

Jean-Yves Le MOINE is working on the convergence between technology, content and usage  
He experiments in his company, KIDOMA, how to foster new business models founded on usages that migrate to new platforms and new devices.

## Technology

Jean-Yves le Moine is a graduate engineer, specialized in photonics and computer imagery. Jean-Yves has been working with American, Mexican, European and Japanese companies pioneering the technological and artistic development of high-definition TV. He is evaluator and expert for the European commission on topics of Digital Cinema and audiovisual platform. He is also working in European Research projects based on multimedia search engines and semantic web. Jean-Yves is a reviewer for the EC of the IST –FP7 project called NoTube. Jean-yves is also at the origin of Transmedia Lab an Orange's initiative.

## Content

After co-exhibiting along artists like Nam Jun Paik, Bill Viola et Gary Hill, Jean-Yves Le MOINE founded a production company : 1+1 in which he produced and directed fictions and documentaries for television. Then he founded a postproduction company specialised in short films, special effects and billboards : Temps réel Production. He is now developing with his new company Kidoma transmedia projects. He is also working on (transmedia) games and ARG's

## Usage

Jean-Yves Le MOINE is specialised in collaborative and participative platform for television, mobile and web. He is currently working on participative television, and new usage for new medias. He is working with IDATE on new business models for communities (TV, Internet, Mobile). He works with ad agencies on transmedia brand content that foster "multitasker" trend.

TV is today one of the key technology that fosters stories to meet usage. But today stories need to be different. Their distribution trough platforms and devices, and their marketing (how to reach audience and communities) are now INTEGRATE PART of them. The author is now handling a complex system, for what he needs new transversal knowledges not only about content but also about technology and usage.

New usages are also today not only for the digital natives. People want to watch their content any where, any time, they want to be active, multitaskers, to participate to the elaboration of the script and sometimes to the financing.

So the production line is not anymore sequential. We have to reconsider it. Even the name of TV is not anymore accurate.

We have to think of a new way of thinking TV that include all these points.

It is more about distribution. But not only data's distribution but also metadata's distribution, not only metadata but also semantic metadata.

Semantic metadata could link together creators of content, consumers, and financiers in a new and better way. With a better business model based on metadata and with a better experience ( changing paradigm from search to contextual navigation).

This new "TV" should handle both the complexity of the act of creation, the financing of the content, the way of synchronise all the devices (there is here a need for standardisation!), a better experience (recommendation) thanks to a new structure of metadata and the powerfulness of the semantic.

In this vision people should really experiment a hero's journey into the contextual serendipity!