Spatial evolution of the Dutch publishing industry

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## Theoretical Background: Origination and Evolution of Publishing Clusters

Whereas a publishing cluster could in principle originate almost anywhere, the chance of attaining a local cluster of publishing firms is higher for regions with favourable generic conditions, in the form of urbanization economies or the presence of printers (a related industry). In the further evolution of spatial clusters of publishing firms, a specific cultural environment and reputation of the place and the firms at that place seem to play an important role next to localisation economies and urbanization economies (Hutton, 2006; Currid, 2007).

Vicente and Suire (2007) show that clusters based on network externalities and interactive learning (locational clusters) and clusters based on reputation and informational externalities (informational cascades) are significantly different. As opposed to a locational cluster, an informational cascade does not evolve by path-dependency and the conversion of generic conditions into (favourable) specific conditions but evolves by a fixed structure of informational cascades: firms use information on other firms' location decisions to choose their location and as a result, information externalities on the location of a few firms in a certain region lead to a "cascade" of new firms in this region.

The question is if the clustering of publishing firms in the Netherland follows the locational cluster model or the informational cascade model and how this affects the success of individual firms in these clusters.

Aim

The aim of this research project is to provide more insight in the evolution of clusters on the industry level by distinguishing between locational clusters and informational cascades and to gain more understanding of the role of reputation, imitative behaviour and informal networks in clusters on the level of the individual entrepreneur.

conceptual model
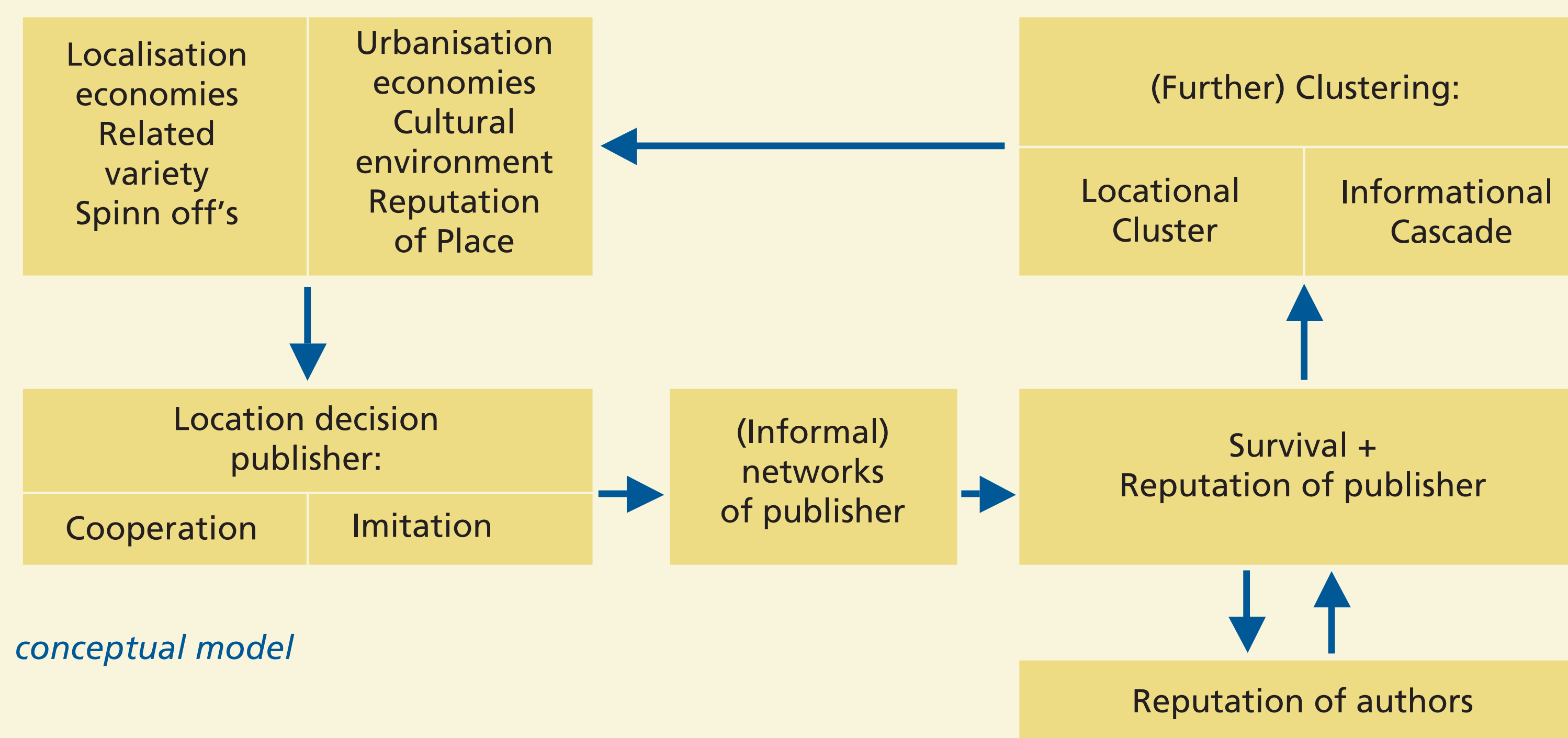
"Uitgeverij Prometheus"

Research Questions

- To what extent has spatial clustering occurred in the Dutch publishing sector in the period 1830-2007 and to what extent has being located in a cluster affected the survival chances of Dutch publishers in this period?
- What has been the role of place-specific characteristics and more in particular urbanisation economies, related variety and the cultural environment in the spatial clustering of the Dutch publishing sector between 1830 and 2007?
- To what extent have reputation, imitative behaviour and possibilities for (informal) networks with writers and other publishers played a role in the location choice of literature publishers?
- How does being located in a cluster influence the success of literature publishers in terms of survival and reputation?

Methods and Data Gathering

- Map density publishing firms per location + industrial dynamics 1830-2007
- Estimate the relative risk of failure of firms in- and outside a cluster by using hazard model
- Investigate role of urbanisation economies, related variety and cultural environment in the emergence and evolution of publishing clusters by means of a regression analysis

Available Data

Type of Data	Source of Data	Available Years
Entry, exit + location(s) of Dutch publishing firms	KVB (personalia & prospectussen)/ Adress books of Dutch booktrade	1830-2000, all years
Mergers and acquisitions Dutch publishing sector	KVB (personalia & prospectussen)/ Adress books of Dutch booktrade	1830-2007, all years
Density of: population, printers, museums and theaters	Bevolkings- en beroepentellingen	1830-2007, every 10 years
Awards and rankings writers and books	Letterkundig museum	+/- 1980-2007
History of (large) publishing houses	Biographies, anniversary publications	
Published books and genre per publisher	Brinkmann's catalogus, catalogus KB	1981/2000-2007, all weeks

Progress And Planning

Year	Planning	Main Output
1	Theoretical exploration + datagathering	Theoretical paper
2	Datagathering + analysis research question 1 & 2	International article 1
3	Datagathering + analysis research question 3 & 4	International article 2 & 3
4	Writing article 4 + composing articles into dissertation	International article 4, dissertation

Research Progress & Planning

The project has started March 2007 and will end in November 2010. Subsequently, the years in the table on the left start in March (the fourth year only contains 9 months).

Question

Any suggestions on how to investigate research questions 3 & 4 over a longer period of time?

Geosciences