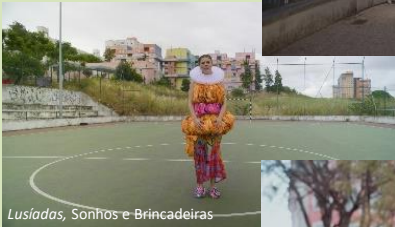
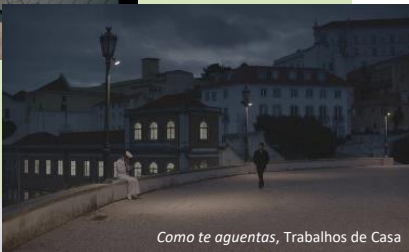
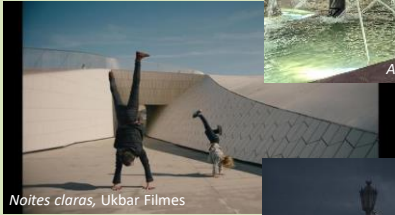


FILMING AND PHOTO SHOOTS IN LISBON

2024 balance
Lisboa Film Commission



Filming and Cinematographic and Audiovisual Productions

Lisbon

2023-2024 variation

During 2024, 488 filming and photo shoots were carried out in Lisbon, corresponding to 332 productions. These values, compared to the previous year, corresponded to an increase of 4 percent in regard to shootings and a very slight decrease (1 percent) in terms of total productions.

In short, Lisbon hosted five fewer productions in 2024, which involved 488 filming and photo shoots requests (20 more than in 2023).

There was an increase in shootings for the international market, in the order of 16 percent, resuming, although still with some restraint, the trend that had been registered in 2022, with an increase of 145 percent compared to 2021.

Requests for filming and photo shoots without Non-Financial Support (exemption from municipal fees, among others), increased by 11 percentage points, which translated into a 52 percent increase in fees charged by the Municipality.

Advertising maintained the “pole position”, with an increase of 20 percent compared to the previous year, representing 66 percent of the total shootings and productions carried out in Lisbon throughout 2024.

The growth in the production of Documentaries (+25 percent), Students (+38 percent) and Feature films (+13 percent) stands out.

	2023	2024	Var. %
Filming and photo shoots	468	488	4% ?
Shootings with municipal support (Non-Financial Support)	122	105	-14% ?
Shootings without municipal support (Non-Financial Support)	346	383	11% ?
Shooting requests for the national market	293	287	-2% ?
Shooting requests for the international market	174	201	16% ?
Shooting days	1 309	1 300	-1% ?
Average daily shootings	3,5	3,4	-3% ?
Licensing fees applied	363 108 €	553 095 €	52% ?
Municipal fees exempted	206 263 €	183 552 €	-11% ?
Productions Shootings	337	332	-1% ?
Short films	8	4	-50% ?
Documentaries	8	10	25% =
Online shows	0	0	0% =
Students	13	18	38% ?
TV fiction (series and movies)	17	16	-6% ?
Institutionals	4	3	-25% ?
Feature films	15	17	13% ?
TV programs	37	38	3% ?
Commercials [*Productions = 216]	220	265 *	20% ?
Soap operas	6	6	0% =
Videoclips	7	4	-43% ?
Videogames	0	0	0% =
WEB (Series and documentaries)	2	0	-100% ?

