



Interview with Lucien V éran...

“The Media Forum to bring together all backers of Provence”

The Media Forum will be held on March 13 and 14 this year, in an important meeting for professionals such as creators, producers, publishers, distributors in the film, television and audiovisual world. The event, previously organized in Arles and now to be held in Marseille, is coordinated by Lucien V éran, professor at Paul C ézanne university and scientific adviser for the Media MSC at Euromed Marseille, ... a way of emphasizing the stakes of this industry that prefigures a long-term high tech and multimedia profile for Provence.

> What are the origins of this forum?

Lucien V éran: this event was previously called the Forum of cultural industries and was held in Arles, under the sponsorship of the Professional University Institute (IUP). It was renamed the "Media Forum" in 2008 to accompany developments in this quickly growing market, this term reflecting a wider scope including all industrial, cultural and professional players. In this way, it also marks the predominance of multimedia and digital, which are slowly but surely modifying and absorbing the classical book, music and film industry. Marseille was chosen because of its more strategic location easily accessible for all participants.

> Does the name change reflect a change in ambitions?

Lucien V éran: The objective of this event is obviously more global, to represent its participants, partners and organizers.

They include:

- Euromed Marseilles Management School,
- Provence Promotion,
- INA, (National Audiovisual Institute)
- Vivendi,
- Arles AIC (Administration of Cultural Institutions) IUP,
- Cinéma au soleil,
- Medmultimed,
- Culture and Management Association,
- the SPIR and LCM Group,
- Gamesud (the new association created around video games (include the [lip.com_rubrique1_36_bat.doc](#) link),

All of them have the same aim of federating players in this field. Creating a high prestige event contributes to this ambition of bringing all Media professionals (in the broad sense of the term) together to create innovative solutions or to broaden the field of applications to include other activity sectors.



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> Thus, can the cultural and multimedia industry still restrict itself to a single domain?

Lucien Véran: No... the design of media now involves new information and communication technologies just as much as the creation of multimedia contents.

This is why our panel of members and participants includes producers, broadcasters, and service providers specialized in sound, lighting and various technologies, and advertising agencies. Contributors during these two days are also very representative, including large national groups or institutions such as UGC, SACD, Ina, the Louvre Art Gallery, the Bastille National Opera, etc.; regional companies such as VoxinZeBox, Bleu-roy, the Aix-en-Provence lyrical art festival, etc.

And we must not forget schools and training institutions that form an integral part of the industry and are strongly represented.

> Will two days be enough to deal with all topics?

Lucien Véran: Every year we concentrate on crucial themes. For 2008, the two days will be dedicated to:

- Thursday March 13: what economic models and what strategies should be adopted for media in the 21st century? Alain Sussfeld, the UGC General Manager, David Kessler, France Culture Manager and many others will present this topic, which will also consider the question of the place of today's creators.

The final event of this first day will be the showing of a musical comedy "Heureux qui comme Edouard (Happy like Edward)".

- Friday March 14 will concentrate on the advantages of knowing the audience, with a contribution by Médiamétrie (French media audience measurement organization). The key questions discussed will be work methods of today, aiming at the anonymous audience and the niche audience. Similarly, what are the differences between the so-called real and virtual audience?

> What results are expected?

Lucien Véran: Well firstly a strong participation! Our initial estimate suggests that more than 300 persons will attend.

For next year, we are counting an even more active role by the different partners in the event. In a way, preparations have already started because Provence Promotion will be a full partner, with the objective of integrating video games as a genuine medium.

For further information

Download the program: "programme au 24 janvier 2008.doc"

- Register: <http://www.euromed-marseille.com/forummedia2008>