capital, scalable, incentive-backed**

Solid growth city with competitive costs, improving infrastructure, and strengthening crew availability.

**Best for:** TV series, films with urban looks, commercials.

**Cons:** Weather and seasonal light; capacity can tighten with rapid market growth.



### **Lisbon, Portugal – Climate-advantaged, location-driven hub**

Strong climate advantage, appealing look variety, popular for international commercials and short formats.

**Best for:** Commercials, short-drama, music video, outdoor-heavy shoots.

**Cons:** Crew depth and infrastructure scale are more limited than Tier 1 hubs.



### **Sofia, Bulgaria – Cost-efficient, studio-capable value hub**

Very strong cost environment; viable infrastructure base and growing production competence; efficient for value-driven projects.

**Best for:** Commercials, short-drama, cost-sensitive film/TV components, hybrid city+nature.

**Cons:** Crew depth and capacity for concurrent large productions; consistency of regulatory experience.



### **Vienna, Austria – Premium stability, heritage-focused**

Extremely stable and safe operating environment; strong logistics; high professionalism.

**Best for:** Commercials, Premium brand work, Controlled productions.

**Cons:** Higher cost base; Less “volume” capacity compared to top hubs.



### **Bucharest, Romania – Flexible, cost-driven long-form market**

Strong cost advantage and improving ecosystem; workable for many formats as a value option.

**Best for:** Cost-sensitive commercials, short-form, select film/TV packages.

**Cons:** Infrastructure and senior crew depth are more limited; regulatory friction can vary.



### **Athens, Greece – Incentive-led, historic & exterior-driven**

Strong climate and good incentives (modelled), attractive for coastal + urban mix.

**Best for:** Commercials, short-drama, travel/lifestyle content; selective film/TV.

**Cons:** Capacity and crew depth can strain at peak; permitting complexity for high-traffic zones.



### **Kraków, Poland – Boutique historic city with strong incentives**

Strong historic “look” density and favorable costs; benefits from Poland’s broader ecosystem.

**Best for:** Period commercials, indie films, short-drama, selected TV units.

**Cons:** Not a full-scale infrastructure hub; larger productions may need Warsaw-linked resources.



### **Belgrade, Serbia – Action-friendly, cost-efficient regional hub**

Very competitive costs and a pragmatic operating style; emerging regional hub characteristics.

**Best for:** Commercials, Music videos, Short-form; Cost-sensitive film/TV.

**Cons:** Perceived risk profile and variability in ecosystem maturity; Capacity constraints.

## **TIER 3**



### **Zagreb, Croatia – Film-friendly, easy permitting, regional access**

Good safety/stability profile and attractive regional diversity (urban + nearby nature/coast access via region).

**Best for:** Commercials, short-drama, regional co-productions.

**Cons:** Moderate infrastructure scale; may rely on regional vendor/crew supplementation.



### **Ljubljana, Slovenia – Compact, nature-adjacent boutique capital**

Efficient logistics and strong safety; excellent proximity to diverse natural looks.

**Best for:** Commercials, short-drama, Outdoor-heavy content, Specialty sequences.

**Cons:** Limited scale for long-running high-volume productions; Smaller local crew base.



### **Tallinn, Estonia – Digital-first, medieval-modern niche market**

Digitally efficient market; safe and stable; good for streamlined, modern production operations.

**Best for:** Commercials, music videos, Short-form, Tech/branded content.

**Cons:** Limited studio scale and climate constraints for long seasons.



### **Vilnius, Lithuania – Historic stand-in city with strong incentives**

Cost-competitive with emerging ecosystem; workable for smaller-to-mid productions.

**Best for:** Commercials, short-drama, value-driven projects.

**Cons:** Infrastructure and crew depth still developing; lower production activity than peers.



# USE-CASE SHORTLIST (TOP CITIES BY BEST FIT)

## Feature Films

Key factors: large-scale + infrastructure + incentives

1	London	UK	Deepest crew + top studios + global reliability
2	Berlin	Germany	Strong all-round ecosystem; scalable and consistent
3	Budapest	Hungary	Studio-heavy strength + high incentive leverage
4	Prague	Czechia	Proven international pipeline + historic doubling
5	Paris	France	Premium locations + top crews (cost/regulation higher)
6	Madrid	Spain	Climate reliability + growing long-form capacity
7	Rome	Italy	Heritage authenticity + Cinecittà (permits slower)
8	Warsaw	Poland	Cost + incentive + improving scale
9	Sofia	Bulgaria	Strong value + Nu Boyana; needs capacity planning
10	Bucharest	Romania	Value + flexibility; scale requires planning

