

Deliverable 2.2a: Database on media organizations within Belgium

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DELIVERABLE 2.2a

Database on media organisations within Belgium

Marlen Komorowski – June 2015

Part of Work Package 2:
Media organizations' characteristics and value chain



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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).

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

Scope of the database

This database is part of **Work Package 2** – Media organisations’ characteristics and value chain. Work Package 2 is committed to the analysis of the media institutions integrated in the media clusters of Brussels and focuses on a socio-economical analysis of the actors from a macro view. The database was built on the findings of Deliverable 2.1 and creates the first research step of Work Package 2 towards a quantitative analysis of the media clusters in Belgium. The output of this Deliverable is an extensive database of media institutions that will be used for further analysis in Deliverable 2.3.

Deliverables that are built on the findings here are:

Deliverable 2.3

Source

Bel-first database / Publisher: Bureau van Dijk Electronic Publishing

- Accessible through VUB

Bel-first covers 1.2 million companies in Belgium and 25,000 in Luxembourg, which includes 500,000 companies with accounts (active and inactive status), 275,000 companies without accounts and details of 425,000 sole traders that are active but not required to file accounts.

Search Strategy

	Step result	Search result
1. Legal status: Active companies, File in a provisional legal situation	579.702	579.702
2. NACE-BEL 2008, Principal codes only: 1811 - Printing of newspapers, 1812 - Other printing, 1813 - Pre-press and pre-media services, 1814 - Binding and related services, 1820 - Reproduction of recorded media, 4761 - Retail sale of books in specialised stores, 4762 - Retail sale of newspapers and stationery in specialised stores, 4763 - Retail sale of music and video recordings in specialised stores, 5811 - Book publishing, 5812 - Publishing of directories and mailing lists, 5813 - Publishing of newspapers, 5814 - Publishing of journals and periodicals, 5819 - Other publishing activities, 5821 - Publishing of computer games, 5911 - Motion picture, video and television programme production activities, 5912 - Motion picture, video and television programme post-production activities, 5913 - Motion picture, video and television programme distribution activities, 5914 - Motion picture projection activities, 5920 - Sound recording and music publishing activities, 6010 - Radio broadcasting, 6020 - Television programming and broadcasting activities, 6311 - Data processing, hosting and related activities, 6312 - Web portals, 6391 - News agency activities, 7311 - Advertising agencies, 7312 - Media representation, 7722 - Renting of video tapes and disks	27.445	17.932
3. Region, province, subregion&town: Brussels capital region, Flemish Region, Walloon Region	815.462	17.597
4. Legal status: Active companies	498.634	15.089
5. All companies	839.432	15.089
6. All companies/associations with accounts	657.862	0
Boolean search : 1 And 2 And 3 And 4 And 5		
	TOTAL	15.089

Exported Data

1. Name
2. Category of the company
3. BvD ID number
4. Address
5. Postcode
6. Posttown
7. Province
8. Subregion
9. NIS Code
10. CIM zones
11. Nielsen region
12. Language
13. Legal form
14. Date of incorporation
15. Range of employees
16. Number of employees (Last year)
17. Last avail. yr" "Turnover th EUR
18. Last year Net added value th EUR
19. Last avail. yr" for
20. Website address
21. Email address
22. Phone number
23. NACE Rev. 2 main section
24. NACE BEL 2008, code principal
25. Ibid, text description
26. Primary business line
27. Main activity
28. Main products and services
29. History"Net added value th EUR
30. History Turnover th EUR
31. History Average number of employees

List of Institutions

See the following link for the database:

https://docs.google.com/spreadsheets/d/1_TqvdMpAjD0u_bTN60jZmJdka-RZx0ObqgcaUBZFFBA/edit?usp=sharing