

Beat: Entertainment

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

In strategy and software

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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...

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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.

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