Cinematographic and Audiovisual Filming

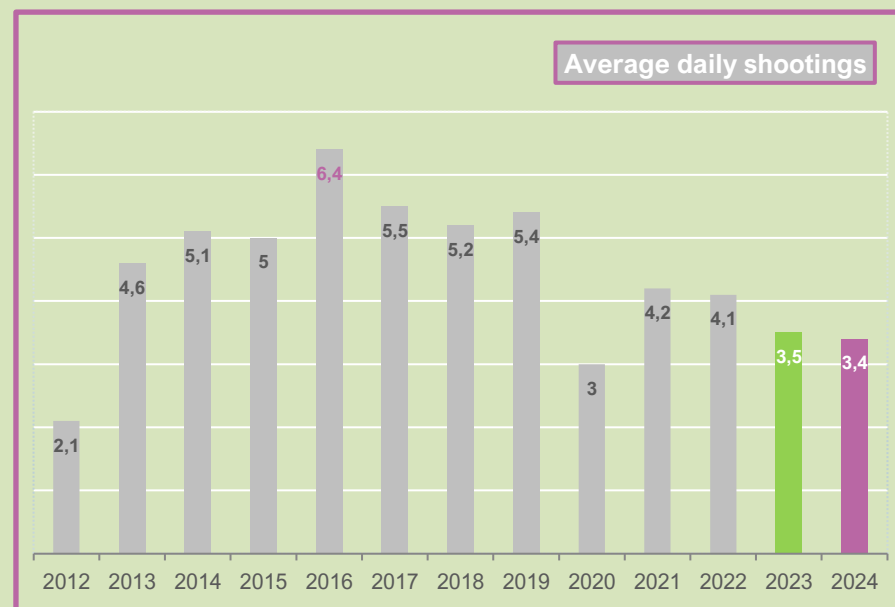
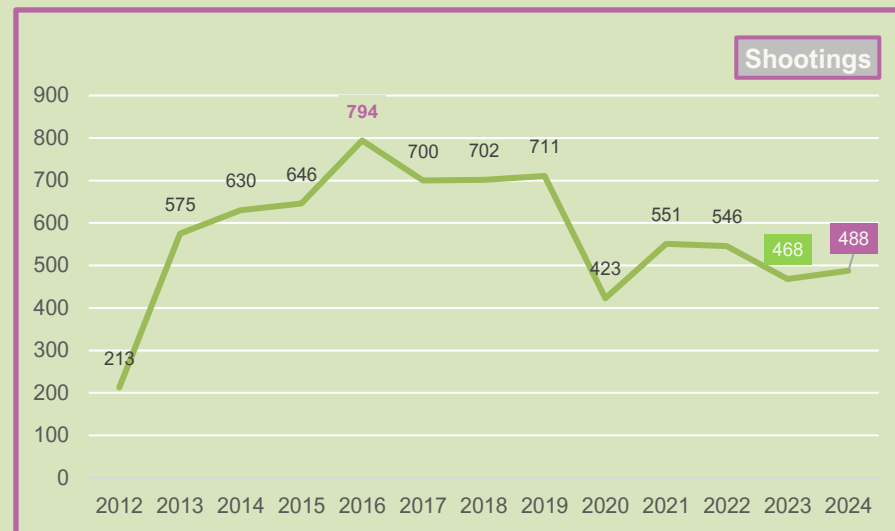
Lisbon

2012-2024 evolution

The year 2022 was considered a year of stabilization in the total number of shootings carried out in Lisbon, after the clear recovery, seen in 2021, from the drop caused by the pandemic, which devastated the country and the world in 2020. However, the expectation that 2023 could be the turning point year for this situation did not materialize and in 2024, although there was an increase in the number of shootings, this was irrelevant, as can be seen from the graphic.

Therefore, it is clear that requests for filming and photo shoots made in 2024 remained very close to the previous year's figures (488 and 468, respectively), still falling short of expectations.

These results were reflected in the average daily number of shootings, which remained practically identical to the previous year (3.5 in 2023 to 3.4 in 2024), remaining far (just over half) from the highest values observed in 2016 (6.4 shootings per day).



Filming and Cinematographic and Audiovisual Productions

Lisbon

The share of filming and photo shoots without Non-Financial Support (NFS) has been, since the creation of the Lisboa Film Commission in 2012, higher than that of projects with NFS granted by the Municipality/Lisboa Film Commission, and 2024 was no exception, with 383 shootings without NFS, meaning 74 percent of the total shootings that took place in Lisbon. Filming and photo shoots with NFS registered a decrease of 14 percent compared to the previous year.

Advertising stood out, once again, with 216 productions, which involved 265 filming and photo shoots.

