

Curriculum Vitae

Personal information

First name(s) / Surname(s) **Augusto Preta**

Address(es)

E-mail

Nationality

Date of birth

Gender Male

Academic activities **Professor in Law and Economics of Communications**

Dates **2015 ongoing**

Position held Università Luiss Guido Carli – Board of Director , DREAM, Observatory on Electronic Communications

Dates **2015-2016**

Position held Università Europea di Roma (Visiting professor)

Dates **1992-ongoing**

Position held Masters in Management and Law & Economics (Università Federico II, Napoli; LUISS Guido Carli, Roma; Tor Vergata, Roma; La Sapienza, Roma; Università degli Studi di Firenze; Mediaset, Rai e Telecom Italia training courses)

Dates **2010-2011**

University Università Cattolica del Sacro Cuore di Milano (Visiting professor)

Dates **2002-2009**

University Università di Sassari (Visiting professor)

1992-1998

University Università di Urbino (Visiting professor)

Main professional activities **Economist, strategic consultant and advisor**

Dates **2016-ongoing**

Position held Agcom – Economic consultant and advisor “Libro Bianco sui Contenuti Digitali”

Dates **2015 ongoing**

Position held Accademia of internet (IAIC)- Board Member Executive Directors

Dates **2010-ongoing**

Position held Collaborator *La Voce.info*”

Dates **2008 - ongoing**

Occupation or position held Board of Directors - President Italian Chapter
Name and address of employer IIC (International Institute of Communications)

Dates **2008-2010**

Position held Agcom, Expert and Coordinator of “Libro Bianco sui Contenuti”

Dates **2007**

Position held Agcom, Member of Commission for digital terrestrial television independent content providers selection (40% of Mux capacity)

Dates	2002/03
Position held	Telepiù/NewsCorp, Economic consultant on antitrust merger case
Work experience	
Dates	2002-ongoing
Occupation or position held	Founder and CEO at Italmedia Consulting and CEO at ITMedia Consulting
Main activities and responsibilities	Strategic consultant and advisor on Digital Television for: Agcom (Italian Communications Authority); Canal Plus / Vivendi (Telepiù-Stream merger); Fastweb; Rai ;Telecom Italia; Telecom Italia Media. Project Leader on Digital Television and new media services researches for: Anfov, Confindustria, Enel, Mediaset (Strategic Marketing, R&D), DGTv, Rai (Technology Strategies, Strategic Marketing, Radio Rai, Raisat, Raiway), SIAE, Sky Italia, Telecom Italia (Strategic Planning, Regulation), Tivù, Time Warner, Wind
Name and address of employer	ITMedia Consulting Via Collina 24 I-00187 Rome, Italy
Type of business or sector	Consultancy in the field of digital content; new and traditional media (broadcasting, cinema, publishing); broadband content; media and telecommunications convergence
Dates	1999-2001
Occupation or position held	Managing Senior Consultant
Main activities and responsibilities	Project leader and project coordinator for several market researches including a survey of satellite TV penetration in Italy and a comprehensive study (quantitative and qualitative research) on the value perception of the Rai channels in Italy
Name and address of employer	Databank Consulting Via San Vigilio, 1 20142 Milano
Type of business or sector	Primary market research company in Italy
Dates	1992-1998
Occupation or position held	Founder and senior partner
Main activities and responsibilities	Consultant for Italian Foreign Office on European Audiovisual Projects (Eureka and Media Programme); Professor in audiovisual industry management at Anica Master (UE Media Programme); Chief editor of "ANICA Newsletter", quarterly publication on the international audiovisual market .
Name and address of employer	Italmedia Consulting
Type of business or sector	Consultancy
Dates	1993
Occupation or position held	Participation at the final selection (8 people on 250 candidates) for the post of Market Expert at the European Audiovisual Observatory Consultant for Garante (Italian Broadcasting and Publishing Authority) in the Pay-TV Bill
Dates	1989-1991
Occupation or position held	Free-lance researcher and consultant for Rai (RAISat) Italian correspondent in network researches for Carat Tv, Eurocreation and IDATE
Books, and main publications and academic papers	
A. Preta, <i>Televisione e Mercati Rilevanti</i> , Ed. Vita e Pensiero, Milano, 2012 <i>Libro Bianco sui Contenuti</i> (coordinatore), Agcom, Roma, 2011 A. Preta, <i>Economia dei Contenuti</i> , Ed. Vita e Pensiero, Milano, 2007 F. De Domenico, M. Gavrila, A. Preta, <i>Quella deficiente della TV: Mainstream TV e Multichannel</i> , ed. F. Angeli, 2002 A. Preta, <i>I media verso la convergenza</i> , Ed. Quattroventi, Urbino, 1998 <i>I mercati della qualità in un'epoca di trasformazione</i> in C. Sartori "La Qualità Televisiva", Bompiani, 1993, Milano	

La transizione al digitale, in J. Jacobelli, "La svolta della TV", Laterza, 1997, Roma-Bari

L'industria dell'intrattenimento dall'analogico al digitale, in "L'industria della Comunicazione in Italia", Guerini e Associati, 1996, Torino

Come cambia la televisione: dal broadcasting al Video-on-demand, in "Problemi dell'Informazione", marzo 1994, Bologna

Essays, research and studies in professional and academic publications and reviews around the world (Italy, Belgium, France, Malaysia, Spain, Turkey, UK, US, Mexico), such as:

- *Discrimination and Neutrality on the Internet: the Zero Rating Case*, EALE, Vienna, 2015; (co-author Peng Peng) to be published
- *The role of exclusivity in premium content distribution. Economic efficiency and social welfare*, Società Italiana di Economia, Trento, 23-25 October 2014;
- *Television and Relevant Markets. Elements for a critical insight in the light of the ongoing changes*, paper Annual Conference GLEA, Gand, Luglio 2014;
- *Television and Relevant Markets. Elements for a critical insight in the light of the ongoing changes*, Presentation at Florence School of Regulation (2014)
- *La regolamentazione della convergenza*, SIDE ISLE, 2012;
- *Televisione e Mercati Rilevanti*, SIDE ISLE, 2011; (con Michele Pacillo)
- *The Interplay between Innovation and Competition: the Internet Case*, SIDE ISLE, 2010 (co-author Paola Bertoli)
- *La pubblicità televisiva come Giffen Good. Effetto sostituzione, effetto reddito e l'involontario paradosso del DDL Gentiloni*, SIDE ISLE, 2009
- *The broadband market for video online content: new business models and regulation*, SIDE ISLE 2008;
- *Heavy readers: their practices and reaction to multimedia*, EU Electronic Publishing, Consiglio d'Europa, 1994, Strasburgo;
- *El filme producto multimedia*, "Telos", n.30, Junio-agosto 1992, Madrid;
- *Los Nuevos Media: el teletexto Y el videotel en los anos noventa*, in «Comunicación social 1990 / Tendencias», Madrid 1990;
- *Il flusso internazionale dei programmi: il buco nero degli studi sulla TV*, in "Problemi dell'Informazione", gennaio-marzo 1989, Bologna.

INCONFERIBILITÀ

Dichiaro di non incorrere in alcuna delle cause di inconferibilità previste dal decreto legislativo 8 aprile 2013, n. 39.

INCOMPATIBILITÀ

Dichiaro di non incorrere in alcuna delle cause di incompatibilità come previsto dal decreto legislativo 8 aprile 2013, n. 39.