

INTRODUCING MEDIA CLUSTERS

Media Clusters Brussels



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

The common assumption is that locating related actors in a regional agglomeration brings advantages. Hence, a push of governments to foster development of media industries at local and regional levels is occurring.



WHAT ARE MEDIA CLUSTERS?

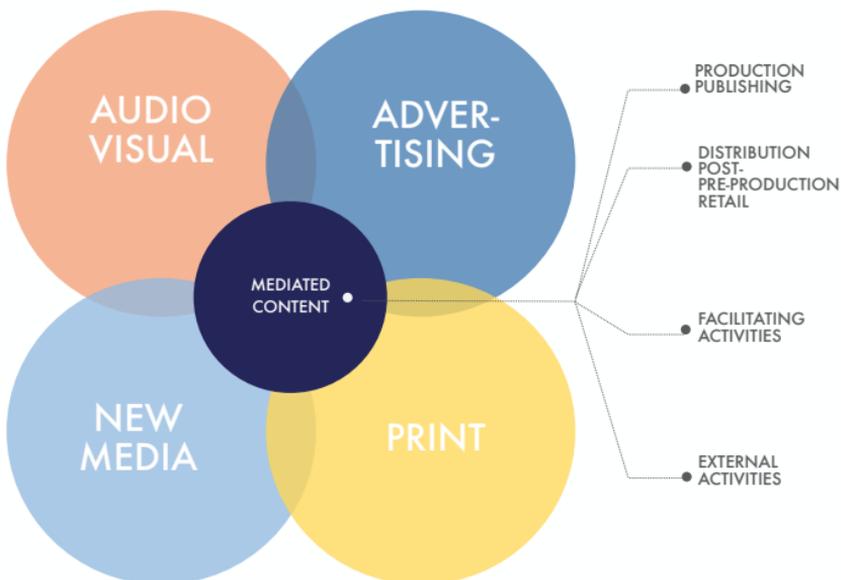
An agglomeration of media activities, that co-locates for mutual advantages.

Related concepts include industrial districts, creative milieu, creative class, creative cities, agglomeration economies, media cities,...

WHAT IS MEDIA?

MEDIATED CONTENT

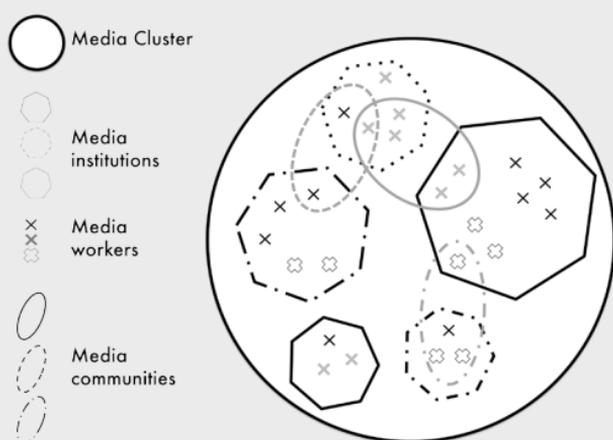
...that is in its core produced and published for the distribution to a mass audience, including supporting functions like distribution and other facilitating and external activities.



WHAT IS PART OF A MEDIA CLUSTER?

3 DIFFERENT ENTITIES

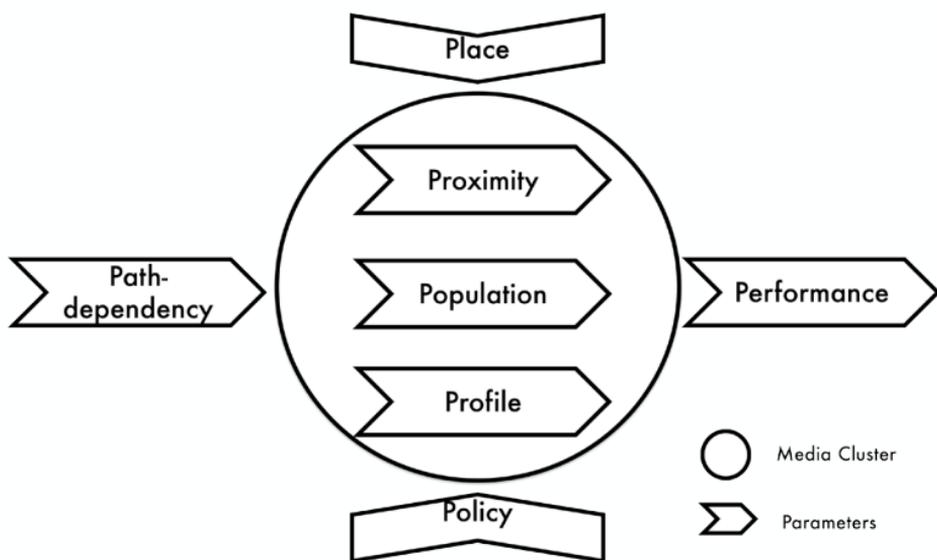
A media clusters as socio-economic concept goes beyond media institutions (macro level) and incorporates considerations about media workers (micro level) and the communities of practices that they form (meso level).



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. Looking at internal and external parameters that are intertwined can help understand a media cluster and describe not only the characteristics but also 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 kind of media clusters to group them into 6 categories.

	CREATIVE REGION	Metropolitan regions that attract through URBANIZATION ECONOMIES	Paris, Amsterdam, Singapore
	GIANT ANCHOR	Defined by the location of major media institutions that outsource forming LOCALIZATION ECONOMIES	Hilversum, Leipzig, Cologne
	SPECIALIZED AREA	Smaller city or neighbourhood that highly specializes in a media activity creating AGGLOMERATION ECONOMIES	Soho in London, St. Pauli in Hamburg, Silicon Valley
	ATTRACTING ENABLER	Local facilities and resources that attract and enable media activities creating LOCALIZATION ECONOMIES	Babelsberg Film Studios, Pinewood Studios Group
	REAL ESTATE	Artificially formed through real estate investment that targets media activities and offers office space	Media Park Hilversum, Dubai Media City
	POOLING INITIATIVE	Artificially formed through a private or publicly funded initiative	RockCity Sweden, @22 in Barcelona, Screen.brussels