



**Mondragon  
Unibertsitatea**

Humanitate eta Hezkuntza  
Zientzien Fakultatea

# Sormen-ekosistema bat euskarazko komunikazioarentzat

Goio Arana,

Aitor Zuberogoitia

Gasteiz, 2019-02-26



**Diagnosia**

A high-angle, black and white photograph of a massive crowd of people seated in an arena or stadium. The perspective is from behind the audience, looking down the length of the seating area. The people are densely packed, and their heads and shoulders are visible, creating a textured sea of people. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the scale and density of the gathering.

**Zein da  
euskarazkoen  
audientzia potentziala...**



**Idatzizkoak**



Irratiak



**Hortaz, ondo ala  
txarto gaude?**

**Ikus-entzunezkoetan,  
zuloa?**



Zer  
diote  
datuek?





**ETB,  
erreferentzia  
nagusi**





**Badira beste  
batzuk ere...**



**Lehia zaila...**

**MEDIA**



**Eta zein  
kinkatan  
ekoitzi behar dira  
ikus-entzunezkoak  
gaur egun?**

**MEDIA Antena Euskal Herria**

Oficina de Información del Programa MEDIA

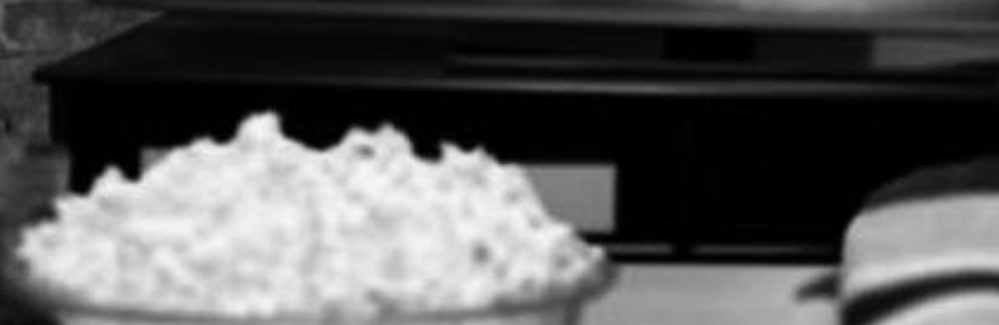




**Monopolizata  
eta globalizata**

**Negozio-eredu  
berriak...**

NETFLIX



**Non jartzen gaitu  
honek guztiak?**





**Denak  
esperimentatzen**





# Mondragon Unibertsitatean

- Huhezinema
- Euspot
- GoikoLab / Gradu Bukaerako Lanak
- Formatu berriak



[Huhezinema.eus](http://Huhezinema.eus)



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LEIZARRA MUSIKA ESKOLA  
Zuzendaritza

LEIZARRA MUSIKA ESKOLA  
Dirección

# euspot

EUSKARAZKO  
SPOT  
AKETA

euspot.eus  
/euspot  
@euspotlehiaketa



# Euspot.eus



**2017**



**2018**



**GoikoLab /  
Gradu Bukaerako  
Lanak**



**Orbea**



**'Formatu berriak'  
ikasgaia**





**Uharri**



**Tantatxo**

# Flandriako adibidea (1)

"The media innovation policy is part of the broader and explicit ambition to make Flanders one of the most innovative and competitive regions in Europe".

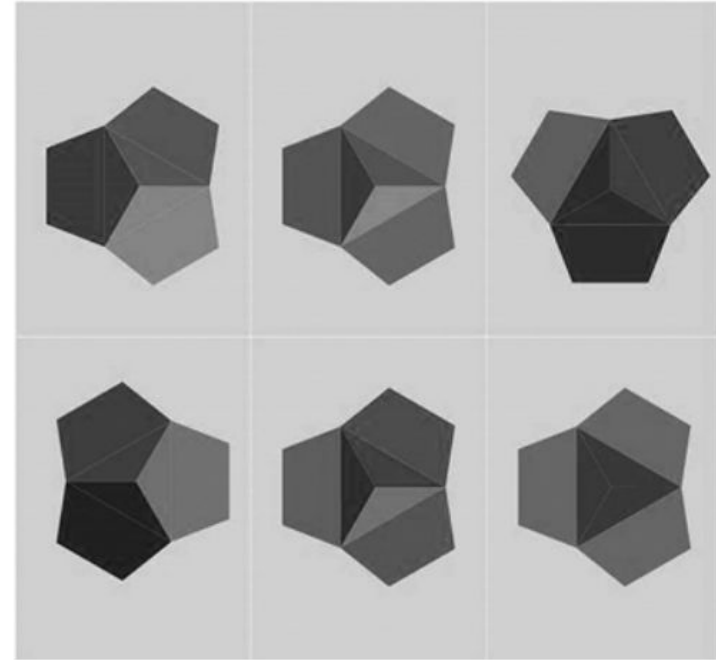
"(...) subsidising not only the production of content but also innovation (...)”

