Game On As Vivendi Appoints New Marketing Director

Vivendi Universal Interactive Publishing (VUIP) has underpinned its assertive push for market share in the Asia Pacific region with the appointment of new marketing director for Australia and New Zealand, Colin Brown. His appointment as Vivendi's first locally based marketing director reflects the increased growth of the company in ANZ since launching in July 2001 and demonstrates Vivendi's commitment to the market. "Vivendi encompasses such a great stable of studios and has only just begun its conquest of Australia. It's exciting to be involved with such an ambitious company from the early stages and to help build the brand and its position within the industry. My 10 years' experience in the interactive publishing arena, especially my recent experience within fast-paced start-up operations, will be a valuable asset, as I take responsibility for the strategic direction of all games titles across both the education and entertainment genre at Vivendi," said Colin Brown, marketing director, Vivendi Universal Interactive Publishing AustraliaPascal Brochier, managing director of Vivendi Universal Interactive Publishing Australia commented "We are delighted to have Colin on board as a key addition to the already impressive team of professionals working in the Australian operation. His industry knowledge and experience will be incredibly valuable as we continue to develop and expand Vivendi's operations throughout Australia and New Zealand".Prior to joining Vivendi, Colin was the International group marketing director for UK-based THQ International, where he was instrumental in trebling international revenues in just 3 years and also led the team that established Nickelodeon's 'The Rugrats' and 'WWF' (World Wrestling Federation) as two of the most successful videogames franchises across Europe. Additionally, Colin focused on recognising and establishing new licensing relationships, which contributed to an increase in market share from one per cent to more than five per cent in just 3 years. Since launching its Sydney operation and opening its doors in the Asia Pacific region, Vivendi has established itself as a major player in the local gaming industry through the launch of PC and console titles such as Empire Earth and Crash Bandicoot for PlayStation2. -ends-About Vivendi Universal PublishingVivendi Universal Publishing is one of the five core businesses of Vivendi Universal, the world's second-largest communications group. It brings together publishing activities spanning all media sectors in five main markets - games, education, literature, health and information - and holds strong positions in each. The group is n1 worldwide in leisure, educational and productivity CD-ROMs.In 2000, Vivendi Universal Publishing reported revenues of 3.5 bn Euros (AUD 5.8bn), including 44% outside France.With 22,000 employees and 300 brands in 40 countries, it aims to become the unchallenged leader in its chosen sectors. Vivendi Universal Interactive Publishing Australia, a division of Vivendi Universal, is headquartered out of Sydney.