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).
How does Brussels’ media ecosystem look like today?
THE GROWING ECONOMIC IMPORTANCE OF MEDIA FOR BRUSSELS

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.

2,1 BXL economy
2,2 BE economy
2,5 BXL media
Only 17 enterprises create around 50% of total net added value of the industry. However, 90% of media institutions are small in size.

*2014
MORE THAN 15,000 PEOPLE WORK IN BRUSSELS MEDIA INDUSTRY

MEDIA WORKERS

>15,000 2,7%

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%
MORE AND MORE PEOPLE WORK AS INDEPENDENTS

**MEDIA EMPLOYEES**

14,825

+ 1,344

**INDEPENDENTS**

- **Web developers**: 15.8%
- **Graphic designers**: 14.6%
- **Journalists / writers**: 20.0%
- **Producers**: 10.1%
- **Others**: 39.5%

**LANGUAGES**

- **French**: 60.9%
- **Dutch**: 22.6%
- **Bilingual**: 8.3%
- **n.o.**: 8.2%

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.
BRUSSELS CREATES THE HIGHEST SHARE OF MEDIA VALUE IN BELGIUM

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.
IN BRUSSELS DIFFERENT COMMUNITIES OF THE MEDIA INDUSTRY MEET REGULARLY

Media workers exchange knowledge and meet regularly in different communities like events of VRT Sandbox, Café Numérique or Brotura (Video Game Developers).
How can we support the local ecosystem and make Brussels a successful international media hub?
DRAWBACKS

Fragmentation in political responsibilities
Division among Dutch- and French-speaking media
No international media players beyond international press and advertising
Negative image of Brussels?
OPPORTUNITIES
Media Park Brussels Development
Media Economics Programme at VUB
The MediaHub Brussels launch!

NEW PLACE
NEW TALENT
NEW COLLABORATIONS?
WHAT IS THE RIGHT APPROACH?

Urban or a cultural approach?

Supporting the local industry or living up to international ambitions?

Opening up the media cluster or specializing in certain media activities?
Find more insights and results of the Media Clusters Brussels research project website at www.mediaclusters.brussels
PANEL 1: DISCUSSION
HOW CAN WE MAKE THE LOCAL MEDIA ECOSYSTEM A SUCCESS?

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