## TV Series

Key factors: Long-form reliability + capacity + incentives + crew depth

1	London	UK	Series machine: capacity, crews, stages, vendors
2	Berlin	Germany	Very strong long-form execution environment
3	Budapest	Hungary	High-volume stage work + incentives
4	Prague	Czechia	Mature infrastructure, strong crews
5	Madrid	Spain	Climate + efficiency; strong for location-heavy series
6	Warsaw	Poland	Incentive + cost + increasing long-form maturity
7	Paris	France	Premium but regulated; excellent for prestige TV
8	Sofia	Bulgaria	Value hub; requires capacity planning in peak times
9	Bucharest	Romania	Value long-form; incentives/scale require discipline
10	Athens	Greece	Strong incentive + climate; heritage permitting needs lead time

## Commercials

Key factors: Speed + creative polish + premium locations

1	Paris	France	Premium looks + luxury ecosystem
2	London	UK	Full-stack capability + reliability
3	Barcelona	Spain	Lifestyle/coast/architecture; strong short-form scene
4	Madrid	Spain	Fast + predictable + strong weather
5	Berlin	Germany	Creative capital + strong production services
6	Lisabon	Portugal	Climate + lifestyle; great for location-led commercials
7	Rome	Italy	Iconic visuals (permits can slow public-space shoots)
8	Vienna	Austria	Premium orderliness, strong safety and process
9	Prague	Czechia	Historic looks + efficient city footprint
10	Budapest	Hungary	Strong services; great for controlled set-ups

# Short-Drama

Key factors: High output + speed + budget efficiency + flexible locations

1	Sofia	Bulgaria	Cost efficiency + studios + fast execution
2	Bucharest	Romania	Cost + flexibility + long-day production practicality
3	Belgrade	Serbia	Strong value, action-capable crews, flexible locations
4	Budapest	Hungary	Strong facilities; efficient for repeatable pipelines
5	Warsaw	Poland	Reliable modern looks + incentive value
6	Prague	Czechia	Efficient compact historic looks
7	Zagreb	Croatia	Easy permitting + strong regional access
8	Vilnius	Lithuania	Stand-in versatility + incentives
9	Ljubljana	Slovenia	Smooth permitting + boutique efficiency
10	Tallinn	Estonia	Great admin efficiency; climate/seasonality constraints

# Music Videos

Key factors: Visual uniqueness + speed + flexible permits + strong art departments

1	Barcelona	Spain	Coast + iconic architecture + lifestyle aesthetic
2	Berlin	Germany	Industrial/underground looks + creative talent density
3	Paris	France	Fashion/luxury aesthetics + premium locations
4	London	UK	Everything available; higher cost
5	Lisbon	Portugal	Sunlight + coastline + value
6	Prague	Czechia	Historic cinematic density
7	Budapest	Hungary	Controlled environments + strong production services
8	Belgrade	Serbia	Gritty urban + industrial + cost advantage
9	Warsaw	Poland	Modern looks + cost efficiency
10	Rome	Italy	Prestige visuals; permitting in key areas can slow

# Summary

Feature Films	London	Maximum scale, crews, studios
TV Series	Budapest	Incentives + studio capacity
Commercials	Paris	Premium brand value
Short-Dram	Sofia	Cost efficiency + speed
Music	Barcelona	Visual impact + flexibility

This report presents a production-first perspective on Europe’s most film-friendly cities, designed to support informed, practical decision-making across different production formats and budgets. By combining verified industry data, local expertise, and weighted evaluation criteria, the ranking highlights not just where filming is possible—but where it is operationally efficient, reliable, and scalable. This first edition establishes a baseline methodology and reference point for producers, line producers, and production executives. Future editions will expand data sources, refine weighting, and incorporate additional market insights as production conditions, incentives, and infrastructure continue to evolve.

If you have questions or want to connect: [hello@scoutaround.io](mailto:hello@scoutaround.io)