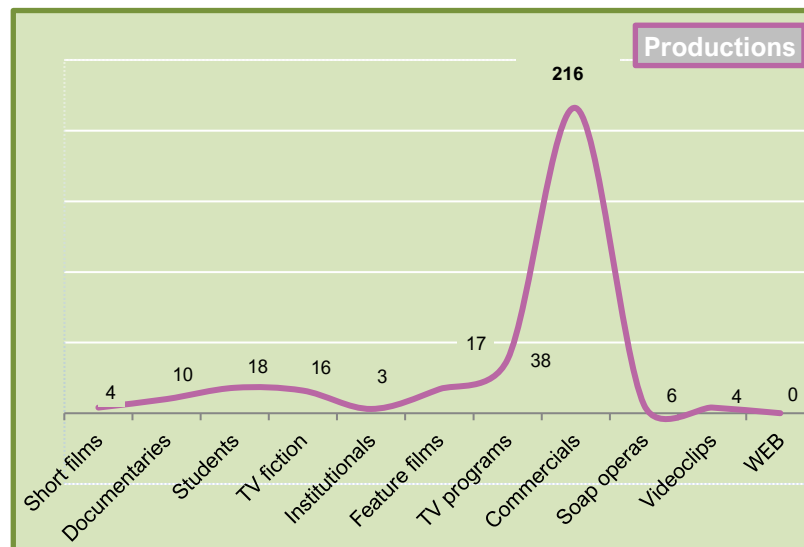
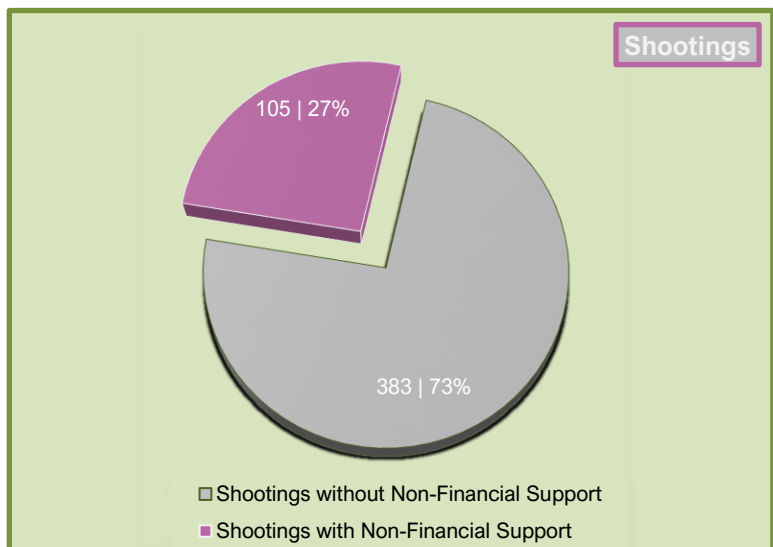
Television programs (shows and various events, such as concerts, operas, galas, competitions, among others), with 38 productions that involved more than 40 shooting requests, carried out over 92 days, was the segment (in this case audiovisual) that was highlighted, followed by Students, with 18 productions that involved 28 days of shootings, Feature films, with 17 productions that took place over 205 days and Television Series, with 16 productions and 231 days of shootings.

Here are some of the projects developed in 2024, which had NFS by the Municipality (CML/LFC):

Feature films: *Cinquenta portuguesas* (Ukbar Filmes); *Escape from Lisbon* (Cinemate); *Luzia* (Laranja Azul and Terratrema Filmes); *Lavagante* (Leopardo Filmes); *Pátio da Saudade* (Volf Entertainment); *Projeto global* (O Som e a Fúria).

TV Series: *O Arquitecto* (Sky Dreams); *Cold heaven* (SPi Portugal); *Lusíadas* (Sonhos e Brincadeiras); *Sempre* (Coyote Vadio);

Documentaries: *Justiça climática* (Serena Productions), *Noites em branco* (Terratrema Filmes).



