PhD thesis – Marlen Komorowski

THE CLUSTERING OF MEDIA IN LOCALITIES:
STRENGTHENING MEDIA CLUSTERS IN BRUSSELS AND BEYOND
Research Background

Research project: Media Clusters 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).
1. WHAT AM I TALKING ABOUT AND WHY?
   – Introduction and research question

2. HOW CAN I ANSWER THE QUESTION?
   – Thesis structure and status

3. WHERE DO I GO FROM HERE?
   – Next research steps
A MEDIA CLUSTER IS DEFINED BY AGGLOMERATION

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, ...
THE MEDIA CLUSTER PHENOMENON IS WORLD-WIDE OBSERVABLE

WHAT ARE WE TALKING ABOUT AND WHY?
THE CONCEPT IS ATTRACTIVE FOR GOVERNMENTS

WHAT ARE WE TALKING ABOUT AND WHY?
ALSO IN BRUSSELS, A MEDIA CLUSTER WILL BE ESTABLISHED

GOALS: URBAN VITALIZATION AND ECONOMIC GROWTH

WHAT ARE WE TALKING ABOUT AND WHY?
BUT, SUCCESS IS NOT GUARANTEED AND MANY QUESTIONS ARE NOT ANSWERED YET

RESEARCH QUESTION OF THE THESIS:

WHY DOES MEDIA AGGLOMERATE AND HOW CAN THIS BE USED BY GOVERNMENTS?

WHAT ARE WE TALKING ABOUT AND WHY?
FOUR BUILDING BLOCKS OF THE THESIS

- Single-case study approach (Brussels and its hinterland as study object)
- Mixed-methods approach (built on quantitative and qualitative data)
- Paper-based (or chapter-based?!) thesis development

1. CREATION OF CONCEPTUAL INSIGHTS
   - Literature Study and Desk Research

2. CONTEXT AND LOCALIZATION OF THE CASE STUDY
   - Company Data

3. ASSESSMENT OF THE CASE STUDY
   - Interviews

4. MICRO-CASE DEVELOPMENT
   - Micro-cases

HOW CAN WE ANSWER THE QUESTION?
1 THE CREATION OF CONCEPTUAL INSIGHTS

**STRUCTURED LITERATURE REVIEW**
Analysis of 160 CCI and Media Cluster Articles
8 Lessons for CCI and media cluster research

**FRAMEWORK DEVELOPMENT**
Analysis of main approaches in media and industry cluster literature
7 Parameters for media cluster research

**TYPOLOGY DEVELOPMENT**
Analysis of 40 case studies in literature
6 Types of media clusters

**SCOPE DEVELOPMENT**
Analysis of institutional approaches to media
4 sectors of the media industry

**HOW CAN WE ANSWER THE QUESTION?**
2 CONTEXT AND LOCALIZATION OF THE CASE STUDY

HOW CAN WE ANSWER THE QUESTION?

- ECONOMIC IMPACT ANALYSIS
  - Analysing Micro-data on Brussels’ Media Industry
  - Brussels is a leading hub for media activities in Belgium

- LOCALIZATION OF BRUSSELS MEDIA CLUSTERS
  - Application of common methods to locate Media Clusters
  - Common methods are not sufficient to find all media clusters

- DEVELOPMENT OF NOVEL LOCALIZATION METHOD
  - NOVEL ALGORITHMS
3 ASSESSMENT OF THE CASE STUDY

HOW CAN WE ANSWER THE QUESTION?

CASE STUDY INSIGHTS

WHY DOES MEDIA AGGLOMERATE?

7 Ps

Interviews
4 MICRO-CASE DEVELOPMENT

Micro-cases

BRUSSELS FUTURE MEDIA PARK
Analysis of the Micro-Case and International examples

ONLINE MEDIA COMMUNITIES IN BRUSSELS
Twitter Data Analysis
Brussels media learns and interacts on Twitter

HOW CAN WE ANSWER THE QUESTION?
ASSESSMENT OF THE CASE STUDY – How can we find out why media agglomerates

RQ: WHY DOES MEDIA AGGLOMERATE AND HOW CAN THIS BE USED BY GOVERNMENTS?

- Literature Study and Desk Research
- Interviews with key stakeholders in the chosen clusters (n=50)
- Observations about the media clusters

WHERE DO I GO FROM HERE?
ASSESSMENT OF THE CASE STUDY – The focus will be on 6 different media clusters in BXL

WHERE DO I GO FROM HERE?
ASSESSMENT OF THE CASE STUDY –
Some preliminary findings

LITERATURE GIVES US FOUR DIFFERENT REASONINGS:

AGGLOMERATION ECONOMIES
dynamics through agglomeration

URBANIZATION ECONOMIES
dynamics that occur in urbanized areas

LOCALIZATION ECONOMIES
local characteristics

TOP-DOWN BENEFITS
public and private influence

WHERE DO I GO FROM HERE?
PERCEPTION ECONOMIES

Even though other economies and benefits do not apply, companies agglomerate at certain locations for different reasons: To be perceived and branded through the location!
Marlen Komorowski
Researcher and PhD Candidate at VUB
Marlen.komorowski@vub.be

Research findings and more information can be found at
www.mediaclusters.brussels

Recent Publications:


THE FINDINGS SO FAR
there are MANY DIFFERENT WAYS: approaches, methods and disciplines

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NOVEL FRAMEWORK FOR MEDIA CLUSTER ANALYSIS
Every cluster is UNIQUE but still you can compare

Be aware of the differences between clusters and do not draw conclusions to easy from one cluster to another.
SCOPE DEVELOPMENT

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.
ECONOMIC IMPACT ANALYSIS

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.
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.
ECONOMIC IMPACT ANALYSIS

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.