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***Understanding Micromedia Convergence: On Points of Presence,
Semantic Clouds and Hybrid Media Spaces***

At first, "convergence" seems just to be a "natural" phenomenon driven by new broadband ICT: the bundling of "access pipes", a meta-protocol for transmission (IP), end-devices becoming multi-functional multimedia terminals. This seems to meet with the widely independent development of new "socio-cultural protocols" (Jenkins). Cross-media contents and cross-media experiences seem to fulfil the old immanent promise of electric media: to create a space that "feels like life" by enabling multiple and multi-sensual simultaneous experiences. But the traditional paradigm fails to understand the underlying dynamics of digital media convergence, still being focused on "macromedia": high definition, sensurround, programmed, single focus, time-consuming, requiring a special terminal space, representing a "second life" and an "artificial world". But since 2000, the Web and wireless networked devices have created another type of media, that is changing our notion of reality, individuality and identity: "micromedia" (Manovich). Fragmented, distributed and ubiquitous "microcontent" is creating a kind of open "ecology" via all kinds of networked devices: multimedial and multi-sensual, but in low resolution and for partial attention. Not transmissions and programs, but streams, fields, clouds and spaces. In my talk, I will ask about the drivers, the consequences and the possible directions of the micromedia revolution.

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