



18



100+



331



130



82%



Welcome to the Media Cluster

Vision: A leading international environment for innovation and knowledge in media and technology.

There is a strong growth in the Norwegian Media Cluster and it can cite [excellent results](#). 331 new jobs, 18 new spin-offs, more than 100 members and NOK 130 million in innovation funds awarded to various projects last year. This is the results from the Norwegian Media Cluster, as we conclude a successful 2017. In addition:

82% of cluster companies launch new innovations every year.

A great number of exciting products are being created in the cluster, as the game changer [EaseLive from Sixty](#), or the studio automating robots from [Electric Friends](#) now revolutionizing the global TV production market. [Vimond](#) and [Mediability](#) both have their international operations set up. Mediability recently launched their [London Office](#).

The world leading [Vizrt](#) continues to impress and last year launched the prize-winning [VizStory](#), a tool that really simplifies journalists' publication work. [Highcharts in Vik](#) is breaking new ground and has created [online charts for the blind](#), [Beat.no](#) has developed Fabel's new audio book service, and [TV 2 Sporten](#) has delivered the most impressive UCI Road World Championships to date – a feat carried out in cooperation with the cluster partners. Both [NRK](#) and [TV 2](#) have launched their new, state of the art, studios in MCB, and [UiB](#) have started up their [three new Bachelor's and three new Master's degree programmes](#) in the field of media technology and journalism.

We have several great media houses that deliver important stories, and we have many

players who create solutions that allow these stories to be told in new and exciting ways. There is significant innovation power in the cluster.

The Norwegian Media Cluster has members all across Norway. Our HQ, [Media City Bergen](#) (MCB) in Lars Hillesgate, is not just a building for those with offices there, but also a competence and resource center for a broadly composed media cluster. Here, you can hold your meetings, participate in a wealth of different events and, not least, use the state-of-the-art and forward-looking media lab, [MCB Media Lab](#), for innovation projects, research, workshops or product development alongside other members and environments in the cluster. In MCB Media Lab you will also meet our partners; [DeloitteDigital](#), [IBM](#) and [Sparebanken Vest](#).

The media cluster creates tools that the media industry needs to be able to tell stories better, faster, in a more targeted manner, in the right context and in the right way. You are welcome to take part in this.



Visiting NCE Media gives me positive associations to Silicon Valley. It's teeming with ideas, and they have great enthusiasm and ambitious goals. The time it takes for an idea to become a product until it is in the international market is in many ways unique in the Norwegian context.

Bjørn Arne Skogstad

Former Program Manager NCE GCE, Innovation Norway

People & Competence

Matching schools, minds and business

The cluster has its own cluster development organization and prime driver, [NCE Media](#). Its main task is to ensure the best possible conditions for this innovation power. NCE Media is also responsible for, and runs, the [Media Lab](#).

NCE Media organizes a wealth of seminars, courses, workshops, study trips and conferences year round. The purpose is both to facilitate more and better cooperation between the players, but also to contribute to competence raising and keeping up-to-date in the field. Some of the most popular events are **Show&Tell**, the cluster's informal mingle arena where you can meet people and keep up-to-date on the media cluster's latest news at the same time.

The new [Media Lab in MCB](#) is the media cluster hot spot, and also a place where the industry can meet research and educational institutions. The University of Bergen, BI Norwegian Business School, the Norwegian School of Economics (NHH), Western Norway University of Applied Sciences (HVL) and Christian Michelsen Research are all active in the media cluster.

NCE Media stimulates and contributes to specific development projects between different players in the cluster and R&D environments. It is our expressed goal to establish a joint center for research driven innovation in the cluster, with and for the companies, and to contribute to strong growth in project funding from regional research funds), the Research Council of Norway and EU framework programs.

NCE Media also has a good overview of **public funding agencies** and provides specific assistance in relation to designing and adapting cluster members' project applications. Funding from e.g. the Research Council of Norway or Innovation Norway is often proportionate to the companies' activity in the cluster

We know all our companies well and we continuously work to make connections, bring new and old partners together, and establish joint projects. In 2017, **NOK 130 million** in innovation funds were awarded to various projects carried out by cluster members.



Media City Bergen Media Lab

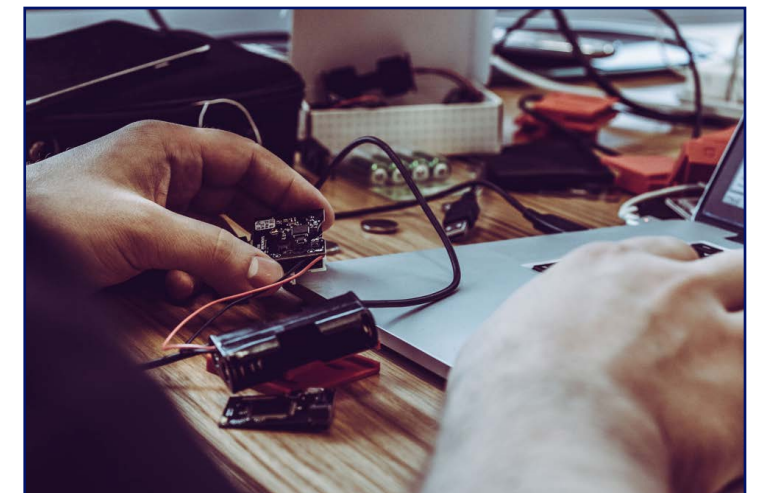
Showcase your products in the Media Lab

The lab is a vital part of what we are presenting to national and international visitors. We are daily getting requests from delegations, international media and broadcasters that are interested in visiting the lab and want to have a closer look at what's going on in the Media Cluster.

