High ambitions, uncertain outcomes?
Translating creative clusters in policies

THE CASE OF THE FUTURE MEDIAPARK.BRUSSELS
A collaborative research project of the three leading universities in Brussels, VUB, ULB and USL-B funded by Innoviris (city of Brussels) and in collaboration with the Agency for Urban Development (SAU-MSI) and Perspective.brussels (Brussels Planning Agency) (4 year project, till end of 2018).
Brussels is the leading media locality in Belgium

THE RESULTS OF AN ECONOMIC IMPACT ANALYSIS OF BRUSSELS’ MEDIA INDUSTRY
1.669 million EUR

Net added value is created by the Brussels' media industry in 2014, which contributed 2.4% to Brussels' total economy.

GROWTH

Brussels’ media industry grows faster (2.5%) than Brussels’ or Belgium’s economy making the sector more important every year.
The number of media institutions in Brussels grows fast.

**Market Entries and Exits**

| Entry rate:  | 7% |
| Exit rate:   | 3% |
| Survival rate: | 15 years |

The data shows that on average 7.0% of all self-employed and institutions in Brussels’ media industry are new to the market every year.

*2014*
MARKET STRUCTURE

Only 17 enterprises create around 50% of total net added value of the industry. However, 90% of media institutions are small in size.

*2014
BRUSSELS CREATE THE HIGHEST SHARE OF MEDIA VALUE IN BELGIUM

GEOGRAPHY

Brussels creates 39,0% of the total net added value of Belgium’s media industry (4,353,90 million EUR) showing how strong media activities are concentrated in the city.
Schaerbeek (1030) produces with 32.6% (553.95 million EUR) most value added to Brussels’ media industry (1.699.57 million EUR). This is followed by Sint-Gillis (1060) with 13.2%, the City Centre (1000) with 12.8% and Elsene (1050) with 10.4%.
Within Reyers, around 50 media entities are located, which combine 5,300 media workers out of which 4,300 work for the two public broadcasters (VRT, RTBF). 95.7% of media workers in Reyers work in the AV sector. In 20 min walking distance, we can already find ten times as many firms.

WITHIN THE REYERS AREA THERE IS HIGH SPECIALIZATION IN AV ACTIVITIES
Brussels wants to make the neighbourhood of Reyers into a successful media cluster

THE PLANS OF THE BRUSSELS REGIONAL GOVERNMENT: THE MEDIAPARK.BRUSSELS
THE HISTORY

- **2002**: Regional Development Plan (revision of 1995)

- **2010**: Master Plan

- **2012**: Decision VRT and RTBF to build new headquarters

- **2013**: Design of the Sustainable Regional Development Plan
  - **2013**: Convention of collaboration

- **2014**: François Leclercq appointed for urban project

- **2015**: ERDF Funding (12.5 mill EUR: 2014-2020 programme)

- **2016**: Architectural plans of VRT and RTBF published

Reyers identified as 1 of 14 areas to be developed to create a new urban territory.

Creation of a set of projects for Reyers covering buildings, public spaces and the socio-economic development of Pole Reyers.

Revision of the plan.

Identification of the media / CCI as 1 of 4 key sectors of the metropolitan economy. Plan proposes a media cluster project. The Brussels Region, Commune Schaerbeek, VRT and RTBF decide collaboration.

Start of renewal of the Master Plan.

Funding for: research, strategy development, communication and organization of events and Creation of a Media House and Innovation Centre.
THE MEDIAPARK.BRUSSELS PROJECT IS SUPPOSED TO BE FINALIZED BY 2030

WHAT WILL HAPPEN

- **2017**: Publication of new Master Plan
- **2018**: Adaptation of the new Master Plan by all partners
- **2018-2022**: Building of the new headquarters of VRT and RTBF
- **2018-2024**: Construction of the new public spaces
- **2024-20...**: Construction of other housing and urban projects
- **2030**: Finalization of the be mediapark
be.brussels
THERE ARE NUMEROUS ACTORS INVOLVED IN THE PROJECT

THE ORGANIZATION

4 official partners

2 development agencies

8 research offices

XX Local institutions / organizations

3 architectural bureaus

XX Architectural partners
THERE ARE TWO MAIN OBJECTIVES: URBAN VITALIZATION and ECONOMIC GROWTH

THE OBJECTIVES

1. URBAN VITALIZATION
   Creation of a creative, diverse and lively neighborhood
   • New housing,
   • New public spaces: park, schools, shops, leisure activities
   • Infrastructure / mobility improvement (streets, public transport, etc.)

1. ECONOMIC GROWTH
   Socio-economic development of the local media industry
   • New buildings: new headquarters of VRT and RTBF (more openness)
     Building of the Media House (office building, co-working, event space, studios)
     New office space around Reyers
   • Infrastructure / Mobility improvement (streets, public transport, etc.)
   • Cluster initiative: Innovation Centre and Incubator
   • Innovation infrastructure: fablabs, living labs?
   • Re-location of research, academia, governmental institutions and new innovative start-ups
THERE ARE TWO MAIN OBJECTIVES: URBAN VITALIZATION and ECONOMIC GROWTH
The Reyers area is not attractive at the moment.

The situation.
URBAN VITALIZATION MEANS: Creation of a creative, diverse and lively neighborhood
ECONOMIC GROWTH MEANS: Socio-economic development of the local media industry
THE GOALS OF THE MEDIAPARK.BRUSSELS PROJECT IS AMBITIOUS BUT THERE ARE DRAWBACKS

POSSIBLE DRAWBACKS

• Too many and fragmented players involved
• Brussels’ media industry is mostly local
• Reyers is already a hot spot
• Delays and ambitious time frame for project

AND OPPORTUNITIES

• Attraction of international players (BREXIT)
• Less dependence on Public Service Broadcasters
• Better use of existing network:
  • More collaboration with Research
  • Proximity to good infrastructure (airport, highways, public transport)
  • Proximity to EU institutions and universities
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Research findings and more information can be found at
www.mediaclusters.brussels

Any questions?