



# WHAT CAMERA SHOULD I BUY?

A no-nonsense guide to hybrid cameras  
for anyone getting into videography.  
Budget to professional. Real recommendations.

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# BEFORE YOU BUY ANYTHING

The camera matters less than you think. Audio, lighting, and storytelling will make or break your video long before the camera body does. That said, the right tool makes the job easier.

## WHAT TO LOOK FOR IN A HYBRID CAMERA:

### 4K VIDEO

Minimum standard in 2026. Anything less limits your output.

### GOOD AUTOFOCUS

Face/eye tracking for interviews and pieces to camera.

### FLIP-OUT SCREEN

Essential if you film yourself or work solo.

### DECENT BATTERY LIFE

You need a full shoot day without carrying 10 batteries.

### LENS ECOSYSTEM

The lenses matter more than the body long-term. Pick a system, not just a camera.

### 10-BIT COLOUR

Gives you more flexibility in the colour grade. 8-bit is fine starting out.

# ENTRY LEVEL

Under GBP500

## SONY ZV-E10

approx GBP350

### SENSOR

APS-C

### VIDEO

4K30 / 8-bit (cropped)

The original ZV-E10 has dropped significantly in price since the Mark II arrived and is now one of the best value entry points into the Sony E-mount ecosystem. Flip screen, decent autofocus, and compact enough to carry everywhere. 8-bit colour is a limitation but more than fine for social media and learning. If you already know you want to grow into Sony, start here.

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## NIKON Z30

approx GBP450

### SENSOR

APS-C

### VIDEO

4K30 / 8-bit

Built specifically for creators - no viewfinder, vari-angle touchscreen, and a compact body that is easy to mount on a desk or gimbal. Clean 4K without a heavy crop, solid autofocus, and quiet in-body controls for talking-head content. A strong all-rounder if you are not tied to a brand yet.

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## SONY A6400

approx GBP500 used

### SENSOR

APS-C

### VIDEO

4K30 / 8-bit

Second-hand only at this price, but the A6400 punches well above its current market value. Real-Time Eye AF was ahead of its time and still holds up. 4K with a manageable crop, fast AF for run-and-gun shooting, and full E-mount compatibility. If you can find a clean used body, this is excellent bang for your money and a natural step into the Sony system.

# BUDGET

Under GBP800

## SONY ZV-E10 II

approx GBP750

SENSOR: APS-C

VIDEO: 4K30 / 10-bit

Built for creators. Excellent autofocus, flip screen, compact. The best starting point if you want to stay in the Sony ecosystem (which I shoot on). Limited lens selection at the budget end but growing fast.

## CANON EOS R10

approx GBP750

SENSOR: APS-C

VIDEO: 4K30 / uncropped

Canon's autofocus is arguably the best in the business. Same AF system as their flagship bodies. Great stills too. If you think you might go Canon long-term, start here.

## FUJIFILM X-S20

approx GBP800

SENSOR: APS-C

VIDEO: 4K60 / 6.2K open gate

Best video specs at this price point. Fuji's colour science is beautiful straight out of camera, which means less time colour grading. Slightly less intuitive menu system than Sony or Canon.

# MID-RANGE

GBP800 to GBP1,500

## SONY A6700

approx GBP1,200

SENSOR: APS-C

VIDEO: 4K120 / 10-bit

The best APS-C hybrid camera you can buy right now. Incredible autofocus, 4K at 120fps for slow motion, 10-bit colour. If you're not ready for full-frame yet, this is the one. I'd have loved this when I was starting out.

## CANON EOS R8

approx GBP1,300

SENSOR: Full-frame

VIDEO: 4K60 / 10-bit

Cheapest modern full-frame hybrid from Canon. If you want to jump straight to full-frame without spending GBP2,000+, this is how. Dual Pixel AF II, compact body, excellent low-light.

## FUJIFILM X-H2S

approx GBP1,500

SENSOR: APS-C

VIDEO: 4K120 / 6.2K30

Fuji's speed flagship. Stacked sensor means almost zero rolling shutter. If you're shooting fast-moving subjects (sport, events), this handles it. Professional build quality.

# WHAT I SHOOT ON

GBP1,500 to GBP2,500

## SONY A7III

approx GBP1,000 used

SENSOR: Full-frame VIDEO: 4K30 / 8-bit

My backup body. Still a brilliant camera years after release. Full-frame, reliable autofocus, built like a tank. You can pick these up second-hand for under a grand now. Incredible value.

## SONY A7IV

approx GBP1,800

SENSOR: Full-frame VIDEO: 4K60 / 10-bit

My primary camera. 170+ projects shot on this. 33MP stills, 4K60, 10-bit colour, excellent autofocus with real-time tracking. The all-rounder. If you're buying one camera to do everything, this is what I'd recommend.

## SONY A7C II

approx GBP1,700

SENSOR: Full-frame VIDEO: 4K60 / 10-bit

Same sensor and processor as the a7IV but in a much smaller body. If portability matters to you (travel, run-and-gun, vlogging), this is the compact alternative. Trade-off: smaller viewfinder, single card slot.

# PROFESSIONAL

GBP2,500+

## SONY A7 V

approx GBP2,500

SENSOR: Full-frame      VIDEO: 4K120 / AI AF

The newest generation. AI-powered autofocus, 4K120, improved colour science. If you're buying new in 2026 and want the best all-round Sony, this is it. Significant upgrade over the a7IV.

## CANON EOS R6 MARK III

approx GBP2,700

SENSOR: Full-frame      VIDEO: 4K120 / 6K

Canon's answer to the a7V. Exceptional autofocus, superb low-light, and Canon's colour science which many prefer for skin tones. If you're in the Canon ecosystem, this is the one.

## CANON EOS R5 MARK II

approx GBP4,000

SENSOR: Full-frame      VIDEO: 8K / stacked sensor

Overkill for most people, but if you need 8K or you're shooting commercial work at the highest level, this is the benchmark. Stacked sensor, near-zero rolling shutter, internal 8K RAW.

# THE HONEST ANSWER

Buy the best camera you can afford right now. Learn it inside out. Upgrade when the camera is genuinely holding you back, not when a new model comes out.

The gear I use today is not what I started with. But every camera I've owned taught me something the next one couldn't.

If you're just getting started: Sony ZV-E10 II or Canon R10. Learn the fundamentals. Invest in a good microphone before you invest in a better camera.

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