



**Part A. PERSONAL INFORMATION**

**CV date**

01.10.2021

First and Family name	Luis Alfonso Albornoz Espiñeira		
ID number	05338756L	Age	53
Researcher codes	WoS Researcher ID (*)	AAB-1951-2019	
	SCOPUS Author ID (*)	24586810200	
	Open Researcher and Contributor ID (ORCID) **	0000-0002-0079-3317	

(\*) At least one of these is mandatory (\*\*\*) Mandatory

**A.1. Current position**

Name of University	University Carlos III of Madrid – UC3M		
Department	Communication and Media studies School of Humanities, Communication and Library Sciences		
Address and Country	126, Madrid street. Postal code: 28903 – Getafe. Madrid, Spain		
Phone number	+34.646041912	E-mail	<a href="mailto:lalborno@hum.uc3m.es">lalborno@hum.uc3m.es</a>
Current position	Senior Lecturer (T.U.)	From	24.03.2008
Key words	Communication Policies / Cultural Industries / Cultural Diversity		

**A.2. Education**

Degree/PhD	University	Year
PhD	Faculty of Information Sciences, University Complutense of Madrid (UCM), Spain	2005
Degree in Communication Sciences	Faculty of Social Sciences, University of Buenos Aires (UBA), Argentina	1994

**A.3. JCR articles, h Index, thesis supervised...**

-Research sexenios awarded: 4 (four); periods: 1997-2002, 2003-2008, 2009-2014, 2015-2020.

-Number of Thesis directed / co-Directed: 3 (three) / 3 (three).

-Total citations since 2001: 1329; since 2016: 581, h-index (total): 19; h-index (since 2016): 13, i10-index (total): 36, i10-index (since 2014): 19 (source: Google Scholar).

-The citations come from publications with international impact, edited in Spanish, English and Portuguese. The monograph *Periodismo Digital* is significant, as well as the 5 edited books. *Poder, medios, cultura* was updated and translated into English within the IAMCR collection at Palgrave Macmillan, and *La televisión digital terrestre* was translated into Portuguese. 17 articles in peer-reviewed indexed journals must be added to this.

**Part B. CV SUMMARY (max. 3500 characters, including spaces)**

After an initial stage as professor and researcher at University of Buenos Aires (UBA), he pursued postgraduate studies at the Dept. of Audiovisual Communication and Advertising I of Universidad Complutense de Madrid. As a PhD. student he became a member of the research team in the project Cultural Industries in the Digital Era, funded by Fundación Alternativas. Two collective volumes were published as a result of this research: *Comunicación y cultura en la era digital. Industrias, mercados y diversidad en España* (Gedisa, 2002) and *Hacia un nuevo sistema mundial de la comunicación. Las industrias culturales en la era digital* (Gedisa, 2003). Between 2000 and 2005, under the supervision of Enrique Bustamante, he developed the doctoral thesis *Los diarios online de información general: el caso de los grandes periódicos en español*, which obtained an Extraordinary Doctoral Award. The thesis led to the publication of *Periodismo digital. Los grandes diarios en la Red* (La Crujía, 2007).

In 2003 he joined the staff of the Department of Journalism and Audiovisual Communication at UC3M, where he holds the position of Senior Lecturer since 2008. He has developed

significant research work through articles in scientific journals based in Brazil, Spain and the UK. He has edited the books *Poder, Medios, Cultura. Una mirada crítica desde la economía política de la comunicación* (Paidós, 2011), *La televisión digital terrestre. Experiencias nacionales y diversidad en Europa, América y Asia* (with M.T. García Leiva; La Crujía, 2012), *El audiovisual en la era digital. Políticas y estrategias para la diversidad* (with M.T. García Leiva; Cátedra, 2017), *Diversidad e industria audiovisual: el desafío cultural del siglo XXI* (with M.T. García Leiva, FCE, 2017) and *Audiovisual Industries and Diversity: Economics and Policies in the Digital Era* (with M.T. García Leiva; Routledge, 2019). He has published more than a dozen book chapters printed in Spain, Argentina, Brazil and the U.S.

In 2011 he created the research group ‘Audiovisual Diversity’ at UC3M, dedicated to the study of the diversity within the framework of cultural industries and the audiovisual sector. He has been IP (Principal Researcher) of the research projects ‘Diversidad cultural y audiovisual: buenas prácticas e indicadores’ (2012-2014) and ‘Diversidad de la industria audiovisual en la era digital’ (2015-2017). Currently is IP of the Project “.

