

## FLAVIA BARCA CURRICULUM VITAE

Date of birth: July 24 1963

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Flavia Barca is an expert in cultural policies, cultural economics and media economics. She has been a consultant and trainer for many universities and public and private bodies, and has conducted extensive research for both public and commercial broadcasters, as well as authoring various audiovisual production projects. She has served as Rome Deputy Mayor for Culture. She also worked as Director at IEM (the Fondazione Rosselli Institute of Media Economics) and taught Media and ICT Economics at the Media Studies Faculty of Rome University “La Sapienza” as well as at Teramo University. She graduated in Liberal Arts at Roma Tre University and received an MA in Communication Policy Studies from City University, London. She is currently President of Acume - [www.acume.net](http://www.acume.net) .

Her publications include: *L'Anno Europeo del Patrimonio Culturale* in *Digicult*, Scientific Journal on Digital Cultures, vol. 2 n. 3, 2017 <http://www.digicult.com/>; *Public Service Media and the Common Good* in *Digicult*, Scientific Journal on Digital Cultures, Special Issue, vol. 1 n. 1, 2016 <http://www.digicult.com/>; *The Television Production Sector in Italy and the Challenges of Globalization* in Albarran, Faustino and Santos, “The Media as a Driver of Information Society” (MediaXXI Collection, FormalPress Group, Lisbon, 2009); *Le Tv invisibili. Storia ed economia del settore televisivo locale in Italia*, Rai-Eri, 2007.

## EDUCATION

- Degree of Master of Arts (MA) in Communication Policy Studies at City University, London, Department of Sociology, with a dissertation on the levels of concentration and entry barriers of the Italian television market (*The Italian Mass Media Market: a Spoils System with No Rules*), 1995
- Training period at BBC - Educational Department (1993)
- Degree in Humanities (110/110 *cum laude*) with a dissertation on theories and techniques of mass communication, entitled *Local Television in Italy. A Lazio Case Study*, at Roma Tre University, Rome, 1997-1998.

## RESEARCH, CONSULTANCY AND OTHER POSITIONS IN THE CULTURE AND MEDIA SECTOR

- President of Acume [www.acume.net](http://www.acume.net) (March 2016 - ongoing)
- Member of the Italian Film and Audiovisual Council at Ministry of Cultural Heritage and Activities and Tourism in Italy (Mibact), the independent consultative body to the Italian Minister of Culture (march 2017 - ongoing)
- Member of the Scientific Committee of JOCIS - Journal of Creative Industries and Cultural Studies: <https://www.mediaxxi.com/journal-of-creative-industries-and-cultural-studies/> (September 2017 – ongoing)
- Member of the Scientific Committee of Digitcult [www.digitcult.com](http://www.digitcult.com) (July 2016 - ongoing)
- Member of the Editorial Board of the journal Economia della Cultura [www.economiadellacultura.it](http://www.economiadellacultura.it) (July 2016 - ongoing)
- Member of CAE Culture Action Europe <http://cultureactioneurope.org/> (January 2015 - ongoing)
- Consultant for Studiare Sviluppo for the project “Creative and Cultural Industries in Tuscany: an opportunity for local development” <http://www.regione.toscana.it/-/sensi-contemporanei> (January 2017 - ongoing)
- Rome Deputy Mayor for Culture; brief included responsibility for the city’s archaeological sites, museums, theatres, concert halls, art galleries and summer festivals, and for promoting cultural activities in hitherto neglected areas of the city (July 2013 - May 2014)
- Director of the Istituto di Economia dei Media (Institute of Media Economics) of the Rosselli Foundation. The Institute carries out qualitative and quantitative research, strategic consultancy projects, monitoring activities, observatories, studies and publications. Its main fields of enquiry include: the perimeter and dimensions of the media market; the impact of the media and communications industry on the social and economic fabric of the country: from production to training, from culture to the guarantee of pluralism; technological development and the processes of technological and economic convergence and the evolution of languages; business strategies of media groups; the

concept of public service and its reshaping in a new digital habitat; public investments and policies in sustaining culture and creative industries; legislation and regulations on the new products and services at local, national and international level (in particular regarding OTT and the creative sector). [www.fondazionerosselli.it](http://www.fondazionerosselli.it) (May 2004 - April 2013)

