

Boosting Smart Interregional Collaboration through Clusters

Bruxelles, September 25th 2017



CLUSTER OF THE AUDIOVISUAL SECTOR IN THE PARIS REGION

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→ **120 members**

→ **95 companies**

→ **16 training, research and academic organizations**

→ **6,340 jobs**

→ **€ 830 million combined turnover**



THE VALUE CHAIN OF THE AUDIOVISUAL SECTOR

- Creation
- Production
- Postproduction
- Broadcasting
- Distribution
- Edition
- Archiving



EXTENSION TO OUR AREAS OF ACTIVITY

→ cinema, television, advertising,
institutional communication,
web, transmedia, animation,
video game, live show

→ museography, leisure, events,
sports, education, training,
tourism, smart city



TWO FLAGSHIP ACTIONS

ZERO RATE LOAN

- 32 SMEs financed
- 495K€ of zero rate loan
- 1.124 K€ of bank loan
- 100 Jobs

GRAND PARIS
pole
MEDIA

reso

euro

info

mondo

inno

promo

ecoproduct

TWO FLAGSHIP ACTIONS

réso

euro

info

mondo

inno

promo

GRAND PARIS
pole
MEDIA



1ST INTERREGIONAL COLLABORATION

A map of Europe with lines connecting partner logos to their geographical locations. The logos on the left are: FILM ESTONIA.EU (Estonia), MEDIA EVOLUTION (Denmark), TWIST Technologies Wallonnes de l'Image, du Son et du Texte (France), SPW Service public de Wallonie (Belgium), INTERFACE EUROPE (Spain), Barcelona Media (Spain), cop-digital Paris Region (France), and GRAND PARIS pole MEDIA (France). The map shows various European countries and cities, with lines pointing from the logos to their respective locations on the map.

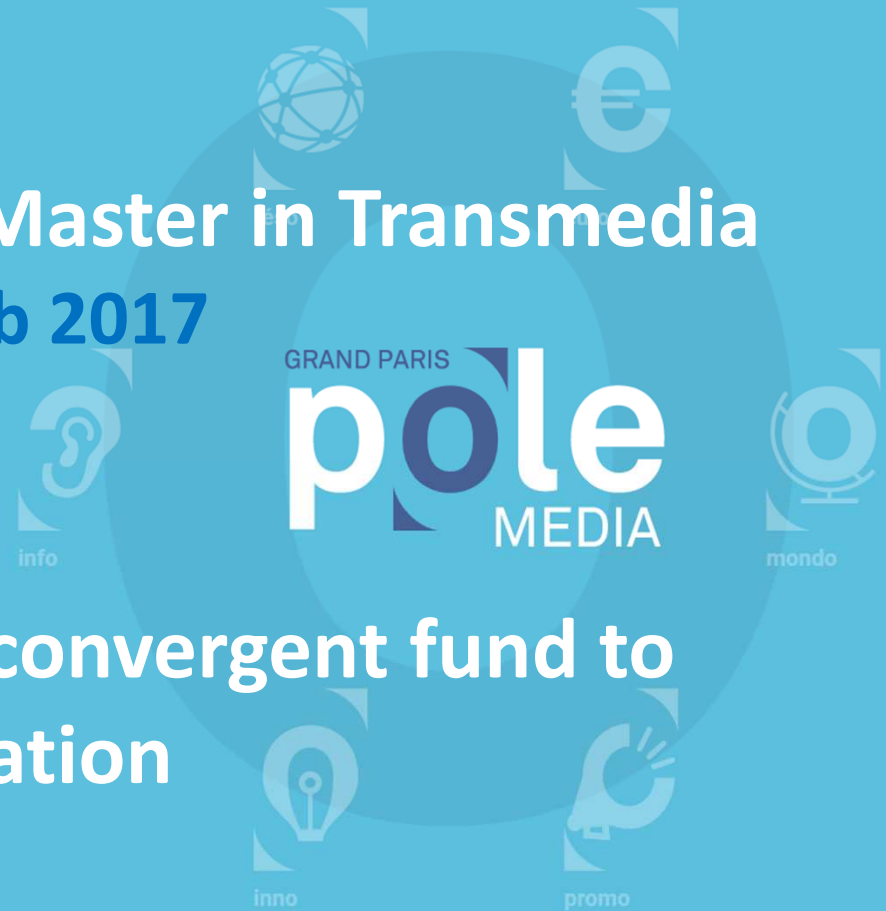


FP7-REGION OF KNOWLEDGE 2013-2016

FOLLOWING EUROTRANSMEDIA...

