

**Part A. PERSONAL INFORMATION**

<b>CV date</b>	18/06/2021
----------------	------------

First and Family name	M <sup>a</sup> Trinidad García Leiva		
Researcher codes	WoS Researcher ID (*)	F-2117-2017	
	SCOPUS Author ID(*)	13611811400	
	Open Researcher and Contributor ID (ORCID) **	0000-0001-8572-0565	

(\*) At least one of these is mandatory

(\*\*) Mandatory

**A.1. Current position**

Name of University/Institution	Carlos III University of Madrid		
Department	Communication		
Address and Country	Edif. Ortega y Gasset. C/ Madrid 133. 28903. Getafe. SPAIN		
Phone number	E-mail	<a href="mailto:mtgleiva@hum.uc3m.es">mtgleiva@hum.uc3m.es</a>	
Current position	Associate Professor (Profa. Titular)	From	18.03.2019
Key words	Audiovisual industries. Cultural diversity. Audiovisual policy and regulation. Cultural cooperation.		

**A.2. Education**

PhD	University	Year
PhD Information Sciences	Complutense University of Madrid (UCM)	2007
Degree in Communication Sciences (homologated to Advertising and PR)	University of Buenos Aires (UCM-MEC)	2001 (2005)

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

- Total Citations: 562; since 2016: 284, h-index: 9, h10-index: 9 (source: Google Scholar).
- Among a total of 31 peer-reviewed articles published (13 in English), the following stand out since 2008: 6 JCR/ SSCI (Q1, Q3, Q4) and 8 SJR (Q2, Q3 y Q4). The rest are indexed in ESCI and/or SCOPUS (9), IN-RECS (2 in Q1 out of 6) and/or Latindex (Catalogue; mostly all criteria).
- A single-authored book was published by CSIC (Politeya Collection).
- Six co-edited collective books, which include single-authored and co-authored chapters, and a total of 20 book chapters, were published by prestigious and exemplary publishers in the field of Communication (Routledge and Cátedra, 1<sup>st</sup> in the SPI ranking of 'editorial prestige' for foreign and Spanish publishers, respectively); FCE, Gedisa, Marcial Pons, La Crujía, CIESPAL, in such ranking too. Most of these belong to specialized collections, were supervised by advisory committees and/ or written as part of teamwork.
- One thesis under supervision.

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

Associate Professor in the Department of Journalism and Audiovisual Communication, Carlos III University of Madrid, which I joined as Assistant Professor in 2007. Member of the Audiovisual Diversity official UC3M research group.

Since the dissertation of my PhD at Complutense University of Madrid, awarded with *Premio Extraordinario de Doctorado*, I have developed an integral and high-quality research activity, which can also be qualified as systematic, intense and international, as well as oriented to the analysis of cultural industries. More specifically, my expertise can be framed within the audiovisual sector and in relation to broadcasting: market structure, digitization and regulation and policy. This path has not prevented the development of new research interests, such as those related to cooperation in the field of culture and communication, or the transversal incorporation of the broader issue of cultural diversity to my research. The latter, precisely, will be the scientific priority for the forthcoming years.

Such an evolution has been possible thanks to an ongoing dedication and an excellence career path, supported by different grants and scholarships obtained in both pre and postdoctoral phases (FPU; “Castillejo”). These allowed international mobility to top research centers, and boosted the development of a continuous research activity that has been backed by consistent quality indexes and a high degree of internationalization. An intense intellectual production was framed by milestones such as research stays in the Universities of Oxford (2005; Programme in Comparative Media Law & Policy) and Glasgow (2009; Centre for Cultural Policy Research), and the participation in a total of 12 competitive projects since 2002. Among these stand out, since 2008, four financed by the R&D+I State Plan; becoming the main researcher of the most recent two.

More specifically, since 2008 I published: 28 articles in refereed journals, 20 book chapters and a single-authored book, as well as 6 co-authored collective monographs (mostly edited with Dr. Albornoz). The work *Políticas públicas y televisión digital: el caso de la TDT en España y el Reino Unido* (2008) was published by CSIC in a prestigious and long-standing collection, after passing a competitive process. The other books are collective efforts hosted by exemplary publishers such as Gedisa (*Alternativas en los medios de comunicación digitales*, 2008), La Crujía (*La televisión digital terrestre. Experiencias nacionales y diversidad en Europa, América y Asia*, 2012; translated into Portuguese in 2014 by MediaXXI), IORTVE (*Sintonizando el futuro: radio y producción sonora en el siglo XXI*, 2012), Cátedra (*El audiovisual en la era digital. Políticas y estrategias para la diversidad*, 2017), Fondo de Cultura Económica (*Diversidad e industria audiovisual. El desafío cultural del siglo XXI*, 2017) and Routledge (*Audiovisual Industries and Diversity: Economics and Policies in the Digital Era*, 2019). These two were each assessed by three anonymous reviewers.

