

# EUROPASS Curriculum Vitae

## Personal information

First name(s) / Surname(s) **Augusto Preta**  
Address(es) Via G. Salviucci, 13 – 00199 Roma  
E-mail aupreta@gmail.com  
Nationality Italian  
Date of birth 14/07/1955  
Gender Male

## Academic activities

### Professor in Media Economics

Member of SIE (Società Italiana degli Economisti)  
Dates **2015 ongoing**  
Position held Università Luiss Guido Carli – Board of Director , DREAM, Observatory on Electronic Communications  
Dates **2015-2017**  
Position held Università Europea di Roma (Visiting professor)  
Dates **1992-ongoing**  
Position held Masters in Management in Digital media 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)  
Dates **1992-1998**  
University Università di Urbino (Visiting professor and research associate)

## Main professional activities

### Economist, strategic consultant and advisor

Dates **2016-ongoing**  
Position held Agcom – Economic consultant “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) [www.iicom.org](http://www.iicom.org)  
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 for: Agcom (Italian Communications Authority); Canal Plus / Vivendi (Telepiù-Stream merger); Fastweb; Google; Rai ;Telecom Italia.  
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, Vodafone, 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; internet and big data

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 (ITMedia Consulting), *L'economia dei dati: tendenze di mercato e prospettive di policy*, <http://www.itmedia-consulting.com/DOCUMENTI/economiadeidati.pdf>, Roma 2018  
ITMedia Consulting / LUISS, *La migliore regolazione per lo sviluppo della gigabit society. Tecnologie abilitanti, evoluzione dei servizi e best option infrastrutturali*, Roma 2018  
A. Preta (ITMedia Consulting), *Video on Demand in Europe: 2017-2020. Big Numbers, Big Data*, <http://www.itmedia-consulting.com/it/21-reports/content-market-a-convergence/1149-video-on-demand-in-europe-2017-2019.html>, Roma 2017  
A. Preta (ITMedia Consulting), *The Rise of Video and the third Internet Revolution* [http://www.itmedia-consulting.com/DOCUMENTI/rise\\_of\\_video.pdf](http://www.itmedia-consulting.com/DOCUMENTI/rise_of_video.pdf), Roma 2016

A. Preta, *Televisione e Mercati Rilevanti*, Ed. Vita e Pensiero, Milano, 2012  
*Libro Bianco sui Contenuti* (coordinator), Agcom, Roma, 2011  
A. Preta, *Economia dei Contenuti*, Ed. Vita e Pensiero, Milano, 2007  
A. Preta, *I media verso la convergenza*, Ed. Quattroventi, Urbino, 1998  
*I mercati della qualità in un'epoca di trasformazione* 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:

- *L'economia dei dati, l'alba di una nuova era*, Lavoceinfo. Milano 2018
- *Big data, markets and citizens in a data-driven economy*, Introductory speech at the Aspen Institute Conference, Rome, 13 December 2017
- *Competition and innovation in digital markets*, SIE, Trento, 2016
- *Discrimination and Neutrality on the Internet: the Zero Rating Case*, EALE, Vienna, 2015; (co-author Peng Peng)
- *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;

Participation as a Speaker or Chairman, to some of the most important international meetings and events, such as: Aspen Institute Conference, International Institute of Communications Annual Conference, European University Institute seminar and workshops, International and National Law and Economics Society Annual Conference, Italian Economics Society Annual Conference, Agcom and Agcom Seminars and Conferences

**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.

**AUTORIZZAZIONE AL TRATTAMENTO DEI DATI PERSONALI**

Autorizzo al trattamento dei dati personali per le finalità e con le modalità di cui al Regolamento europeo (UE) n. 2016/679 del 27 aprile 2016 e del decreto legislativo 30 giugno 2003, n. 196

Roma, 15 ottobre 2018