→ Creation of a European Master in Transmedia
ERASMUS+ , Feb 2016 & Feb 2017

→ Creation of a European convergent fund to
support Transmedia creation
H2020 INNOSUP- Apr 2016



NEW OPPORTUNITIES OF INTERREGIONAL COLLABORATION

→ **NEM : New European Media Initiative (2016)**

- **More than 15 EU ICC clusters**
- **Strategic Research Agenda**

→ **ESCP-S3: « Euro Digital Clusters »**

- **Meta Cluster of 10 Partners**



CLUSTERS GO INTERNATIONAL (COSME)



« Global Content Alliance »

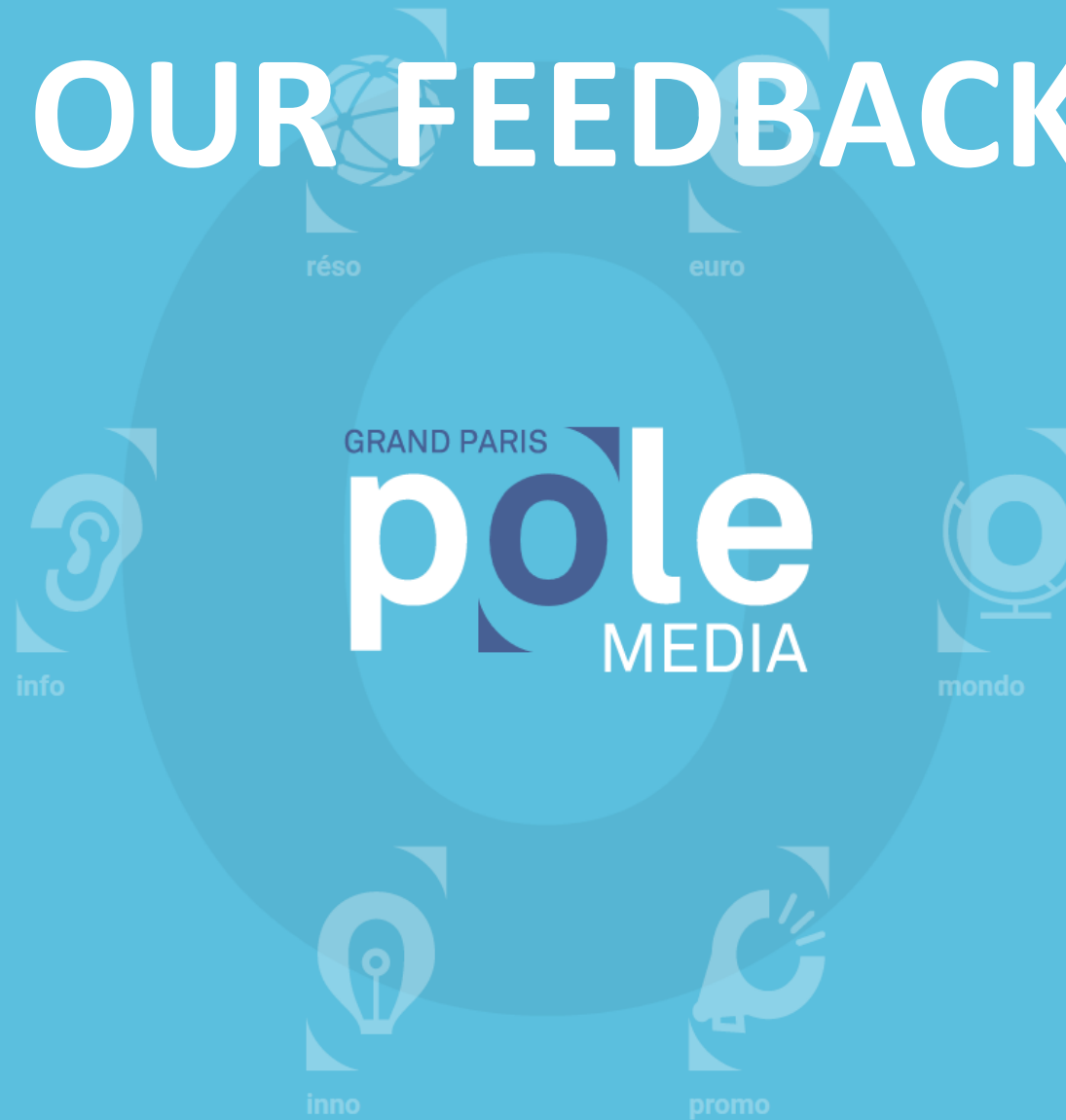
2018-2019

Consortium:

- Pôle Media Grand Paris
- Twist (Wallonia)
- Transmedia Bayern (Bavaria)
- Media Evolution (Sweden)



OUR FEEDBACK



THANK YOU FOR YOUR ATTENTION !

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MEDIA

info

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inno

promo