Between September 2015 and August 2017, the UC3M granted him a ‘temporary leave’ (art. 17.4, Law of Science, Technology and Innovation), and he entered the researcher career at the Argentinian National Scientific and Technical Research Council (CONICET) as Independent Researcher, developing his work at the Research Institute Gino Germani, UBA.

He has completed research stays and taught postgraduate courses at universities in Latin America and Europe: Federal of Sergipe (2006), Federal of Rio de Janeiro (2008), National of Quilmes and National of La Plata (2010), Paris 8 (2012), Lyon 2 (2013), Sao Paulo State (2014) and UBA (2017).

He directed an international conference and participated in seminars and international conferences held in Spain, Brazil, Argentina, France and Portugal, among others. Finally, between 2010 and 2014 he was Vice Dean of the Degree in Audiovisual Communication at UC3M. Between December 2018 and July 2021 he was the director of the Master in Applied Research to Mass Media, Department of Communication and Media Studies, UC3M. Since July 2021 he is the director of the PhD Program of Research on Media Studies, Department of Communication and Media Studies, UC3M.

## Part C. RELEVANT MERITS

### C.1. Publications (including books)

Albornoz, L.A. and García Leiva, M.T. (eds.) 2019. ***Audiovisual Industries and Diversity: Economics and Policies in the Digital Era***. New York/London: Routledge (Routledge Studies in Media and Cultural Industries), pp. 232. ISBN: 978-1-138-38445-3.

Albornoz, L.A. and García Leiva, M.T. (eds.) 2017. ***Diversidad e industria audiovisual: el desafío cultural del siglo XXI***. México D.F.: Fondo de Cultura Económica, pp. 331. ISBN: 978-6071647276.

Albornoz, L.A. and García Leiva, M.T. (eds.) 2017. ***El audiovisual en la era digital. Políticas y estrategias para la diversidad***. Madrid: Cátedra, pp. 199. ISBN: 978-84-376-3621-4.

Albornoz, L.A. and García Leiva, M.T. (eds.) 2012. ***Televisión digital terrestre. Experiencias nacionales y diversidad en Europa, América y Asia***. Buenos Aires: La Crujía, pp. 300. ISBN: 978-987-601-154-9.

Albornoz, L.A. (ed.) 2011. ***Poder, medios, cultura. Una mirada crítica desde la economía política de la comunicación***. Buenos Aires: Paidós, pp. 280. ISBN: 978-950-12-2735-2. [English Translation: *Power, Media, Culture. A Critical View from the Political Economy of Communication*. London: Palgrave Macmillan, 2015. ISBN: 9781137540072].

### Journal Articles

Ye, P. and Albornoz, L.A. 2018. **Chinese Media ‘Going Out’ in Spanish Speaking Countries: The Case of CGTN-Español**, *Westminster Papers in Communication and Culture*, 13(1): 81–97. DOI: <http://doi.org/10.16997/wpcc.277>.

Albornoz, L.A. 2016. **Dix ans après l'entrée en vigueur de la Convention sur la diversité culturelle: Déséquilibres dans le marché international des biens et services culturels**, *Les enjeux de l'information et de la communication*, nº 17/2. Pp. 11-23.

Albornoz, L.A. 2016. **The International Fund for Cultural Diversity: a new tool for cooperation in the audiovisual field**, *International Journal of Cultural Policy*, nº 4, vol. 22. Pp. 553-573. ISSN: 1477-2833.

Albornoz, L.A. and García Leiva, M.T. 2012. **The political economy of DTT: An international overview**. *International Journal of Digital Television*, 3(3). London: Intellect. ISSN: 2040-4182.

### **Book Chapters**

Albornoz, L.A. 2016. **Grupo Prisa**, in Birkinbine, B.; Gómez, R. and Wasko, J. (eds.): *Global Media Giants*, New York/London: Routledge. ISBN: 978-1138927711.

Albornoz, L.A. 2013. **Comunicação plural, diversidade cultural**, in Dantas, M. and Kischinhevsky, M. (orgs.): *Políticas públicas e pluralidade na comunicação e na cultura*. Rio de Janeiro: Editora E-papers, 2014. ISBN: 978-85-7650-396-5.

### **C.2. Research projects and grants**

#### **Title: Audiovisual Diversity and Online Platforms: Netflix as a case study**

Funded by the State Programme for R&D+I, focussing on the Challenges of Society, of the Spanish Ministry of Science, Innovation and Universities, and the European Regional Development Fund (ERDF) of the European Union. Reference: CSO2017-83539-R.

