Strengthening Brussels' media clusters: Organisations, workers and communities of practice at Pôle Reyers and beyond

**Focus:**
- **Profiles**
- **Skills**
- **Knowledge Exchange**
- **Geographical Extent**
- **Networks**
- **Mobility**
- **Attachment**
- **Distance**
- **Economical Impact**
- **Interests**
- **Value Chain**
- **Activities**

**Media Institutions**
- Entities going beyond media firms and include also institutions, like educational, governmental, etc.

**Media City at Reyers**
- Priority area in Brussels under development (2015-2030)

**Media Communities**
- (In)formal groups of people, where members are sharing knowledge and developing practices.

**Media Workers**
- Individuals producing or facilitating the production of media content.

**Methods:**
- Public databases
- Interviews
- Case studies
- Survey
- Observations
- Media monitoring

**Analysis Framework:**
- Place: geographical scale/local conditions
- Proximity: topographical/topological nearness
- Pertinence: scale in quantity/concentration
- Profile: type of entities and their functions
- Path-dependency: historic legacy, patterns
- Policy: media governance tools
- Performance: endo-/exoogenous externalities

**First Results:**
- Identification of...
  - >15,000 core media institutions in BE
  - 20,000 individuals working in BXL
  - 40% independents and self-employed
  - >10 communities of practice in media

**Valorisation:**
- Analysis of the facets of the media industry in BXL
- Exploration of the development of media clusters
- Support for successful media cluster instalment

The research results stemming from this project will be operationalised along five main valorisation lines:

1. Raise awareness on the challenges of Brussels’ media sector
2. Connect new knowledge to Brussels’ policy agenda
3. Devise future scenarios with the scientific community
4. Monitor future developments of the media sector
5. Increase scientific knowledge on media clusters

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