Shootings for the International Market

Lisbon

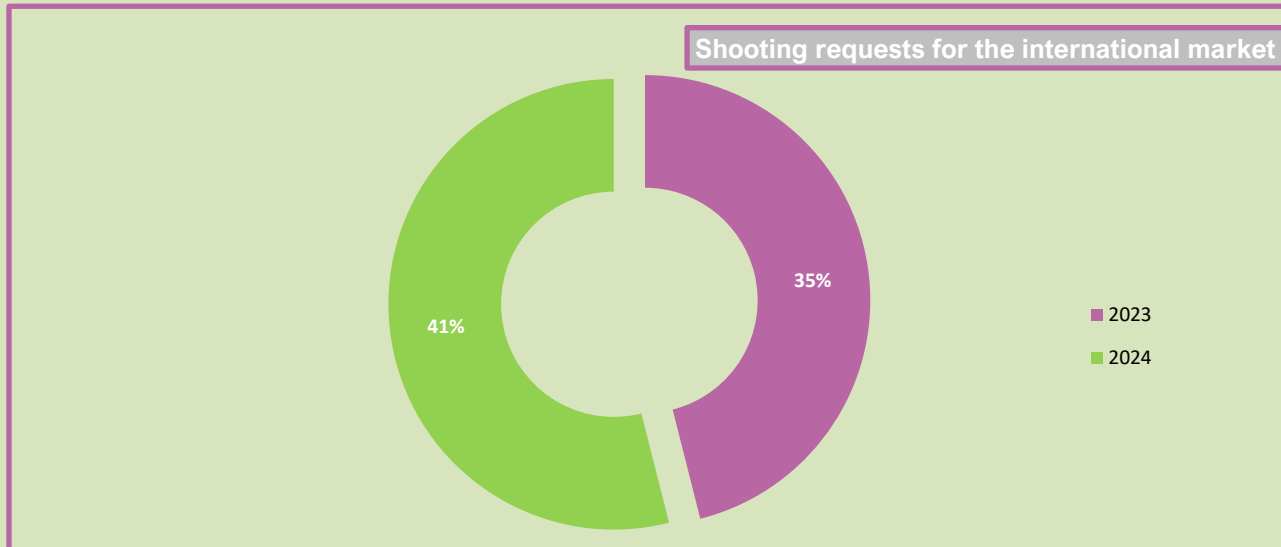
In 2024 there was a 16 percent increase in filming and photo shoots requests for the international market, compared to 2023. Lisbon hosted 201 filming and photo shoots during the year, that is, 27 more than in 2023, which involved 566 days of shootings.

International productions continue to represent an important volume of the whole filming and productions (41 percent), mainly in the advertising segment.

Lisbon served as the setting for several international campaigns, namely in the Fashion, Banking, Automotive Industry, Supermarket Chains, Telecommunications, Food, Travel, among others.

It is noted that the Automotive Industry sector, which until 2022 was the one with more campaigns filmed in Lisbon, although it remains in the top 5, is no longer in first place.

Brands such as Adidas, C&A, Santander, Abanca, Lexus, Skoda, Aldi, Leroy Merlin, NOS, Samsung, Bollycao, Dr. Oetker, Portugália, Ritz, among others, chose the capital of Portugal as a backdrop for international campaigns.



