



**nordmedia - Die Mediengesellschaft
Niedersachsen/Bremen mbH
Digital Media Cluster**

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Our Expertise

On behalf of the Lower Saxony State Ministry of Commerce, Labour and Transport, the »Digital Media Cluster« office was established at nordmedia in 2007. Its aim is to prepare, establish and manage networks in the new fields of development in the IT and media industries. Specifically, the office serves the following sectors:

- digital production and distribution
- entertainment software and serious games
- animation
- mobile content

By using various means to create transparency and link up the digital economy, the aim is to optimise the competitiveness of Lower Saxony's media and IT industry and strengthen the region as a media location. The employees at the Digital Media Cluster office also offer advice in preparing business plans, finding subsidy options, distributing content and in finding suitable cooperation partners. Specifically, it performs the following tasks:

- describing markets and their development in the aforementioned areas
- imparting sector-specific know-how for media professionals
- creating transparency in the market
- arranging opportunities for obtaining subsidies and cooperative programmes between market participants/providers and potential consumers
- advising on and evaluating business ideas
- finding and encouraging new blood for the digital economy



www.nordmedia.de
www.digitalmediacluster.de

Key Projects

- Game Forum Germany
- Serious Games Conference & Serious Games Award
- Hands on HD, digital Production and Distribution
- »media climate Lower Saxony« - annual survey
- nordmediathek - video platform