Towards a New Approach to Media Cluster Research

Marlen Komorowski - Victor Ward - Sylvain Plozy
VUB - ULB - USL-B
Towards a New Approach to Media Cluster Research

Marlen Komorowski - Victor Wiard - Sylvain Plazy
VUB - ULB - USL-B
INTRODUCTION

TOWARDS A NEW APPROACH TO MEDIA CLUSTER RESEARCH

Marlen Kamarowski - Victor Wierd - Sylvain Plazy
VUB - ULB - USL-B
The project:
Media Clusters Brussels - MCB

• started in October 2014
• collaborative and interdisciplinary
• three leading universities of Brussels: VUB, ULB and USL-B

Media Park Reyers
Literature Study

The common assumptions about media clusters:

- “a geographically proximate group of interconnected companies ....”
- "community of people in one naturally and historically bounded area"
- "agglomeration designed to produce mediated content"
- "distinction between (...) organisations of media clusters"
- "skilled labour and communication due to a common base of knowledge"
- "production linkages between firms in a cluster"

The media industry is characterized from a geographical point of view by heavy concentration

Locating inside a regional agglomeration brings advantages for media firms.

Interrelations and interactions between the actors on a social level matter for the shape and efficiency of the cluster.
Identified Limitations in Literature

1. Many studies have mostly focused on high-tech clusters like Silicon Valley transferring their findings towards all media clusters.

2. Often mere suppositions have been made among academia and political decision makers. If evidence was made, these were built on qualitative assumptions and case studies.

3. Developed approaches so far seem to have troubles in grasping the differences, similarities and dynamics of media clusters sufficiently. Media clusters take a variety of forms worldwide and the influence of ICT makes the media industry dynamic and definitions only scope in static terms. However, a framework needs to be dynamic as well.

4. It can be observed that the concept of social interaction has neither been integrated into the frameworks nor analyzed in depths even though the importance has been recognized.

This shows a clear need for a novel framework uniting the heterogeneous approaches towards media cluster analysing, which brings the social aspect back into focus while grasping the dynamics of the identities of media clusters.
Towards a New Approach to Media Cluster Research
Marlen Kamarowski - Victor Wierd - Sylvain Plazy
VUB - ULB - USL-B
INTERDISCIPLINARY AND SOCIO-ECONOMIC NOVEL FRAMEWORK

PROXIMITY
How geographically close do the entities of a media cluster need to be to each other?

PERTINENCE
How many industries are included in the cluster analysis?

(com) POSITION
Which kind of entities in which composition are assessed?

PATHDEPENDENCY
Why are these entities composing a cluster?

THE 4 P ANALYSIS
MEDIA CLUSTER
THE 3 ENTITIES

Media companies
- APPROACH: Macro-economic perspective with focus on collaborative activities (industrial economic theory)
- PROPOSITION: Typology of media companies as dimensions and collaborative activities
- FOCUS: Inter-firm and inter-regional linkages

Media workers
- APPROACH: Meta-sociological perspective with sociology of professions and interaction in telework networks
- PROPOSITION: Typology of media workers within media companies and across communities of practice
- FOCUS: Skills, unity, mobility, and social interaction

Communities of practice
- APPROACH: Meta-sociological perspective with focus on knowledge spill-overs and management using the framework of Communities of Practice
- PROPOSITION: Identifying relevant CoP for media clusters and creating a typology
- FOCUS: Knowledge transfer, organization of CoP and members
THE 4 P ANALYSIS

MEDIA CLUSTER
PROXIMITY

How geographically close do the entities of a media cluster need to be towards each other?
PERTINENCE

How many entities are needed to make the cluster relevant?
(com) POSITION

What kind of entities in what composition are needed?
PATHDEPENDENCY

Why are these entities composing a cluster?
INTERDISCIPLINARY AND SOCIO-ECONOMIC NOVEL FRAMEWORK

PROXIMITY
How geographically close are the entities within the cluster to each other?

PERTINENCE
How many entities are included within the cluster region?

(com) POSITION
Which kind of entities is what composition of voxel?

PATHDEPENDENCY
Why are these entities composing a cluster?