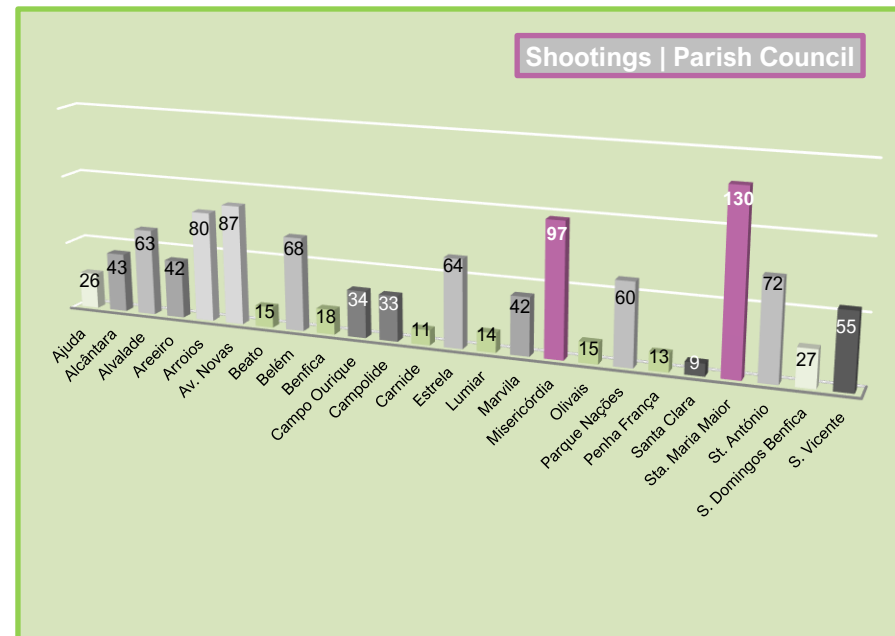
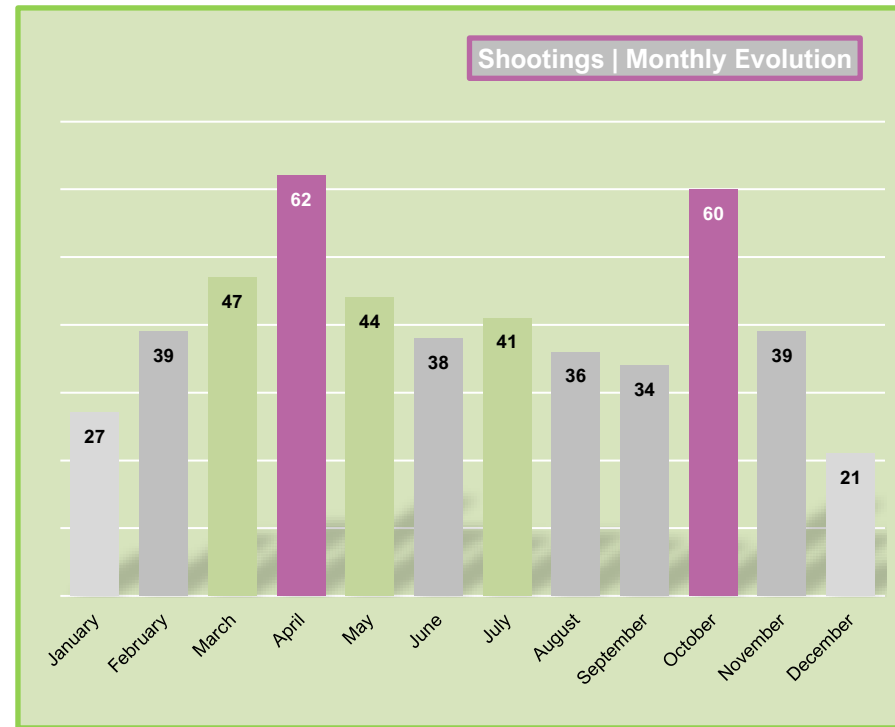
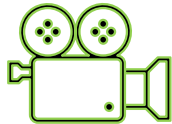
Lisbon Shootings

Monthly Evolution and Per Parish Council

The months of April and October registered the highest figures regarding filming and photo shoots, with 62 and 60 requests, respectively, of which around 70 percent were for Advertising. The 122 filming/photo shoots (62 in April and 60 in October) involved 328 days of shootings, with Advertising using around 40 percent of the total (141 days).

January and December were the weakest months, with only 48 filming/photo shoots requests (27 and 21 respectively), which involved 122 days of shootings, 50 percent of which were for advertising productions (56 days).

Regarding the locations for filming and photo shoots, as in the previous year, the parishes of Sta. Maria Maior, Misericórdia, Avenidas Novas, Arroios, Sto. António, Belém, Alvalade, Parque das Nações and Marvila continue to appear in the Top 10, with special emphasis on the **Parish of Santa Maria Maior**.