Knowledge has also been transferred to society with the publication of situation and impact reports commissioned by Fundación Alternativas (6 research contracts since 2008), and has also been articulated via the research group TEMCERIN (2007-2018). Finally, yet importantly, my contribution to reviewing research submissions for the former ANEP began in 2016, the same year I became Secretary of the Spanish Association of Communication Research.

## **Part C. RELEVANT MERITS**

### **C.1. Publications**

#### **Books**

- Albornoz, L. A. and García Leiva, M. T. (Eds.) (2019). *Audiovisual Industries and Diversity* p. 1-203. London: Routledge. 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*. p. 1-331. México D.F.: Fondo de Cultura Económica. ISBN: 9786071647276.
- Albornoz, L. A. and García Leiva, M. T. (Eds.) (2017). *El audiovisual en la era digital. Políticas y estrategias para la diversidad*. p. 1-200. Madrid: Cátedra. ISBN: 978-84-376-3621-4.
- García Leiva, M. T. (2008). *Políticas públicas y televisión digital. El caso de la TDT en España y el Reino Unido*. p. 1-345. Madrid: CSIC. ISBN: 9788400086527.

#### **Articles**

- Albornoz, L.A. & García Leiva, M. T. (2021). Netflix Originals in Spain: Challenging diversity. *European Journal of Communication*. DOI: 10.1177/02673231211012174
- García Leiva, M. T. (2020). VoD platforms and prominence: a European regulatory approach. *Media International Australia*. DOI: 10.1177/1329878X20967456
- García Leiva, M. T. & Albornoz, L.A. (2020). VOD service providers and regulation in the European Union: an audiovisual diversity approach. *International Journal of Cultural Policy*. DOI: 10.1080/10286632.2020.1769614
- García Leiva, M. T. (2019). Plataformas en línea y diversidad audiovisual: desafíos para el mercado español. *CIC. Cuadernos de Información Y Comunicación*. DOI: 10.5209/ciyc.64639
- García Leiva, M. T. (2016). Política audiovisual Europea y diversidad cultural en la era digital. *Comunicacion y Sociedad (Mexico)*. DOI: 10.32870/cys.v0i27.4592

- García Leiva, M. T. (2015). Cultural Diversity and Free Trade: The Case of the EU-Canada Agreement. *International Journal of Cultural Policy*. DOI: 10.1080/10286632.2015.1119131
- García Leiva, M. T. (2011). European communication and cultural policies framework: creativity as a new paradigm? *Javnost-The Public*. DOI: 10.1080/13183222.2011.11009049
- García Leiva, M. T. and Starks, M. (2009). Digital switchover across the globe: the emergence of complex regional patterns. *Media, Culture & Society*. DOI: 10.1177/0163443709339465

## C.2. Research projects and grants

### *Diversidad y servicios audiovisuales bajo demanda por suscripción*

Funding: Ministry of Science and Innovation (State R&D+I Plan focussing on the Challenges of Society)

Reference: PID2019-109639RB-I00.

Main researchers: Luis A. Albornoz & M<sup>a</sup> Trinidad García Leiva (UC3M). Duration: 01/06/2020 to 31/05/2024.

Subsidy: €62.920. Researchers (n°): 18

Role: **main researcher**.

### *Diversidad audiovisual y plataformas en línea: el caso Netflix/ Audiovisual Diversity and Online Platforms: Netflix as a case study*

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

Main researcher: M<sup>a</sup> Trinidad García Leiva (UC3M). Duration: 01/01/2018 to 31/12/2019.

Subsidy: €32.200. Researchers (n°): 18

Role: **main researcher**.

### *Diversidad de la industria audiovisual en la era digital/ Diversity of the Audiovisual Industry in the Digital Era*

Funding: Ministry of Economy and Competitiveness (State R&D+I Plan focussing on the Challenges of Society). Reference: CSO2014-52354-R.