- Advisor to the Italian Ministry of Economic Development in the Working Group Mise - Rai for the renewal of the 2013-2015 Service Agreement (December 2012 - May 2013)

- Consultant to the DPS – Dipartimento per le Politiche di Sviluppo (Development Policies Department, Ministry of Economic Development). Took part in the ‘Sensi Contemporanei’ project and, in particular, directed a feasibility study on the implementation of a Mediterranean Film Commission; undertook a study of the audiovisual market in Sicily and conducted research on the creative sector in Basilicata (2006-2012)

- Advisor for the European SMARD project (2012-13)

- Consultant and expert for the Unesco Institute for Statistics (UIS) (2009-11)

- Participant in the second Expert Group Meeting on Media Statistics, organised in Costa Rica to review statistics indicators and related survey tools for the UIS New Media Survey (17 - 19 November 2009)
- Consultant for pre-testing the Questionnaire and the Instruction manual for the completion of the UIS new Media (broadcast, print and online) survey questionnaire, Kiev (Ukraine, February 2010)
- Participant in the third Expert Group Meeting on Media Statistics, organised in Montreal (Canada) to review statistics indicators and related survey tools for the UIS New Media Survey (29 - 31 March 2010)
- Consultant for the training of countries’ focal point for the launch of the UIS pilot survey on Media statistics (Paris, October - December 2010)
- Editor of the 2011 Report: Statistics and Evaluation of Media Development in 28 countries and the Indicators Guide

- Member of the Board of Directors of the Fondazione Bordini (2007-08)

- Took part in two Public Consultations (2007):

- for the Autorità per le Garanzie per le Comunicazioni – the Italian Communication Regulatory Agency – on Audiovisual Secondary Rights;
- for Commissioni Riunite VII e IX di Camera e Senato – the Italian Parliament – on Digital Terrestrial Television.

- Director of Research for IsICult – Istituto Italiano per l’Industria Culturale. Directed and coordinated research teams for research projects on national and international TV markets, monitoring the European TV scenario, collecting and validating data (2002-2003)

- Consultant to the international ECHO PROJECT - Consorzio Roma Ricerche (IRI) (2001)

- Consultant for the Istituto Luce (part of the Cinecittà group). Collaborated on an international project, ECHO (2001), for the Institute, which promotes and distributes national film production

- Author, in collaboration with research Institute CLES, of a study on the Audiovisual Sector in Rome, for OPER (Observatory of Roman Economics of the Rome City Council) (2000)
- Consultant to production company Aleph Film. Coordinated a survey on EU and National Funds for Audiovisual Products (1999-2000)
- Co-author of a research project on the Local Television Sector in the Lazio Region, for the Regional Audiovisual Committee (Corerat) (1998-99)
- Director of a research project on the Independent Television Production Sector in Great Britain, for VQPT (RAI) (1996-97)
- Co-director of a research project on the Local Television Sector in Italy, for VQPT (RAI) and for Mediaset (1994-95)

## TEACHING

- Lecturer in *ICT and Media Economics* at “La Sapienza” University in Rome (2010-11)
- Lecturer in *Economics of Publishing* for the Publishing and Journalism at Teramo University, Media Studies Faculty (2009)
  - Consultant and lecturer at the SSPA (Scuola Superiore di Pubblica Amministrazione - part of the Prime Minister’s Office, *Funzione Pubblica*, to provide training programmes for civil servants in the Italian Public Administration at national, regional and local levels); course on Information and Communication in the South of Italy as a Means to Promote Development, part of the *Empowerment Project* (2009-10)
  - Consultant and lecturer at the SSPA for the New Technological and Business Opportunities in the Media Field course (2009)
  - Lecturer in *Economics and Media Enterprise Management* at Teramo University, Media Studies Faculty (2002-08)
  - Lecturer on the MA course in Economics and Management of Media and Communications, Tor Vergata University of Rome (2007-08, 2008-09)
  - Facilitator in workshop entitled The Application of the *European Convention on Transfrontier Television* and the *Television Without Frontiers Directive* and their Effects on European Audiovisual Markets for the Twinning Project *Support to the Communications Regulatory Agency (RAK) of Bosnia-Herzegovina* (BiH) - Italian Communication Regulatory Authority and Communication Regulatory Authority (RAK) of Bosnia-Herzegovina, Sarajevo (2007)
  - Trainer in advanced course in planning content and services for digital television at the Sociology and Communication Dept, Rome University “La Sapienza” (2006-07)
  - Facilitator in a workshop on The Media Industry in Europe, II for the Twinning Project, *Support to the Communications Regulatory Agency (RAK) of Bosnia-Herzegovina* (BiH) Italian Communication Regulatory Authority and Communication Regulatory Authority (RAK) of Bosnia-Herzegovina, Sarajevo (2005)

