

## **CURRICULUM VITAE**

### **Giuseppe Richeri**

#### **1. Degree**

Doctor in Economic Sciences, Università di Pavia (1972)

#### **2. Current appointments**

(a) Ordinary professor at Università della Svizzera italiana, Lugano, director of the Media and Journalism Institute, director of the Observatory of Media and Communication in China, director of the master in 'Media Management', co-director of the Film Summer School of Locarno and holder of the courses 'Media Strategies' and 'History of communication', and 'Media Economy and Policy' at the Faculty of Communication Sciences

(b) Visiting professor of Media Marketing at the University San Raffaele, Milan since 2008

(c) Professor of "Économie du cinéma", Réseau Cinéma CH

#### **3. Previous didactical appointments**

(a) Professor of 'Media Economics' at the Master in Communication of the Faculty of Political Sciences at Università di Firenze, from 1995

(b) Professor of 'Theory and Techniques of New Media' at the Undergraduate Program of Communication Sciences at Università di Bologna (1995-97)

(c) Holder of the UNESCO chair in Communication at the Faculty of Information Sciences at Universitat Autònoma de Barcelona (1993-94)

(d) Holder of the course 'Theory and Techniques of Communication' at the Faculty of Industrial Design at Politecnico di Milano (1994-95)

(e) Professor of 'Political Economics of Communication' at the Doctoral Course of the Faculty of Information Sciences at Universitat Autònoma de Barcelona (1991-93)

(f) Teacher of 'Economics of television' at the Faculty of Political Sciences at Università di Torino (1990-92)

(g) Teacher of 'New Technologies of Communication' at the Faculty of Sociology at Università di Trento (1988-2000)

(h) Teacher of 'New Technologies of Communication' at the Faculty of Political Sciences at Università Statale di Milano (1986-88)

(i) Teacher of 'New Technologies of Communication' at the Undergraduate Course DAMS (Disciplines Arts, Music and Performance) at Università di Bologna (1984-86)

(l) Teacher of 'Communication' at Ecole Nationale d'Administration de Paris (1982-83)

(m) Didactical seminars in various universities, among them: Faculty of Communication, Università Statale di Buenos Aires (2000), Faculty of Journalism, Università Diego Portales, Santiago del Cile (1999), Faculty of Communication, Università Cattolica di Lima (1998); Faculty of Communication, Università Cattolica di Montevideo (1995); Faculty of Information Sciences, Università di Valencia (1995), Faculty of Industrial Design, Politecnico di Milano (1995).

#### **4. Previous professional appointments**

(a) Dean of the Faculty of Communication Sciences at USI from 2004 to 2008

(b) Member of the Board for the Issue of National and Local Television Grants of the Italian Ministry of Communication (1999-2001)

(c) Consultant of the Italian Authority for Guarantees in Communication, working on various files (among them: application rules of anti-trust regulations, regulations for cable-TV and satellite-TV licences); furthermore, he carries out annual analysis of the national and international television market, published in the Report of the Authority to the Parliament (1998-2001)

(d) Member of SIS (Strategic Information Service) of the European Broadcasting Union in Geneva (1998-2000)

(e) Coordinator of the annual research on 'Social planning' of Rai Radiotelevisione Italiana envisaged by the Service Contract (1999-2001)

(f) Member of the observation group of DATAR (Delegation à l'Amenagement du Territoire) of the French government on the long term scenario of communication infrastructures in France (2000-2001)

(g) Research coordinator of ISPI (Istituto Studi Politica Internazionale – Institute of Studies in International Politics) on "Communications and Telecommunications in the Mediterranean" (2001)

(h) Research coordinator for the National Television Council of Cile on digital television (2001)

(i) Coordinator of the Communications Observatory of the Regione Emilia-Romagna (1999-2001)

- (j) Consultant of the Board of Strategical Planning of Rai Radiotelevisione Italiana for the supply of a continuous monitoring of digital-TV market evolution and of forms of pay-TV (1996-98)
- (k) Research director of Centro Studi San Salvador of Telecom Italia, Venezia (1995-1998)
- (l) Research director at Reseau, consulting firm in Milano specialized in the field of telecommunication and media (1994-95)
- (m) Consultant of the general manager of Telepiu', an Italian pay-TV (1994-95)
- (n) General manager of Makno Media, consulting and specialized research firm in the field of media (1986-1992)
- (o) Consultant for international research projects at CNET (Centre National d'Etudes de Telecommunication) in Paris (1981-83)
- (p) Director of the Office for Information Problems of the government of Regione Emilia Romagna (1975-80 and 1983-85)

### **5. Editorial appointments**

- (a) 'Analisi', Università Autonoma di Barcelona. UAB, Barcelona (member of the scientific committee)
- (b) 'Economia della Cultura', Il Mulino, Bologna (member of the editorial board)
- (c) 'Comunicação & Política', Cobela, Rio de Janeiro (corresponding editor)
- (d) 'Dialogos', Federacion Latinoamericana de Asociaciones de Facultades de Comunicacion Social, FELAFACS, Lima (member of the international consultant's board)
- (e) 'Media, Culture & Society', Sage, London (corresponding editor)
- (f) 'Problemi dell'Informazione', Il Mulino, Bologna (member of the scientific committee, 1996-98)
- (g) 'Reseaux', Cnet, Paris (member of the international committee)
- (h) 'Studies in Communication Sciences, Société Suisse des sciences de la communication et des media (Advisory Board)
- (i) 'Telos', Fundesco, Madrid; (associate editor)

### **6. Recent research activities**

Research "International Media Concentration", directed by Prof. Eli Noam, Prof. Patrick Badillo and Prof. Dominique Bourgeois (2008).

Research "Communications in the Olympics – The Challenge and Opportunity for Beijing 2008 in Intercultural Exchange" with Communication University of China, Autonomous University of Barcelona and Jacobs University of Bremen; authorized by Olympic Studies Center (OSC), International Olympic Committee (IOC) and State Council Information Office of People's Republic of China, funded by IOC (2008).

Research on private radio and TV' audience in Italian Swiss, founded by UfCom (2007).

Research on the history of the RTSI founded by RTSI (2006).

Research "The Media diet of Swiss Italian households", founded by NSF (2005).

Research on the regional public broadcasters in Europe, founded by RAI (Radiotelevisione italiana) (2004).

Project leader of "Hear and See, A media memory project", founded by Swiss Campus Virtuel (2004).

Research "PENG - Personalized News Content Programming" founded by European Union – Sixth Framework Programme (2004).

Research on Social Schedule of RAI television, co-directed by Professor Cristina Lasagni, funded by RAI (2004 and 2005).

Research on the cultural impact of Locarno International Film Festival, funded by Canton Ticino's department of Education, Culture and Sport (2003).

Research on decentralization of public broadcasters in "minors" European countries, funded by RAI (Radiotelevisione italiana) (2003).

Research on audiovisual Economy in Italy in the 90's, funded by Italian Regional Governments (2003).

Research on Economy of Editorial Contents on-line, funded by Italian Communication Authority (AGCOM) (2003).

Research on TSI scheduling, "Il Giano bifronte", co-directed by Professor F. Casetti, funded by RTSI (2003).

Research on the issue "Telecommunication and media in the Mediterranean Area", in collaboration with Bruno Solmavico and Edoardo Fleischner, funded by ISPI – Institute for studies in international policy (2002).