Main researchers: M<sup>a</sup> Trinidad García Leiva and Luis A. Albornoz [substituted by Ignacio Gallego in 2016] (UC3M). Duration: 01/01/2015 to 31/07/2017.

Subsidy: €28.500. Researchers (n°): 13

Role: **main researcher**.

### *Diversidad cultural y audiovisual: buenas prácticas e indicadores/ Cultural diversity and the audiovisual sector: good practices and indicators*

Funding: Ministry of Economy and Competitiveness (State R&D+I Plan focussing on the Challenges of Society). Reference: CSO2011-26241.

Main researcher: Luis A. Albornoz (UC3M). Duration: 01/01/2012 to 31/12/2014.

Subsidy: €33.517. Researchers (n°): 9

Role: full time researcher.

### *Análisis de la dieta audiovisual y su papel en la construcción de la realidad y el imaginario: elaboración de un sistema de indicadores/ Audiovisual diet analysis and its role within the construction of reality and imagery: elaboration of a set of indicators*

Funding: Ministry of Science and Innovation (State R&D+I Plan). Reference: CSO2008-05972/SOCL.

Main researcher: Pablo del Río Pereda (UC3M). Duration: 01/01/2009 to 31/12/2011.

Subsidy: €78.650. Researchers (n°): 7

Role: full time researcher.

## C.3. Contracts

### *La cooperación cultural para el futuro digital/ Cultural cooperation for the digital future*

Funding: OCC/ Fundación Alternativas

Main researcher: María Trinidad García Leiva (UC3M)

Duration: February 2013 to July 2013. Subsidy: €750

*Cooperación cultural/ Cultural cooperation*

Funding: OCC/ Fundación Alternativas

Main researcher: María Trinidad García Leiva (UC3M)

Duration: February 2011 to July 2011. Subsidy: €1.000

*La cooperación en cultura y comunicación desde y en el Reino Unido/ Cooperatio in communication and culture from and within the United Kingdom*

Funding: OCC/ Fundación Alternativas

Main researcher: María Trinidad García Leiva (UC3M)

Duration: November 2009 to February 2010. Subsidy: €1.500

#### **C.4. Institutional responsibilities**

-Co-director of the UNED-UC3M Master's Degree in Research in Culture & Law (2016-17 course).

-Secretary of the Spanish Association of Communication Research, AE-IC (elected, 2016-20)

#### **C.5. Reviewing activities**

**-Journals:** International Journal of Digital Television; Info The Journal of Policy; Regulation and Strategy for Telecommunications; Telos. Cuadernos de Comunicación e Innovación; Quaderns del CAC; América Latina Hoy; Observatorio (OBS\*); Chasqui; adComunica; Commons. Revista de Comunicación y Ciudadanía Digital; Journal of Digital Media & Policy.

**-Monographs:** Routledge's Media & Cultural Studies list.

**-Conferences:** CEISAL (2016), IAMCR Conference (2015), ECREA Conference (2012), ULEPICC Congresses (2006, 2008, 2010 y 2012).

**-Projects and contracts:** 2018 call, UPV/EHU Research Grants Programme; 2016 & 2020 call, State R&D+I Plan focussing on the Challenges of Society; 2016 call, Talent Promotion and Employability in R&D+I State Plan, Incorporation Sub-plan ("Juan de la Cierva-incorporación" contracts).

#### **C.6. Memberships**

**-Scientific associations:** 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).

**-Research group:** Diversidad Audiovisual/ Audiovisual Diversity (UC3M). Director: Luis A. Albornoz.

**-Journals:** International Journal of Digital Television, member of the *advisory board* since its foundation (2009); Telos, Cuadernos de Comunicación e Innovación, part of the scientific committee (2014-2017).

#### **C.7. Mobility**

*-University of Glasgow, Centre for Cultural Policy Research, Department of Theatre, Film and Television Studies. Glasgow, United Kingdom (September-December 2009).*

**Postdoctoral research stay.** Grant: Ayuda "José Castillejo" (MEC).

*-University of Buenos Aires, Social Sciences School. Buenos Aires, Argentina (11-30/12/2008).*

**Research visit.** Grant: Mobility Grant to Artists and Researchers and Scientists (AECID).

*-University of La Sapienza, Communication School. Rome, Italy (February 2009).*

**Research visit.** Grant: *Acción Integrada*, Hispanic-Italian Bilateral Programme (MEC), executed from 01/01/2008 to 31/12/2009).