Creative Clusters, Media Hubs and everything in between. Putting theory to the test

AN INTRODUCTION TO THE THEORY

Marlen Komorowski, imec–SMIT–VUB, Media Clusters Brussels, 10 May 2017
THREE QUESTIONS

1. WHAT ARE WE ACTUALLY TALKING ABOUT?

2. HOW TO MEASURE ALL THIS?

3. WHY IS THIS RELEVANT?
1. WHAT ARE WE ACTUALLY TALKING ABOUT?
An agglomeration of CCI / media activities, that co-locates for mutual advantages.

Related concepts include industrial districts, creative milieu, creative class, creative cities, agglomeration economies, media cities,...
it is an observable WORLD–WIDE PHENOMENON that attracts politicians and scholars
Every cluster is UNIQUE but still you can compare

Be aware of the differences between clusters and do not draw conclusions too easily from one cluster to another.
2. HOW TO MEASURE ALL THIS?
there are MANY DIFFERENT WAYS: approaches, methods and disciplines

<table>
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<th>DIFFERENT DISCIPLINES</th>
<th>DIFFERENT APPROACHES</th>
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<td>economic geographers, strategic management, political economics, urban studies, sociology, organisational behaviour studies, communication studies, media studies, cultural studies, actor network theory, …</td>
<td>Porterian approach, industrial districts, media clusters, creative cities, networked cities, quantitative / qualitative analysis, case studies, industrial system approach, localization, creative milieux, …</td>
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it is important to look at INTERNAL AND EXTERNAL influencing factors

INTERNAL FACTORS

PROFILE
POPULATION
PROXIMITY

EXTERNAL FACTORS

PLACE
POLICY
PATH-DEPENDENCY
PERFORMANCE
3. WHY IS THIS RELEVANT?
regional and international GOVERNMENTS USE the concept.
agglomeration of CCI and media industry creates benefits, but this does not always mean SUCCESS

As tempting the concept is, there is still a lot we don’t know about the phenomenon and not all cluster projects are a success. More research is needed!

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<th>AGGLOMERATION ECONOMIES</th>
<th>dynamics through agglomeration</th>
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<td>URBANIZATION ECONOMIES</td>
<td>dynamics that occur in urbanized areas</td>
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<td>LOCALIZATION ECONOMIES</td>
<td>local characteristics</td>
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<td>TOP-DOWN BENEFITS</td>
<td>public and private influence</td>
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There are many different ways to analyse the phenomenon. It is important to not only look at internal but also external factors.

CCI and media clusters are not only interesting for scholars but also for governments. But not all clusters are successful: We need more research in the field!

The are many different forms the agglomeration of CCI and media activities can take. No Cluster is the same. However, some are comparable!
Any questions?

More information can be found in:


And:

emma Conference, Parallel Session 6D, Friday 12 May 13.30-15.00, Location Rector Gillis, Presentation “The multidisciplinarity of media and CCI clusters - A structured literature review”

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