- Lecturer on the MA course in Digital Media Manager, Rome University “La Sapienza”, Rome (2004-05)
- Lecturer on MA course in Management and Marketing of Digital TV Enterprises, Sociology and Communication Dept, Rome University “La Sapienza”, Rome (2004-05)
- Trainer in course on Local TV: Economics and Management, organized by the Associazione “Magica”, as part of the Ocofa project (1998)
- Facilitator in seminar on The Italian Broadcasting System: Economics and Governance for the Media and Communications course at Roma Tre University, Dams, Rome (1995)

### **OTHER EXPERIENCES IN THE MEDIA SECTOR**

- Staff member of private television production company, Videa. The company rents studio space and produces programmes for commercial networks (Berlusconi group, Telemontecarlo, etc.) and Italian public service broadcasting (Rai 1, 2, 3). (1989-93)

Worked on the following projects and programmes:

- *Io confesso* (Rai3): Research assistant on the first experiment on Italian TV of real-life drama (true confessions behind frosted glass). Edited and wrote up confessions for a book published by Sperling & Kupfer (1989)
- *RAI per una notte* (Rai3): Worked with a team of journalists on a long-term project to establish the state-of-art of local television in Italy
- *Uno su cento* (Rai3): Image research and link work for telecasts during prime time variety show
- *Bambiricchinate* (Rai3): Research assistant and script writer for candid camera show for children
- *Banane* (Telemontecarlo): Researched images and directed open-air filming for short contributions for satirical comedy programme
- *Ultimi particolari in cronaca* (Rai2): Conceived, developed, and wrote 1-hour TV film in a series inspired by current news items
- *Ora locale* (Telemontecarlo): Research assistant for early evening talk show
- *Quando c'e' la salute* (Telemontecarlo): Research assistant for a series on health education. Wrote one 3' fictional sketch about a family suffering from various ailments
- *Il giovane Pertini* (Rai2): Historical research, casting and director's assistant to Franco Rossi for a full-length feature film on the life of Sandro Pertini, from resistance fighter to President of the Italian Republic
- *Bravi ragazzi* (Rai2): Wrote script for 1-hour TV film on violence among the fallen generation of yuppies
- *Tre donne intorno al cor* (Telemontecarlo): Author of talk show featuring three women presenters interviewing a male guest
- *Ultimo minuto* (Rai3): Produced two 8' dramas for Italian edition of 'Rescue'
- *In nome della famiglia* (Rai3): Produced a soap-opera pilot about publishing magnate family in Italy

- Worked for private national radio station (Italia Radio), writing and presenting weekly programme, Telecinema, selecting and discussing films on television that week (1988-89)
- Contributed articles and book reviews to monthly journal on Politics and Mass Communications, Gulliver (1988)
- Research assistant for weekly television programme (Rai3) of historical documentary and true-life stories (1988)
- Worked for Teleconfronto, an international festival of TV serials held annually at Chianciano Terme, Tuscany. For the 1987 edition, responsible for video section. For the 1988 edition, chaired organising committee for the international conference on Intellectuals and Television promoted by Ivano Cipriani, Professor in Mass Communications (1987-88)
- Editorial consultant with Laterza Publishers: proof reading, editing, layout of, among others, Anastilosi, by Francesco Perego, and L'immaginario architettonico by Paolo Portoghesi (1985-87)

