

Interview with Lucien Véran, coordinator of the 4th Media Forum

"Creating an exceptional opportunity for exchanges between media, professionals and academics"

The 4th Media Forum will be co-produced by Provence Promotion, and will be held at Euromed Management shortly on March 17 and 18. This year, workshops and conferences will propose debates on the "Games, Interactive fiction and Global media" theme, including the participation of the leading players in the sector. Lucien Véran, Professor of management sciences at Paul Cézanne University and scientific advisor for the Euromed Media Msc, will coordinate the event.

> What is the objective of the 2010 Media Forum?

Lucien Véran: To create a moment of meetings and discussions between invited media, professionals and academics with a maximum amount of mixing around the chosen themes. The objective is not to organise an event specifically for the benefit of vested interests. Many media events are organised throughout the world, but few aim at organising meetings and encouraging a dialogue between professionals from different activities such as distribution, television channels, research, universities, etc.



Lucien Véran,
coordinator of the
4th Media Forum

> Why did you choose the "Games, Interactive fiction and Global media" theme?

Lucien Véran: We are interested in the globalisation of media and also the position of games seen as media but also as works of art. There is no doubt that the digital games industry is one of the most important entertainment "businesses". Therefore, there are strong expectations in this field, particularly among Euromed Management and Aix-Marseille University students who are participating in this forum and who would like to be informed about the subject. Provence Promotion, the co-producer of the event, will take this opportunity to present the many players located in the region.

> What are the main novelties of this meeting?

Lucien Véran: We decided to organise practical workshops during the first day for the first time. This innovation will enable everyone to initiate a first exchange with specialists from four distinct themes (download the program). Four conferences will then be spread over the two days of the Forum. Media professionals, specialists and players in the industry will follow each other to present the subjects.

For further information : Download the program « [Forum Media 2010](#) »

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