

**Facts and Figures, Clusters in Schleswig-Holstein (SH) und Hamburg (HH)**  
**Information Technology (IT) and Media**

Eigenschaft	Erläuterung	Fakten für das dargestellte Cluster
Cluster focus		Information technology, telecommunication, media industry
Type of network	Network, cluster, competence centre	Network with cluster characteristics
Clustertype (I)	Technological, innovative, tertiary	IT: technologically and innovative Media: tertiary
Clustertype (II)	Industry, product, technology, value added chain	Interdisciplinary technology Telecommunication and Media: Part of a service chain
Clustertype (III)	Established, growing, emerging, as vision	Established, growing
Common denominator		„Media convergence“: increasing cooperation among technology (IT) and complex of themes Information and culture at the lower end of service chain
Partitions of IT- and media industry	two segments	<b>IT-Sector:</b> Hard- and software, DV-devices, DV-services, telekommunikation, information technology, computer graphics, electronics, measurement- and process control engineering, printing technique <b>Media-Sector:</b> Media (radio, TV, film, printmedia, music, publishing), culture, public relations and advertising, call centre, internet-services
Neighbouring cluster	Adjoining and overlapping networks and clusters	Microtechnologies (technological input for communications technology, interconnection with the Fraunhofer ISIT Institut Itzehoe) „eHealth“ (IT-Sector of health management)
Specialization		SH: no particular specialization in both segments HH: IT-sector slightly overrepresented, strongly specialized in media-segment
Cluster Management	Network support, cluster-development, transparency care	SH: Society „Digitale Wirtschaft Schleswig-Holstein“ (DiWiSH) HH: hamburg@work (media, IT and telecommunication initiative, funded by the city of Hamburg and the Hamburg economy. Cooperation agreement between both cluster managers
	Other network mentoring and cluster-promoting establishments and organizations, events and exhibitions	Media coordinator of the Hamburg Senate Competence centres in SH: eHealth, Mobile Communication, Data security Mediadays North (organiser: Chamber of Commerce SH, WTSH (Business Development and Technology Transfer Corporation SH), Medienanstalt Hamburg/Schleswig-Holstein) CEBIT Messe (Hannover): joint presentation of SH plus HH NUBIT, northern Germany`s largest IT trade fair, organised by NetUSE AG, Kiel
Main cluster agents (members of a complete cluster)	Qualification institutions	Hamburg School of Business Administration (HSBA, Sponsor: Chamber of Commerce Hamburg) Hamburg Media School (media managers, journalists, film technicians; cooperation with media companies) Henri Nannen Schule (school of journalism) Hamburg University of Applied Sciences (HAW) University Hamburg, Technical University Hamburg-Harburg

		Polytechnic Kiel („Mediendom“): studies in „Multimedia Production“ Media Docks Lübeck: International School of New Media (ISNM)
	R&D (Institutions)	Hans-Bredow-Institute (HH) (media development, influence of the media)
	Complementary Industries	In SH many small and medium firms, mainly locally orientated (example in Lübeck: firms located in the Media Docks)
Qualified labor		Share of highly qualified employees in SH in IT-sector lower than in West Germany, high share in HH
Cluster size (employees)		IT-segment: SH 24,2 Thousand, HH 31,1 Thousand (each approx. 9 Thousand firms) Media-segment: SH 14,8 Thousand, HH 34,5 Thousand (SH approx. 10 Thousand firms, HH ca. 17 Thousand)
Regional significance		hamburg@work: largest IT-media-network in Germany IT-segment: HH is leading, followed by Kiel Media-segment: HH with particular importance, followed by Hamburg hinterland, Kiel region only average
Regional identification		Hamburg as the leading media location in northern Germany
Competitive situation, perspectives		Equipment of telecommunication technology (e.g. mobiles): experiencing losses in German locations (high mobility of the firms) Perspective: expansion of the cluster towards a cluster of “Creative economy”
External Relations		Relations with IT-networks in MVP: IT-initiative Mecklenburg-Vorpommern (ITI-MV), Tele-marketing Initiative MVP (marketing and network support for IT in MVP). Innovation Competence Centres in MVP: Rostock, Neubrandenburg, Greifswald, Wismar. Fraunhofer-Institut for Graphical Data Processing (IGD)
Sources	Reports, Expertises, Internet-Information	Sources (see list): 1, 2, 3, 11, 12, 14.