

GÉNÉRATION NUMÉRIQUE

An information and networking ecosystem with positive fallout

PARIS, January 21, 2019 — **Génération Numérique is a “360° agency” active in publishing (press and books), counseling, and event planning for the technical industries of film, television, and new media.**

Founded in 2014 by Nathalie Klimberg and Stéphan Faudeux, Génération Numérique was born out of a common passion for both creation and technique, combined with a desire to share knowledge about the ever-changing audiovisual ecosystem with as many people as possible.

Génération Numérique publishes two B-to-B magazines: *Mediakwest* and *Sonovision*.

- *Mediakwest* is the first French online and printed professional magazine, aimed at professionals in the television, film, and new media industries. It provides a glimpse into the creative process, and offers insight into technological innovation through its 8 sections: filming, post-production, broadcast, screens, production, communication, services, and community. *Mediakwest* also has its own web TV channel, sends out a free newsletter twice a month, and publishes a yearly filming guide.
- In 2015, Génération Numérique bought *Sonovision*—a major professional magazine with a 40-year history—and gave it a makeover, with a new focus on a professional readership in a variety of branches of the AV industry: communication, below-the-line marketing, corporate production, and integration, for companies, events, museums, and public venues.

This strategy lets Génération Numérique cover the full range of industry-related activities, by tackling media-related topics in *Mediakwest* and below-the-line in *Sonovision*.

The company also holds an annual event, Screen4ALL—the forum of innovative technologies for film, television, and new media—, as well as the 360 Film Festival—an international event dedicated to 360°, VR, and AR content creation. In March, 2017, in line with its development strategy, Génération Numérique acquires SATIS—the forum of image and sound technologies, created in 1983—and merges it with Screen4ALL, creating the largest French-language event dedicated to creation and technological innovations in media, entertainment, and AV communication. SATIS/Screen4ALL now has 150 exhibitors and partners, and hosts some fifty talks and workshops at the Docks de Paris.

In January, 2018, Génération Numérique publishes its first book: *Réaliser son premier film en réalité virtuelle* (“Directing your first VR movie”), by François KLEIN. With a foreword by director and screenwriter Vincent Ravalec, the book gives producers, filmmakers, and directors wishing to explore this new format the keys to understanding and mastering

production and storytelling in VR. The book explores the main topics that one should take into consideration before starting on an immersive 360° experience: screenplay, storytelling, direction, storyboard, pre-production, camera placement, equipment, post-production, screening. A second run is being printed.

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