



EXPERIENTIAL DIGITAL HUB FOR THE MEDIA AND CREATIVE INDUSTRIES

XD MEDIA HUB

Creative & Media Industry Report

VERSION 2



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1. Introduction

This document presents the initial steps taken by the project consortium members to clarify and prioritise the specific areas on which the project will focus, given the broad range of sectors included under the terms “media” and “creative”.

Indeed, creative and media industries are very diverse, in size, type of activity, necessary skills but, also, in the relevance each one has in different geographical ecosystems. For this reason, it was necessary for the consortium partners to clarify the scope of the project, but also the start-ups that should be targeted for the different activities of the XD Media Hub project.

2. Prioritisation of specific areas

One of the first decisions of the consortium members was to focus the activity of the working groups on a limited number of specific areas of these industries. To identify and select those areas of most interest, a survey was carried out, through which researchers from each of the participating organisations as well as professionals and company managers from the sector and close to the consortium partners shared their perspectives.

The survey was carried out between the months of June and September with a total of 67 responses representing the interests of all the ecosystems that will participate in the development of the work.

In order to facilitate the answers, the questionnaire was split into creative and media industries.

Each respondent answered three questions related to each identified area:

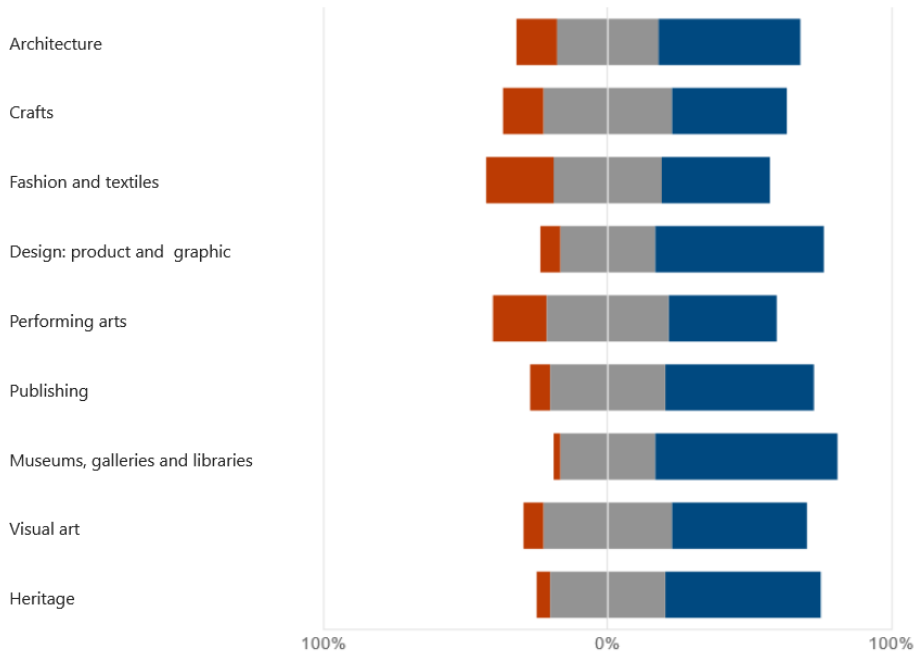
- **Economic relevance** of a creative/media industry area in the region (or country) and in the business ecosystem close to each partner. It is a generic question to identify the relative dimension in terms of employment, contribution to GDP or development degree of these in each of the environment of us (partners).
- **Entrepreneurial activity** around each of the creative/media industry areas. It was considered that it was possible that some areas were emerging and that, despite not having a relevant economic weight at present, they can be areas in which there are promising entrepreneurial initiatives or regional development plans that suggest future relevance.
- Finally, each survey participant was asked to **sort each of these** creative/media areas according to their preference about been part of the focus of the work. It was considered that, in addition to the present of future relevance of these areas, the closer connection of each partner is with one area, the more effective and interesting the work should be and the more impact should have in local environment.

a. Creative industries

The following graphs represent the answers given by the respondents to the questionnaire, and show the relevance importance given to each creative industry in terms of economic relevance and entrepreneurial activities.