The [Media Lab](#) has a **showroom** where we are showcasing solutions, technology and products from you, our members, as well as our partners.

The Media Lab is also specially equipped for workshops and product development. All co-working areas have walls that doubles as whiteboards. It has a projector with a 3m canvas and powerful

sound system installed, so that different groups can have all sorts of workshops.



Powered by:

Deloitte.
Digital

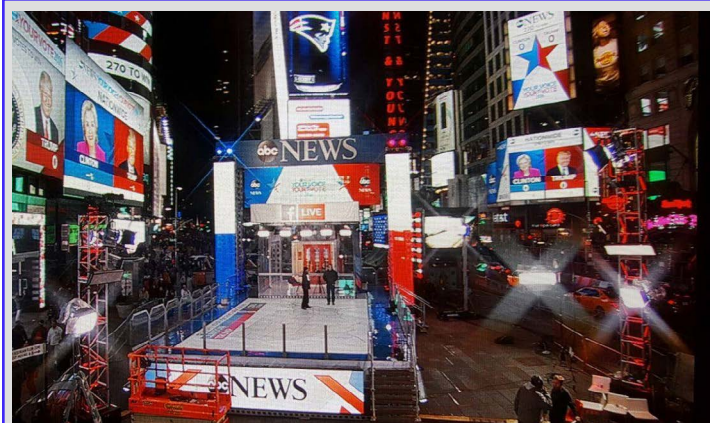
IBM

 SparebankenVest

Bergen Media Platform

We are now launching Bergen Media Platform; **open data, APIs and technical platforms** from cluster companies and international tech partners to be used as a sandbox by students, startups, researchers, teams and project developers.

The lab setup for VR, AR and 360 video tools (camera & projection) is also under way.



All international

NCE Media prioritizes internationalization for cluster members through increased sharing and cooperation in international networks. On arenas such as [NAB](#), [IBC](#) we work to provide exhibition and marketing opportunities for our members.

The Media Lab has a dedicated program for internationalization, and we take advantage of the global network from Innovation Norway. We also have a close collaboration with [Entrepreneurs Roundtable Accelerator i NYC \(ERA\)](#), as well as other, global innovation hubs and accelerator programs.

As part of the work on internationalization, delegations and study trips are also organized for cluster members. **In 2018, we are organizing a trip to NYC during the United States midterm election.**

Tools and methodology Innovation Delivered

NCE Media is responsible for the adaption and resources necessary for innovation and cooperation in the cluster, as well as offering services that contribute to increasing innovation and value creation in the cluster companies.

We have a long term relationship and collaboration with [Stanford d.school](#), a world leader on Design Thinking. Every year Stanford is visiting the media cluster to do coaching and run workshops with cluster members – a clear highlight.

We also have a huge international network that enables us to attract top competence, coaches and speakers on business development, innovation and methodology.

Our tool box is further strengthened through the Media Lab partners; [DeloitteDigital](#), [IBM](#) and [Sparebanken Vest](#). Through this collaboration our members are offered targeted workshops (e.g. IBM Watson Bluemix Labs) or help to run their innovation workshops or hackathons in the media lab.

The Media Cluster has its own **incubator** for startups, also located in MCB. This is run by [Bergen Technology Transfer](#) and has of 2018 10-12 startups in their incubation program.



Enabling Technologies

There are several other industry clusters and innovation environments in Norway that work on technology related to the media cluster. We work closely with these and ensure that our members can reap the benefits of this. Cooperating with such environments drives innovation in the media cluster companies and opens brand new markets and opportunities.

The media cluster also develops so called Enabling technologies, especially within information and communication. These are products and solutions also used in other sectors, e.g. health, the environment, energy, seafood, oil and marine industries.

In 2018, the media cluster is working on an exciting cooperation with one of the city's other industry clusters, NCE Tourism, in which "Vidden", the hike between Mount Ulriken and Mount Fløyen will be a **test platform for media**

technology. Using sophisticated sensors and beacons spread across the mountain ridge, combined with AR technology, context and geolocation services, the project will transform Vidden into the tourist destination of the future.

The technology is being developed in the media cluster. The project involves a number of our members, and your business can also take part.

Membership Fee 2018

Startups*:	7.000	< 100 employees:	50.000
< 20 employees:	20.000	FoU/Education:	45.000
20-100 employees:	40.000	Founders/Boardseats:	110.000

* Special criterias apply

** For companies and organizations outside the media industry.

Partner Offer:

In addition to membership, various services are available to other environments and players who wish to be affiliated with the media cluster, as well as an exclusive program with special benefits for selected partners. Please contact us if this is of interest.



Organization and management

[NCE Media](#) is the media cluster's innovation driver, and was upgraded in 2015 to a Norwegian Center of Expertise under the programme [Norwegian Innovation Clusters](#). The cluster now comprises more than 100 members and has cutting-edge competence in areas such as AR, VR, graphics and broadcast. Several of the cluster companies are world-leading enterprises in their markets. The members of the media cluster are organized in the labor union Media Region Bergen.

The union also owns the subsidiary Media City Bergen AS, which works on profiling, websites, communication and other joint services relating to Media City Bergen on behalf of the media cluster. The chair of Media Region Bergen and Media City Bergen AS is Henriette Sæther. The chair of NCE Media is Håvard Myklebust. The companies' CEO is Anne Jacobsen.



Henriette Sæther, Chairwoman Media Region Bergen/Media City Bergen AS



Håvard Myklebust, Chairman NCE Media AS



Anne Jacobsen, CEO, the Norwegian Media Cluster.

Our greatest support:



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