

Beat: Entertainment

The Pole Medias HEC Montreal and Turbulent have launched a research partnership

In strategy and software

PARIS - MONTREAL, 16.11.2016, 15:40 Time

USPA NEWS - The Pôle médias HEC Montréal recently joined Turbulent in the creation of a research partnership. The research aims to provide a deep analysis of Turbulent's strategies and conversion platforms. More specifically, the strategies and platforms analyzed will be based on their major projects...

The Pôle médias HEC Montréal recently joined Turbulent in the creation of a research partnership. The research aims to provide a deep analysis of Turbulent's strategies and conversion platforms. More specifically, the strategies and platforms analyzed will be based on their major projects including their work for 'Cloud Imperium Games' on the 'Star Citizen' crowdfunding campaign. The statistics and strategic research will focus on the analysis of links between publications, the reaction of the online community and its effect on content monetization. The objective is to identify the most promising practices when managing an online community.

The Pôle médias HEC Montréal recently joined Turbulent in the creation of a research partnership. The research aims to provide a deep analysis of Turbulent's strategies and conversion platforms. More specifically, the strategies and platforms analyzed will be based on their major projects including their work for 'Cloud Imperium Games' on the 'Star Citizen' crowdfunding campaign. The statistics and strategic research will focus on the analysis of links between publications, the reaction of the online community and its effect on content monetization. The objective is to identify the most promising practices when managing an online community.

his partnership aims to combine Turbulent's operational knowledge and its software expertise in the distribution of cultural and entertainment content via digital platforms (video, games and educational content) with HEC Montreal's expertise in research and data analysis. With this partnership, the Pôle médias HEC Montréal will develop and validate analytical models in order to push forward scientific knowledge in the area.

The Pôle médias HEC Montreal is a research, training and knowledge transfer unit in the media and entertainment field. To support Québec businesses from the media and entertainment sector, the Pôle médias HEC Montreal promotes dialogue between university researchers and business leaders dealing with important challenges in business environments, which are in profound transformation.

Turbulent is a Montreal-based digital production company founded in 2002. The company specializes in software distribution and content monetization for digital audiences in the fields of gaming, media and education.

Source : Turbulent - Research partnership in strategy and software for content monetization and community engagement.

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

Article online:

<https://www.uspa24.com/bericht-10004/the-pole-medias-hec-montreal-and-turbulent-have-launched-a-research-partnership.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com