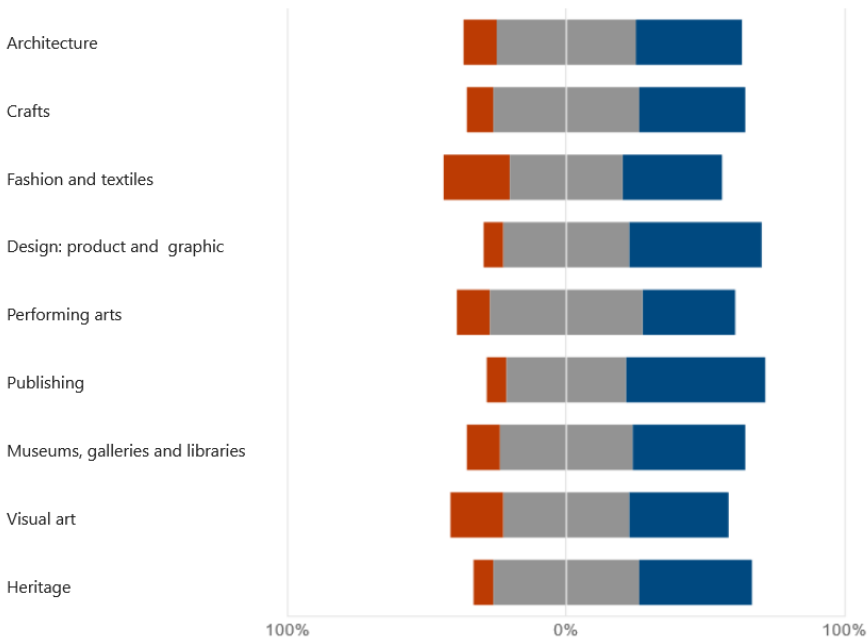
Economic Relevance

■ Not relevant ■ Relevant ■ Very Relevant



Entrepreneurial activity

■ No activity ■ Some activity ■ Relevant activity



As a result, the creative industries were ranked and prioritised as follows:

