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## Press release

For Immediate dissemination

### Med-Mem project Mediterranean Audiovisual Memories

19 October 2011

A project co-financed by the European Union  
in the framework of Euromed Heritage IV Programme  
<http://www.euromedheritage.net/>

#### “Mediterranean Audiovisual Memories” gather in Rome

**The Med-Mem project partners will meet on the 20 and 21 October in Rome for an assessment on the project development, the start up of the editorial activity and the adoption of a business plan.**

The next coordination meeting of Med-Mem, "**Mediterranean Audiovisual Memories**", will take place on the 20 and 21 October in Rome, under the aegis of COPEAM and RAI, the Italian public television. This meeting will be an opportunity for all participants to make an assessment on each project activity and discuss the key elements able to ensure the sustainability of the website.

Among the topics to be treated, the meeting will focus on the website archive feeding and on the viewing of some examples, on the new communication tools developed in order to foster the promotion of the website, on the economic aspects aimed at ensuring its sustainability through structuring the circulation of the collected archives, on the development of a network of institutions for the dissemination towards the general public.

Funded at 68 % by the European Union in the framework of **Euromed Heritage IV** Programme and led by Ina (National Audiovisual Institute of France), Med-Mem is a free access website project devoted to the promotion of the Mediterranean heritage. The website offers a selection of more than 4000 videos of the Mediterranean basin, available in 3 languages: French, Arabic and English. It brings together 20 partners including 12 TV channels around the Mediterranean, 3 professional organisations and high-level cultural and scientific partners.

*For the video demo of the web site [www.medmem.eu](http://www.medmem.eu) (in french, subtitles arabic or english).*

*Med-Mem website on-line in 2012.*

#### Contacts :

Mireille Maurice [mmaurice@ina.fr](mailto:mmaurice@ina.fr),  
Maxime Sanson [msanson@ina.fr](mailto:msanson@ina.fr)  
Med-Mem Project [contact@medmem.eu](mailto:contact@medmem.eu)  
Tel. : 00 33 4 91 14 33 40