

DELIVERABLE 2.2b

Database on media organisations within Belgium (UPDATE)

Marlen Komorowski – April 2016

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. This Deliverable 2.2b is the updated database of Deliverable 2.2a.

Deliverables that are built on the findings here are:

Deliverable 2.3a and 2.3b

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

Product name	Belfirst		
Update number	217		
Software version	70.00		
Data update	20/04/2016 (n° 21700)		
Username	Windows 7		
Export date	25/10/2016		
Cut off date	31/03		
		Step result	Search result
1. Legal status: Active companies	✔	1.873.180 ✔	1.873.180
2. Region, province, subregion&town: Brussels capital region, Flemish Region, Walloon Region	✔	2.241.432 ✔	1.755.814
3. NACE-BEL 2008, Principal codes only: 1811 - Printing of newspapers, 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, ...	✔	57.326 ✔	42.134
Boolean search : 1 And 2 And 3			
		TOTAL ✔	42.134

Exported Data

1. Name
2. NACE BEL 2008, code principal
3. Ibid, text description
4. Address
5. Postcode
6. Posttown
7. Province
8. Arrondissement
9. Range of employees
10. Category of the company
11. Language
12. Legal form
13. Net added value 2007 - 2014
14. Turnover 2007-2014
15. Average number of employees 2007-2014