INTRODUCTION

The network society, driven by advances in information and communication technologies, has significantly changed the functioning of the media industry. This research focuses on understanding how media companies respond to these changes. The case study analysis of the Amsterdam – Hilversum media park aims to understand the location of companies within this park, the components influencing the location and development of the media cluster, and how the network society is manifested within the park. The research questions examine the role of the network society in the ongoing development of the media park, its components, and the factors that influence the location strategies of companies within the park.

MAIN RESEARCH QUESTION

What are the effects of the rising network society on the location strategy/choice of audiovisual companies in the Netherlands?

RESULTS

CASE STUDY ANALYSIS

Conclusions

Strategic re-clustering of audiovisual companies

Human capital theory catalysts spatial configuration media cluster

Space of place seemingly dominates space of flows

METHODOLOGY

Research subject

ORGANISATIONAL, BUSINESS, SOCIOECONOMIC, POLITICAL

Theoretical framework

Empirical research

The design of the study involves four main components.

1. The theoretical framework encompasses the sociocultural, political, and economic aspects of the media industry.
2. Empirical research includes interviews and surveys of companies within the media park.
3. The design process involves data collection and analysis.
4. The conclusions are drawn from the analysis of the data.

CONCLUSIONS

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