## Media Innovations

*A Multidisciplinary Study of Change*

Edited by Tanja Storsul and Arne H. Krumsvik

NORDICOM



# Flandriako adibidea (2)

“Innovation became simulated across policy domains like media (...) focusing on cooperation between knowledge centres, companies and government funding institutions”.

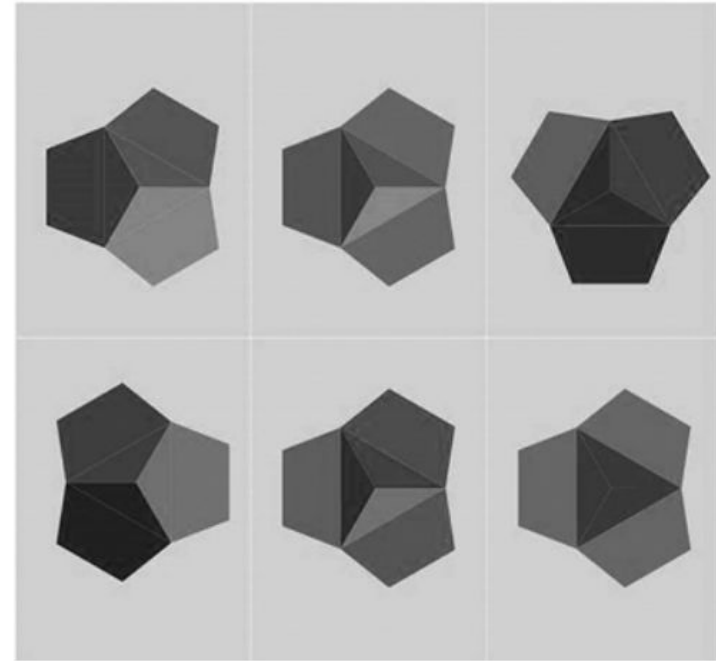
>> Creative media: erakunde publikoak + ikus-entzunezko enpresak + unibertsitateak

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NORDICOM

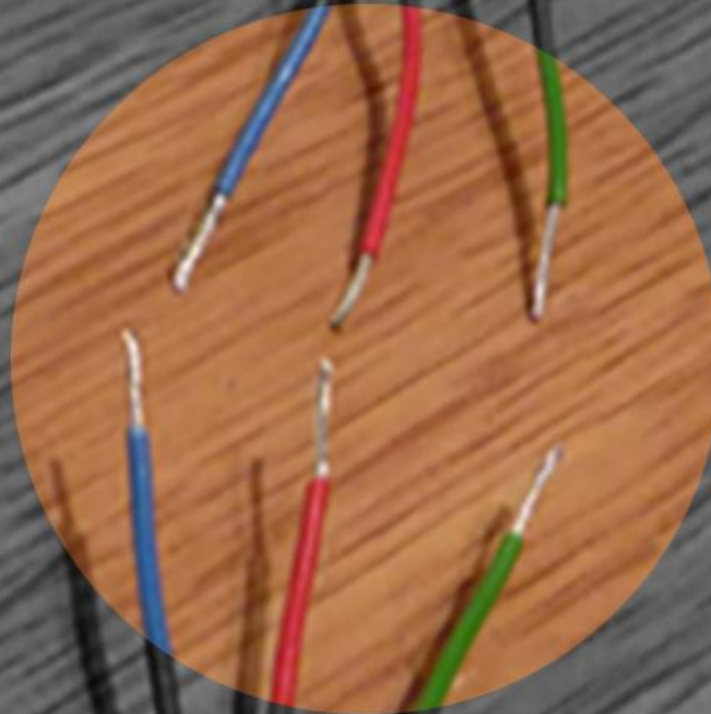


# 2deo

**Administrazioarekin  
eta sektorearekin  
elkarlana**



**Lotura egitea**



**falta da.**



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**Eskerrik asko!**