INTRODUCING MEDIA CLUSTERS

WHO ARE WE?
Media Clusters Brussels – MCB – a collaborative and interdisciplinary research project of the three leading universities of Brussels, VUB, ULB and USL-B.

WHY TALK ABOUT MEDIA CLUSTERS?

Famous media clusters
An agglomeration of media activities, that co-locates for mutual advantages.
Related concepts include industrial districts, creative milieu, creative class, creative cities, agglomeration economies, media cities...

Media clusters have a positive influence on...
- local economy
- the wealth of a region
- creativity
- innovativeness
- competitiveness

WHAT ARE MEDIA CLUSTERS?

WHAT IS MEDIA?

MEDIATED CONTENT
That is in its core produced and published for the distribution to a mass audience, including supporting functions like distribution and other facilitating and external activities.
WHAT IS PART OF A MEDIA CLUSTER?

3 DIFFERENT ENTITIES
A media cluster as socio-economic concept goes beyond media institutions (macro level) and incorporates considerations about media workers (micro level) and the communities of practices that they form (meso level).

HOW CAN A MEDIA CLUSTER BE CHARACTERIZED?

7 DIFFERENT PARAMETERS
The media cluster concept is not only a phenomenon of co-location but many more dynamics play an important role for a media cluster to be successful. Understanding these parameters can help understand a media cluster and describe not only the characteristics but also the dynamics.

WHAT TYPES OF MEDIA CLUSTERS EXIST?

6 DIFFERENT TYPES

The media cluster phenomenon is very complex and not every media cluster is the same. This typology reveals the driving forces and main characteristics of certain kinds of media clusters to group them into 6 categories.