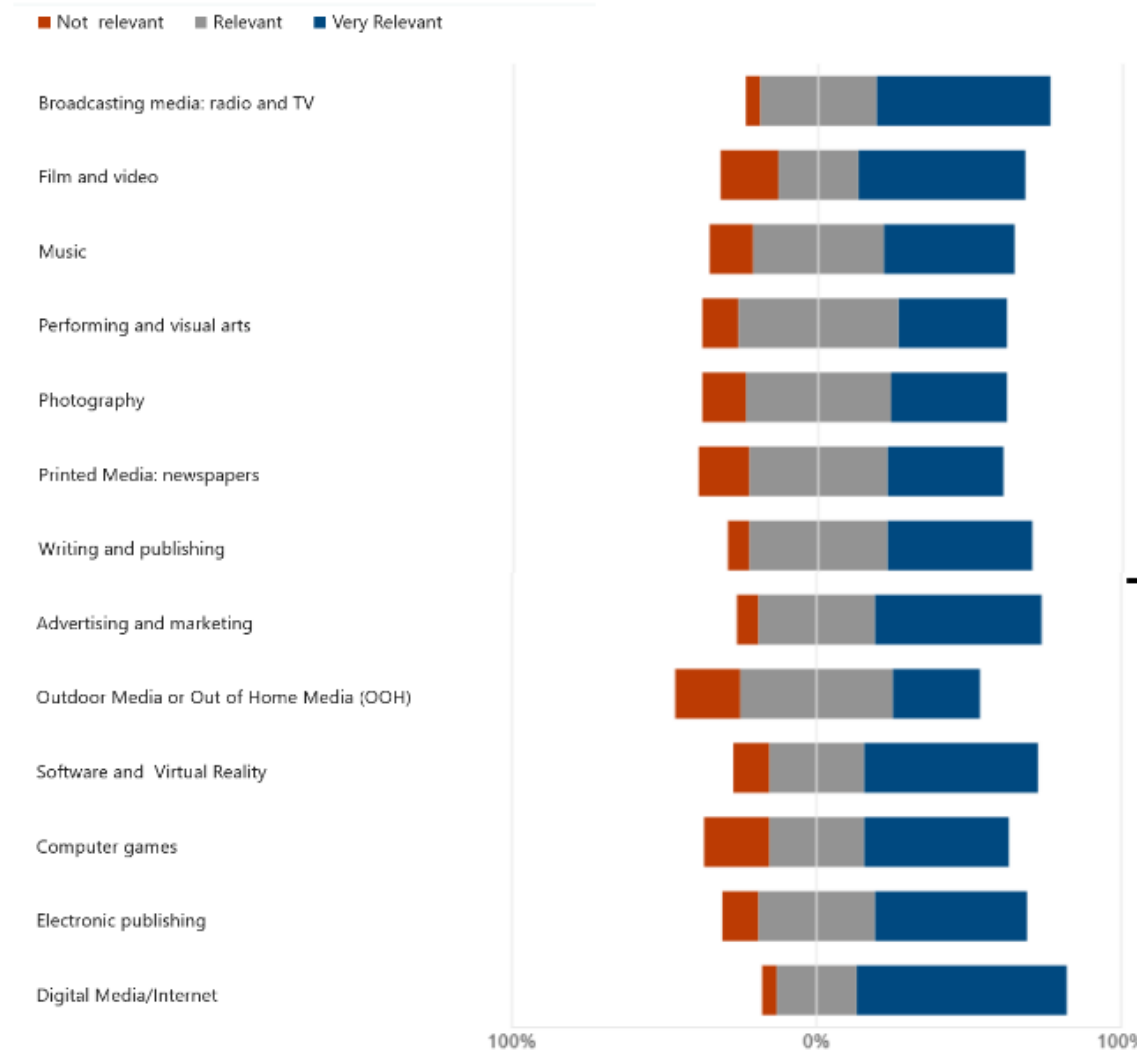
Creative industries sorting



b. Media industries

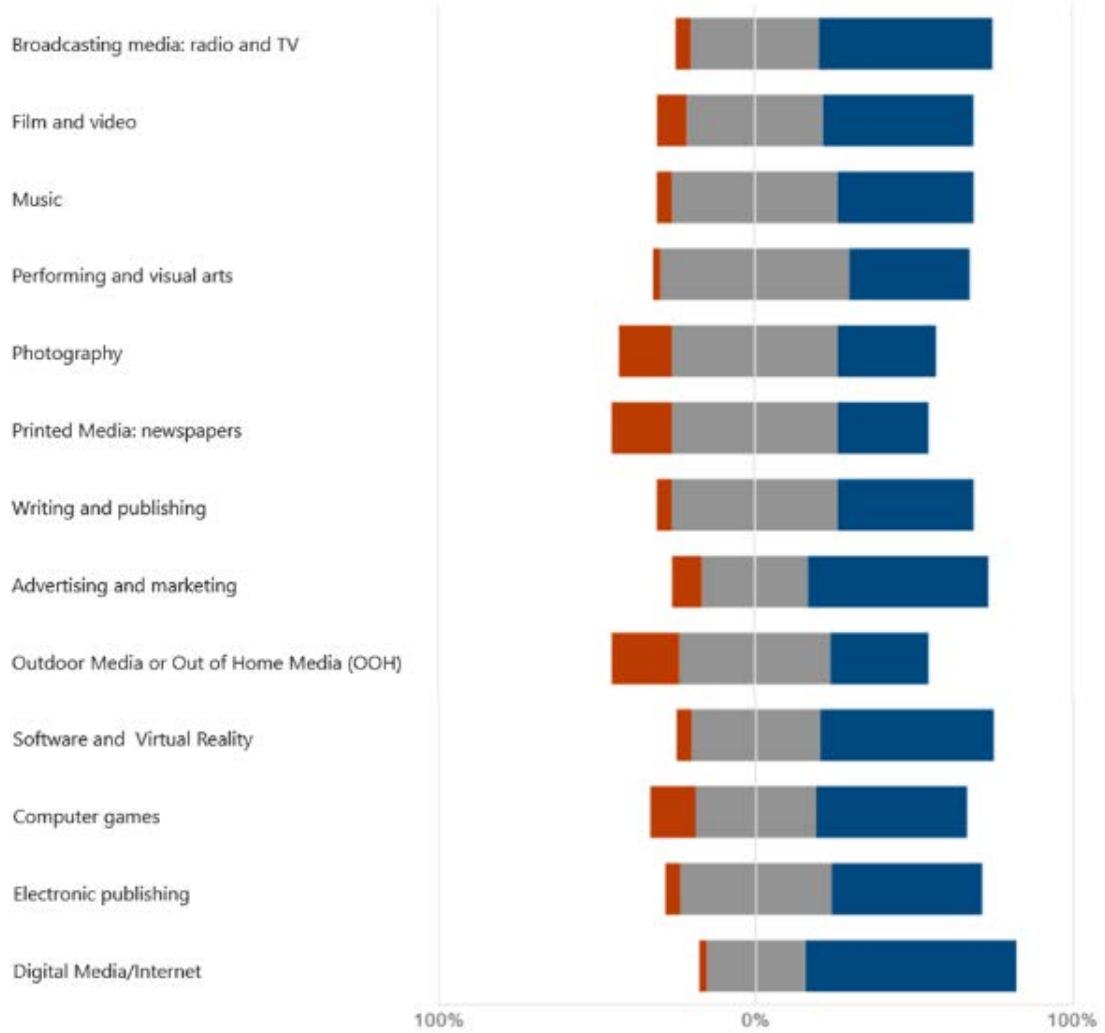
Similarly, for the media industries, the results are shown below:

Economic Relevance



Entrepreneurial activity

■ No activity
 ■ Some activity
 ■ Relevant activity



As a result, the creative industries were ranked and prioritised as follows:

