

Briefs: Vivendi creates mobile-games division

March 8 2006

Vivendi Universal Games has formed a new division to publish material for the mobile-games market.

Vivendi says it sees mobile gaming "growing exponentially" with the expansion of cellular broadband and increased customer awareness.

Vivendi Universal Games Mobile enters the fray with what it calls proven successes in development, a strong product pipeline and a number of top-selling games in their catalogue.

Paul Maglione, formerly of I-play, will be the president of the new unit, which will be headquartered in France and have branch offices in Los Angeles and Singapore.

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