## MAIN PUBLICATIONS

### *Monographies and Co-Authored Books*

- Barca F., ed. (2012) *Effetto Sky: l'impatto sulla filiera televisiva ed il sistema economico italiano*, Rubbettino, Soveria Mannelli
- Barca F., ed. (2005, 2006, 2007, 2008, 2009, 2010, 2011), *L'industria della comunicazione in Italia, 8°, 9°, 10°, 11°, 12°, 13°, 14° Rapporto Iem*, Guerini, Milan
- Barca F., ed. (2007) *Le Tv invisibili. Storia ed economia del settore televisivo locale in Italia*, RAI ERI, Rome
- Zaccone Teodosi A., Barca F., Medolago Albani F. (2004), *Mercanti di (bi)sogni: economia dei gruppi medialti europei*, Sperling & Kupfer, Segrate
- Zaccone Teodosi A., Barca F. (2004), *Observatory of Public Service Broadcasting in Europe*, Screen Digest Ltd, London
- Barca F. (1998) *Indies. Le società di produzione televisiva in Gran Bretagna*, RAI ERI, Rome
- Barca F., Novella P. (1996) *Tv locali in Italia, organizzazione e programmi*, RAI ERI, Rome

### *Articles and Essays*

- Barca F. (2017) "L'Anno Europeo del Patrimonio" in *Digitcult*, Scientific Journal on Digital Cultures, Special Issue, vol. 2 n. 3, 2017 <http://www.digitcult.com>
- Barca F. (2016) "Public Service Media and the Common Good" in *Digitcult*, Scientific Journal on Digital Cultures, Special Issue, vol. 1 n. 1, 2016 <http://www.digitcult.com>

- Barca F. (2016) Rai e la sua Missione Possibile in *Huffington Post* 01/02/2016 [http://www.huffingtonpost.it/flavia-barca/la-rai-e-la-sua-missione-possibile\\_b\\_9131156.html?utm\\_hp\\_ref=italy](http://www.huffingtonpost.it/flavia-barca/la-rai-e-la-sua-missione-possibile_b_9131156.html?utm_hp_ref=italy)
- Barca F. (2015) *Una visione e un metodo per Roma: le politiche culturali nella Capitale*, e-book <http://www.flaviabarca.it/it/cultural-policies-and-rome/> - abstract in EN *Cultural Policies in Rome* <http://www.flaviabarca.it/en/cultural-policies-and-rome/>
- Barca F. (2015) *Una cultura contemporanea per il bene comune*, in <http://www.flaviabarca.it/una-cultura-contemporanea-per-il-bene-comune/> - abstract in EN *A Modern Culture for the Common Good* <http://www.flaviabarca.it/en/a-modern-culture-for-the-common-good/>
- Barca F., Di Marco V. (2013) “Il governo della cultura: idee per valorizzare un tesoro dimenticato” in *Limes* 4 May 2013
- Barca F., Scaglioni C. (2013) “Il ‘Dubai Round’ delle telecomunicazioni: proposte per una nuova struttura della Internet Governance” in *Economia della cultura*, Il Mulino, Bologna
- Barca F., Salvador M. (2012), “The videogame industry in Italy”, in *Economia della cultura*, Il Mulino, Bologna
- Zambardino B., Barca F. (2012) “Il senso del cinema per la puglia: strategie e strumenti di intervento pubblico a sostegno del comparto audiovisivo e cinematografico” in *Economia della cultura*, Il Mulino, Bologna
- Barca F., Marzulli A. (2010) “The Devil in the Details” for the *9th World Media Economic Conference* (Bogota, July 2010)
- Barca F., Marzulli A. (2009) “Struggling for Identity. The Television Production Sector in Italy and the Challenges of Globalization”, in C. Ferrari, M. Ardizzoni (eds.), *Beyond Monopoly. Contemporary Italian Media and Globalization*, Lexington Books, Lanham, MD, USA, 2009 - re-published, modified, as:
  - Barca F., Marzulli A. (2009) “The Television Production Sector in Italy and the challenges of Globalization” in Albarran, Faustino and Santos (eds), *The Media as a Driver of Information Society*, MediaXXI Collection, FormalPress Group, Lisbon
  - Barca F., Marzulli A. (2006) “Il mercato audiovisivo europeo” in *L’audiovisivo e la svolta digitale*, Caruso M.P., Medolago Albani F. and Savona S. (eds), Rubettino, Soveria Mannelli
  - Barca F. (2006) “Al-Jazeera, ovvero l’oggettività contestuale contro il giornalismo degli ossequi e dei saluti” in *Meridiana*, XVII no. 52
  - Barca F., Darma A., Marzulli A. (2006) “Digital Terrestrial Television in Italy: Conservative Innovation?” presentation for the *7th World Media Economic Conference* (Beijing, May 2006)
  - Barca F., Marzulli A. (2007) “The Application of the *European Convention on Transfrontier Television* and the *Television Without Frontiers Directive* and their effects on European audiovisual markets”, presentation for the workshop of the Twinning Project *Support to the Communications Regulatory Agency (RAK) of Bosnia-Herzegovina (BiH)*, Sarajevo, October 2007.

