



Office of the mayor
And of the executive committee

Press release
For immediate release

The Martinez Ferrada administration paves the way for more film and television shoots in Montréal

Montréal, September 1, 2026 – In an effort to increase its support to the film and television industries, the Martinez Ferrada administration continues to roll out optimization measures aiming to progressively improve the filming experience in Montréal.

Large cities are currently fiercely competitive in their approach to attract film and television producers. In this context, Montréal's administration is taking concrete action to enhance its appeal for audiovisual production projects. By improving municipal coordination and harmonizing practices across the metropolis, Montréal aims to provide a predictable filming environment for production crews, and a seamless flow that is better suited to their needs.

"Montréal has everything that is required for successful large-scale productions. It is home to exceptional talent and provides world-class infrastructure, a remarkable plethora of backdrops and potential sets, as well as a unique creative ecosystem. Our responsibility is to attract producers to Montréal, by providing them with the best possible conditions in which to carry out their projects. And this is exactly what we are accomplishing!", stated Andréanne Moreau, executive committee member responsible for culture, heritage, design and the French language.

Audiovisual productions are true vectors of creation, innovation, and economic development that contribute to the cultural vitality and outreach of our metropolis. The Martinez Ferrada administration intends to create winning conditions to attract and support a growing number of local, national and international projects.

Tangible advantages for production crews

At the very heart of this approach is a large-scale project aiming to modernize the process regarding the issuance of filming and public occupancy permits, carried out in collaboration with boroughs and municipal partners.

Current improvements namely aim to:

- Optimize coordination between municipal departments to expedite the processing of applications.
- Promote improved planning by anticipating production-related needs.
- Upgrade its decision-making process and provide clearer pathways to designated points of contact.
- Improve process clarity and timeline visibility.

The consistent work carried out over the past months aimed to streamline the planning of audiovisual shoots, to enhance the predictability of authorization processes, and the smooth integration of filming in the city's living environment and daily activities.

This approach also relies on the collaboration of key partners such as Tourisme Montréal and the Bureau du cinéma et de la télévision du Québec (BCTQ), as they join efforts, pool their respective expertise and promote Montréal as a location of choice for filming and audiovisual production.

A world-class filming destination

Montréal is one of Canada's prime filming destinations. The metropolis is known for its vast array of settings and landscapes. From the cobblestone streets of Old Montréal to the skyscrapers towering over its downtown core, the metropolis provides a wide range of visual settings, all within city limits.

Through this initiative, Montréal renews its commitment to both hosting audiovisual production projects and contributing to their successful completion.

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