



mediapolis
TAMPERE

Center of Storytelling and Digital Industries

@MediapolisTre 



Minna Tiihonen / Yle



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The History





1970's Finnish national broadcaster Yleisradio (Yle) establishes TV-center to Tohloppi in Tampere

2011 Yle decided to create production more with partners, share the space with them and upgrade all production facilities to HD capability.

2012 Commercial operator found when Technopolis Ltd. buys premises

2012 Development for premises and Mediapolis ecosystem starts with main partners: Yle, Technopolis, City of Tampere and TAMK (University of Applied Science).

2014 Mediapolis action begins when schools and companies moves in





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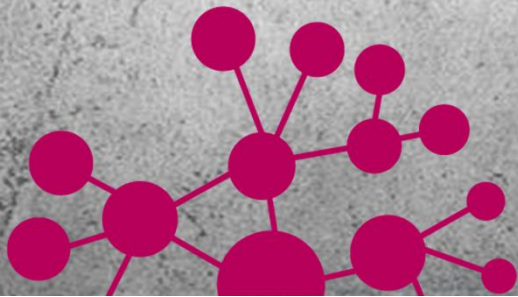
The Vision





Mediapolis is ecosystem of public-private entertainment & technology organizations.

Mediapolis is major creative industry hub in Finland and gateway to international markets.





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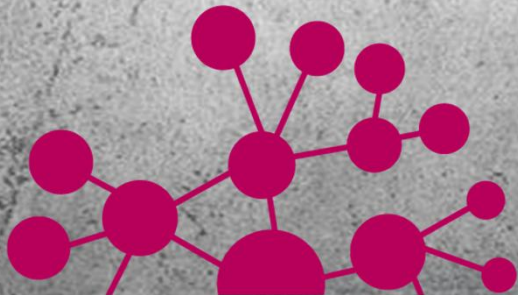
The Challenge





New digital technologies will reshape the economics, production, distribution, and marketing of the entertainment industry.

Basically everything ... except the story!



Consumption



Production



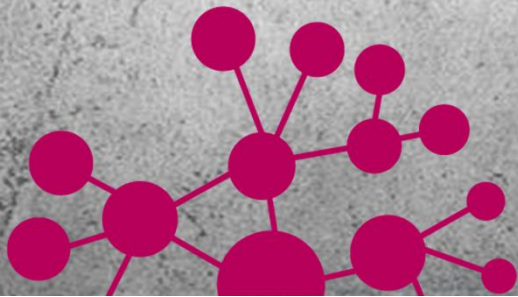
Distribution





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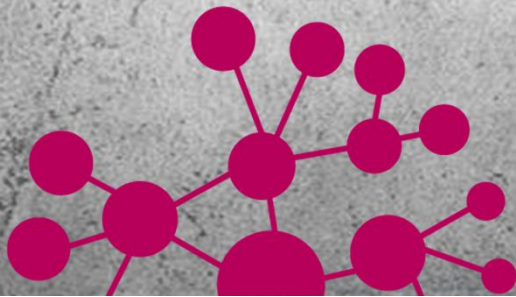
The Approach





“It is not the strongest or the most intelligent who will survive but those who can best manage change.”

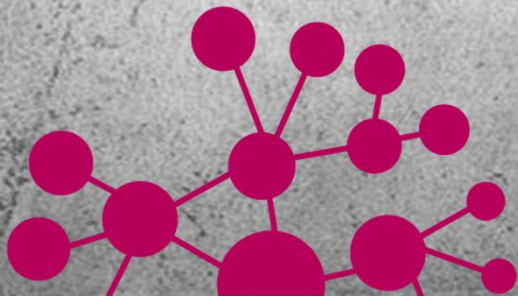
- Charles Darwin





“The most groundbreaking ideas are found
at the intersections of diverse fields, industries,
disciplines, and cultures.”

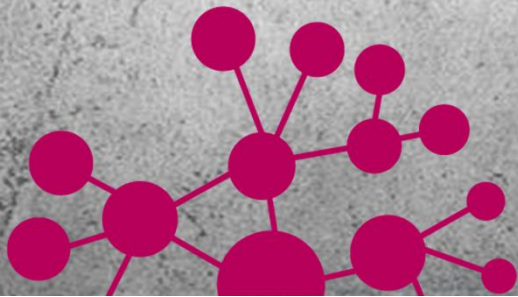
- Frans Johansson





“The way to succeed and lead in constantly changing business is to create masses of tests. Most will fail, but some will succeed. Then you need to be ready to boost the successful ones.”

-Markku Sotarauta





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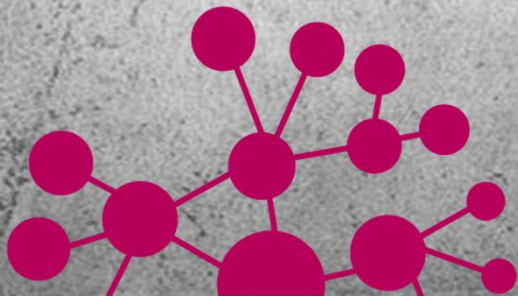
The Setup





Mediapolis is only 32 000 sqm. We would love to have all in,
but we can't.

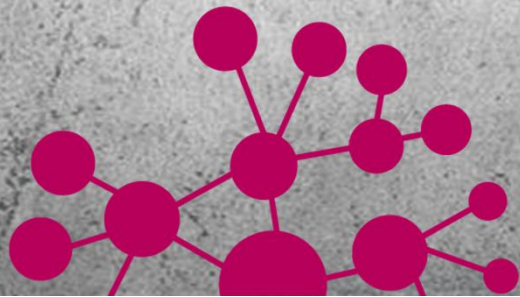
Instead, we have well functioning and easy co-operation with
other Innovation Platforms in Tampere.





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The Measurements





Mediapolis is creative industry hub and as such will have two measurements:

Sales & Jobs





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An Example of co-operation in Mediapolis

