INTRODUCTION TO SMIT

WHAT DO WE DO AND HOW DO WE DO IT?
MAKING ICT SOCIETY PROOF

- Supported by policy and regulation
- User friendly
- Socially and economically sustainable
is the world-leading R&D and innovation hub in nanoelectronics and digital technology.

is an internationally oriented university. Through tailor-made high quality research and education, VUB wants to contribute in an active and committed way to a better society for tomorrow.
SMIT RESEARCH DOMAINS

Smart Media
Creative Industries
Immersive Media
Media Economy
Media Literacy
Media Policy
Social Media

Smart Cities
Air Quality
Citizen Engagement
Energy
Food
Mobility
Open Data

Smart Health & Work
Patient Education
Pervasive Health
Robotics
Team Collaboration
Telesurgery
Wearables
SMIT RESEARCH METHODOLOGIES

User Experience
- Living Labs
- User Participation
- Prototype Development
- User Profiling
- Willingness to Pay
- Behavioural Analysis

Business Model
- Innovation
  - Sustainability
  - Market Analysis
  - Market Positioning
  - And Planning
  - Revenue Models
  - Go-to Market Assessment

Policy & Regulation
- Policy Impact Analysis
- Policy Recommendations
- Participatory Policy Design
Master Programmes
Postgraduate in Media Economics

PhD guidance
Fundamental research

Smart Education Bus
SMIT KEY NUMBERS

15 PhD in last 5 years
231 Publications in last 3 years
12 (part-time) professors

72 active projects 2017
23 EU projects 2017
33 BILA projects 2017
SMIT MEDIA DOMAIN

WHAT EXPERTISE DO WE HAVE AND WHAT KIND OF PROJECTS?
Cutting edge research on all forms of mediated communication from an integrated user, business and policy angle.
SMIT EXPERIENCE

- Media, content and creative industries
- Personalized and immersive media
- Participation and communities
- Smart education
Immersive Experiences around TV, an integrated toolset for the production and distribution of immersive and interactive content across devices.

Broadcasters will be enabled to personalise radio services (while respecting privacy), to provide intuitive functionalities like time-shifting and, eventually, to foster and to exploit user engagement.

This comprehensive study analyses how far the economic benefits of the VRT stretch, delivering value to businesses across Flanders, which in turn spill over into the wider economy.
SMIT’s
MEDIA CLUSTERS BRUSSELS PROJECT

RESEARCH RESULTS:
THE BRUSSELS MEDIA INDUSTRY
THE IMPACT OF MEDIA ACTIVITIES IN BRUSSELS: CAN BRUSSELS BECOME A LEADING MEDIA CLUSTER?

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.
MEDIA CLUSTERS BRUSSELS: RESEARCH RESULTS

MEDIA INSTITUTIONS

1.669 million EUR 2,4%

Net added value is created by the Brussels’ media industry, which contributed 2,4% to Brussels’ total economy.

AVERAGE ANNUAL GROWTH

Brussels’ media industry grows faster (2,5%) than Brussels’ or Belgium’s economy making the sector more important every year.
MEDIA CLUSTERS BRUSSELS: RESEARCH RESULTS

SECTORS
- 48.7% AUDIOVISUAL
- 19.3% ADVERTISING
- 18.8% PRINT
- 13.3% NEW MEDIA

11.8% VRT
10.0% RTBF
2.0% ROSSEL
1.5% JC DECAUX

by contribution to total BXL media industry
MEDIA CLUSTERS BRUSSELS: RESEARCH RESULTS

MARKET ENTRIES AND EXITS

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

MAPPING

Brussels creates almost 40% of the total value of Belgium’s media industry (only followed on a city level by Mechelen with 4% and Antwerp with 3%).

LANGUAGES

Brussels is the only city in Belgium, where not only French is important but also Dutch. In the capital also more than 8% of media workers work in a bilingual environment.
MEDIA CLUSTERS BRUSSELS: RESEARCH RESULTS

MEDIA WORKERS

>15,000 people work in the media industry in Brussels, which contributes 2.7% to the total working population of the city.

GENDER
(media employees in Brussels)

♀ 42% ♂ 58%

14,825 + 1,344
MEDIA EMPLOYEES
INDEPENDENTS

in Brussels' media industry.
ANY QUESTIONS?

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Useful Links:
www.mediaclusters.brussels
www.smit.vub.ac.be