THE 4 P ANALYSIS

THE 3 ENTITIES

Media companies
- Approach: Macro-economical perspective with focus on collaborative activities (Industrial economic theory)
- PROPOSITION: Typology of media companies as dimensions and collaborative activities
- Focus: Inter-firm and inter-regional linkages

Communities of practice
- Approach: Medio-sociological perspective with focus on knowledge spillover and management using the framework of Communities of Practice
- PROPOSITION: Identifying relevant CoP for media clusters and creating a typology
- Focus: Knowledge transfer, organisation of CoP and members

Media workers
- Approach: Medio-sociological perspective with focus on collaborative activities (Industrial economic theory)
- PROPOSITION: Typology of media workers within media companies and across communities of practice
- Focus: Skills, profiles, mobility and social attachment
MEDIA CLUSTER

THE 3 ENTITIES
THE 4 P ANALYSIS

MEDIA CLUSTER

THE 3 ENTITIES

Media companies
- APPROACH: Macro-economic perspective with focus on collaborative activities (industrial economic theory)
- PROPOSITION: Typology of media companies as dimensions and collaborative activities
- FOCUS: Inter-firm and inter-regional linkages

Media workers
- APPROACH: Micro-sociological perspective with focus on knowledge spill-overs and socialization in the clusters
- PROPOSITION: Typology of media workers within media clusters and across communities of practice
- FOCUS: Social profiles, mobility and social attachment

Communities of practice
- APPROACH: Meso-sociological perspective with focus on knowledge spill-overs and management using the framework of Communities of Practice
- PROPOSITION: Identifying relevant CoP for media clusters and creating a typology
- FOCUS: Knowledge transfer: organisation of CoP and members

- How geographic overlap of the entities of a media cluster need to be towards each other?
- How many entities are needed to make the cluster relevant?
- What kind of entities in what composition are needed?
- Why are these entities composing a cluster?
Media companies

- APPROACH: Macro-economical perspective with focus on collaborative activities (industrial economic theory)

- PROPOSITION: Typology of media companies as dimensions and collaborative activities

- FOCUS: Inter-firm and Inter-regional linkages
Media workers

APPROACH: Micro-sociological perspective with sociology of professions and occupations as theoretical anchors

PROPOSITION: Typology of media workers within media companies and across communities of practice

FOCUS: skills, profiles, mobility and social attachment
Communities of practice

Approach: Meso-sociological perspective with focus on knowledge spill-overs and management using the framework of Communities of Practice

Proposition: Identifying relevant CoP for media clusters and creating a typology

Focus: Knowledge transfer, organisation of CoP and members
INTERDISCIPLINARY AND SOCIO-ECONOMIC NOVEL FRAMEWORK

PROXIMITY
How geographically close are the entities of a media cluster need to be to work together?

PERTINENCE
How likely are new ideas in the cluster relevant?

(com) POSITION
Which kind of entities in which composition are valued?

PATHDEPENDENCY
Why are these entities composing a cluster?

THE 4 P ANALYSIS

THE 3 ENTITIES

Media companies
- **APPROACH**:Macro-economical perspective with focus on collaborative activities (Industrial economic theory)
- **PROPOSITION**: Typology of media companies as dimensions and collaborative activities
- **FOCUS**: Inter-firm and inter-regional linkages

Communities of practice
- **APPROACH**: Media-sociological perspective with focus on knowledge spillovers and management using the framework of Communities of Practice
- **PROPOSITION**: Identifying relevant CoP for media clusters and creating a typology
- **FOCUS**: Knowledge transfer, organization of CoP, and members

Media workers
- **APPROACH**: Media-sociological perspective with focus on knowledge spillovers and management as theoretical anchors
- **PROPOSITION**: Typology of media workers within media companies and across communities of practice
- **FOCUS**: Skills, productivity, mobility and social attachment
THANK YOU FOR YOUR TIME

www.mediaclusters.brussels

Marlen Komorowski - SMIT - Vrije Universiteit Brussel
Marlen.komorowski@vub.ac.be

Victor Wiard - ReSIC - Université libre de Bruxelles
Victor.wiard@ulb.ac.be

Sylvain Plazy - PReCoM - Université Saint-Louis - Bruxelles (USL-B)
Sylvain.plazy@usaintlouis.be