Duration: 01.01.2018-31.12.2019. Amount of the subsidy: 32.200 euros.

Main researcher: María Trinidad García Leiva. Number of researchers involved: 18 (eighteen).

#### **Title: Diversity of the Audiovisual Industry in the Digital Era**

Funded by the State Programme for R&D+I, focussing on the Challenges of Society, of the Spanish Ministry of Economy and Competitiveness. Reference: CSO2014-52354-R.

Duration: 01.01.2015-31.07.2017. Amount of the subsidy: 28.500 euros.

Main researchers: M.T. García Leiva and Luis A. Albornoz (replace by J.I. Gallego). Number of researchers involved: 13 (thirteen).

#### **Title: Cultural diversity and the audiovisual sector: good practices and indicators**

Funded by the State Programme for R&D+I of the Spanish Ministry of Economy and Competitiveness. Reference: CSO2011-26241.

Duration: 01.01.2012-31.12.2014. Amount of the subsidy: 33.517 euros.

Main researcher: Luis A. Albornoz. Number of researchers involved: 9 (nine).

#### **Title: Convergência digital: ações com horizonte nas tecnologias e conteúdos de informação e comunicação**

Funded by the Comissão de Apoio ao Pessoal de Ensino Superior (CAPES), of the Brazilian Ministry of Education. Reference CAPES: Edital RH-TVD number 1/2007.

Entidades participantes: Vale do Rio dos Sinos University (UNISINOS, Brazil), Carlos III University of Madrid (UC3M, Spain) and Federal University of Sergipe (UFS, Brazil).

Duration: 01.01.2008-30.06.2012. Amount of the subsidy: 479.073,88 Brazilian real.

Main researchers: Valério Cruz de Brittos (UNISINOS, Brazil). UC3M collaborating institution: Luis A. Albornoz. Number of researchers involved: 16 (sixteen).

### **C.3. Contracts**

Elaboration of a report about trends and musical diversity in the platform YouTube Spain 2014-2016 for Alphabet Inc. (in collaboration with J.I. Gallego). Contract: art. 83 of the LOU, signed between Alphabet Inc. and UC3M. Duration: 01/09-30/09/2016 (1 month). Amount: 2.000 € (+ IVA).

Elaboration for the UNESCO Institute of Statistics (UIS) of the report 'Diversity and the film industry. An analysis of the 2014 UIS Survey on Feature Film Statistics' (ref.: UIS/2016/CUL/TD/6). Montreal: UIS. Contract signed between the researcher and the UIS; Contract for Individual Authors nº 4500282742. Duration: 28/09/2015-03/2016. See:

[http://uis.unesco.org/sites/default/files/documents/diversity-and-the-film-industry-an-analysis-of-the-2014-uis-survey-on-feature-film-statistics-2016-en\\_0.pdf](http://uis.unesco.org/sites/default/files/documents/diversity-and-the-film-industry-an-analysis-of-the-2014-uis-survey-on-feature-film-statistics-2016-en_0.pdf).

Creation and development of the 'Observatorio de Cultura y Comunicación' at Fundación Alternativas (Madrid, Spain). Contract signed between UC3M and Fundación Alternativas. art. 83 of the LOU). Amount: 50.698,10 €. Duration: 01/01/2008 – 31/12/2009.

#### **C.4. Others (institutional responsibilities, memberships of scientific societies, etc.)**

- Director of the official research group 'Diversidad Audiovisual / Audiovisual Diversity', UC3M.
- Agencia Nacional de Evaluación y Prospectiva (ANEP) project evaluator, since 2012.
- Evaluator of the Call for grants for strategic projects of the research groups, Department of Innovation, Research and University of the Government of Aragon, 2018.
- Vice Dean of the Degree in Audiovisual Communication, UC3M (2010-2014)
- Director of the Master in Applied Research to Mass Media, UC3M (2018- ).
- Member of the following scientific association: International Association for Media and Communication Research (IAMCR), Spanish Association of Communication Research (AE-IC), European Communication Research Association (ECREA), Unión Latina de economía Política de la Información, la Comunicación y la Cultura (ULEPICC).
- Member of the international scientific committee of *Maison des sciences de l'homme Paris Nord* (MSH-PN) since 2019. Project evaluator.
- Member of the editorial, scientific or editing board of the journals: Journal of Digital Television, Telos, EPTIC, Redes.com. Revista de estudios para el desarrollo social de la comunicación, ECO-PÓS, *Global Media Journal México* (Ibero-American edition).