- Barca F., De Nicola M., Salvatore D., Venanzi F. (2005) “Aspetti economici e finanziari della transizione” in *Televisione digitale terrestre – Vademecum per le emittenti locali – 2nd ed.*, edited by FUB / ISIMM, Rome
- Barca F., Medolago Albani F. (2005) “Le reti della conoscenza” in *Legittimare l'Europa*, Barca L, Franzini M. eds, Il Mulino, Bologna
- Barca F., D'Arma A. (2005) “Il settore televisivo locale” in *Rapporto sull'economia della cultura in Italia 1990-2000*. Bodo C. and Spada C. eds, Il Mulino, Bologna
- Barca F., Marzulli A. (2005) “Mediaset, febbre da calcio” in *Il Sole 24 Ore*, 10 February 2005
- Barca F., Marzulli A. (2005) “The Media Industry in Europe, II”, presentation for the workshop of the Twinning Project 02.01/02.01 *Support to the Communications Regulatory Agency (RAK) of Bosnia-Herzegovina (BiH)*, Sarajevo.
- Barca F. (2004) “Il servizio pubblico in Italia: un albero senza radici” in *Key4Biz* ([www.key4biz.it](http://www.key4biz.it)), 16 December 2004
- Barca F. (2004) “Il digitale un'opportunità per il servizio pubblico” in *Il Sole 24 Ore*, 27 October 2004
- Barca F., Zaccone Teodosi A., Medolago Albani F. (2002), “Revenues in times of recession: more entertainment, more profitable entertainment”, in *The SIS Briefings*, no. 52, October, Ebu-Uer, Geneva
- Barca F. (1999) “The Local Television Broadcasting System in Italy: too few resources for too many companies”, in *Media, Culture & Society*, vol. 21, no. 1, January, Sage, London
- Barca F. (1999) “La televisione digitale in Italia. Scelte istituzionali e orientamenti delle imprese televisive”, in *Economia della Cultura*, no. 3, Il Mulino, Bologna

*Supervised and directed the following projects (among others):*

- La filiera dell'audiovisivo in Toscana: criticità e punti di forza, 2017 [per Studiare Sviluppo]
- Una rete teatrale in Europa tra identità e diversità: co-ideazione e cura del progetto ‘Epic in motion. Transforming a diversifying Europe through shared theatre practice’ (2017)
- Creaction <http://cre-action.it/> 2017
- Le industrie culturali e creative in Puglia: criticità e punti di forza per nuove strategie di sviluppo, 2016 [per il Teatro Pubblico Pugliese]
- L'impatto dei finanziamenti pubblici di Apulia Film Commission sulla filiera audiovisiva in Puglia, 2016 [per Apulia Film Commission]
- ‘Roma Gran Tour, a New Vision for Italian Heritage’, a European project, 2014
- ‘Over The Top, a New Challenge for Europe’, 2013