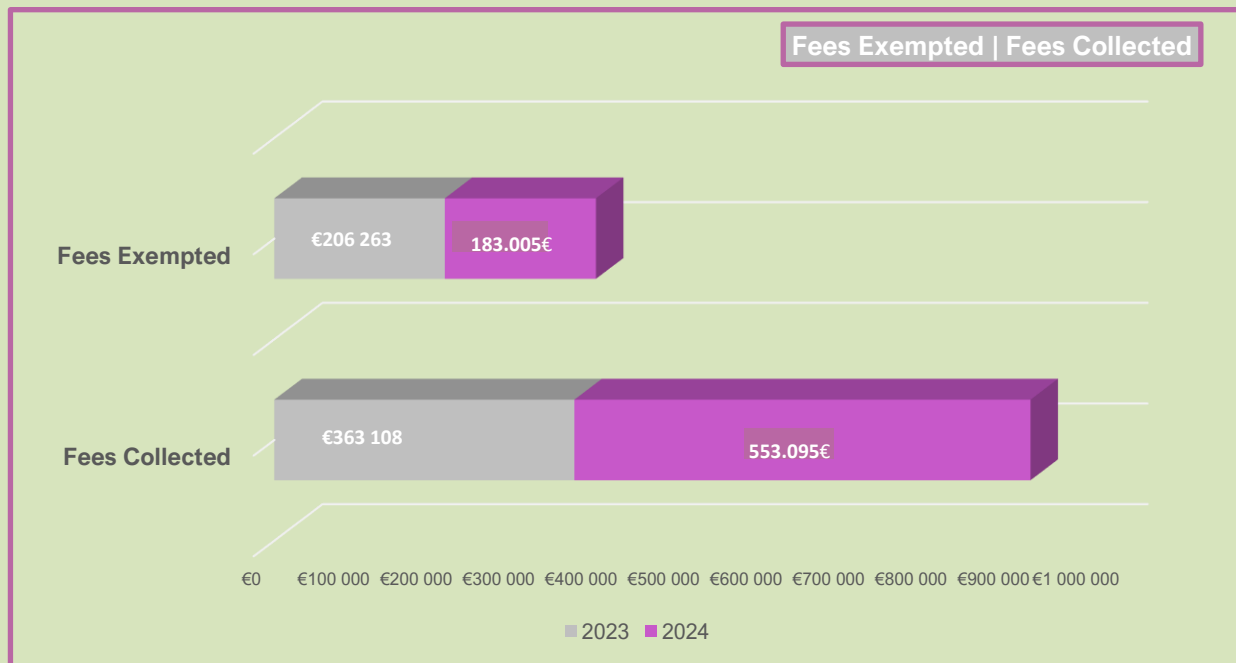
Municipal Fees and Economic Impact

Lisbon

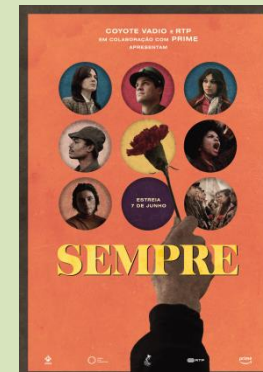
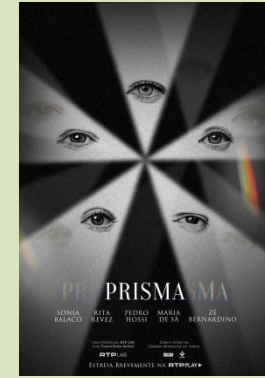
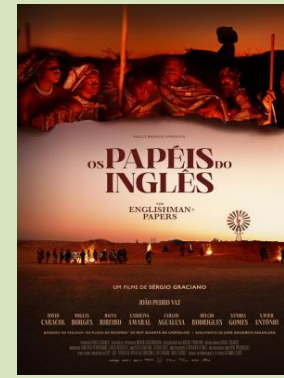
The value of fees exempted from projects that received Non-Financial Support registered a drop of €23,258 compared to 2023, that is, from €206,263 to €183,005. This decrease is justified by the 14 percent decrease in shootings supported by CML/LFC last year (from 122 in 2023 to 105 in 2024).

The amount of municipal fees applied in 2024 reflected the 11 percent growth seen in productions without Non-Financial Support, which registered an increase from 346 to 383 and resulted in an increase of €189,987.

This information can be complemented by highlighting that in 2024 the **economic impact** on the city of Lisbon of productions that received Non-Financial Support, taking into account the data provided by the respective Producers, was €9.269.577.



Some productions supported by CML/Lisboa Film Commission | 2024 Premieres



Supported portuguese movies most watched

“Revolução Sem Sangue” was the portuguese movie that had most viewers in 2024 (20.991).

The most watched portuguese movie in portuguese cinemas, since 2004 and until the end of 2024, was “O Pátio das Cantigas”, with 608.335 viewers.

* Source: Instituto do Cinema e do Audiovisual (ICA)



Most watched movie in 2024
Viewers: 20.991 | Revenue: €113.599 *



Most watched movie since 2004
Viewers: 608.335 | Revenue: €3.100,130 *

Features	Descriptions
Designation	Shootings in Lisbon 2024 balance
Periodicity	Annual
Sources	Gesturbe Filming and photo shoots in Lisbon form Administrative way: filming and photo shoots requests registration Direct way: filming and photo shoots in Lisbon form
Data collection	
Photographs credits	Lisbon City Council Lisboa Film Commission
Geographical scope	Lisbon
First period available	2013
Last period available	2024
Last update	31/12/2024
Entity responsible for the data	Lisbon City Council Municipal Directorate for Culture Lisboa Film Commission

