

DAVID CLEMENCEAU

Senior Media Consultant – MAM & Audiovisual Workflows Expert

Paris, France | +33 6 70 88 62 84

david.clemenceau@ubikamedia.com

www.linkedin.com/in/david-clemenceau-ubika-media



PROFESSIONAL SUMMARY

Senior consultant specializing in audiovisual workflows, news production, archives management and Media Asset Management systems.

Over 25 years of experience designing, integrating and operating production, archiving and distribution platforms for leading industry players: France Télévisions, INA, Gaumont Pathé Archives, Orange, Disney Channel, sports federations, government institutions and international archives.

Expert in functional leadership, requirements specification, workflow optimization, metadata modeling and AI tool integration.

Entrepreneur and founder of companies specialized in audiovisual services and a recognized MAM software offering.

CORE EXPERTISE

- Media Asset Management (MAM)
- Audiovisual archives valorization
- Metadata modeling & search engine optimization
- AI tools integration: speech-to-text, facial recognition...
- Broadcast workflows: PAM, ingest, news, post-production, playout & archiving
- Video formats, live streaming & VOD
- Cloud migration of media services
- Business analysis, workshops, user stories & training

PROFESSIONAL EXPERIENCE

UBIKA MEDIA – Founder & Senior Media Consultant (Since 2022)

Consulting services for broadcasters, institutions, software vendors and system integrators.

FRANCE TÉLÉVISIONS – Product Owner for the News Production Asset Management (PAM) system of France 3 Regional Network (Since 2022)

- **Role:** Business leadership and stakeholder coordination, roadmap prioritization, user acceptance testing (UAT) management, release deployment, documentation, support team management, user training, tools evolutions analysis and workflows enhancements.
- **Environment:** Daily production and playout of two regional news programs by 24 regional broadcast stations.
- **Technical Scope:** .NET / Windows Server, Oracle databases, SDI, file-based and Aviwest ingests, FFmpeg transcoding, on-premises and cloud storage (AWS, Scaleway, Scality), Avid editing, DaVinci Resolve audio mixing, France Télévisions' playout automation, media indexing and archiving, integration with numerous third-party systems including Aspera, Open Media NRCS, Mediagenix BMS, France Télévisions' OpenText-based archive indexing system, Whisper speech-to-text transcription, Telestream Vantage, Carrick-Skills, and the France.tv catch-up platform.

CFRT (Jour du Seigneur) – Implementation of a 4K archiving format (2023)

- Collected and formalized business and technical requirements.
- Conducted a comparative evaluation of H.264 and H.265 codecs.
- Defined the target archival format and implemented FFmpeg encoding profiles for multiple content sources (digitization, live acquisition, and Avid editing workflows) and delivery targets (editing, DVD production, and partner distribution).
- Developed user guidelines and delivered training sessions to production and archive teams.

Telecom Operator – Audit of a digital delivery service and strategic modernization recommendations (2024)

- Analyzed technical workflows, service architecture, operational processes, and commercial positioning.
- Benchmarked competing digital delivery platforms.
- Delivered strategic recommendations for service modernization, operational restructuring, and long-term competitiveness.

OPSOMAI – Founder & Managing Director (2001–2021)

- Design and development of the Opsi Media MAM software (Linux / PHP / PostgreSQL / Solr).
- Hosting platform for digital media libraries (redundancy, HSM archiving, transcoding, streaming, multi-format delivery).
- Multimedia & AI R&D (enhanced media player, web-based editing, automated subtitling, facial recognition).
- Company management and business development (10 employees, revenue > €1M).

PREVIOUS EXPERIENCE

E-VOD – Co-Founder & CEO (1999–2000)

Pioneering audiovisual digitization and distribution platform.

La Cinquième – ARTE – Technical Director, BPS (1998–1999)

First educational VOD service with satellite-based content distribution.

AAVS – Broadcast Sales Engineer (1997–1998)

Design of TV and radio playout facilities and newsroom systems.

INA – French National Audiovisual Institute – Multimedia Engineer, Inathèque (1993–1997)

Archiving and indexing of 70,000 hours/year under Legal Deposit; design of the consultation workstation.

University of Marne-la-Vallée (1990–1993)

Teaching assistant in algorithms and programming (parallel to PhD).

NTT – Japan (1988–1989)

Development of an Internet newsgroup search engine (Télécom Paris internship).

FORMATION

- PhD in Computational Linguistics (NLP) – University Paris 7 (LADL) – Graduated with highest honors
- Télécom Paris (ENST) – Engineering degree, specialization in Human-Computer Interaction (HCI)
Final project: Design and implementation of a morphological analyzer and corpus-based lexical enrichment