



# Deliverable 4.2b: database on media employees and self-employed in Brussels

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Part of Work Package 4, 5 & 6: Media workers skills and profiles



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

The *Projet de Plan Régional de Développement Durable / Ontwerp van Gewestelijk Plan voor Duurzame Ontwikkeling* for Brussels (2013), approved by the Brussels Regional Government on 12th December 2013, identifies the cultural and creative industries as one of the four key sectors of the metropolitan economy, and more specifically proposes a media city at Reyers as the first strategic cluster (Pôle Reyers) to develop. However, despite the fact that the Brussels Region is committed to foster the development of the media sector, there is up until now hardly any empirical data available about the structure and dynamics of the media industry in Brussels. This project aims at creating socio-economic value for the media industry in the Brussels Region and beyond by providing decision-makers with the in-depth knowledge they need regarding the media industry in Brussels while accompanying the phases of implementation of the Pôle Reyers. The overarching research question is: How can the structure and dynamics of the media sector in the Brussels metropolis be enhanced to improve its social and economic roles?

MCB is divided in six **Work Packages**. Work Package 1 offers a general overview, definitions and common framework of the project. Work Packages 2 & 3 focus on Brussels media institutions by studying Brussels' media clusters from a macro and socio-economical perspective. Work Packages 4 & 5 focus on the media workers within Brussels from a micro perspective and Work Package 6 on the communities the media workers form to create interactions and communities of learning from a meso perspective. These three points of interest, media institutions, media workers and media communities, enable MCB to grasp all dynamics of media clusters in Brussels.

More information on the Media Clusters Brussels project is available on the Internet ([www.mediaclusters.brussels](http://www.mediaclusters.brussels)).

The project is financed by Innoviris under the Anticipate programme (Prospective Research – Anticipate – 66 – 2014/2018).

# Scope of this report

This database is part of **Work Package 4** – Media workers' skills and profiles. Work Package 4 is committed to the analysis of the individuals working in Brussels-Capital Region and focuses on a sociological analysis of qualitative and quantitative data. The database was built on the findings of Deliverable 4.1 and creates the first research step of Work Package 4 towards a quantitative analysis of the media clusters in Belgium. The output of this Deliverable is an extensive database of employees of registered media companies as well as self-employed individuals that will be used for further analysis in Deliverable 4.2. For a copy of the database, please contact [info@mediaclusters.brussels](mailto:info@mediaclusters.brussels).

Deliverables that are built on the findings here are:

Deliverable 4.2

# Part 1: Data sources

This deliverable aims at explaining the process of creation of the dataset used in the deliverable 4.2 (census) of the Work Package 4 of the research project Media Clusters Brussels<sup>1</sup>. In doing so, we have two main goals: (1) encourage other researchers to use this database in an Open Data spirit or (2) to draw on the process of data collection to create their own datasets. For a copy of the database, please contact [info@mediacusters.brussels](mailto:info@mediacusters.brussels).

As explained in the census (Wiard and Domingo, 2016) this dataset was created in order to assess the concentration of media workers in Brussels. If the census failed in providing a definite number on how many people participate in the production of mediated content in the city, it succeeded in showing that at least 16.000 individuals did so directly or indirectly (15.000 employees of media companies for a little over 1.000 self-employed).

- Our review of the literature on media work and media professionals (Wiard and Domingo, 2015) allowed us to classify media workers in three non-exclusive categories: (1) Employees as the individuals working in media companies (as identified in work packages 2 and 3).
- (2) Producers as anyone producing mediated content.
- (3) Professionals as the individuals producing media content as a primary source of revenue.

This dataset is therefore incomplete as it does not take into account media producers that are not employees of media companies or self-employed (*e.g.* bloggers or occasional contributor to media firms) nor those who are producing mediated content for non-media companies (*e.g.* in-house advertisers within a random firm). The dataset does, however, produce a good picture of the core of media workers in Brussels as it contains data on registered employees of media companies located within the city limits and of self-employed media producers who have registered as living in the city<sup>2</sup>. To do so two main data sources (see Table 1). For media employees, data was provided by the NSSO (National Social Security Office). The NSSO is an institution charged by the Belgian state to collect social security and allocate companies' contributions towards social security. For self-employed individuals, we used NISSE (National Institute for the Social Security of the Self-Employed), NSSO's equivalent for self-employed workers. Because of their important role in Belgium's social security system, both institutions hold statistics on workers, including those producing media.

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<sup>1</sup> For more information, go to [www.mediacusters.brussels](http://www.mediacusters.brussels).

<sup>2</sup> We understand that not all self-employed work within the city limits as they might have clients of the city and might travel frequently. We do however hypothesize that most of them participate in Brussels' media ecosystem and will verify this assumption through our survey.

Table 1—Summary of the data sources.

Data collected	Period covered	Institutions' names	Website
<b>Number of workers and institutions by location, gender, status and NACE-BEL subclasses (2008)</b>	<b>31/12/2011 31/12/2015</b>	<b>NSSO—ONSS—RSZ</b>	
<b>Repartition of workers by region, activity, gender and profession</b>	<b>31/12/2011 31/12/2015</b>	<b>NISSE—INASTI—RSVZ</b>	

The database aggregate therefore data from the NSSO and NISSE on employees of media companies and self-employed<sup>3</sup>. The data of this Deliverable ranges from 2011 to 2015. Some data was available for the year 2016, however, to keep consistency with the main data sources (NSSO—NISSE, see below) it was decided to use the year 2015 as the standard.

