



Media Exist (Germany)

Summary

“Media Exist” is an initiative consisting of five support projects aiming at ensuring the commercialisation of innovative ideas developed by students and young people working in the media sector. The education, training and networking services of the initiative are in high demand as most media sector workers are employed as freelancers on project basis, making it particularly hard for young media graduates to find their place in the market. *Media exist* also challenges the stereotype that arts and business cannot go together, by providing consultancy services on business start ups and concepts as well as training courses in marketing, financial planning and management.

The service provides the creative professional with the necessary skills and contacts for commercialising his or her idea, ensuring its sustainability as well as creating and promoting a strong professional profile.

The project

The main objective of *Media exist* is to set up a sustainable framework for the implementation of innovative ideas in an entrepreneurial way. More specifically, the practice aims to support the survival and development of creative thinking in media professionals.

Sector(s) covered

Main Sector

Business & Entrepreneurship

Other sectors

Arts & Creative Industries

Education & Training

Most media sector workers are employed as freelancers and their financial situation is neither stable nor secure. This is particularly true for the beginners in the field, who often lack the necessary knowledge in marketing, financial planning and management. Today these skills are of crucial importance for setting up sustainable businesses and competing in the market.

The project has been launched by the Konrad Wolf's Film & Television Academy (HFF), a higher education institutions in the media sector.

Media exist provides five types of support:

- The *Media Exist* 'Media Founder's Centre' develops and provides educational offers, events, consulting and coaching for young media professionals initiating their practice;
- *Media Exist Plus* is a network for media sector experts and entrepreneurs providing marketing and finance expertise;
- *Media Exist Future* is a research project that identifies new prospects and innovative technologies in the media sector using scenario analysis techniques;
- *Media Exist Portal* is the internet platform for a media experts network; and,
- *Media Exist International* supports international cooperation and joint-ventures in the media economy.



Approach

The project develops learning tools and material that should enable students to develop innovative business ideas and essential basics in self-marketing. Individual coaching is provided as a follow up to teaching modules. It focuses on marketing and financial awareness, compensating particular weaknesses often found among specialists in the creative sector.

The project enables foster networking, interdisciplinary team building and cooperation among media professionals at national and international levels. To this end *Media exist* also acts as a partner agency assisting creative people in developing innovative ideas. It helps in forming teams, finding subcontractors and investors as well as in reaching clients. Furthermore, the practice supports creative start ups through aid in finding financing, fitting funding programmes, and backing up in negotiations with banks and investors in the media field.

Information about *Media exist* is distributed through newsletters, communications with the press and the practice's website (www.mediaexist.com). The existing offer of *Media exist* is also communicated through a network of partners.

Element of innovation – the process

The approach of *Media exist* in itself can be seen as innovative and unique. It is the only initiative of this nature in the field of film and media implemented by a university of applied sciences in Germany. The very essence of this practice is to foster entrepreneurship in the creative sector.

Media exist was created in order to help people to turn their creative ideas in the media field into business.

The combination of business partners leads to very innovative business concepts. *Media Exist* also assists with methods for developing business ideas and new approaches to their marketing.

Key successes

(outcomes, results, impacts)

Since the outset of the practice in 2007, 90 people from approximately 50 teams have benefitted from the consultancy services offered by *Media exist*.

During the first year of the project approximately 130 participants attended diverse *Media Exist* courses in the framework of their studies and a further 285 people participated in various seminars and workshops.

Media exist helped to implement successful and sustainable start-ups, assisted with applications for grants and mediated negotiations on subsidies. In general, the practice has made young professional and students more aware of the different aid and possibilities in starting a business in the media field.

The project has helped young media entrepreneurs to be more competitive and successful in the market by helping them to identify their unique selling point.



Challenges

Media Exist had to overcome prejudices with regard to the 'partnership' of creativity and business.

Transferability and sustainability

The services offered by the project have also been used by students in German film schools. The approach could also be transferred to other sectors.

Special Highlights

'Media exist' is a multifaceted initiative of Konrad Wolf's Film & Television Academy (HFF) aiming at supporting the development of creative thinking among students and young media professionals through tools that help them in self-marketing as well as development and commercialisation of their innovative ideas.

'Media exist' offers education, training and consultancy services as well as constituting a platform for networking. The success of the 'Media Exist' seminar 'Freelance in the media' was so high that it was integrated as a compulsory element into the curriculum of most of HFF degree courses.

'Media exist' has assisted young media professionals with applications for grants, loans and subsidies as well as facilitated new and sustainable project start-ups at national and international levels.

Key characteristics

General purpose of the pract Promoting creative and innovative solutions to society problems

Target group Students, alumni, employees, and freelancers

Type of learning Informal

Level of implementation International and national

Funding The practice was financed with funds from The ESF (Exist Programme)

Time frame 2007 - 2010

Leading organisations Institut Berufsforschung und Unternehmensplanung Medien e.V.
Hochschule fuer Film und Fernsehen "Konrad Wolf" Potsdam-Babelsberg (HFF)



Further information

Website of the project

www.mediaexist.com

Contact person

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