Boosting Smart Interregional Collaboration through Clusters

Bruxelles, September 25th 2017
CLUSTER OF THE AUDIOVISUAL SECTOR IN THE PARIS REGION

→ 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
ZERO RATE LOAN

→ 32 SMEs financed
→ 495K€ of zero rate loan
→ 1.124 K€ of bank loan
→ 100 Jobs
1st Interregional Collaboration

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)
THANK YOU FOR YOUR ATTENTION!