

## ORGANISATION

MCB is supported by INNOVIRIS' "Anticipate – Prospective Research" programme and is running since October 2014. The team works closely together with two agencies in Brussels, the Agency for Urban Development (SAU-MSI) and Perspective.brussels (Brussels Planning Agency). MCB involves media and communication research groups from three leading universities.



At VUB, imec-SMIT (Studies on Media, Innovation and Technology) specializes in social scientific research on media and innovation.



At ULB, ReSIC (Centre de recherche en information et communication) is a multidisciplinary research center with expertise in the field of media and cultural industries.



At USL-B, PReCoM (Pôle de Recherches sur la Communication et les Médias) is researching the media-technology-society nexus from a range of theoretical and methodological perspectives.

## APPROACHES

MCB approaches the idea that the value created by the media industry is dependent on its location through three analytical levels.



### MEDIA INSTITUTIONS

We identify (clusters of) media institutions in Brussels and beyond, map them geographically and analyse their connectedness through their value chain and cluster logic.



### MEDIA WORKERS

We combine sociology of media professions and network analysis to study the skills, profiles and mobility of workers of Brussels' media industry as well as their relationships with other actors.



### MEDIA COMMUNITIES OF PRACTICE

We consider the (in)formal inter-individual relations and interactions through which media professionals in Brussels develop and share knowledge, competences and innovation.



Media Clusters Brussels – MCB – a collaborative and interdisciplinary research project of the three leading universities of Brussels, VUB, ULB and USL-B. Our aim is to analyse the many facets of the media industry located in the Brussels Capital Region and explore the development of media clusters.

## MEDIA CLUSTERS

Media experts acknowledge that the media industry is characterized from a geographical point of view by a heavy concentration in a limited number of large cities. The common assumption about media clusters is that locating media institutions inside a regional agglomeration brings them advantages and is beneficial for the economic development of the region.

Where clustering of media industry takes place and how the media industry profits are, of course, critical questions for regional governments. Many scholars have been developing suiting frameworks to analyse the phenomenon. **The question is then what media clustering looks like today in the 'capital of Europe', Brussels.**

## PROJECT

MCB is an interdisciplinary research project aiming to analyse media clusters in Brussels.

The Plan for Sustainable Development approved by the Brussels Regional Government in 2013 identifies the media industry as one key leverage for the metropolitan economy, and more specifically proposes a Mediapark.brussels at Reyers, the current site of VRT and RTBF, as the first strategic cluster to be developed.

However, despite the fact that the Brussels Region is committed to foster the development of the media industry, there is up until now hardly any empirical data available about its structure and dynamics. Hence, this project aims at **creating socio-economic value by providing decision-makers with in-depth knowledge** regarding the media industry while accompanying the implementation of the Mediapark.brussels.

More information on the plans of the Brussels' government:

[www.mediapark.brussels](http://www.mediapark.brussels)

[www.sau.brussels](http://www.sau.brussels)

[www.perspective.brussels](http://www.perspective.brussels)

[www.adt-ato.brussels](http://www.adt-ato.brussels)

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be.brussels 

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