- ‘Structural Funds for CULTURE in Italy: Across Cultural Heritage, for Cultural Heritage’, 2013
- The ‘Sky Effect’ (for Sky Italia), 2013
- European Funds for the Audiovisual market (for APT), 2012
- The Local Television Sector in Italy (for various Co.re.com local media agencies: Emilia Romagna, Puglia, Umbria), 2012
- Public Service Broadcasting in Europe in the Digital Age, 2012
- The Audiovisual Market in Italy and Main European Trends (for APT – Italian TV producers association), 2011
- Financial Support for the Audiovisual Industry in Apulia: an Analysis of the Impact of the Apulia Film Fund (for the Apulia Film Fund), 2011
- Statistics for the Monitoring and Evaluation of Media Development: Results of the Pilot Survey on Broadcasting and Newspaper Sectors in 28 Countries – Report 2011 (for Unesco Institute of Statistics), 2011
- The New Over-The-Top Operators: Characteristics and Business Models (published in “14<sup>th</sup> Report for IEM”), 2011
- The Impact of the Sky Satellite Platform on Italy’s Television System and on the National Economy (for Sky), 2011
- Connected TV in Europe: Broadcasters Strategies and Business Models, 2011
- Public Investments in the Creative Industries in Italy (published in “13<sup>th</sup> Report for IEM”), 2010
- Public Investment in the Publishing Industry in Europe (for the Department of Information and Publishing of the Presidency of the Council of Ministers), 2010
- The Fiction Industry in Europe: New Trends and Business Models, 2010
- International Demand for Italian Fiction Programmes (for APT), 2010
- Local Broadcasting in the Lombardy Region in the transition to Digital Television (for IRER Lombardia), 2010
- CBS Marketing Strategies: Free vs Pay Business Model, 2009
- The Gaming Industry in Italy (published in “12<sup>th</sup> Report for IEM”), 2009
- The Italian TV Drama Market (for Roma Fiction Fest), 2009
- Local Media and the Digital Transition (for Co.re.com Lazio), 2009
- The Advertising Market in Italy (for Assocomunicazione), 2008
- Local TV Market in Abruzzo (for Co.re.com Abruzzo), 2008
- Evaluation Study on the Mercato Internazionale del Film – The Business Street (for Festival del Cinema di Roma), October 2008
- The Local Media System in Sardinia Region (for Corerat Sardegna), October 2008
- The Value of TV Drama in Italy (for Roma Fiction Fest), July 2008

- Branding Strategies in Approaching TV Markets, July 2008
- The Future is Clear – Second Report on DTT in Europe (for DGTVI), November 2007
- The Value of Entertainment (for RAI), 2007
- The Indies Sector in Italy, 2007
- Broadcasters Evolution in the New Digital Landscape (for RAI), January 2007
- Europe towards Digital Terrestrial Television (for DGTVI), July 2006
- Tax Measures for Film Production in Europe (for Sky Italia), November 2006
- Survey on Local Media in the Lazio Region (for Co.Re.Com Lazio), 2006
- Feasibility Study on the Implementation of a Mediterranean Film Commission in Sicily (for DPS – Dipartimento per le Politiche di Sviluppo - Development Policies Department, Ministry of Economic Development), 2006
- The RAI's Internationalization Strategies (for RAI), 2005
- RAI and Pay-TV Business Model (for RAI), 2005
- The Film Industry in Italy (for Glocus), 2004
- TV Production Factors – Analysis of RAI and Mediaset Production (for RAI) (2003)
- Observatory on Public Service Broadcasting in Europe (for RAI) (2003)
- Entertainment Without Frontiers? – Monitoring European TV Markets (for RTI – Mediaset Group) (2002, 2003)

### **COMPUTER SKILLS**

- Excellent knowledge of most common PPAs, such as Office Suite. Excellent Internet skills. Good knowledge of server systems.

### **LANGUAGE SKILLS**

- Italian (mother tongue),
- English (excellent)
- Spanish (basic)
- French (basic)

### **MAIN PERSONAL INTERESTS AND HOBBIES**

- Cinema, Literature,

- Hiking, Jogging.