## Part 2: Data classifications and collection

### Classifications

After detecting the potential data sources for the census, we had to decide what data to take into account. We had therefore two main duties: (1) assess how the data providers describe media workers, analyze which classifications there are using, and (2) pick the categories of individuals or companies described as part of the media industry in Brussels.

The main issue was that data provided by the NSSO and NISSE, used two different classifications before 2009, and switched after that to the NACE-BEL but did not at the time of the research provide data using the same level of classification. Because of the very nature of companies or self-employment, work classification operate on different levels of analysis: the main product of the company or the task performed by the individual. Indeed, media companies aggregate a variety of individuals enabling the production of mediated content without all taking part in directly producing it (e.g. HR departments, Logistics, etc.) whereas self-employed are individuals carrying on a task for clients. This means that

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<sup>3</sup> The NSSO provided data on employees as well as some non-profits. NISSE provided data on self-employed. However, some NGO's and a few other media companies are exempted from filing information to the NSSO (the main issue being with Belgian French-speaking national public broadcaster RTBF). See 4.2b for further information.

organisations such as NISSE usually use an occupational classification such as the international ISCO classification where institutions such as the NSSO mostly use a sectoral classification such as the NACE classification.

The ISCO classification—International Standard Classification of Occupation—distinguishes the variety of occupations performed by workers. This classification is very precise and used by Eurostat and the European Social Survey (ESS). Regrettably the only data in Belgium using this exact classification is the Belgian Labour Force Survey which would provide a sample of workers too small to be representative in our case.

The NACE-BEL classification is the Belgian adaptation of the NACE code (Nomenclature statistique des Activités économiques dans la Communauté Européenne), a European classification of economic activities. In Belgium this code provides a classification of main services and products at the level of companies. A company therefore registers its main activity as its NACE code. NACE’s main weakness is that it does not provide information regarding the tasks performed by each worker within the company for employees and was (until 2009) simplified for independents.

## Categories

At the time of data collection, data was provided using two different levels of the NACE-BEL classification. The NSSO provided data on companies at a 4 digits level and NISSE at a 6 digits level. To choose the categories to be taken into account, for companies, we used the identified four-digit NACE-BEL codes of the media industry based on our definition of mediated content production and chosen in Work Package 2 (see D2.1). NISSE provided data on a 6-digits level classification. We therefore used an intuitive and inductive approach to match NISSE codes with NSSO codes (see Table 2 below). We end up with a list of categories that provided the necessary data to produce a first census of media workers in Brussels. Results show that there is at least around 15.000 employees of companies working within the media industry, complemented with over 1000 self-employed individuals producing media and living in Brussels.

Table 2—Developed NACE and INASTI classification of the media industry.

Media industry	NACE-BEL 4-digits	NSSO classification for companies	NACE-BEL 6-digits	NISSE classification for self-employed
PRINT				
CORE	5811	Book publishing	508101	Publisher (non-exclusive)
	5812	Publishing of directories and mailing lists	508102	Editor (non-exclusive)
	5813	Publishing of newspapers	510201	Author, writer
	5814	Publishing of journals and periodicals	508104	Journalist, writer (non-exclusive)
	5819	Other publishing activities	316602	Graphic designer (non-exclusive)
	6391	News agency activities	508101	Press photographer

SUPPORT	1811	Printing of newspapers	508105	Secretary, tele secretary (non-exclusive) for publishing
	1813	Pre-press and pre-media services	315201	Digital printing
	1814	Binding and related services	315202	Printing
	4761	Retail sale of books in specialized stores	315203	Typographer
	4762	Retail sale of newspapers in specialized stores	315204	Reprographer
			508107	Reviewer, corrector
			315101	Binding
AV				
CORE	5911	Motion picture, video, TV program production	508101	Publisher (non-exclusive)
	5920	Sound recording and music publishing activities	508102	Editors (non-exclusive)
	6010	Radio broadcasting	510201	Author, writer
	6020	Television programming and broadcasting	510410	Producer
			510411	Technician (studio - Régie)
			510412	Research associate radio, TV
			510415	Image technician, cameraman
			510501	Screenwriter
			510502	Casting
			510209	Choreographer
			508208	Composer
			510302	Musician
			510303	Singer
			510404	Sound technician
			510409	Anchor
			519303	Expert in radio broadcasting technology
			508101	Writer, journalist (non-exclusive)
		316602	Graphic designer (non-exclusive)	
SUPPORT	1820	Reproduction of recorded media	510402	Cutter (image and sound editing)
	4763	Retail sale of music and video recordings in stores		
	5912	Motion pic, video, TV program post-production		
	5913	Motion pic, video and TV program distribution		
	5914	Motion picture projection activities		
	7722	Renting of video tapes and disks		
ADVERTISING				
CORE	7311	Advertising agencies	508102	Editor (non-exclusive)
	7312	Media representation	519202	Media representation
			519203	Media planning
			316602	Graphic designer (non-exclusive)
NEW MEDIA				
CORE	5821	Publishing of computer games	508101	Publisher (non-exclusive)
			519305	Digital creator
			519309	Web developer
			519311	DSP application developer
			316602	Graphic designer (non-exclusive)

SUPPORT	6311	Data processing, hosting and related activities	519301	Database administrator
	6312	Web portals		

## References

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