


The background is a vibrant cyan color, overlaid with a series of thin, dark, wavy lines that create a sense of motion and depth. Scattered across the background are several small, dark geometric symbols: a plus sign (+) at the top center, a dot (•) at the top right, a dot (•) at the top left, a dot (•) at the bottom left, a dot (•) at the bottom center, a dot (•) at the bottom right, a cross (x) at the top right, a cross (x) at the bottom right, and a cross (x) at the bottom center.

EVERYTHING IS DIGITAL



CREATIVE INDUSTRIES MUST FOLLOW THROUGH

ADVERTISING AND MARKETING + ARCHITECTURE
+ CRAFTS + DESIGN (PRODUCT, GRAPHIC AND
FASHION DESIGN) + FILM, TV, VIDEO, RADIO AND
PHOTOGRAPHY + IT, SOFTWARE AND COMPUTER
SERVICES + PUBLISHING + MUSEUMS, GALLERIES
AND LIBRARIES + MUSIC + PERFORMING AND
VISUAL ARTS

CREATIVE INDUSTRIES IN BIG NUMBERS

Almost

4%

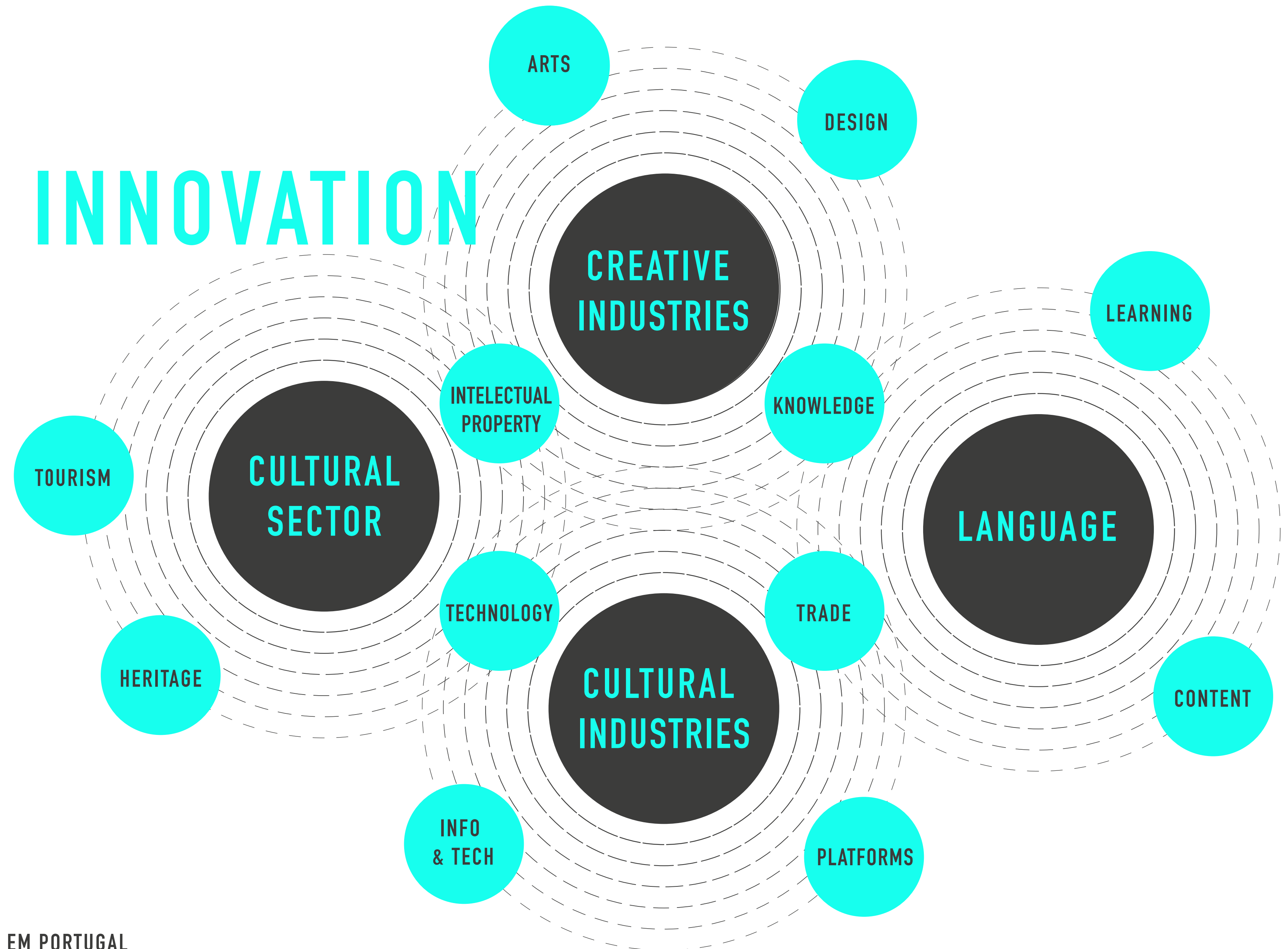
**of Portugal 's
annual wealth**

More relevant than the food,
textile and construction industries

400

**million euros
in exports annually**

THE NEED FOR STUDY INNOVATION



SOURCE: ADAPTED FROM A ECONOMIA CRIATIVA EM PORTUGAL



HERE COMES OBI.MEDIA

The **Observatory for Innovation in the Media and Creative Industries** explores the impact of digital transformation in the media and other creative industries. Specifically, it is dedicated to the analysis of innovation strategies – related to product, process, paradigm and positioning – in the media and creative industries. Obi.Media is part of ICNOVA, a research centre of NOVA FCSH, and has synergies with all its research groups and labs.

OUR PRIORITIES



IN MEDIA FORMATS + IN MUSEUMS + IN JOURNALISM EDUCATION
IN BUSINESS MODELS + USE OF MEDIA BY CREATIVE INDUSTRIES

The background features a series of thin, dark, wavy lines that create a sense of motion and depth. Scattered throughout the composition are several small, dark geometric shapes, including a plus sign, a dot, and an 'x', which add to the abstract aesthetic.

OUR LAUNCHING PAD

<http://obi.media>



OBI.MEDIA

OBSERVATÓRIO DE INOVAÇÃO
MEDIA E INDÚSTRIAS CRIATIVAS

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[Atividades](#)

[Investigação](#)

[Notícias](#)



OBI.MEDIA

Um novo Observatório com um “c” de criatividade

Há uma necessidade de inovar, mas também de estudar a inovação. É este o mote do Obi.Media – Observatório de Inovação nos Media e Indústrias Criativas.

